



## Request for Proposals

# Regional Market Demand Study for Alternative Accommodation in Northern British Columbia

### 1. Introduction

The Northern BC Tourism Association (NBCTA) invites qualified consultants or consulting teams to submit proposals to deliver a Regional Market Demand Study for Alternative Accommodation in Northern British Columbia.

This study will provide investor-ready market intelligence on non-capital-intensive accommodation models, including glamping, yurts, sky-watching pods, eco-cabins, and other low-impact lodging concepts. The project is intended to support informed investment, sustainable tourism development, Indigenous and community-led partnerships, and the diversification of visitor experiences across Northern British Columbia.

The study will align with Destination Canada and regional tourism priorities related to sustainability, Indigenous tourism growth, seasonality, rural destination development, and experience-driven travel.

### 2. Organization Background

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

NBCTA supports destination development across a large and diverse region, including urban centres, rural communities, remote destinations, Indigenous territories, highway corridors, wilderness areas, and emerging opportunities in the visitor economy. In support of this destination development work, NBCTA has developed a number of strategies through extensive stakeholder engagement, including the [Northern BC Regional Destination Development & Iconics Strategy](#), the [Northern BC Thematic Framework](#), the [Great Northern Circle Route Master Signage Plan](#), in concert with the [Destination BC Invest in Iconics Strategy](#), which includes the following Northern BC Iconics: [The Great Wilderness Destination Development Strategy](#) and The Infinite Coast Destination Development Strategy (coming soon). Additionally, [Indigenous Tourism BC's corporate strategy](#) identifies supporting tourism development for Indigenous operators, communities, and organizations.

### **3. Project Overview**

The Regional Market Demand Study for Alternative Accommodation in Northern British Columbia will assess the market potential for alternative accommodation models across Northern BC's communities and tourism corridors.

The study will identify accommodation concepts that are feasible, market-aligned, investment-ready, and suitable for Northern BC's geography, visitor demand patterns, seasonality, sustainability goals, and community development priorities.

The project will support public and private sector decision-making by providing clear market intelligence, stakeholder insights, and practical investment-readiness tools.

The primary outcome will be an investor-facing report that provides market intelligence on visitor demand, competitive benchmarks, price points, seasonality, site suitability considerations, high-potential accommodation models, and partnership opportunities.

### **4. Project Objectives**

The successful proponent will support NBCTA in achieving the following objectives:

1. Assess regional market demand for alternative accommodation models across Northern British Columbia.
2. Identify high-potential accommodation concepts such as glamping, yurts, sky-watching pods, eco-cabins, and other low-impact lodging models.
3. Analyze visitor profiles, demand drivers, price points, competitive supply, seasonality, and market gaps.
4. Evaluate geographic, environmental, infrastructure, sustainability, and site suitability considerations.
5. Engage stakeholders, including municipalities, Indigenous communities and organizations, tourism operators, regional partners, and potential investors.
6. Identify opportunities for Indigenous and community-led partnerships.
7. Develop investor-ready tools and recommendations to guide future accommodation development.
8. Support tourism development that extends visitation into shoulder and winter seasons and disperses visitors into rural and emerging destinations.

## **5. Scope of Work**

NBCTA is seeking an experienced consultant or consulting team to complete the following work.

### **Phase 1: Project Initiation and Work Planning**

The consultant will:

- Meet with NBCTA to confirm project objectives, scope, timelines, communications protocols, and reporting expectations.
- Review existing regional tourism strategies, Destination Canada priorities, Destination BC strategies, Indigenous Tourism BC strategies and relevant Northern BC destination development materials.
- Develop a detailed work plan, engagement plan, and research methodology.
- Confirm key geographies, communities, corridors, and accommodation models to be assessed.

### **Phase 2: Market Research and Analysis**

The consultant will conduct market research and analysis to assess the opportunity for alternative accommodation in Northern BC.

This work will include, but may not be limited to:

- Visitor profile analysis.
- Demand driver analysis.
- Review of regional and national tourism trends related to alternative accommodations.
- Competitive scan of comparable destinations and lodging models.
- Price point and occupancy benchmark research, where available.
- Assessment of seasonality and shoulder/winter season opportunities.
- Identification of market gaps and high-potential visitor segments.
- Analysis of accommodation models suitable for Northern BC's tourism context.

### **Phase 3: Site Suitability and Development Considerations**

The consultant will assess broad site suitability and development considerations for alternative accommodation models across Northern BC.

This may include:

- Geographic and corridor-based opportunity analysis.
- Environmental and sustainability considerations.

