



Requests for Qualifications and Proposals for a Market Analysis of the Bellingham/Whatcom County Area

Scope of Study/Budget Parameters

Bellingham Whatcom County Tourism seeks the services of a qualified researcher to profile the visitor industry of the county. Information gathered will be used by the Bureau and partners for tourism planning. \$25,000 has been allocated for this project.

Specific Tasks:

1. Research (via intercept surveys) data on existing visitors during the summer (August thru Labor Day '08), fall (September / October '08) and winter seasons (November / December '08).

Specific information desired to be collected includes basic demographics, media or systems used to determine vacation activities, etc. Develop a basic profile of existing visitors from the research.

2. Assess visitor attractions, activities and competitive position.
3. Recommendations for follow up analysis of primary visitor market(s) as identified in task #1 via a survey of 300 or more upper-income households. From this survey we would like to gauge such things as the market existing level of travel to Bellingham, knowledge and perception of the region, travel planning sources, etc.
4. Recommendations for on-going online surveys to determine visitor knowledge and satisfaction.
5. Prepare recommendations for marketing and product development.
6. Prepare and present final report, including a two-page summary.

Proposals should include timelines to show when different tasks will be conducted and a budget that shows the cost of each component listed above. Refer to previous research project for scope and previous format.

Please submit your proposal by 5 p.m. July 30, 2008 to:
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