Request for Quotation
Website Redesign of tourismtofino.com

Tourism Tofino is inviting quotations from qualified and experienced agencies to design, develop, launch and maintain a new website to replace the current website at www.tourismtofino.com.

About

The Tofino Destination Management Association (doing business as Tourism Tofino) is Tofino's official not-for-profit destination marketing and management organization. Tourism Tofino is contracted by the District of Tofino to provide destination marketing, visitor services and destination management for the town of Tofino. It works in partnership with approximately 300 local businesses, not-for-profits, and other agencies to inspire responsible and respectful visitation to Tofino in non-peak times of the year.

Tourism Tofino's website is a critical asset for the organization and has not had a major re-design since 2017. The website contains a wealth of travel inspiration and information for travelers at various stages of their booking journey.

Assumptions & Agreements
- The contract will be for the design and production of a consumer-facing website (with all outlined components) to be launched no later than **March 1, 2024**.

Administration Process

In order to effectively review the proposals and fairly select a vendor, the following process will be utilized:
- The responses to any questions by the proponents will be communicated to all proponents of this Request for Quotation (RFQ).
- Proposals will be delivered to Tourism Tofino no later than **5:00pm on September 20, 2023**. Quotations received after this time will not be considered for this project.
- Proponents of this RFQ will be advised of the selection of a vendor no later than **September 28, 2023**.
- A contract for services will be negotiated with the successful vendor immediately following the selection process.

Selection Criteria

The contract for this project will be awarded based on several criteria of which effective use of budget is only one. The following are the criteria that will be considered in relation to the selection of a vendor:
- Proponent qualifications;
- Samples of work;

- Ability of the agency to complete this work;
- Recommendations for web & design innovation;
- Proposed price of providing the services required; and
- References

Technical Requirements

The technical requirements of this project are outlined in the Terms of Reference. Proponents will provide detailed information on their ability to successfully complete all requirements outlined in the Terms of Reference.

Additional Information

Proponents may wish to add any other additional information that they believe will provide support for their proposal.

Proposal Requirements

- Proposed approach for accomplishing this project;
- Qualifications and experience;
- Timelines/schedule including milestones;
- Budget, including costs or fee schedules for project areas identified. If there are areas that the proponent is not able to set firm prices on, this must be clearly noted in the quotation; and
- Proposed payment terms.

Confidentiality

All documents, information, and materials belonging to Tourism Tofino, which are obtained by the consultant for use in carrying out the project work, will be treated as confidential and will not be used or disclosed to any third parties for any purposes other than for the work to be done by the consultant. All materials, working papers, documents, reports, ideas, concepts, working knowledge, or techniques created or developed in performing the work to be done by the consultant or its employees, jointly by the consultant or its employees and Tourism Tofino personnel, shall be the property of Tourism Tofino.

Submission Details

Please submit one copy of your proposal, no later than **5:00pm on September 20, 2023**, via e-mail to:

Brad Parsell, Executive Director
Tourism Tofino
brad@tourismtofino.com

The accompanying Terms of Reference may be utilized in strictest confidence as reference materials to assist in preparing your quotation.

Terms of Reference

Scope of Services

Tourism Tofino requires a structural redesign and development of a new website to replace the existing website, www.tourismtofino.com. The website is used by travelers to the Tofino region to aid in travel inspiration and travel planning, including sourcing referrals for things to do, places to eat, and where to stay. Many local businesses utilize this website to feature their offerings and support their guests with information.

Services required:
- Further map out & discuss client goals/requirements
- Proposed sitemap and architecture
- Wireframing of site content for various device layouts, with a mobile-first approach
- Design mock-ups of the layouts
- Site development
- Assistance with content migration from existing website
- Launch prep, migration planning & implementation, Google Analytics setup, deployment & quality assurance
- Ongoing maintenance and updates of website, once launched

Proponents should expect revisions and feedback at each stage of the process.

Much of the "dressing" of the website with content such as photo/video assets and copy will be handled internally by Tourism Tofino staff once the website is built and developed with design mock-ups. The proponent does not have to factor in items such as copywriting, content acquisition or extensive creative design, but should be prepared to assist Tourism Tofino with the migration and uploading of this content.

