



Pop-up Vendor Opportunity

**Request for Proposal (RFP) on behalf of the
Bermuda Visitor Service Centre (BVSC)**

Date: January 21, 2019

1. BACKGROUND

As an internationally accredited Destination Marketing Organization (DMO), the Bermuda Tourism Authority (BTA) works in collaboration with partners across our community in pursuit of a common goal – a growing, thriving and sustainable tourism industry. From its inception in 2014, the BTA has led Bermuda into a new era of effective destination marketing, tourism product management and business operations while implementing international best practices in tourism management for Bermuda.

To improve visitor experience across the island, the Bermuda Visitor Services Ltd. (BVSC), a subsidiary of the BTA, was created in 2018, with the goal to bring all Visitor Services Centres under one umbrella by 2019. Having a visitor-centric focus and utilizing technology and data to enhance visitor's experiences is a key focus in the National Tourism Plan. The development of a new facility along the Hamilton waterfront was a strategic approach to increase the amount of money visitors spend on-island by more seamlessly connecting them with tourism entrepreneurs.

This new facility will have visitor services and branded merchandise on the first floor, event space on the second level and offer the opportunity for a pop-up vendor(s) on the rooftop level.

2. PURPOSE OF THIS DOCUMENT – REQUEST FOR PROPOSAL (RFP)

The BVSC is issuing this Request for Proposal (RFP) to source a local vendor to lease the roof level at our Hamilton VSC facility, which is an open-air space with limited protection from the elements, to offer a “pop-up” visitor-oriented experience from April 2019 through December 31, 2019.

There will be two steps for responses to this RFP:

1. Submit expression of interest – by **January 30th, 2019 (see page 12 for website link)**
2. Submit formal proposal – by **February 13th, 2019**

The “pop-up” space is offered under the following conditions:

1. Operate and manage a “pop-up” concession on the roof level.
2. Align services and/or offerings with Bermuda target segments in this RFP.
3. Ensure the pop-up is open a minimum of six days per week, with minimum hours of operation from 10:00 am – 5:00 pm (weather permitting), until December 31, 2019.
4. Provide offerings/experiences which may include, but are not limited to, the following:
 - Culinary
 - Arts (performance, visual, digital etc.)
 - Entertainment
 - Authentically Bermuda-inspired
5. Enhance Hamilton’s product offering and experience for visitors and locals.
6. Ensure that the concession reflects National Service Standard quality and the appropriate number of staff are Certified Tourism Ambassador(s).
7. Report monthly sales and consumer statistics (which will be kept in strict confidence).
8. Create an online presence to market the pop-up location and its offerings.
9. Work with the BVSC, BTA and its partners to raise awareness of the Hamilton Visitor Service Centre location and its offerings.
10. Liaise directly with the BVSC Manager on all contractual and facility matters.

Issuing this Request for Proposal does not commit the BVSC to engage or execute a contract with any responding vendor and/or company. BVSC reserves all rights to postpone, discontinue or withdraw the Request for Proposal at any time.

3. BERMUDA VISITOR TARGETS

Based on the BTA's business intelligence research, respondents are encouraged to tailor proposed offerings at this pop-up location to the behavior patterns and desired experiences of Bermuda's visitor targets. See persona breakdown below:



Demographics	Desired Experience	Associations	Actual Behavior
<ul style="list-style-type: none"> • Age 25-44 • HHI \$100k+ • Mostly childless professionals • Graduate degrees and high paying careers 	<ul style="list-style-type: none"> • Culture • Nightlife & Entertainment • Culinary tours/experiences/local cuisine • Escape • Leisure 	<ul style="list-style-type: none"> • Metropolitan sophisticates and an affluent mix of singles and couples pursuing high-rise lifestyles • They have enough money to indulge their tastes, and they don't mind paying for high-quality brands • Care about environmental issues, and they tend to recycle, buy organic foods and look for smart green products 	<ul style="list-style-type: none"> • Take 6+ trips per year • Rely on reviews & recommendations from experts and friends • Engaged heavily online and with social media. Watch streaming TV and use radio apps • More likely to travel with friends or part of a large group • To get away from it all, they routinely travel to foreign settings where they enjoy museums, restaurants and exclusive hotels • More likely to book within 4 weeks of arriving in Bermuda

BERMUDA US LEISURE AIR VISITOR TARGETS

ADVENTURE SEEKER

AMBITIOUS FIT Stylish TECHIE trendsetter

WHO ARE THEY?

