



## **VISIT SEATTLE NET PROMOTER SCORE STUDY RFP**

# **VISIT SEATTLE REQUEST FOR PROPOSAL**

## **NET PROMOTER SCORE STUDY FOR SEATTLE**

Issuance Date: Friday April 4, 2025

Deadline for research companies to send questions about the RFP: Friday April 11, 2025

Submission Deadline: Monday April 21 at 5:00pm Pacific time zone

Proposals Acceptance: Proposals will be accepted electronically on an ongoing basis until the deadline.

Contact: Diana Chen, Director of Research  
([dchen@visitseattle.org](mailto:dchen@visitseattle.org))

The applicant is responsible for understanding all of the information contained in this RFP. All applicants should read the information carefully before submitting proposals. Incomplete proposals will not be processed. Applicants will not be notified if a proposal is incomplete. Visit Seattle may or may not contract for work with any firm or firms that submit proposal materials and reserves the right to end this process or modify the anticipated work at its sole discretion.

### **I. ABOUT VISIT SEATTLE**

Visit Seattle has served as the official destination marketing organization (DMO) for Seattle and King County for more than 50 years. A 501(c)(6) organization, Visit Seattle enhances the



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economic prosperity of the region through global destination branding along with competitive programs and campaigns in leisure travel marketing, convention sales, and international tourism development.

### **II. BACKGROUND**

While Seattle has suffered from real and imagined perception problems, especially post Covid, we are in the midst of a renaissance. With supportive city government, a vibrant culture and business scene, the recent opening of a second convention center building, developing attractions (i.e.: The Waterfront Park), and global sporting events (FIFA Club Cup in 2025, and FIFA Men's World Cup in 2026), the city is experiencing newfound momentum.

Visit Seattle has also been undergoing internal changes with a relatively new team (5/6 senior leaders are new within the last 3 years, as are most team members). Additionally, Seattle has recently identified its key brand pillars which it plans to market to both leisure and meetings audiences beginning in 2025.

Moreover, Visit Seattle recently completed a 3-year strategic plan and redefined the organization's Vision and Mission:

- Vision: We are bold, innovative leaders who serve as stewards to broaden perspectives and create ambassadors for our spectacular destination.
- Mission: Responsibly grow the visitor economy for the benefit of our community.

### **III. RFP OBJECTIVE**

Visit Seattle is seeking a research firm that can work collaboratively with senior leadership to implement a comprehensive strategy for measuring the destination's Net Promoter Scores amongst visitors who traveled to the destination for leisure and visitors who traveled to attend a meeting, or both.

The main goal of this study is to establish a baseline and to track year-over-year and seasonal changes to:

- 1) Satisfaction with the destination among leisure and meetings visitors
- 2) Likelihood of these visitors (leisure and meetings) recommending that others visit the destination.

For this study, a leisure trip is any journey for personal reasons outside of your community and not part of your normal routine that is either 50 miles or more away from home or where you spent one or more nights.



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For this study, a meeting includes any in-person conference, convention, trade show or gathering organized by an employer or an association that is outside of your community and not part of your normal routine that is either 50 miles or more away from home or where you spent one or more nights.

Visit Seattle also interacts with visitors through social media, e-newsletters, and at in-person Visitor Centers. A comprehensive strategy for capturing Net Promoter Scores would attempt to incorporate satisfaction ratings from these interactions.

### **IV. SCOPE OF SERVICE**

The research firm will design and implement a comprehensive and replicable study to measure ongoing Net Promoter Scores and to track these scores through the 3-year strategic plan period (2025, 2026, 2027). The major deliverables of the project in year one include:

- Data collection instrument for both audiences to be developed with input from the Visit Seattle team
- Comprehensive strategy for ongoing data collection from visitors that we have interacted with directly and from other sources such as panels
- Project management and execution of quantitative data collection
- Ongoing reports tracking scores
- Raw quantitative data

### **V. BUDGET**

Total project costs shall not exceed \$20,000 for the entire project in year one.

### **VI. PROPOSAL MATERIALS AND REVIEW PROCESS**

#### **RFP Components**

The proposal should summarize the applicant's range of relevant expertise and capabilities in conducting research studies for the tourism industry and in particular, Net Promoter Score (NPS) studies. Applicants should provide the following:

- Detailed study methodology: The proposal should demonstrate the company's expertise in NPS and the following
  - Data collection approaches to be used
  - Data analysis and visualization
  - Communication of key findings and recommendations (executive summary, presentations, etc.)



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- Detailed project timeline highlighting deliverables. This section should spell out if there are differences in timelines depending on the target audience.
- Detailed budget outlining the costs for each component of the research project and payment schedule.
- Examples of similar studies and a list of clients to contact regarding these studies.
- Company Information: describe the company's relevant experience conducting other image and awareness studies and how these have benefited clients.
- Key personnel:
  - Individual on the team who will manage the project (be the point person)
  - Identify the role of each member who will participate in the study along with their bios and the estimated percentage of time each will spend on the project

### **Proposed Project Timeline**

<b>RFP posted</b>	Friday April 4, 2025
<b>Deadline to submit questions about the RFP</b>	Friday April 11, 2025
<b>Deadline to submit proposal</b>	Monday April 21, 2025
<b>Evaluation period</b>	April 21-May 9, 2025
<b>Notice of award</b>	Monday May 12, 2025
<b>Project kick off call</b>	Week of May 19, 2025
<b>Data collection start date</b>	June 2, 2025

This tentative schedule may be altered at any time at the discretion of Visit Seattle.