- Infrastructure and servicing considerations.
- Accessibility and transportation considerations.
- Visitor experience and market-readiness factors.
- Alignment with regional destination development strategies.
- Identification of low-impact, non-capital-intensive models suitable for future investment.

This study is not intended to finance, design, acquire, or construct real property, immovables, or tourism facilities. The focus is on market demand, feasibility, investment readiness, and the identification of strategic opportunities.

#### **Phase 4: Stakeholder and Indigenous Engagement**

The consultant will design and deliver an engagement process to gather input from relevant stakeholders and partners. All engagement will be done virtually.

Engagement may include:

- Interviews.
- Workshops.
- Small group discussions.
- Surveys or targeted outreach.
- Meetings with local governments, Indigenous communities and organizations, tourism operators, regional partners, and other relevant stakeholders.

The engagement process should identify:

- Community interest and readiness.
- Partnership opportunities.
- Indigenous tourism and cultural experience opportunities.
- Barriers to development.
- Investor and operator needs.
- Regional collaboration opportunities.

Engagement must be respectful, culturally aware, and appropriate to the Northern BC context.

## **Phase 5: Investment-Readiness Tools and Draft Findings**

The consultant will prepare draft findings and practical tools that can support future investment and development.

These may include:

- Summary of high-potential accommodation models.
- Market opportunity profiles.
- Visitor demand and seasonality insights.
- Price point and competitive benchmark summaries.
- Partnership opportunity summaries.
- Development considerations checklist.
- Investor-facing opportunity framework.
- Recommendations for communities, operators, Indigenous partners, and investors.

## **Phase 6: Final Report and Presentation**

The consultant will prepare a final investor-facing report and supporting presentation materials.

The final report should include:

- Executive summary.
- Project methodology.
- Market research findings.
- Visitor demand analysis.
- Competitive and pricing analysis.
- Seasonality considerations.
- Site suitability and development considerations.
- Stakeholder and Indigenous engagement summary.
- High-potential accommodation models.
- Partnership and investment opportunities.
- Strategic recommendations.
- Implementation considerations.
- Appendices, as required.

The consultant will also deliver a final presentation to NBCTA and/or project partners.

## 6. Deliverables

The successful proponent will deliver:

1. Project work plan and methodology.
2. Stakeholder and Indigenous engagement plan.
3. Market research and competitive analysis summary.
4. Stakeholder engagement summary.
5. Site suitability and development considerations summary.
6. Draft investor-facing report.
7. Final investor-facing report.
8. Presentation deck summarizing key findings and recommendations.
9. Supporting tools, templates, or checklists, as appropriate.
10. Final project summary suitable for reporting to funders.

## 7. Project Timeline

The anticipated project timeline is as follows:

<b>Project Stage</b>	<b>Target Deadline</b>
Project Start	August 2026
Preliminary Research and Analysis	September 15, 2026
Stakeholder Engagement	October 15, 2026
Interim Reporting	October 31, 2026
Report Development, Design, and Draft Delivery	November 30, 2026
Final Reporting Support	December 31, 2026

NBCTA may refine the final project timeline in consultation with the successful proponent.

## 8. Budget

The maximum budget for this project is \$50,000 CAD, inclusive of all consultant fees, project management, research, engagement, report development, design, and applicable expenses. Proponents are encouraged to provide a cost-effective approach and may propose a phased or scaled methodology.

Proponents must provide a detailed budget that includes:

- Fee structure.
- Cost breakdown by project phase.
- Staff roles and hourly or daily rates.
- Travel and expense estimates, if applicable.
- Any assumptions or exclusions.

NBCTA reserves the right to negotiate final scope and budget allocations with the preferred proponent.

## **9. Proponent Qualifications**

Proponents should demonstrate relevant experience and qualifications in the following areas:

### **Required Qualifications**

- Experience conducting tourism market research or demand studies.
- Experience with accommodation, destination development, investment readiness, or tourism product development.
- Strong understanding of rural, regional, and/or remote tourism contexts.
- Experience designing and delivering stakeholder engagement.
- Strong research, analysis, writing, and presentation skills.
- Ability to produce clear, professional, investor-facing reports.

### **Preferred Qualifications**

- Experience working in Northern British Columbia or similar rural and remote regions.
- Experience working with Indigenous communities, organizations, or tourism partners.
- Knowledge of sustainable and regenerative tourism practices.
- Familiarity with Destination Canada, Destination BC, Indigenous Tourism BC and regional destination development priorities.
- Experience assessing alternative accommodation models such as glamping, yurts, eco-cabins, wilderness lodging, or other experiential accommodations.
- Understanding of tourism seasonality, visitor dispersal, and investment-readiness considerations.

