



Request for Proposals (RFP)

Experience Development Consultant

Beyond the Horizon Experience Development Program – Highway 16 Corridor

1. Introduction

The Northern BC Tourism Association (NBCTA) invites qualified proponents to submit proposals for the provision of experience development consulting services to support the delivery of the Beyond the Horizon Experience Development Program.

This initiative supports tourism operators, Indigenous communities, and regional partners along the Highway 16 corridor to develop and enhance market-ready, authentic, and sustainable visitor experiences, aligned with the Destination BC Invest in Iconics Strategy.

The program is designed to strengthen Northern BC's visitor economy through training, coaching, and collaborative product development rooted in place, culture, and community.

2. Organization Background

NBCTA is the regional destination management organization for Northern British Columbia. It works collaboratively with communities, Indigenous partners, and industry stakeholders to advance sustainable tourism development, economic diversification, and regional collaboration.

NBCTA has successfully delivered prior experience development initiatives, including the Beyond the Horizon pilot program in Northeast BC, and is scaling delivery across the remainder of the Northern BC region.

3. Project Overview

The Beyond the Horizon Experience Development Program is a multi-phase initiative designed to:

- Develop new and enhanced visitor experiences rooted in Northern BC's culture, landscapes, and communities
- Build operator capacity for market and export readiness
- Strengthen collaboration across communities and Indigenous partners
- Support sustainable and regenerative tourism practices
- Position the region as a cohesive, compelling destination

NBCTA will lead the participant recruitment, communications, overall program coordinator. The consultant will focus on content development, facilitation, coaching and reporting.

4. Program Structure & Cohort Model

Cohort-Based Delivery Approach

The program will be delivered through a two-tiered model, ensuring both corridor-wide integration and localized, place-based development.

Tier 1: Sub-Regional Cohorts

Participants will be grouped into three sub-regional cohorts, based on geographic proximity and shared tourism context:

- Regional District of Fraser-Fort George
- Regional District of Bulkley-Nechako
- Regional District of Kitimat-Stikine / North Coast

Each sub-regional cohort will:

- Participate in localized workshops and engagement sessions
- Focus on region-specific tourism assets and development opportunities
- Strengthen partnerships between neighbouring communities and operators
- Enable efficient delivery of in-person programming

Tier 2: Community-Level Activation

Within each sub-region, the program will support community-level experience development, including:

- Local stakeholder engagement and outreach
- Individual operator coaching and mentorship
- Community-specific experience development opportunities
- Integration of Indigenous tourism and cultural protocols

5. Scope of Work

NBCTA is seeking an experienced Experience Development Consultant (or consulting team) to lead and support program delivery across all three cohorts.

Phase 1: Sub-Regional Assessment

- Conduct site visits and tourism asset assessments across the three sub-regions
- Identify experience development opportunities and gaps
- Provide recommendations aligned with provincial and regional strategies

Phase 2: Program Design & Delivery

- Refine curriculum for cohort-based delivery across regional and local levels
- Develop tools and resources for participants
- Integrate Indigenous tourism principles and cultural protocols

Phase 3: Workshop Facilitation

- Deliver in-person workshops (three locations aligned with sub-regions) covering:
 - Experience Development Fundamentals
 - Market Readiness & Visitor Expectations
 - Sustainability & Stewardship
 - Indigenous Tourism & Cultural Awareness

Phase 4: One-on-One Coaching

- Provide tailored coaching to up to 30 participants across all cohorts
- Support development of new or enhanced tourism experiences
- Provide guidance on:
 - Product design and packaging
 - Pricing strategies
 - Travel trade readiness
 - Marketing and digital presence

Phase 5: Market Readiness & Evaluation

- Support experience testing and refinement
- Conduct readiness assessments
- Contribute to program evaluation and reporting

Phase 6: Final Report and Wrap-Up

Development and submission of a final report, including:

- Outcomes
- Lessons learned
- Future programming recommendations

Cohort Facilitation Requirements

The successful proponent will:

- Deliver programming across all three cohort tiers
- Adapt content to reflect sub-regional and community-specific contexts
- Support both localized collaboration and corridor-wide integration
- Ensure equitable participation across geographically dispersed communities

6. Deliverables

The successful proponent will deliver:

- Sub-regional assessment reports
- Workshop materials and facilitation
- One-on-one coaching sessions
- Participant development plans
- Final evaluation and recommendations report
- Contributions to a participant toolkit (templates, frameworks, checklists)

Timeline

| Phase | Timeline |
|---------------------------|---------------------------|
| Project Start | June 2026 |
| Assessments & Recruitment | Summer-Fall 2026 |
| Workshops | Fall 2026 |
| Coaching | Winter 2026 – Summer 2027 |
| Market Readiness & Trials | Fall 2027 |
| Project Completion | March 2028 |

7. Budget

The total program budget maximum is \$210,000, inclusive of:

- Program delivery and facilitation
- Participant engagement and materials

Travel and related expenses must be identified separately and will be treated as additional to the program budget maximum.

