
Request for Proposals Saint John Smart Tourism Pilot Project Manager

Project Description and Purpose

Enterprise Saint John invites your firm to submit a proposal to manage a project with the following key outcomes:

1. Development of 'Smart Tourism' applications and business models that address tourism-related problems and create new business value. Problems to tackle will be identified by key stakeholders in the tourism sector.
2. Capture and collection of relevant tourism-related data sets for population in the new Saint John Community Data Repository.
3. Data analysis of relevant tourism data sets that answer key questions and address problems identified by key stakeholders in the tourism sector.
4. Coordination of researchers' access to the tourism-related data sets, and communication of the results of their analysis of stakeholder-identified problems back to the stakeholders.
5. Coordination of innovators' access to the tourism-related data sets, and communication of data-driven solutions developed to address stakeholder-identified problems.

The purpose of this project is to leverage the establishment of the Saint John Community Data Repository - an information and communications technology ecosystem that collects, exchanges and processes data - to create new value and to make Saint John a more competitive tourism destination.

Background

Tourism is a \$250 million industry in Saint John. More than 1.5 million people visit Saint John every year. Important tourism segments include cruise, sport tourism, meetings and conventions, and leisure travel. As the industry develops and competition increases, destinations are creating new value for tourists, business operators, and stakeholders by collecting data, supporting the exchange and interconnectivity of this data, and by processing this data for analysis and development of intelligent applications. Saint John wants to be part of this industry evolution and to create new value for players in the tourism industry by harnessing the power of data.

One definition for Smart Tourism found in Electronic Markets magazine¹ is as follows:

“Smart tourism is defined as tourism supported by integrated efforts at a destination to collect and aggregate/harness data derived from physical infrastructure, social connections, government/organizational sources and human bodies/minds in combination with the use of advanced technologies to transform that data into on-site experiences and business value-propositions with a clear focus on efficiency, sustainability and experience enrichment.”

Through an integrated approach to data capture and analysis, tourism destinations are finding new ways of enriching experiences for tourists, helping businesses operate more effectively, and building an ecosystem ripe for innovation. Many are turning to technology and the power of data analytics to differentiate themselves from other destinations and to better connect with visitors.

Providing enriched experiences for tourists starts by communicating with them in the way they want to receive information and in being able to collect data that provides insight on

¹ “Smart tourism: foundations and developments”; Ulrike Gretzel, Marianna Sigala, Zheng Xiang, Chulmo Koo; *Electronic Markets*, September 2015, Volume 25, Issue 3

what they want to see and do in a destination. Increasingly, tourists are turning to their mobile phones for information and for in-market decision making. Mobile phone usage is greatly enhanced by having free Wi-Fi available in tourist-heavy areas of a city as many tourists don't want to risk depleting their data and incurring additional costs. And if they do use data, they are hesitant to access videos or data-rich images without access to free Wi-Fi. Having a robust data infrastructure with free, reliable Wi-Fi, and a beacon and sensor network enables destinations to both communicate more effectively with tourists, and capture information that can provide them with more customized, enhanced experiences.

For businesses catering to tourists, the ability to collect real-time information through connections to smart devices, beacon and sensor networks and internal systems are changing their back-end operations allowing information to turn in to action that saves the company money, or generates new revenue. The ways in which this information will be used will depend on the business, and the opportunities they're looking to develop. "Internet of Things" (IoT) applications that capture and analyze data to provide new insight are already being used extensively in the hotel and airline industry and there are significant opportunities for other businesses as well. One thing is certain; as tourists become more technologically savvy, they expect more for less money. Being able to understand the desires of tourists to provide personalized experiences or managing operations more effectively by turning information in to actions will create new value for companies serving tourists.

**Project
Governance**

Enterprise Saint John owns this pilot project, in association with key tourism stakeholders Discover Saint John, the Hotel Association, the Province of New Brunswick and Port Saint John. The project will be supported by Dr. Monica Wachowicz, UNB's Cisco Chair in Big Data Analytics and a post-doc with a smart tourism background. It will also invite participation from private sector companies in the tourism and hospitality sector. As part of the larger Smart and Connected Community Data Strategy, it will build off the community data infrastructure, and generate new data for the Saint John Community Data Repository.

The project will be managed day-to-day by the project manager chosen as the successful respondent to this RFP. As the project owner, Enterprise Saint John will be the first point of contact for the successful respondent and will make such decisions as are required according to the project plan and scope.

Any major decisions, including the approval of project plan and acceptance of deliverables will be reviewed with the key stakeholders and funding partners.

