



REQUEST FOR PROPOSALS

Segmentation Study

April 18, 2022

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1.0 RFP Overview

VISIT FLORIDA (“VF”) is seeking a market research firm to perform a segmentation study of Florida’s domestic visitors.

VF’s objective is to hire research firm that will perform original research that will serve as an update to the last segmentation study VF commissioned in 2017. The purpose of the study is to determine whether the 5 domestic audiences identified in the last segmentation study are still appropriate targets for VF’s marketing, whether any additional segments should be considered, and how VF can fine-tune its domestic marketing.

The RFP process shall consist of one to two phases. Phase one consists of firms submitting written proposals in response to this RFP detailing suggested methodologies, firm capabilities and experience. Phase two, if necessary, will consist of virtual presentations by selected firms.

2.0 VISIT FLORIDA Overview

VF is a public-private partnership established by the State of Florida that provides services to more than 12,000 Florida tourism industry partners (“partners”). It receives funding from the state each year which is matched dollar-for-dollar by partners through a combination of contributions, membership and service fees, and cooperative advertising participation. Public contributions include all state appropriations to VISIT FLORIDA and exclude taxes derived pursuant to Florida Statute 125.0104.

To review research reports or infographics, please click [here](#).

To review the 2020-2021 Annual Report, please click [here](#).

To review our 2021-2022 Marketing Plan, please click [here](#).

To review our Strategic Plan, please click [here](#).

To view our consumer website, please click [here](#).

To view our business to business website, please click [here](#).

VF’s priorities include:

- Keeping Florida top of mind among target audiences;
- Protecting and growing visitor volume to Florida;
- Extending visitor length of stay and increasing visitor spend;
- Increasing visit frequency and visitor retention;
- Increasing travel to emerging Florida destinations;
- Growing brand awareness and engagement; and
- Promoting Florida tourism industry alignment.

3.0 RFP Objectives

The resulting firm relationship will last for the duration of this research project, though the selected firm will also be eligible to submit proposals for additional research projects in the future.

The selected firm will be responsible for providing research that will help VISIT FLORIDA implement its strategic marketing plan to achieve the following goals:

- Protecting and growing visitor volume from visitors in other states to Florida.

- Extending the length of stay and increasing spending by domestic visitors.
- Increasing visit frequency and visitor retention.
- Increasing travel to emerging Florida destinations.
- Maintain and build positive brand awareness of Florida and brand engagement.
- Promoting industry alignment and collective impact through partner investment and thought leadership.

VISIT FLORIDA's objective is to hire a firm that will utilize appropriate methodologies to answer the research questions detailed below and present them in a usable, actionable manner.

VISIT FLORIDA's audience includes:

- The Florida tourism industry at large (for partnership and cooperative advertising purposes);
- Domestic consumers;
- Florida residents;
- Internal stakeholders involved in planning marketing campaigns.

More information can be found in our [Marketing Plan](#).

VISIT FLORIDA's fiscal year is July 1 – June 30.

3.1 The Florida Brand and the VISIT FLORIDA Brand

Florida has been promoted as a tourism destination for more than a hundred years by a variety of visitors and tourism businesses. Throughout its history, three themes have repeatedly emerged: (1) the sun; (2) fun; and (3) freedom.

In the 1950s, state license plates began proclaiming Florida as the “Sunshine State,” and Florida's brand identity began to coalesce. Consumers now know that in Florida they will find sunshine any time of year, and will always enjoy vacations that let them experience and share their own internal “sunshine state.” Expressed visually, this is communicated through: bright and sunny landscapes; open vistas; sunny smiles and bright visages; and settings that are bright and brilliant.

In 2017 VF commissioned a segmentation study, the results of which led VF to focus its domestic marketing on the following segments, each of which is based on behavioral, psychographic, and demographic variables:

- Family Memory Makers
- Winter Sun Seekers
- Adventure Seekers
- Experience Seekers
- Impulse Getaways

While engaging in domestic marketing efforts, VF builds custom campaigns which adapt its overall brand as appropriate for messaging to each of these segments. A copy of the results of the original study will be provided to the selected vendor, along with any other appropriate research that VF is able to share.