- 18-34
- HH \$100K+
- SINGLE
- 4+ TRIPS/YEAR

ADVENTURE SEEKERS MORE LIKELY TO

Demographics	Desired Experience	Associations	Actual Behavior
<ul style="list-style-type: none"> • Age 18-34 • 50% have HHI \$100k+ • Most are college educated • Most living in apartments or condos 	<ul style="list-style-type: none"> • Culture • Nightlife & Entertainment • Culinary tours/experiences/ local cuisine • Adventure • Motivation 	<ul style="list-style-type: none"> • Younger, up-and-coming singles living big city lifestyles located in top MSA markets • Single millennials living in funky neighborhoods of the biggest US cities • Like to be on the cutting edge of culture, are into fitness, and are fashion-forward shoppers 	<ul style="list-style-type: none"> • Take 4+ trips per year • Relies on reviews & recommendations from experts and friends • Engaged heavily online and with social media. Watch streaming TV and use radio apps • More likely to travel with friends or part of a large group • More likely to participate in active experiences – snorkeling, kayaking, renting motor scooters • More likely to stay in a vacation rental • More likely to book within 4 weeks of arriving in Bermuda

BERMUDA US LEISURE AIR VISITOR TARGETS

GOLDEN BOOMERS

empty nesters
Laid Back
Philanthropic
GUIDED exploration
social
DEPENDABLE

WHO ARE THEY?

- 50+
- HH \$110K+

GOLDEN BOOMERS MORE LIKELY TO

Demographics	Desired Experience	Associations	Actual Behavior
<ul style="list-style-type: none"> • Age 50+ • HHI Average \$111k • No children under 18 in household • Live in large metro areas and mid-sized cities 	<ul style="list-style-type: none"> • Culture • Leisure • Breathtaking and storytelling-worthy experiences 	<ul style="list-style-type: none"> • Primarily empty-nesting couples who are finally enjoying the kick-back-and-relax stage of their lives • Relish the opportunity to take cruises, go to casinos and frequent gourmet restaurants. • Can afford to be philanthropic 	<ul style="list-style-type: none"> • Above-average interest in TV and are particularly fond of news broadcasts, history programs, movies and political commentary. • The Internet is their first place they turn for practical activities like travel planning • Spend more on shopping than other targets • More likely to take sightseeing tours of the island • More likely to go to Dockyard • More likely to use the ferry and bus • More likely to want hard copies of all maps & brochures

BERMUDA US LEISURE AIR VISITOR TARGETS

Exclusive
JETSETTER
prestigious
Luxury badge-worthy experiences

WHO ARE THEY?

- 30+
- HH \$250K+
- 6+ TRIPS/YEAR

ELITE JETSETTERS MORE LIKELY TO

Demographics	Desired Experience	Associations	Actual Behavior
<ul style="list-style-type: none"> • Age 30+ • HHI Average \$250k+ • Live in upscale neighborhoods near big cities • Highly educated 	<ul style="list-style-type: none"> • Higher-end • Unique experiences • Creating memories • Leisure • Culture • Excitement (when traveling with children) • Immersive experiences & me-time (when traveling without children) • Cuisine/dining more important to them than other targets 	<ul style="list-style-type: none"> • They like to dine out, go to plays and concerts and shop for decorative antiques • They like to soak up culture through the finest of restaurants and live entertainment • They support the arts • They're also night owls who like to dine out, take in a comedy club and even check out a rock concert • They spend a lot of time trying to keep fit. Many hold memberships in health and country clubs, where they golf, play tennis and work the cardio machines 	<ul style="list-style-type: none"> • Take 6-7 trips per year • They travel often, both on cruises and flights abroad to experience other cultures. • Spend more than other targets on accommodation, meals and leisure activities • More likely to stay in a resort hotel • More likely to use taxis than public transport • More likely to take part in activities such as golf and spa than other targets