Objectives

The objectives of this project are:

1. To enhance the experience for tourists by

- a. Understanding who they are and creating experiences to match their demographic profiles
- b. Determining what they want to do while in Saint John
- c. By responding to solicited and unsolicited feedback
- d. Providing customized experiences to match personal preferences

2. To make better, more informed decisions to save money or generate new revenue

- a. On new product development
- b. For resource optimization and increased operational efficiencies
- c. By understanding trends
- d. By communicating new and emerging opportunities to operators
- e. By understanding traffic and behavioural patterns

3. To develop new business models

- a. Using new and existing data combined and processed in new ways that may do any of the following:
 - i. Create enriched tourism experiences,
 - ii. Optimize resources for companies
 - iii. Increase safety and security
 - iv. Improve conference planning and execution
- b. It is expected that other opportunities will emerge during the pilot project as new insights emerge from the analysis.

Deliverables

The list of Deliverables identified in this section is not exhaustive: proponents are expected to provide additional appropriate recommendations to fulfill the objectives of this project.

1. Tourism satisfaction ratings will increase.
2. Tourism stakeholders will have access to integrated real-time information that will save them money or generate new revenues worth more than \$1 million.
3. New business models will be created to address gaps and develop opportunities in the industry and create new value for stakeholders and tourists.
4. Innovators will co-create at least 2 data-driven solutions with tourism industry stakeholders that can be exported around the world.

Constraints

1) Time

The provisional project timeline is as follows. Respondents are expected to identify recommended milestones for completion of each objective as part of the RFP response. Milestones will be adjusted as appropriate by Enterprise Saint John in consultation with the successful respondent. We expect that the duration of this project will be two - three years, as parts of several phases identified below can run concurrently.

Please note that the technical implementation of the data infrastructure and data sets mentioned in Phase I and Phase II will be the responsibility of another project team, with which the successful respondent will be expected to coordinate closely on tourism-related requirements.

Phase I (3 months)	Build and enable data infrastructure, engage all participating stakeholders and determine best opportunities to address
Phase II (3 months)	Capture, collect and integrate new and existing data sets
Phase IV (3 months)	Process and analyze data for insights and support stakeholders in making informed decisions to save money or generate new tourism revenue
Phase V (3 months)	Invite innovators to engage in solving problems and creating new business models with available data
Phase VI (6 months)	Proof of concept projects
Phase VII (6 months)	Pilot projects/commercialization
Phase VIII (6 – 12 months)	Sales

2) Project Reporting

The successful respondent will be expected to meet with Enterprise Saint John on a monthly basis throughout the term of the project.

Key Success Factors

1. Demonstrated capability in project management, with successful track record in managing complex, multi-stakeholder projects on time and on budget.
2. Demonstrated capability in effective communications with both technical and non-technical project participants.

Selection Criteria

The successful contractor will be determined based on the scoring rubric attached as Appendix A. Please note that determination of best value may not result in the lowest cost proposal being accepted.

Please include the following information in your quotation:

- All costs related to the above requested tasks and deliverables,
- Your company biography and track record with similar or related work, similar projects completed, references etc., knowledge of marketplace, key staff and resources to complete the work, your methodology for completing the work and your idea of deliverables including the final report. Resumes of those potentially working on this project should be included. Similar information should be provided for any sub-contracting companies you intend to use.
- Identify fixed and variable costs per participating company.
- Any administration expenses - faxes, mailings, telephone, etc. (Do not include costs of meeting rooms).
- Please summarize cost information in a summary table.

Payment Schedule

You will be expected to submit invoices on a monthly basis for work performed and expenses incurred according to the project plan.

Payment will be made by cheque, typically within four weeks of receipt of the invoice. Please ensure your organization is setup to receive cheques from a Canadian organization (if international).

Enterprise Saint John reserves the right to NOT award a contract as a result of this solicitation

Quotations are due Friday March 31, 2017 by 3:00 PM Atlantic Daylight Time (-3.00 GMT).

Please e-mail all proposals directly to Mike Bacon, Enterprise Saint John (mbacon@enterprisesj.com). Questions for clarification should be directed to the same contact. Should questions or requests for clarification be received, the questions and their answers will be distributed to all those invited to respond to the RFP.

Appendix A

Saint John Smart Tourism Pilot Project Manager Evaluation Grid

RATED REQUIREMENTS (Maximum 100 points, Minimum 60 points)

<i>Criteria</i>	<i>Value</i>	<i>Score</i>
Awareness and knowledge of the information & communications technology sector, particularly with respect to the emerging concepts of 'Big Data' and the Internet of Things	10	
Demonstrated ability to create methodology required to achieve project outcomes	10	
A thorough appreciation and understanding of the tourism and hospitality sector, including potential project challenges	10	
Demonstrated ability to successfully present compiled/summarized findings and raw data	10	
<i>Quality of Proposal</i>		
Demonstrated understanding of the project, its objectives and metrics for evaluation	10	
Completeness and suitability of approach	10	
Resources available to firm and capacity to undertake project, including complete identification of sub-contractors.	10	
Practical and reasonable work plan and schedule	10	
Cost	10	
Additional value to be delivered in support of the project objectives	10	
<i>TOTAL</i>	100	