3.2 Research Questions

VISIT FLORIDA seeks answers to the following research questions:

- Are the 5 audience segments outlined in section 3.1 still the appropriate segments to target for domestic marketing?
- Are there additional segments that are currently a missed opportunity?
- To what extent is there overlap between the segments, e.g. people who meet the

definition for more than one segment, and how should that overlap be taken into account in marketing?

- How do demographic variables impact the segments, e.g. do Boomer and Millennial Experience Seekers differ in meaningful ways? This question would apply to other demographic categories as well, including race, ethnicity, sexual orientation, physical or other disability, etc.
- Are there any audience segments for which VF needs to address concerns about FL? For example, do younger travelers have more negative opinions about the state?
- What are the most important travel motivators for these audience segments?
- What are appropriate media channels for reaching each of the segments?
- Which segments of travelers should VF specifically *not* target?
- Are there any sub-segments worth pursuing specifically? For example, culinary travelers as a subset of Experience Seekers.

Additionally, VF is open to suggestions for other research questions to be included in the study.

4.0 Scope of Work

The anticipated scope of work for all services sought by VISIT FLORIDA is set forth below. This is an anticipated scope of work only, is subject to change, and shall not be finalized except until executed in a signed, written agreement between VISIT FLORIDA and the selected agency or agencies.

4.1 Research Planning

- Provide recommendations on the best methodology or methodologies to answer the research questions outlined in section 3.2.
- Provide recommendations on appropriate sampling techniques for the project.
- In consultation with VF staff, design appropriate research instruments (questionnaire, discussion guides, etc).

4.2 Research Execution

- Implement the research design recommended by the firm and approved by VF.
- Adhere to the proposed timeline for completion of the study.
- Keep VF staff aware of any issues or problems that arise during the course of the study and adjust as necessary with approval from VF staff.
- Analyze the data and report on the findings.

4.3 Deliverables

- Finalized research instruments (e.g. questionnaires, discussion guides, or other) as determined by the research methodology
- If any primary data collection is performed, the raw data shall be owned by VF and provided by the firm in an appropriate file format (e.g. SPSS file for survey responses)
- Final report on the findings of the research project, to be delivered in the form of a written report and/or slide deck. These findings are to be presented to VF via a virtual meeting, or in person with the decision to be made in consultation with VF.

5.0 RFP Schedule and Process

Schedule

Activity	Dates
RFP Issued	April 18, 2022

Deadline For Written Questions To Be Submitted	April 20, 2022 5:00 p.m.
Estimated Response Date To Written Questions	April 21, 2022
Proposals Due	April 25, 2022 5:00 p.m.
Estimated Date Initial Evaluations Will Be Concluded	April 27, 2022
Invitations to Selected Agencies for Virtual Presentations, if necessary	April 27, 2022
Estimated time period for presentations	April 28-29, 2022
Agency/Agencies Selected to Negotiate for Contract	May 2, 2022

5.1 Questions to VF

Agencies may submit written questions up until 5PM EST of the deadline noted in the schedule. Please submit all questions to contractsteam@visitflorida.org. Please include “Segmentation Study RFP” in the subject line and be as clear and specific as possible when wording the question. Additionally, please be sure to include contact information – Company Name, Name, Title, Telephone, and E-mail address. VF may contact the agency to ensure clarity in VF’s response based on the question.

VF will respond to questions received by the deadline listed in the schedule and will post a copy of each question and response at <https://visitflorida.box.com/s/lgk23opwh66s7y0vt7zyav6g6lfpo8sc>.

The question and answer process is “blind.” The identity of the person and/or agency submitting a question will be kept confidential while the RFP is ongoing (even from VF team members) and will be known only to VF’s purchasing coordinator who will work with the VF team to gather information and post answers.

5.2 Proposal Submission Process

Proposals must be submitted no later than close of business (5 PM EST) on the date specified in the schedule above. Proposals submitted after that deadline may be rejected and not considered. All proposals should be submitted electronically via Box. [Click here to upload](#).

Please note, agencies submitting confidential information should mark the information confidential at the time of submission and should submit two copies, a clean copy and a copy with the confidential information redacted (see RFP terms below).