Proponents must provide:

- Detailed fee structure
- Cost breakdown by phase
- Travel and expense estimates

8. Proponent Qualifications

Required

- Experience in tourism experience development
- Strong facilitation and program delivery skills
- Experience working in rural or regional contexts

Preferred

- Experience working with Indigenous communities

- Knowledge of market readiness and travel trade
- Familiarity with Destination BC frameworks
- Registered on Destination BC's List of Qualified Suppliers

Core Competencies

- Stakeholder engagement
- Strategic thinking
- Cultural awareness
- Communication and facilitation

9. Proposal Requirements

Proposals must include:

1. Company/Consultant Profile
2. Relevant Experience and Case Studies
3. Proposed Methodology
4. Work Plan and Timeline
5. Team Structure (if applicable)
6. Budget and Fee Structure
7. References (minimum 2-3)

Proponents are encouraged to ensure submissions include all required components. Incomplete submissions may not be considered.

10. Evaluation Criteria

- Relevant experience and expertise (35%)
- Methodology and approach (20%)
- Understanding of Northern BC context (20%)
- Capacity to deliver across region (15%)
- Value for Cost (10%)

NBCTA may invite shortlisted proponents for an interview prior to final selection.

11. RFP Submission Details and Timeline

Submission Format: PDF

Submission Email: jennifer@nbctourism.com

Submission Deadline: April 28, 2026 at 3pm PT

Proposal Review Window: May 8, 2026

Agreement Signed: May 15, 2026

Work Starts: June 1, 2026, or earlier, subject to agreement

12. Additional Information

- NBCTA is not responsible for any costs incurred in the preparation of proposals.
- NBCTA reserves the right to accept or reject any proposal
- Request additional information or clarification
- Modify the scope of work as required
- Preference may be given to proponents with strong regional and Indigenous tourism experience

13. Contact Information

Jennifer Moore

Business Resiliency Specialist

Northern BC Tourism Association

jennifer@nbctourism.com



RFP Intent to Submit Form

Beyond the Horizon Experience Development Program – Northern BC

Submission of an Intent to Submit is strongly encouraged but not mandatory. This form enables NBCTA to provide updates, clarifications, and addenda to interested proponents.

1. Proponent Information

Organization:

Primary Contact Name:

Title/Position:

Email Address:

Phone Number:

2. Intent Declaration

- Yes, we intend to submit a proposal in response to this RFP
- No, we do not intend to submit a proposal (optional – helps improve future processes)

3. Signature

Authorized Representative Name:

Signature:

Date:

Please submit this completed form to Jennifer Moore (jennifer@nbctourism.com) under the subject line: Intent to Submit – Beyond the Horizons Experience Development RFP



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ADDENDUM 1 - April 14, 2026

This Addendum is issued to provide additional information to the RFP for the above-named project, to the extent referenced and shall become a part thereof. No consideration will be allowed for extras due to the Proponent not being familiar with this Addendum. This Addendum No. 1 contains two (2) pages in total.

Questions and Answers

Question: Community-Level Activation: Are you able to specify how you see this aspect unfolding or what deliverables you would envisage or require.

Answer: As outlined in the RFP, this component is expected to focus on place-based implementation, including stakeholder engagement, operator support, and advancing community-specific tourism experiences. Proponents are encouraged to propose their own approach.

Question: Workshop Facilitation: In relation to the "workshop facilitation and materials" deliverable, are you able to specify what costs would need to be covered here - for example, would the costs of hosting workshops (hiring venues, catering, AV); participants' travel expenses; honoraria; worksheets and templates be included.

Answer: The workshop facilitation and materials deliverables are intended to align with NBCTA's role as overall program coordinator and the consultant's role as lead content developer and facilitator.

NBCTA will be responsible for coordinating and covering all workshop logistics and hosting costs, including venue arrangements, catering/refreshments, special guest honoraria, and audio-visual requirements, consistent with its role in participant recruitment and program coordination.

The successful proponent will be responsible for all facilitation-related components, including:

- Design and refinement of workshop curriculum aligned with program objectives
- Preparation and delivery of in-person workshops across the three sub-regional cohorts

- Development of all workshop materials, such as agendas, presentation decks, worksheets, templates, and participant tools
- Adaptation of materials to reflect sub-regional and community-specific contexts
- Preparation of post-workshop outputs, including summaries, synthesized insights, and documentation to support participant learning and program evaluation

Proponents should clearly outline their facilitation approach, methodologies, and tools required to deliver workshops across geographically dispersed communities. Any assumptions regarding coordination with NBCTA on scheduling and logistics should be explicitly identified.

