



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

REQUEST FOR PROPOSAL: TOURSIM BUSINESS INTELLIGENCE PLATFORM

General Information

Discover Puerto Rico, Puerto Rico's Destination Marketing Organization, seeks a platform that enables for data storage, visualization and sharing. This Request for Proposal (RFP) seeks firms capable of implementing a business intelligence platform that will enable us to bring together disparate datasets for analysis and insights. This process will facilitate organization-wide performance measurements and enable sharing of data and market intelligence with our industry and stakeholders through a combination of dashboards and business intelligence reports. 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 that began operations in 2018 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 partnerships.

Purpose

Discover Puerto Rico has internally managed data and a business intelligence platform, primarily focused on industry performance metrics such as hotel and rental data, air access and passenger activity as well as tax and employment data. Paid and owned media performance as well geo-location data are incorporated on an ad-hoc basis. However, all processes are currently very high-touch, requiring data transformation from providers to the platform. In addition, there are a number of data sources, including CRM and future bookings that have not been incorporated.

The organization seeks a partner that can develop a platform that includes data management, automation, connection, reporting, and access.

Scope of Work

The proposed contract will include solutions for data hosting, data inputs (weekly, monthly, quarterly, and annual) from a variety of sources, authentication/authorization, inbound and outbound API, development of dashboards/reports, and data extraction upon request. Though this RFP seeks a partner in data management, visualization and dissemination, the proposed platform should ensure Discover Puerto Rico staff can upload data, conduct analysis and create dashboards internally.

While the current needs surround the data connections for Discover Puerto Rico's sales and marketing efforts, proposals should identify ways the platform can be incorporated to other components of the business, including talent management and accounting.

Data to be connected via API or file-based work flow includes but is not limited to:

Data Source Table

Data	Source
Hotel Performance	STR
Rental Performance	AirDNA
Hotel Booking Pace	TravelClick
Rental Booking Pace	AirDNA
Employment	BLS
Hotel Tax Revenue	Puerto Rico Tourism Company
Social Media	Facebook/Instagram, Snap Ads, Twitter, LinkedIn, YouTube
Consumer CRM	Simpleview
Sales CRM	Simpleview
Website	Google Analytics
Data Warehouse	Google BigQuery
Paid Media Performance	ADARA, Google Campaign Manager, Google Ads, Bing Ads
Partnership Marketing Performance	OTAs/Wholesalers
Travel Advisor Bookings	TravelClick
Geolocation	Arrivalist
Air Passenger Activity	Airline Data, Inc./Aerostar/Puerto Rico Ports Authority
Air Service Capacity	Airline Data, Inc.
Visitor Profiling	Destination Analysts
Brand Health	SMARInsights
Economic Impact	Tourism Economics

Deliverables

We require a comprehensive business intelligence platform that will provide easily accessible and managed:

1. Implementation
 - a. Ease of implementation
 - b. Time to be live
 - c. Project management
2. Data Management
 - a. Reliability and speed
 - b. Storage capacity
 - c. Data warehouse and storage solution

- d. Comprehensiveness (able to import and manage all data sets and sources we require – please refer to the data source table above)
- 3. Data Manipulation and Analysis
 - a. Ease of use for analysis
 - b. Drill-down capabilities
 - c. Ability to connect to databases for additional analysis
 - d. Includes both historic and predictive analytics
 - e. Automated workflow
 - f. Ability of Discover Puerto Rico staff and advanced users to input, select, combine, merge, join, union and prepare data
- 4. Data Sharing and Reporting
 - a. Dashboard and business intelligence report capabilities (templates, flexibility, and customization)
 - b. Mobile app and access
 - c. Export to different formats
 - d. Report templates
 - e. Destination branding of platform and reporting
 - f. Ability to create maps, identifying the level of granularity
 - g. Ease of sharing data, dashboards, or visualizations with various audiences, including stakeholders through our website, newsletters etc. Of note is that different audiences will need access to specific components – i.e. internal staff, board of directors, potential developers and others will need to access different data points.
- 5. Service and Support
 - a. Accessibility, process, and responsiveness
 - b. Number of logins available
 - c. Platform access (i.e. are desktop components or browser plugins required)
 - d. Troubleshooting process
 - e. Onboarding and training
- 6. Cost
 - a. Start-up costs
 - b. Maintenance cost/fee structure
 - c. Additional optional costs, modules, etc.
 - d. Costs (if any) for ongoing service, development, and support

Proposal

Requirements for proposal:

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



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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. Share your company's approach to diversity, equity and inclusion. Describe how DE&I is prioritized within your company and in your approach to work you would execute for Discover Puerto Rico.
8. Fee structure and timeline for the project - proposals can define costs and timelines for a full solution and/or detail a phased integration

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 to the objectives: 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.



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Timing

RFP release date: **February 28, 2022**

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

Please e-mail:

Alisha Valentine, Director of Research & Analytics, alisha.valentine@discoverpuertorico.com.

Final selection will be completed on or before **April 25, 2022.**

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