VF will notify each agency that their proposal has been received via email within two business days. **Please be sure to include an email address with your proposal.**

5.3 Initial Evaluation, Presentations, Negotiations, Award and Contracting

VF will evaluate written proposals and notify vendors selected for virtual presentations, if necessary. VISIT FLORIDA’s procurement officer may contact vendors during this period to obtain further clarification to assist with the initial evaluation.

Selected vendors will present to the VF team via teleconference. The proposed account team lead must attend. VF will provide additional requests for information ahead of the presentation for the vendor to discuss at the presentation.

VF will conduct final negotiations with one or more vendors, select one or more vendors for an award,

and execute a contract.

VISIT FLORIDA will notify vendors as to their status and next steps as the process proceeds.

6.0 Proposal Format

Agencies which are invited to submit proposals should submit proposals in the format described below and include all of the information requested below. Samples of previous work are not included in the page limits outlined below.

No.	Proposal Section	Content
1.	Authorization Letter and Signature	Include a letter signed by an authorized agency representative with authority to negotiate on behalf of the agency. The letter should include a statement of acceptance of VF's standard terms and conditions or proposed alternative terms.
2.	Table of Contents	No explanation required.
3.	Executive Summary	Include a summary of the proposal that is no more than one page in length.
4.	Agency Overview	Provide the information requested in section 6.1. No more than two pages in length.
5.	Agency Capabilities	Provide the information requested in section 6.2. No more than one page in length.
6.	Agency Experience	Provide the information requested in section 6.3. No more than one page in length.
7.	Proposed Methodology	Provide the information requested in section 6.4. No more than three pages in length.
8.	Pricing	Provide the information requested in section 6.5.

6.1 Agency Overview

- A. Provide company legal name, parent company, and ownership structure, mailing address, main phone number, fax number and email address.
- B. Provide primary contact.
- C. Total employees – whose primary function is conducting research.
- D. Provide senior staff bios.
- E. Provide contact information for at least **two current clients and two former** clients that VISIT FLORIDA can contact. If possible, please include travel industry or destination marketing clients as references. For each reference, please indicate the following:
 - Contact Name and Title;
 - Contact Agency Name;
 - Contact Phone Number;
 - Industry of Client;
 - Service Description;
 - Length of Relationship; and
 - Brief explanation regarding the end of the business relationship, if applicable.
- F. List all destination marketing and tourism industry clients, and any other clients that may compete with VISIT FLORIDA, as well as any conflict mitigation strategies. A potential conflict will not necessarily disqualify a respondent, however, VISIT FLORIDA may exclude a proposal from consideration at any point in the review or negotiation process should the conflict(s) of interest be deemed unacceptable.
- G. Indicate the number of years and nature of your experience in the tourism industry.

6.2 Agency Capabilities

- A. Provide a list of research methodologies in which the firm has extensive experience.
- B. Explain the firm’s typical methods of collecting data and recruiting participants. Does the firm have its own panel? If not, which panel(s) if any does the firm use for recruiting research participants?
- C. What techniques does the firm use to analyze data collected?
- D. Given the limited timeframe available to provide the deliverables, will the firm be able to meet the deadlines given its other workload and general speed of project completion?

6.3 Agency Experience

- A. Provide descriptions of other projects the firm has completed that are similar in nature to the one described in this RFP.

6.4 Recommended Methodology

- A. Provide an outline of the proposed research methodology or methodologies to be used to answer the research questions detailed in Section 3.2.
- B. Provide details on the number of participants to be recruited, the sampling methods to be used, the format of data collection, the techniques to be used to analyze the data, and any other details deemed appropriate by the firm.
- C. Explain why this methodology or these methodologies are the best approach for this project.

6.5 Pricing Information

VISIT FLORIDA requests each agency to provide detailed pricing for fees for services outlined in the RFP. Additional information and backup detail should be included as appropriate with your proposal.

