



## **Request for Proposal (RFP)**

Cariboo Chilcotin Coast Tourism

Proposal Submission Deadline: July 14<sup>th</sup>, 2025

Emailed to: [projects@landwithoutlimits.com](mailto:projects@landwithoutlimits.com)

**Late Submissions Will Not Be Accepted.**

## **Project Overview**

Cariboo Chilcotin Coast Tourism (CCCT) invites proposals from experienced consultants to collect, analyze, and synthesize tourism-related research as well as results from recent projects within the CCCT. The final deliverable will be a comprehensive report and visually compelling presentation that communicates key findings, trends, insights and recommended next steps.

## **Cariboo Chilcotin Coast Tourism Association**

Cariboo Chilcotin Coast Tourism is a non-profit, stakeholder-based Regional Destination Management Organization that leads tourism in development and marketing in conjunction with the BC Ministry of Tourism, Arts, Culture & Sport, Destination British Columbia, Destination Canada, and industry partners in the Cariboo Chilcotin Coast Region, to help foster responsible growth of tourism and empowering a resilient visitor economy. Under this umbrella, Cariboo Chilcotin Coast Tourism Association leads Development and Sustainability, while Cariboo Chilcotin Coast Tourism Marketing Association leads Consumer Marketing. Together, the organization provides leadership and stewardship of both tourism supply and demand and the tourism industry.

The Cariboo Chilcotin Coast Tourism Region is located in the central interior of British Columbia. The region covers approximately 117,500 sq km (45,415 sq mi) which is over 12 percent of BC's landmass and stretches from McBride and Little Fort, near the Alberta border in the east, all the way west to the Pacific Ocean, and then north, through Quesnel to Hixon and dropping south into Lillooet and the Bridge River Valley.

The Cariboo Chilcotin Coast Tourism Region is one of six within the borders of British Columbia.

## **Purpose of Presentation**

Over the past year, CCCT has launched various proposals and programs under the umbrella of the Tourism Sector Development & Resiliency Strategy Project.

Cariboo Chilcotin Coast Tourism is now seeking proposals to compile and synthesize all components completed under this Strategy Project. This work will form part of a broader presentation that includes background statistics and research highlighting the challenges faced by the tourism industry over the past decade.

CCCT is looking for valuable data and research on issues that may be inhibiting the growth and resiliency of tourism. By investigating trends, regional performance, visitor

demographics, economic impact performance, and marketing effectiveness, the report demonstrate the present state of tourism in the region and make recommendations on the direction to take to help strengthen the industry.

This contract is intended to centralize and distill this information into an accessible presentation for internal strategy sessions and to share with external partners and tourism operators. This information is critical to making informed decisions within the tourism sector and to help build stronger resiliency in this industry.

In addition, the CCCT would like a measure of its performance and effectiveness over the years to accompany the research with the hopes of illuminating successes and any gaps where we can improve operations with respect to supporting the specific projects

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## **Project - Budget and Services Requested**

### **Budget**

The maximum budget for this project is \$50,000.00 taxes in.

### **Scope of Work**

The selected firm will be responsible for collecting background data that highlights the key trends affecting tourism operators over the past decade.

The selected firm will collaborate with CCCT to collect and coordinate all information related to the Tourism Sector Development & Resiliency Strategy Project and the various project pillars within it creating a comprehensive report and visually compelling presentation that communicates key findings, trends, insights and recommendations.

### **Schedule**

Cariboo Chilcotin Coast Tourism would like to conclude the Tourism Strategy Project by **January 30<sup>th</sup>, 2026 @ 4PM, PMT**

The preliminary schedule is as follows:

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Issue Request for Proposal	June 18 <sup>th</sup> , 2025
Questions from potential consultants accepted through	June 30 <sup>th</sup> , 2025
Proposal Due	July 14 <sup>th</sup> , 2025 (4PM PMT)
Evaluation process	July 15 <sup>th</sup> to July 18 <sup>th</sup> , 2025
Interviews conducted with finalists (if necessary)	Week of July 14 <sup>th</sup> , 2025

Organization Announces decision

July 21<sup>st</sup>, 2025

Consultant begins work

July 23<sup>rd</sup> to July 28<sup>th</sup>, 2025

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## **Proposal Requirements**

### **Firm Information**

- Along with the name, title and e-mail address of your firm, please provide information about the individual who will serve as the firm's primary contact along with their credentials and a brief description and history of your firm.

### **Experience and References**

- Proposals should include a list of 3-5 references for similar projects that your firm has completed.

### **Project Approach**

- Please explain your project approach, style and process, along with milestones and reporting periods.
- Indicate any blocks or barriers to completing the project in a timely manner.

### **Schedule and Timeline**

- Proposals should include the proposed work schedule, timeline and deliverables resulting from this project.

The contract is expected to begin no later than July 28th, 2025, and is to be completed by January 30<sup>th</sup>, 2026 - including CCCT Board approval. (Board schedule will be provided as some of the milestone deadlines.)

### **Submit To / Project Contact**

Marra Stewart, Project Manager, Cariboo Chilcotin Coast Tourism

[projects@landwithoutlimits.com](mailto:projects@landwithoutlimits.com), 250-392-2226 Ext 204

Applicants can submit their proposals by email to [projects@landwithoutlimits.com](mailto:projects@landwithoutlimits.com) or mailed/in-person to: #204 – 305 Barnard Street, Williams Lake, British Columbia, V2G 4T9.

Hard copies must be delivered in a sealed envelope, clearly marked CCCT - Tourism Strategy 2025 and addressed to Marra Stewart, Project Manager, CCCT. All digital copies must be emailed to [Projects@landwithoutlimits.com](mailto:Projects@landwithoutlimits.com) with the subject heading: CCCT - Tourism Strategy 2025.

Completed proposals, submitted by email or hard copy, must be received no later than July 14<sup>th</sup>, 2025 @ 4:00 PM, PST.