Goals for New Website (in order)
1. Inspire people to travel to Tofino in non-peak times.
2. Assist people with researching, planning, and booking their trip to Tofino.
3. Drive referrals and bookings to local businesses.
4. Centre the Tofino brand and experience through an Indigenous lens.
5. Provide information on responsible and respectful visitor behaviour.
6. Drive e-commerce sales.
7. Drive e-newsletter sign ups.
8. Provide tourism news, data, information and resources to Tofino businesses and residents.

Functionality & Design

The nature of the website means Tourism Tofino staff must be able to make updates and changes to content easily and at any time. This requires malleability in the site build and a system that allows the team to make changes quickly, with little (to no) design or custom programming support. To that end, a WordPress website (while not essential) is preferred.

The overarching goal of the website redesign is to create an immersive and inspiring experience that is user-friendly above all else. The website should support all stages of the travel planning pathway – from travel inspiration to trip planning to booking with local businesses. Like any destination website, there is a large amount of content and information that needs to be made available to our audience, but it needs to be presented in an organized, logical, and easy-to-find manner.

Tourism Tofino regularly conducts digital advertising campaigns to drive traffic to our website. Campaign landing pages should be easy to set up and have well thought-out navigation pathways to connect the user seamlessly with content relevant to them.

Specific Elements & Functionality Requirements

The following elements and functionality requirements are mandatory in the design and development of the new Tourism Tofino website. These should be considered and addressed in the proposal.

Existing Functionality

- **Member business directory** – key listing information fed from our member management software (MMS) with the ability to customize/optimize listings and filter results (integration with ChamberMaster software). Existing website example: https://tourismtofino.com/food-drink/
- **Events calendar** – manually updated calendar (not integrated with software) with ability to view in calendar format or as a list of upcoming events. Existing website example: https://tourismtofino.com/events/month/
- **Blog functionality** – consumer-facing blog for news and articles. Existing website example: https://tourismtofino.com/news/
- **Current vacancies page** – ability for businesses like accommodators and tour operators to manually upload last-minute availability through a member login portal. Existing website example: https://tourismtofino.com/things-to-do/tour-vacancies-and-deals/
- **E-commerce platform** – ability to sell products from the Tofino Visitor Centre gift shop online. Integration with Lightspeed point of sale system.
- **E-newsletter integration** – signup box for consumer-facing e-newsletter to integrate with Campaign Monitor.
- **Content integrations** – integration with Simpleview (digital asset management system), Crowdriff galleries (user-generated imagery) and AMP (web stories).

New Functionality

- **Referral booking engine** – this is a new feature in this build. Ability to integrate with [Check In Canada](#) software to provide live availability and rates for accommodation partners with "book now" button that sends them to partner site for direct booking. Potential to expand this functionality to other businesses like restaurants or tour operators in the future.
- **Corporate microsite** – a microsite distinctly separate from the consumer site (but on the same domain) that is industry-facing to our member businesses and wider community. Would include basic information about Tourism Tofino, list of staff/board directors, downloadable reports, list of resources, an industry-facing blog, e-newsletter integration with [Campaign Monitor](#), and a tourism data dashboard.

User Experience (UX) & Design

- **Revised root menu navigation** – flatten the root menu navigation to get the user from the landing page to the content of interest in the least number of clicks.
- **Home page –** immersive and inspiring with the ability to feature full-bleed video or imagery with navigation presented in a clean and uncluttered way
- **Dynamic content pages** – templates for main pages of website with ability to easily customize depending on elements and information needed.
- **Messaging bulletins** – ability to create bulletin banners for important public service announcements, travel information or emergency messaging.