4. LOCATION DETAILS

The Hamilton Visitor Service Centre is located waterside, at the intersection of Front & Queen Streets. This multi-purpose structure consists of three floors, connected by both stairs and an elevator. It serves as the operational base for Bermuda Visitor Services Centre Ltd. (BVSC), which also holds responsibility for facility management.

1. Level 1 – Visitors Services Centre

- a. Visitor Services Centre proper, common foyer space
- b. Open seven days a week (hours vary by season)
- c. Services include the dissemination of on-island information, booking of experiences and excursions and a curated stock of branded merchandise

2. Level 2 – Private Event Space

- a. Multi-purpose flexible event space for industry functions, meetings, presentations, etc.
- b. 1308 Square Foot fully enclosed space
- c. Restroom facilities

3. Level 3 - Roof Deck Service

- a. Customizable open-air space available for seasonal service offering(s)
- b. Secured, locked access
- c. Accessible by stairs and elevator
- d. Free of all furnishings and fixtures
- e. Pre-wired for Wi-Fi
- f. Running water

Roof Level Occupancy: 50 people

Covered Roof Deck Space: 682 Square Feet

Open Roof Deck Space (Outdoor Patio): 626 Square Feet

TOTAL ROOF LEVEL SPACE: 1308 Square Feet

Notes

- The space can have multi-use purposes for day and evening offerings
- Entrepreneurs who believe they can offer their experiential offerings in partnership with others to occupy the space should consider submitting their RFP response jointly
- There will be blackout dates where the pop-up operator will be unable to occupy the space due to BTA contractual commitments (i.e. World Triathlon Series – April 22 – 28, 2019)



5. RFP REQUIREMENTS

All responses must clearly articulate a customer-driven approach that meets the standard of “innovation” as described in the National Tourism Plan; as well as include the following:

- A detailed description outlining your concept and use of the space, inclusive of a proposed layout, fixtures and fittings
- Profile of yourself and/or company describing your experience operating or managing similar types of ventures, staff resources, philosophy and capabilities
- Partner information as per above; to include draft of partner agreement
- Financing details
- A detailed description of your proposed activities and/or experiences and offering(s), with sample details (i.e. images, video, product renderings, etc.) and proposed pricing structure
- Show how the proposal is customer-driven in its approach and meets the standard of “innovation” as described in the National Tourism Plan
- Demonstrate, if appropriate, how technology will be utilized to enhance visitor’s experience
- List of personnel who will provide services on-site, with background and experience details.
- Business plan and marketing plan, inclusive of financial projections and promotional plan
- One reference letter
- A bank reference letter

6. DESIGNATED CONTACT PERSON

The designated contact person at the BTA for this RFP is Tashae Thompson:

Email: tthompson@bermudatourism.com

7. COMMUNICATION DURING THE RFP PROCESS

All communications related to this RFP are to be in writing and must be directed only to the Designated Contact Person.

Any questions with respect to this RFP should be submitted by email to the Designated Contact Person.

8. SCHEDULE OF KEY DATES

RFP issued	January 21, 2019
Expression of Interest Deadline	January 30, 2019
Walk through to view the site space	January 30, 2019 @ 4pm
Formal responses received	February 13, 2019
Review Process	February 14 – 15, 2019
Confirmation of Vendors	February 18, 2019

The above schedule is subject to change without further written notice.

If you plan to submit a proposal for consideration, please provide an Expression of Interest online: <https://www.surveymonkey.com/r/VSCPOPUP>

9. PROPOSAL FORMAT AND DELIVERY

All proposals must be submitted electronically to tthompson@bermudatourism.com by **February 8, 2019**. No hand-written copies will be accepted.