



Request for Proposals:

Research Report on Effect of Inbound Tourism on Canadian Export Growth

Introduction

Destinations International and the Canadian Destination Leadership Council is seeking a qualified firm to conduct a research study on the relationship between inbound international tourism and Canadian export growth. This project will expand on previous research to identify strategies for positioning tourism as a driver of Canada's key export industries.

The selected firm will use publicly available data to perform quantitative economic modeling that highlights the correlation between international tourism arrivals and export expansion in various sectors. In addition to data-driven analysis, the project will incorporate case studies and practical perspectives gathered through interviews with Destinations International members.

The outcome will include a written report and presentation material. The selected vendor will have an opportunity to make two presentations—one virtual and one in-person—to share findings.

The successful firm will have significant knowledge of Canada's inbound tourism sector, familiarity with the DMO/CVB sector, and demonstrable experience producing research that resonates with public-sector stakeholders and affects public policy.

About Destinations International (DI)

Organized under the US IRS rules as a 501(c)6 industry trade association, DI is the world's largest and most reliable resource for destination organizations (DMOs, CVBs, Tourism Boards, State/Provincial/Regional Tourism Organizations). In short - DI educates, equips, and empowers our members to grow the success of their destinations and to excel professionally. Membership grants access to a wealth of important industry resources, access to educational opportunities and exclusive benefits. DI believes that destination organizations positively impact local communities as a dynamic place to visit, live and work. As such, DI seeks to elevate our industry sector by educating, equipping,

empowering, and connecting our members to better fulfill their missions and achieve positive results around the world.

About The Canadian Destination Leadership Council (CDLC)

Destinations International's Canadian Destination Leadership Council is a standing committee of DI that consists of the chief executive of each of DI's Canadian destination members. The CDLC provides a forum for Canadian destination organization executives to meet regularly throughout the year to coordinate on key industry issues including advocacy, resourcing, policy, and marketing. As of 2025, the CDLC represents approximately 70 Canadian destinations.

Purpose of the Project

The selected vendor will produce a report that will be made available to members of the Canadian Destination Leadership Council (CDLC). The primary purpose of the report is to equip CDLC members with compelling, data-driven insights and case studies that clearly demonstrate how destination marketing efforts serve as catalysts for export growth in their respective regions. By articulating these linkages, CDLC members will be better positioned to engage stakeholders, inform policy discussions, and underscore the strategic economic value investments in the tourism and business events industries.

The report is intended to be an effective advocacy resource for Canadian destination organizations that helps change the way policymakers see the tourism and business events industry by highlighting the quick dollar return of the tourism industry and the longitudinal affect of international arrivals on other industry exports.

Scope of Work

The selected firm will be responsible for reviewing existing research and drafting a report that analyzes how inbound international tourism contributes to Canada's export performance. The selected firm will be responsible for identifying relevant publicly available datasets necessary for this analysis. If the firm has access to proprietary data sources that support the project's aims, they are encouraged to incorporate those as well.

1. Literature Review

- Conduct a thorough search to identify existing research on the correlation between international arrivals and Canadian exports, including academic research on the subject.
- Review and understand in particular Deloitte's 2014 *Passport to Growth: How International Arrivals Support Stimulate Canadian Exports* report and the various research studies referenced in that report, e.g. the Keum Report and Poole Report, which were peer reviewed and proved causality models.
- Assess relevance and benchmark key takeaways from existing research.

2. Data Analysis

- Conduct updated quantitative modeling using data from Destination Canada, Statistics Canada or other publicly available sources to measure correlations between inbound tourism and export growth.
- Analyze key export sectors and inbound tourism trends to demonstrate tourism's broader economic impact.

3. Stakeholder Engagement

- Conduct interviews with select CDLC members and other key stakeholders to surface case studies and narrative examples supporting the data findings.
- Collaborate with DI to coordinate interviews, structure questions, and ensure consistency.

4. Deliverables

- Produce a written report with analysis of impact of inbound arrivals on Canadian exports.
- Create a slide deck summarizing the key findings.
- Present a webinar to CDLC members.
- Deliver an in-person presentation to CDLC during the TIAC Tourism Congress in November 2025.

Deliverables

1. **Report:** Written document (PDF and source file) in English and French. The report should adhere to Destinations International's brand guidelines, including formatting, tone, and visual identity. Report should include visual elements such as charts and graphs, along with narrative case studies.
2. **Presentation Slides and Speaker's Notes:** PowerPoint deck with findings suitable for public speaking, along with speakers notes further explaining content on each slide.
3. **Summary Document:** 1-2 page summary of report's key findings for distribution to key stakeholders.
4. **Social Media Package:** Social media toolkit articulating key findings from report.
5. **Virtual Presentation:** Webinar presentation for CDLC members.
6. **In-Person Presentation:** Delivery of findings to members of the CDLC. This will likely take place at the CDLC meeting held before with the Tourism Industry Association of Canada's Tourism Congress, November, 2025, Gatineau, QC.

Qualifications

The ideal firm will demonstrate:

- Proven experience conducting quantitative economic modeling using public datasets.
- Familiarity with economics of tourism and business events industries, international trade, and Canadian economic data.
- Capacity to conduct high-level stakeholder interviews and synthesize insights.
- Experience producing work that serves as a valued resource for public policymakers.
- Nuanced understanding of the destination marketing sector and DI's mission.
- Demonstrated adherence to DI's commitment to social impact and community stewardship.
- Demonstrated experience using research to affect public policy outcomes.

- Ability to work in English and French.

Proposal Submission Requirements Proposals should include the following sections:

1. **Executive Summary**
2. **Firm Qualifications and Team Member Experience:** Brief bios and roles of project team members.
3. **Methodology and Approach:** Detailing modeling tools, data sources, and stakeholder interview strategy.
4. **Budget:** Detailed budget with cost estimates for each component
5. **Timeline:** Project milestones and delivery dates.
6. **Case Studies and References:** Up to three examples of similar work with client contacts
7. **Social Impact and Values Alignment:** Statement on how the firm aligns with DI's commitment to social impact and community stewardship.
8. **Conflict of Interest Statement**

Evaluation and Selection Criteria

Criteria	Description	Weight
Firm Qualifications and Team Member Experience	Success with producing research that moves the needle in Canadian public policy; firm has demonstrable credibility with public sector stakeholders	30%
Methodology and Approach	Strength of research design and clarity of modeling techniques	25%
Team Qualifications and Expertise	Experience and skills of team members	15%
Budget and Cost Effectiveness	Value and transparency of proposed budget	15%

References and Case Studies	Quality and relevance of past projects and client feedback, with particular focus on how work affected public policy outcomes.	10%
Social Impact and DI Values Alignment	Demonstrated alignment with DI's social impact framework	5%

Budget

The Canadian Destination Leadership Council anticipates having up to \$75,000 CAD available for this project. Proposals with budgets in excess of this amount will be considered, however preference will be given to firms that can demonstrate cost effectiveness.

Project Timeline

- June 6: RFP opens
- June 17: Deadline for vendors to submit questions
- June 19: Responses to vendor questions posted
- **June 26: Proposals due**
- June 30 - July 2: Virtual interviews with shortlisted candidates (if necessary)
- July 3: Target date to select vendor
- October 1: Draft report due
- November 1: Final deliverables due
- Mid-November: In-person and virtual presentations of report findings

Contact Information

Please direct all questions and proposals by email to:

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