



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