



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:

Project Stage	Target Deadline
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:

Evaluation Criteria	Weight
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%
Total	100%

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

Milestone	Date
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
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Website: www.travelnbc.com



Request for Proposals

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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 under the subject line:

Intent to Submit – Alternative Accommodations Study RFP



Request for Proposals (RFP)

Regional Market Demand Study for Alternative Accommodation in Northern British Columbia

ADDENDUM A - July 15, 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 A contains two (2) pages in total.

Questions and Answers

1. Will NBCTA be able to provide existing visitor data, accommodation research, strategy documents, or relevant market intelligence to the successful consultant, including regional visitor profiles, corridor-level insights, or accommodation performance information?

Yes. NBCTA will provide the successful consultant with all relevant research, strategy documents, visitor data, accommodation information, and market intelligence currently available to the organization, recognizing that there may be some gaps in the data requested. This includes regional visitor profiles, destination development strategies, corridor-level insights, and other relevant research that is available.

However, proponents should anticipate that additional primary or secondary research may be required to fully meet the objectives and deliverables of this project. The successful consultant will be responsible for identifying and undertaking any additional research necessary within the approved project scope and budget.

2. Are there specific communities, tourism corridors, accommodation models, or opportunity areas that NBCTA would like the study to prioritize, or should the consultant propose a framework for identifying and narrowing those priorities during the early phase of the project?

This project is intended to take a regional approach encompassing Northern British Columbia as a whole. It is not NBCTA's intention to narrow the study to a predetermined list of communities, tourism corridors, or opportunity areas.

The final study is intended to be a broadly relevant regional resource that can be shared with communities, Indigenous communities and organizations, tourism partners, and potential investors throughout Northern BC. While the analysis may identify particular accommodation models, market opportunities, geographic considerations, or areas of higher potential based on the research and findings, the overall objective is to produce a regional document rather than one focused on a limited number of predetermined locations.

3. For the final investor-facing report, is NBCTA envisioning a public-facing document that can be shared broadly with communities and investors, or more of an internal strategic document to support future investment discussions and partner engagement?

The final report is intended to be an investor-facing, public-facing document that can be shared broadly with communities, Indigenous communities and organizations, tourism partners, potential investors, and other interested parties.

The report should provide clear, accessible, and credible market intelligence that supports informed investment decisions and helps communities and partners understand the potential for alternative accommodation development across Northern British Columbia. It should be designed as a practical resource that can support future investment attraction, partnership development, and tourism development opportunities for NBCTA and the spectrum of stakeholders across the region.



Request for Proposals (RFP)

Regional Market Demand Study for Alternative Accommodation in Northern British Columbia

ADDENDUM B - July 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 B contains two (2) pages in total.

Questions and Answers

- 1. The RFP notes that the consultant will "design and deliver an engagement process" involving stakeholders, including Indigenous communities. Given NBCTA's or regional partners' existing relationships, could you clarify the expected roles for Indigenous engagement? Specifically, is the consultant expected to lead outreach, scheduling, and facilitation directly, or would the consultant support the client team through engagement materials, facilitation, and synthesis of findings?**

NBCTA and regional partners will support outreach to Indigenous communities and organizations through existing relationships and networks, helping to facilitate introductions and encourage participation where appropriate. The successful consultant will be responsible for designing the engagement approach and leading the engagement process, including scheduling, facilitation, development of engagement materials, and synthesis of findings.

The engagement process should be respectful, culturally appropriate, and designed to gather meaningful input relevant to the objectives of the study. NBCTA will work collaboratively with the successful consultant to support effective engagement while recognizing and respecting existing regional relationships.

- 2. The RFP requires visitor demand patterns and visitor profile analysis. Could you share what existing visitor demand-related data would be available to the successful consultant, such as recent visitor profile research, hotel performance, short-term rental data, etc.?**

Some visitor demand and market research is currently publicly available through NBCTA's research webpage, although portions of this information may be dated. NBCTA

will provide the successful consultant with updated research and market intelligence where it is available.

Available information may include visitor profiles, short-term rental data, hotel performance information, and other relevant regional tourism research and market intelligence. However, the availability, geographic coverage, and currency of data may vary across the region. Proponents should anticipate that additional research or analysis may be required to address data gaps and fully meet the objectives and deliverables of the project.