### **Application Submission**

Visit Seattle's preference is electronic receipt of materials in PDF format. It is incumbent on the applicant to ensure all required proposal materials are submitted.

- Submit electronic application materials to: [dchen@visitseattle.org](mailto:dchen@visitseattle.org)
- Subject line: NPS Score Study 2024
- Deadline Monday April 21, 2025 at 5:00 p.m. Pacific time zone

### **Proposal Review Process and Evaluation Criteria**

The applications received will be reviewed and ranked according to the following criteria:

- Proposal demonstrates the applicant has the expertise and capabilities to execute and complete this type of study in its entirety. (30% weight)
- Proposal contains sufficiently detailed information to adequately answer the RFP Scope, in particular the need to gain insights from two different target audiences, which may overlap (30% weight)
- Proposal compares favorably with others submitted on cost per level of service. (20% weight)



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- Proposal demonstrates sound methodology that meets the study's goals and objectives while keeping costs low (10% weight)
- Proposal demonstrates feasible timeline for project completion. (10% weight)

An evaluation committee that consists of Visit Seattle staff will review each proposal and determine if the applicant is qualified to perform the desired services. Visit Seattle reserves the right to consider as part of the evaluation verification of references and feedback from clients who contracted with the firm for similar studies.

Visit Seattle reserves the right to award a contract based solely upon information submitted. Visit Seattle may also choose to request additional information or to conduct interviews to provide clarification or answer questions regarding the response to this request.

The applicant is responsible for all of the information contained in this proposal and materials submitted. Materials submitted by the applicant will not be returned to the applicant. Applicants must successfully meet all requirements of the RFP to contract with Visit Seattle.

Applicants will not be notified if submitted materials are incomplete. Incomplete proposals will be disqualified.

### **VII. GENERAL INFORMATION REGARDING CONTRACTS**

#### **Fully Executed Agreement**

Submission of a proposal, materials, or prior contracting for other studies does not guarantee that an applicant will receive a contract. Visit Seattle reserves the right to extend the awarded contract into a term longer than two (2) years if deemed necessary. Visit Seattle cannot predict a long-term need for these services and does not guarantee any particular volume of business will be offered to any applicant who qualifies to provide services, nor is there any guarantee that Visit Seattle will continue to use the services of any applicant who is issued a contract.

Work under an awarded contract cannot begin until Visit Seattle has a fully executed contract. Any successful contractor shall complete only the specific services identified and authorized in writing (e-mail acceptable) by Visit Seattle's Contract Administrator or designee.

Visit Seattle reserves the right to enter into a new contract or amend any contract resulting from this application one or more times for changes in terms, conditions, time, money, services, or any combination of the foregoing. Visit Seattle will have no obligation to amend and extend the contract and will incur no liability for electing not to exercise its option.



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### **Services and Rates**

All services must be provided in accordance with the specifications and requirements of an awarded contract between the contractor and Visit Seattle. Applicant must agree to abide by the guidelines set forth in an awarded contract and these RFP materials.

Contracted services require authorization through a written, executed contract that specifies types, amounts and durations of services to be provided prior to work commencing. Visit Seattle will not reimburse for services outside the scope of the contract or for work completed without prior Visit Seattle authorization.

Visit Seattle will pay a contractor for any services listed in the resulting contract at approved-upon rates. Visit Seattle reserves the right to negotiate rates and consideration with an applicant prior to an awarded contract. If Visit Seattle and applicant cannot agree upon consideration, a contract will not be issued to the applicant.

The guidelines and specifications contained in this RFP will be considered a part of any contract awarded for this study. Successful applicants awarded a contract under this RFP will be required to enter into a new agreement or amendment to an existing agreement approximately every two (2) years and will be subject to re-evaluation.

Under no circumstances should services be rendered without written authorization and a contract which details the services which are being authorized. Contractors will not be paid for services which exceed the maximum amount not-to-exceed of approved services.

### **Other Contract Responsibilities and Considerations**

- Contractors will be expected to participate in meetings with Visit Seattle pertaining to this study including videoconference calls.
- Material Rights/Ownership:
  - Materials developed and produced by contractors pursuant to the Resident Sentiment Study identified here or as a result of contracting with Visit Seattle are owned by Visit Seattle.
  - Materials may not be repurposed or republished by contractor, their employees, or subcontractors in whole or in part without expressed written consent from Visit Seattle.
- Cost for Preparation of Proposals:
  - Visit Seattle is not responsible under any circumstances for any costs incurred as the result of the preparation or submission of the respondent's proposals.
- Equal Opportunity:
  - Visit Seattle encourages minority and women-owned businesses to submit proposals in response to this RFP.