

Request for Quote

RFQ Title	Gold Coast Australian Travel Survey (GCATS) 2019-2020
Service Category	Market Research Survey
Purchaser Name	Nigel Smith
Corporate Entity	Gold Coast Tourism Corporation Ltd. (trading as Destination Gold Coast)
Business Unit	Corporate Services
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Closing Date	4pm Monday, 23 rd September, 2019

The Gold Coast is Australia’s largest regional city, and one of its largest leisure destinations, for both domestic and international visitors. As of 2018, Gold Coast attracted 1 million international visitors, 3.8 million domestic overnight visitors and 7.7 million daytrip visitors, with collective regional expenditure of more than AUD\$5.7 billion. Destination Gold Coast (DGC) seeks to improve its understanding of the domestic overnight market within Australia, using this brand tracking research to understand the performance of our marketing relative to other destinations within Australia.

1. Introduction

Gold Coast Tourism (trading as Destination Gold Coast (DGC)) has, for the past two years, conducted an annual brand tracking survey, both to understand the domestic overnight travel market within Australia, and to inform our marketing strategies with details of adult travellers’ preferences, intentions, and experiences in the domestic travel market.

In November 2019 and 2020, DGC plans to continue conducting this tracker, known as the Gold Coast Australian Travel Survey (GCATS), with a single provider for both years.

As part of this project, DGC is also willing to allow the chosen supplier to develop their own reports based on GCATS data for sale to other industry participants (either within Australia, or internationally), subject to mutually agreed terms between DGC and the supplier.

2. Background

The first GCATS survey in 2017 was undertaken as a way of establishing national benchmarks for Gold Coast’s performance across a range of standard brand and visitation metrics, and to inform our understanding of other data sets – such as data from Tourism Research Australia – by providing detail on the people taking overnight trips within Australia. The data proved extremely valuable, so the tracker was again repeated in 2018; it is DGC’s intention to continue conducting this study annually in 2019 and 2020.

3. Purpose

To capture a nationally representative sample of domestic overnight travellers, tracking established questionnaire definitions. The survey is expected to average 20 minutes in length, and to include the following elements:

1. Section A: Screener based on age, sex, postcode and whether had an overnight trip in the last 12 months.
2. Section B: General travel behaviour characteristics, including: experiences sought, holiday activities preferred (and ranked), accommodation preferences and attitudes to travel.
3. Section C in two parts:
 - General questions including unaided destinations intend to visit in next two years (domestic and international), destinations visited in the last 12 months, number of times visited each destination and reasons for visiting each, and frequency of visiting the destination (including first time visitors),
 - Loop Per VFR/Holiday Destination for most recent visit (Loop up to two different destinations per respondent). Destination are selected for loop based on sample needed for each destination. The loops include a range of information including party type, length of stay, spend, experiences sought and activities key to selection of the destination.
4. Section D: Satisfaction with destinations visited (all VFR/holiday destinations, not restricted to loop responses), recommendation rating for each destination, intention to visit specific destinations (aided), planning stage for intended trips, total value of overnight trips (including overseas) in the last 12 months (i.e. total travel wallet).
5. Section E: Destination perceptions (open-ended associations, verbatim likes and dislikes) for selected list of destinations.
6. Section F: Gold Coast-specific questions (all respondents)
7. Section G: Demographics and media consumption, including: household structure, dependent children, household income, household income type, media channels consumed (hours per week) and languages spoken in home.

a. Optional Components:

As this is a two-year contract, and it is intended the chosen supplier will have the option to further on-sell data from the survey (when mutually agreed), there are several other possible components of the survey that the supplier may wish to consider as part of the RFQ. Specifically, these optional components could include:

- Larger sample: increasing the sample beyond 3,000 would allow more destinations to be captured with sufficient detail to do analysis.
- Business Travel: Currently loop data collects no information on business travel. Business travel destinations could potentially be added, with specific questions relevant to this market.
- Main Trip/ Next Big Trip: Currently the survey does not ask detailed information about planning for next major holiday; this could be expanded upon.

- Segmentation: DGC has an existing “Activities” based segmentation model; this could be updated for the current year and continued into 2020.
- Transportation: Currently the survey does not seek to capture methods of transport to or within destinations. This could be added to the loop, if appropriate.
- International Travel: Detail of international travel behaviour could be added to the survey.
- Supplier Suggestions: DGC is open to recommendations from suppliers for how the survey could be enhanced to our mutual benefit.

4. Project components and milestones, key dates

Key milestones for this study:

- Project kick-off – first week of October, 2019
- Questionnaire design approval by mid-October (first draft already exists)
- Final programmed survey approval by late-October
- Extensive testing and piloting to ensure programmed questionnaire functions as intended by early-November
- Fieldwork – two weeks commencing Wednesday, 6th of November, 2019
- Topline report – one week after close of Field (weighted data tabs & banners, no analysis)
- Final report by **Wednesday 18th of December.**
- Presentation/workshop to be delivered mid-January, 2020.
- Final weighted data sets (SPSS files with Q format databases, see “Deliverables” below) delivered first two weeks of January, 2019.
- For 2020 wave, repeating all above steps in a similar timeframe, exact dates to be agreed by mid-August, 2020.

5. Requirements and Deliverables (Both 2019 and 2020)

a. Requirements - Fieldwork

Specific requirements for the fieldwork component of this study:

- Results of survey must be representative of Australian adult population (aged 18+), and of the sub-set of Australian adults who have taken at least one overnight trip within the previous 12 months; ABS¹ matching general population estimates to be achieved using screener data on age, gender and place of residence.
- Minimum total sample size for this project is 3,000 completed surveys; known incidence figures relevant to these sampling requirements are:
 - Incidence of overnight travellers is expected to be 72% of adult population.
 - Within the qualified group of respondents, given proportions of sample visiting certain destinations, and with particular places of residence (expected sample proportions available on request).