## 10. Proposal Requirements

Proposals must include the following:

1. **Company or Consultant Profile**  
Include an overview of the proponent, relevant expertise, and primary contact information.
2. **Relevant Experience**  
Provide examples of similar projects, including tourism research, market demand studies, accommodation studies, destination development work, Indigenous tourism projects, or investment-readiness work.
3. **Proposed Methodology**  
Describe the proposed research, engagement, analysis, and reporting approach.
4. **Work Plan and Timeline**  
Provide a detailed work plan showing how the project will be completed within the required timeframe.
5. **Team Structure**  
Identify key personnel, roles, responsibilities, and relevant qualifications.
6. **Stakeholder and Indigenous Engagement Approach**  
Describe how the proponent will support respectful, inclusive, and effective engagement.
7. **Budget and Fee Structure**  
Provide a detailed budget, including fees, expenses, and assumptions.
8. **References**  
Provide two or three references for similar work.
9. **Sample Work**  
Proponents may include or link to examples of relevant reports, studies, or public-facing deliverables.

Incomplete submissions may not be considered.

**11. Evaluation Criteria**

Proposals will be evaluated using the following criteria:

<b>Evaluation Criteria</b>	<b>Weight</b>
Relevant experience and qualifications	30%
Methodology and approach	25%
Understanding of the Northern BC tourism context	20%
Stakeholder and Indigenous engagement approach	15%
Value for cost	10%
<b>Total</b>	<b>100%</b>

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

**12. RFP Submission Details**

Proposals must be submitted by email in PDF format.

**Submission Email:** jennifer@nbctourism.com  
**Subject Line:** Proposal – Alternative Accommodations Study  
**Submission Deadline:** July 20, 2026 at 3:00 p.m. Pacific Time

Late submissions may not be accepted.

**13. Questions and Clarifications**

Questions regarding this RFP must be submitted by email.

**Contact:** Jennifer Moore  
**Email:** jennifer@nbctourism.com  
**Last Opportunity for Questions:** July 14, 2026 at 4:00 p.m. Pacific Time

Responses to questions may be shared with all known interested proponents, at NBCTA's discretion, to ensure a fair and transparent process.

## 14. Anticipated RFP Timeline

<b>Milestone</b>	<b>Date</b>
RFP Issued	June 29, 2026
Last Opportunity for Questions	July 14, 2026
RFP Closing Date	July 20, 2026
Consultant Selection	July 28, 2026
Project Start	August 2026

NBCTA reserves the right to adjust the timeline as required.

## 15. Additional Information and Conditions

NBCTA is not responsible for any costs incurred by proponents in preparing or submitting proposals.

NBCTA reserves the right to:

- Accept or reject any or all proposals.
- Cancel or reissue this RFP.
- Request clarification or additional information from any proponent.
- Modify the project scope, schedule, or deliverables.
- Negotiate with one or more proponents.
- Decline to award a contract.
- Select the proposal that is deemed to provide the best overall value, not necessarily the lowest cost.

All information provided by NBCTA through this RFP process is to be treated as confidential unless otherwise indicated.

The successful proponent will be expected to comply with applicable privacy, confidentiality, insurance, invoicing, reporting, and contractual requirements.

## **16. Contact Information**

Jennifer Moore  
Business Resiliency Specialist  
Northern BC Tourism Association  
1274 Fifth Avenue  
Prince George, BC V2L 3L2  
Email: [jennifer@nbctourism.com](mailto:jennifer@nbctourism.com)  
Website: [www.travelnbc.com](http://www.travelnbc.com)



## Request for Proposals

### Regional Market Demand Study for Alternative Accommodation in Northern British Columbia

#### Appendix A: Intent to Submit Form

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

#### Proponent Information

Organization: \_\_\_\_\_

Primary Contact Name: \_\_\_\_\_

Title/Position: \_\_\_\_\_

Email Address: \_\_\_\_\_

Phone Number: \_\_\_\_\_

#### Intent Declaration

- Yes, we intend to submit a proposal in response to this RFP.
- No, we do not intend to submit a proposal.

#### Signature

Authorized Representative Name: \_\_\_\_\_

Signature: \_\_\_\_\_

Date: \_\_\_\_\_

Please submit this completed form to Jennifer Moore at [jennifer@nbctourism.com](mailto:jennifer@nbctourism.com) under the subject line:

**Intent to Submit - Alternative Accommodations Study RFP**