Pain Points of Current Website
- Navigation is convoluted and not user-friendly – too many layers of website, too many clicks to get to where you want, menus buried within menus, categories and submenus are not intuitive, menus at top and bottom of pages.
- Too much information and scrolling on some single pages.
  (example: https://tourismtofino.com/plan-your-trip/travel-tips-regulations/)
- The home page is not immersive or attention-grabbing enough.
- There is more copy than imagery/video on much of the website – leading to an uninspiring user experience with lots of reading.
- The desktop version of the website is too narrow and not "full bleed".
- Limitations with page bulletins – the number of bulletins able to be published is capped, bulletins take up a large portion of the screen when viewed on mobile, can't close the bulletins when looking on desktop.
- Critical pages like the e-commerce store and the 'Contact Us' page are buried and not easily located on the website.
- Higher than desired bounce rate on current website due to factors above.

Inspiration Websites

The Tourism Tofino team has done a scan of other tourism websites in the market and has compiled a list of websites and their features that we like from a design perspective. More of these will be shared during the design process, but here a few examples to give proponents a sense of the finished product we are looking for:

- **Yukon https://www.travelyukon.com/en** - great example of full-bleed, immersive and dynamic home page with emphasis on imagery over copy, clean and well-organized navigation, we also like the visual style of the events page that isn't necessarily a plain calendar view.
- **Tasmania https://www.discovertasmania.com.au/ -** another good example of an immersive home page with simple navigation and interesting featured content
- **Banff & Lake Louise https://www.banfflakelouise.com/** - really clean website layout with visual compartments, menus are intuitive and clean, we really like the trip builder feature.

Accessibility

Accessible first design is a cornerstone of this project. All designs should be considered from a universal design perspective, with accessibility features built in to reduce barriers.

While the website will be primarily built for the English language, the ability to use the alphabet of Nuu-Chah-Nulth (local Indigenous language) across the website is essential. Tourism Tofino is also interested in exploring language translation functionality – specifically in French and German. This should be considered and provided as a line item in the proposal.

Mobile First

The site should be designed to reflect a mobile-first experience and must meet Google's page speed recommendations. Our current website views are approximately 65% mobile.

Budget

Proponents should include a detailed proposed budget breakdown for the project phases within the scope of services. The proposed budget for the design and build of the new website should be presented separately from the ongoing maintenance costs of the website (updating plug-ins, hosting fees, etc.). Any related third-party fees required to execute the scope of services should be noted and included in the proposed breakdown.

This project has a maximum budget of $140,000 which must include all phases, scope deliverables, and contingency. This does not include ongoing maintenance and hosting costs of the website.

Timeline

The different phases and approximate milestones for this project are outlined below. There is some flexibility built into the stages of this timeline, but the final website should be launched in market no later than **March 1, 2024**. The project timeline includes an approximate 13-week period for the planning, design, and development phases with client engagement throughout.

Phase One – Competitive bid and contract award (~6 weeks by September 27, 2023)

August 23, 2023	RFQ is published and launched – open for 4 weeks
September 6, 2023	Final questions from proponents on RFQ due
September 20, 2023	RFQ period ends and quotes are collated to present to board of directors
September 26, 2023	Board of directors to award contract to chosen proponent
September 27, 2023	Successful proponent is contracted, and work begins on project

Phase Two – Planning and site map development (~3 weeks by October 18, 2023)

October 11, 2023	Initial planning meetings completed
October 18, 2023	Basic site mapping completed and agreed on

Phase Three – Website design (~4 weeks by November 15, 2023)

November 8, 2023	Wireframing, layouts and basic design mock-ups presented
November 15, 2023	Client feedback incorporated into design

Phase Four – Website development and programming (~6 weeks by January 5, 2024)

December 13, 2023	Initial site development completed and staged for client feedback
December 22, 2023	Client feedback due back for adjustments before holiday break
January 5, 2024	Site development completed with feedback incorporated

Phase Five – Website dressing with content (~3 weeks by January 26, 2024)

January 26, 2024	Content migration and dressing of website with new content completed

Phase Six – Quality assurance and testing (~3 weeks by February 16, 2024)

February 16, 2024	Testing period successfully completed

Phase Seven – Launch (by March 1, 2024)

February 19, 2024	Target launch date in market
March 1, 2024	Final deadline for website launch (with 2 weeks contingency)