¹ Australian Bureau of Statistics series “[3101.0 - Australian Demographic Statistics](#)”

b. Requirements – Analytical & Reporting

Specific requirements for the analytical and reporting component of this study:

- Weighting to the population of Australian adults from ABS sources, including a weight set specifying the number of travellers (i.e. not just proportion of population, but population estimates).
- Matching captured data to established behavioural segmentation developed in 2017.
- Two reports:
 - Industry Overview: Broad industry metrics captured in this study, including analysis by Segments
 - Destination Performance Report: Profiling major destinations (list available on request), their brand metrics and relative performance.
- Databases in the form of a Q-formatted project (with accompanying SPSS file), see “Deliverables” below.

c. Deliverables

The following deliverables are required for each year of the project:

- Draft questionnaires and final questionnaire (minimal revisions expected in 2020 wave)
- Testable versions of final programmed questionnaire
- Sample quotas/targets and final total sample required
- Regular updates on field performance during fieldwork phase
- Topline report within one week of close of field (weighted data tabs & banners, no analysis required)
- Population-estimated based weighting set for final data (from screened + qualified population)
- Code frames and manual coding for six open-ended questions
- Final reports and slide decks (each year)
- Presentation of final report (each year)
- Six (three each year), weighted databases in Q project format with SPSS data file, as follows:
 - 2019 Traveller database, all questions and data (no stacking)
 - 2019 Destination database, stacked responses for all destination-level questions (and related variables)
 - 2019 time series database (incorporating key variables from 2017 and 2018), each time period weighted with population estimates. To include only key tracking metrics (e.g. destination visitors, intentions, preferences, satisfaction, recommendation levels, demographics and media usage data)
 - 2020 Traveller database, all questions and data (no stacking)
 - 2020 Destination database, stacked responses for all destination-level information (and related variables)

- 2020 time series database (incorporating key variables from 2017, 2018 and 2019), each time period weighted with population estimates. To include only key tracking metrics (as for 2019).

The final reports should include:

- Profile of Gold Coast visitation in last 12 months vs. key competitors (including visitor numbers, average number of visits, travel party size, and other key travel/demographic characteristics), including Segments
- Profile of Gold Coast intending visitors in next 12 months vs. key competitors
- Profiles of the Segments at a national level (tracking overall characteristics)
- Profile of Gold Coast visitors' satisfaction with, and recommendation of, the Gold Coast. This should include comparisons to key competitors and national, state and Segment benchmarks.
- Media usage profiles of each Segment, and by destinations visited/intend to visit
- Results from all other types of information collected by Segment and Destination visited/intend to visit
- Where possible (given questionnaire and reliability constraints) for any of the above characteristics, year-on-year movements in key metrics (i.e. comparing results to previous wave of survey).

6. Budget

The proposed total budget for this project is AUD\$40,000 (exc. GST) each year for two years, or AUD\$80,000 in total.

DGC also proposes to allow the successful tenderer to use the data collected in the survey to create reports for other destinations, and to sell those reports based on mutually agreed terms with DGC. As of 2018, GCATS had sufficient information to provide detailed brand metrics for 17 different destinations within Australia, and sufficient sample to profile overseas travel intenders for 10 countries (NZ, USA, Canada, UK, Italy, France, Japan, Singapore, Thailand and Indonesia (Bali)).

7. Intellectual Property

Destination Gold Coast will retain all intellectual property rights relevant to this project.

8. Selection Criteria

The selection criteria for this project are:

- Demonstrated expertise in travel and tourism market research
- Demonstrated expertise in tracking surveys and year-on-year analysis
- Credentials of proposed team to perform research

- Demonstrated capability to execute national-scale surveys
- Recommended approach to weighting, data analysis and final report
- Overall fit to GCT’s core objectives of proposed approach relative to investment required

9. RFQ Timelines

<i>Requests for additional information from prospective providers (questions to be submitted by email):</i>	<i>COB Wednesday, 11th September, 2019</i>
<i>Information for prospective providers (anonymised questions answered and shared with all prospective providers):</i>	<i>COB Monday, 16th September, 2019</i>
<i>Closing date for submissions:</i>	<i>4pm Monday, 23rd September, 2019</i>
<i>All applicants to be advised of outcome by:</i>	<i>COB Tuesday, 1st October, 2019</i>
<i>Project commencement by no later than:</i>	<i>Friday, 4th October, 2019</i>

Supplier Proposal to provide the following information:

NB: This is not a form, but a guide to the information that should be provided.

1. Organisational details

Formal Name:

Trading Name:

Address:

ABN:

2. Contact details

Name:

Position:

Phone Number:

Email:

3. **Personnel and experience:** *The names of any personnel who would be assigned to the project, and briefly their roles and responsibilities, qualifications, and other professional experience relevant to the conduct of this study.*
4. **Services.** *A description of the Services to be provided.*
5. **Service Levels:** *A description of the Service levels to be met by the Service Provider in delivering the Services.*
6. **Pricing:** *Please indicate your proposed competitive pricing for this project, detailing project fees, incentives budget, estimated hours and other expenses etc. Pricing must be inclusive of GST.*
7. **Conflicts of Interest:** *Declaration of any conflict of interest and how any conflict of interest may be managed.*
8. **Insurance Details:** *Please detail your insurance requirements including policy number, insurer, sum insured and expiry.*
9. **Other:** *Any other relevant information.*