7.0 Evaluation Criteria

Written proposals will be evaluated with the following criteria in mind:

Criteria	Weight
Team Quality and Experience	Heavy
Agency Capabilities	Heavy
Pricing Information and Value	Heavy
Quality of Reference Feedback	Moderate
Depth of Tourism Industry Knowledge	Moderate to Heavy
Appropriateness of Proposed Research Methodology	Heavy

8.0 RFP Terms

VF may adjust the specifications of this RFP throughout the process. This RFP does not constitute an offer by VF to contract, but rather represents a definition of the specific services being sought and invites agencies to submit proposals. Issuance of this RFP, the agencies’ preparation and submission of proposals and the subsequent receipt and evaluation of any such proposals by VF does not commit VF to award a contract to any agency. Agencies, by submitting a proposal, agree that any cost incurred by it in responding to this RFP or participating in the RFP process, is to be borne solely by the agency. VF shall incur no obligations or liability whatsoever to anyone by reason

of the issuance of this RFP or the actions of anyone relative thereto. Only the execution of a written agreement with an agency related to one or more services described herein will obligate VF and then only in accordance with the terms and conditions contained in such agreement.

Proposals, and any subsequent material submitted, will be considered complete and binding offers by the proposing agencies to contract for a period ending on the earlier of ninety (90) calendar days from their submission and the date the contract(s) is executed with the selected agency relating to the services covered by this RFP. No action or communication of VF other than the execution of a written contract shall constitute acceptance of such offer, and even then shall legally obligate VF only in accordance with the terms and conditions contained in the written contract.

VF reserves the right to enter into discussions and/or negotiations with more than one agency at the same time. VF may contract with one or more agencies at the same time, with no agencies, or with any party who did not submit a proposal, should it determine that such actions are in its best interest. VF reserves the right to reject any or all proposals in response to this RFP, waive any informality or irregularity in any proposal received and to award a contract to the agency or agencies of its choosing without explanation. VF will notify unsuccessful participants upon execution of the contract(s) awarded as a result of this RFP.

Interested respondents must direct any and all communications relating to this RFP to:

Meg Yariv, Senior Counsel
contractsteam@visitflorida.org
Subject Line: Segmentation Study RFP

Ms. Yariv is the sole contact for agencies. All other VF team members, including evaluators, are prohibited from discussing the RFP with agencies outside of the scheduled process.

Proposals must state that the agency will execute a contract containing VF's standard terms and conditions which have been published alongside this RFP (and may be reviewed [here](#)), or include a mark-up of those terms with specific language changes that the agency would require in order to execute a contract. All proposed changes should include explanations of why they are necessary. Requiring substantive changes to the published terms may place a proposal at a significant disadvantage. Many of the terms contained VF's standard terms and conditions are either non-negotiable or are required by special provisions of Florida law that apply to VF (e.g., contingent liability, indemnification, assignment, public records, termination, non-solicitation, legal requirements, non-discrimination, contract eligibility, record maintenance, E-Verify, minority vendors).

Confidentiality: VF adheres to the State of Florida's open records laws. That means records sent or received by VF in connection with its business must be provided upon request unless specifically made confidential or exempt from such requirement [by Florida law](#). This requirement includes materials you submit to VF in connection with this RFP. Vendors may mark information submitted to VF that qualifies as a trade secret or some other exemption under Florida law as "CONFIDENTIAL." Vendors should only mark information "CONFIDENTIAL" if they believe that it satisfies a specific Florida public records exemption and should state the specific legal exemption relied upon. Vendors should ensure that confidential information is appropriately marked at the time it is initially delivered to VF, as failure to do so may destroy the confidential nature of the information. Vendors submitting proposals containing confidential information should submit two versions, a clean version for VF review and a version with all the confidential information redacted. Should VF receive a public records request once the RFP has concluded and VF has issued an award, it will provide the redacted version and notify the vendor (note: VF will not disclose RFP materials while the RFP is

ongoing). Should the requester dispute the applicability of the asserted public records exemption, VF will notify the vendor which then must take the appropriate course of legal action if it wishes to continue to assert the claimed exemption. For more information on Florida public records laws generally, see the "Sunshine Manual" here: (www.myfloridalegal.com/sun.nsf/sunmanual). Finally, please note that the final contract terms awarded to the winning vendor or vendors will be a public record and will be posted on the VISITFLORIDA.org website as required by law and VISIT FLORIDA's standard contract terms (which must be agreed to upon submission of a proposal).