End of Addendum 1



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ADDENDUM 2 - April 16, 2026

This Addendum is issued to provide additional information to the RFP for the above-named project, to the extent referenced and shall become a part thereof. No consideration will be allowed for extras due to the Proponent not being familiar with this Addendum. This Addendum No. 2 contains two (2) pages in total.

Questions and Answers

Question: Is there a standardize travel allowance policy that should be followed for travel expenses?

Answer: Northern BC Tourism follows the provincial standards for expenses and encourages our contractors to follow the same standards.

Question: In terms of helping one-on-one coaching, is it the intent to help produce individual products, pricing, marketing plans etc., or is it more about guiding the stakeholder in the process?

Answer: As outlined in the RFP, the one-on-one coaching component is intended to support participants in the development of new or enhanced tourism experiences, including guidance on product design, pricing, market readiness, and marketing considerations.

NBCTA has not prescribed a fixed scope for the depth or level of outputs (e.g., fully developed products or plans). Proponents are encouraged to propose their own coaching methodology and approach, including how they will balance hands-on development support with capacity-building and guidance for participants.

Question: Is there any more detail on the scope and size of the initial assessment?

Answer: The scope of the sub-regional assessment is defined at a high level within the RFP and includes site visits, tourism asset assessments, and identification of experience development opportunities and gaps.

No additional prescriptive scope has been defined. Proponents are expected to develop and propose an assessment methodology, level of effort, and deliverable format that aligns with the program objectives and geographic scope.

Question: Is there any more detail on the scope and size of the final report?

Answer: The final report is expected to reflect the full scope of work outlined in the RFP, including program outcomes, lessons learned, and recommendations for future programming.

NBCTA has not defined a specific format or length. Proponents are encouraged to propose a reporting approach that clearly synthesizes findings across all phases of the program and supports practical application by NBCTA and partners.

Question: Is there any room in the budget for research?

Answer: The total program budget is inclusive of all program delivery components as outlined in the RFP.

Proponents may include research-related activities within their proposed methodology and budget, provided these can be accommodated within the overall budget envelope. Any such activities should be clearly described and justified in the proposal.

Question: Is a combination of in-person workshops/visits and online coaching acceptable?

Answer: Yes, a blended approach that includes both in-person and virtual delivery is acceptable.

As outlined in the RFP, in-person workshops are a required component of the program; however, proponents are encouraged to propose a delivery model that effectively balances in-person engagement with virtual methods to support participants across geographically dispersed communities.

End of Addendum 2



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ADDENDUM 3 - April 23, 2026

This Addendum is issued to provide additional information to the RFP for the above-named project, to the extent referenced and shall become a part thereof. No consideration will be allowed for extras due to the Proponent not being familiar with this Addendum. This Addendum No. 2 contains two (2) pages in total.

Questions and Answers

Question: Will NBCTA—either directly or by working with ITBC—coordinate or communicate with the Indigenous communities involved in the project, based on existing knowledge of their expressed interest in tourism and tourism development?

Answer:

Yes. NBCTA will lead participant recruitment, communications, and overall project coordination across all communities in the region, including Indigenous and non-Indigenous communities. This includes leveraging existing relationships and networks to support inclusive participation.

Question: Can we assume NBCTA will communicate the initiative to those communities and provide introductions and/or contacts before the project phases?

Answer:

Yes. NBCTA will support outreach, communications, and participant onboarding, including facilitating introductions where appropriate. The successful proponent will focus on program delivery, including content development, facilitation, coaching, and reporting.

Question: Has the ITBC Indigenous market readiness tool already been deployed in the regions identified in this RFP?

Answer:

ITBC's involvement in this program is expected to be at a high level. Deployment of specific tools may vary across communities, and no assumption should be made regarding consistent prior use across the region.

Question: Is NBCTA aware of which Indigenous tourism operators are familiar with and have used the ITBC market readiness tool?

Answer:

NBCTA maintains strong regional relationships; however, familiarity with specific tools will vary by community and operator. Proponents should not assume a consistent baseline level of exposure.

Question: Will this tool be provided to new operators identified through Phase 1, with appropriate orientation?

Answer:

Any tools, frameworks, or resources utilized within the program will be determined as part of the program design and delivery approach. Proponents may propose how existing tools, including those developed by ITBC or others, could be incorporated.

Question: Will the successful proponent have access to any existing, related research?

Answer:

NBCTA may share relevant existing information where available; however, proponents should not assume the availability of comprehensive research. Any additional research requirements should be identified and accommodated within the proposed methodology and budget.

End of Addendum 3

End of Addendum 3