



500 Calle de la Tanca, Suite 402B  
San Juan, PR 00901-1969

## **REQUEST FOR PROPOSAL: BLACK TRAVEL TO PUERTO RICO**

### **General Information**

The Puerto Rico Destination Marketing Organization, Discover Puerto Rico (“DPR”) seeks a research vendor to evaluate the potential for black travelers to Puerto Rico. This Request for Proposal (RFP) seeks research firms capable of determining the viability of travel to Puerto Rico by high income African Americans, evaluating what messages about the destination that most resonate with black travelers and understanding the perception of Puerto Rico. The ideal firm will be knowledgeable about the travel industry.

### **About Discover Puerto Rico**

Discover Puerto Rico is a non-governmental, not-for-profit organization created in 2017 through bipartisan legislation, to manage all off-island global marketing, sales and promotion of Puerto Rico’s tourism industry. Our purpose is to promote the Island as a premier leisure and business destination, powering sustainable economic growth through consumer-centric and research-based marketing, best in class industry standards and strategic partnership. Discover Puerto Rico intends to accelerate economic recovery in Puerto Rico by stabilizing tourism industry revenue/employment and optimizing immediate and long-range opportunities through targeted tourism sales and measurable marketing programs.

Puerto Rico has seen unparalleled success in 2021, leading the U.S. in COVID-19 recovery As a U.S. destination with the country’s highest vaccination rate, requirements for travel entry and a standing mask mandate, Puerto Rico has been a safe destination for travel. However, Discover Puerto Rico must continue to build on these successes and grow visitation.

### **Purpose**

Discover Puerto Rico has successfully executed general market campaigns for the past three years. With additional funding from the American Rescue Plan Act, resources are available to pursue targeted segments. Discover Puerto Rico has made a commitment to diversity, equity, and inclusion, and to that end, would like to understand the potential of the black travel audience.

The main objectives of the research include determining:

- ❖ Why they travel
- ❖ What drives them to select a destination
- ❖ Where they travel most
- ❖ Destinations performing well in reaching them
- ❖ Whether Puerto Rico’s product matches what they seek when they travel
- ❖ Perception of Puerto Rico and competitors as a travel destination
- ❖ Likelihood to visit Puerto Rico and competitors
- ❖ Receptiveness to Puerto Rico travel marketing



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### **Scope of Work**

Discover Puerto Rico will use the results of the work to build an earned and paid media strategy to reach black travelers. To that end, Discover Puerto Rico is interested in understanding any differences between markets where paid media investment is planned against the balance of the U.S. Though the study should be representative of high income black travelers in the U.S., Discover Puerto Rico targets 16 paid media markets.

Proposals can assume a portion of the sample will be used to determine incidence for calculations but sample vendors could then target based on respondent specifications. Proposals should detail how these determinations will be made.

Respondent specifications:

Identify as Black

Adults age 25+

HHI \$75K+

A leisure travel decision maker

Takes leisure trips requiring an overnight stay

Takes leisure trips requiring air service

Access to connected devices for OTT sample

### **Deliverables**

Survey questionnaire

Survey programming, fielding and sample management

Weighted data files delivered in SPSS

Quarterly summary and analysis of results

Annual summary and analysis of results

### **Proposal**

Requirements for proposal (please limit to no more than 20 pages):

1. Company history and background in serving destinations
2. Detailed methodology of requested services
3. Overview of assigned team, identifying roles of each who would service Discover Puerto Rico
4. Current destination client list
5. Minimum of two case studies from destinations featuring services similar to those described herein
6. Three client references for projects similar to that proposed
7. Fee structure for the project



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### **Selection Criteria**

While cost will be considered in the review of proposals, a decision will not be made solely on the fee estimate. The selection criteria used to evaluate proposals are shown below.

- ❖ Responsiveness of the written proposal to the study objectives and proposed methodology: 40%
- ❖ Demonstrated experience and expertise in similar projects: 15%
- ❖ Personnel assigned: 10%
- ❖ Cost effectiveness: 20%
- ❖ Proposal presentation (quality and clarity of response): 15%

### **Other Considerations**

Once selected, the firm must be prepared to begin work with DPR immediately.

Evaluation of the proposals will be under the jurisdiction of DPR. DPR will evaluate all material submitted and engage in interviews and/or discussions with the respondents deemed as most qualified, based on initial responses.

After the completion of the interview/discussion process, DPR will select the firm that best represents itself as capable of meeting the needs of Puerto Rico as a tourism destination. Discussions will then take place between DPR and the firm to define a more detailed scope of work. Ultimately, a contract will be executed between the selected firm and DPR.

If DPR is unable to negotiate a satisfactory contract with the selected firm, negotiations with that firm shall be terminated and the organization shall undertake negotiations with another qualified firm until a satisfactory contract is negotiated. If DPR is unable to negotiate a contract with any of the selected firms, the organization shall re-evaluate the scope of services and fee requirements.

DPR and the Selection Committee reserve the right to reject any or all qualification submittals or to waive any minor defects or irregularities in any submittal. DPR further reserves the right, without prior notice, to supplement, amend or otherwise modify this request for qualifications or otherwise request additional information from any or all applicants.

### **Timing**

RFP release date: **January 4, 2022**

Proposals must be delivered by **5:00 p.m. AST on Friday, January 21, 2022.**

Please e-mail:

Alisha Valentine, Director of Research & Analytics, [alisha.valentine@discoverpuertorico.com](mailto:alisha.valentine@discoverpuertorico.com).

Final selection will be completed on or before **February 1, 2022.**



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By submitting the proposal, the applicant agrees that Discover Puerto Rico's decision concerning any submittal in any respect is final, binding and conclusive upon it for all purposes, and acknowledges that Discover Puerto Rico, in its sole and unqualified discretion, may waive or deviate from the procedures and/or timeline outlined.

All materials submitted become the property of Discover Puerto Rico and may be made available to the public. All costs incurred in connection with responding to this Request for Proposal will be borne by the submitting organization.

**Confidentiality**

The recipients hereto agree that this Request for Proposal, its concept, and all matters relating to Discover Puerto Rico and its marketing plans are strictly confidential. This information is not to be discussed with any parties not directly involved in this process