



**INDIGENOUS**  
TOURISM ASSOCIATION OF CANADA

ASSOCIATION TOURISTIQUE  
**AUTOCHTONE**  
DU CANADA

April 30, 2024

REQUEST FOR PROPOSALS (RFP): TRAVEL AGENCY SERVICES

**Project Title: Indigenous Tourism Association of Canada (ITAC) Travel Agency Partnership**

**1. Introduction:**

ITAC is seeking proposals from qualified and experienced travel agencies interested in establishing a partnership to provide comprehensive travel services to ITAC employees, board of directors, representatives, partners and clients. This partnership aims to streamline travel arrangements, enhance customer service, and promote Indigenous tourism experiences across Canada.

**2. Background:**

ITAC is a leading national organization dedicated to promoting and developing Indigenous tourism experiences in Canada. Through a unified Indigenous tourism industry voice, ITAC focuses on creating partnerships between associations, organizations, government departments and industry leaders from across Canada to support the growth of Indigenous tourism in Canada through marketing and development. With the help of our travel agency, ITAC aims to showcase the rich cultural heritage and natural beauty of Indigenous lands to travellers worldwide.

**3. Objectives:**

The primary objectives of this partnership include:

- Providing efficient and cost-effective travel booking services for ITAC employees, board members, and clients.
- Ensuring high-quality customer service and support for all travel-related inquiries and arrangements.
- Promoting Indigenous tourism experiences and destinations through curated travel packages and promotions.
- Facilitating seamless travel experiences for individuals and groups attending ITAC events, conferences, and meetings.
- Supporting travel services for the International Indigenous Tourism Conference yearly
- Provide first-party data on travellers who are considering Indigenous tourism.

**4. Scope of Work:**

The chosen travel agency will be responsible for the following:



**INDIGENOUS**  
TOURISM ASSOCIATION OF CANADA

ASSOCIATION TOURISTIQUE  
**AUTOCHTONE**  
DU CANADA

- Handling all aspects of corporate travel bookings, including flights, accommodations, transportation, car rentals and other related services.
- Providing dedicated customer support during regular business hours and after-hours assistance for emergencies, and must provide multilingual support (French/English). Any other languages should be specified and is considered as a major asset.
- Collaborating with ITAC to create and promote Indigenous tourism packages and client experiences through a referral model via ITAC packaging platforms.
- Reporting monthly expenses and assisting in arranging group travel for events, conferences, and meetings organized by ITAC.
- Implementing technology solutions to simplify the booking process and improve the overall travel experience for ITAC stakeholders while supporting ITAC in getting clients' knowledge and insights of travellers.
- We seek a reliable travel agency to manage flight bookings and accommodation arrangements for our esteemed International Indigenous Tourism Conference. This annual event attracts a significant number of delegates, typically exceeding 1,000 attendees. As such, we require a travel agency that can provide a seamless and efficient experience for all participants. The selected travel agency will ensure that all participants' travel arrangements are handled with care, attention to detail, and utmost professionalism.
  - **Note:** It is important that the travel agency is familiar with or willing to use Pheedloop to assist with accommodations or flight arrangements, if necessary. This platform is our preferred choice for conference registration, and we require it to be integrated to help with accommodations and flights, ensuring a smooth experience for all conference attendees.

## 5. Proposal Submission:

Proposals must be submitted electronically to [Sebastien@indigenoustourism.ca](mailto:Sebastien@indigenoustourism.ca) no later than May 22, 2024, at midnight PST. Late submissions will not be considered. All proposals should be labelled with the subject line:

"ITAC Travel Agency Partnership Proposal."

## 6. Evaluation Criteria:

Proposals will be evaluated based on the following criteria:

- Experience and expertise in corporate travel management and Indigenous tourism promotion.
- Alignment with the service requirements outlined in the Service Agreement between ITAC and the successful applicant.
- Proposed approach and methodology for delivering high-quality travel services and customer support.



**INDIGENOUS**  
TOURISM ASSOCIATION OF CANADA

ASSOCIATION TOURISTIQUE  
**AUTOCHTONE**  
DU CANADA

- Cost-effectiveness and value for money in relation to the proposed pricing structure.
- Online self-booking system and customization tool (Concur, or other app)
- References and track record of success in similar projects within the travel industry.
- Demonstrated experience in managing various levels of approvals for travel, including authorization by department managers for travel within their respective departments.

## **7. Selection Process:**

ITAC reserves the right to interview or request additional information from shortlisted candidates. The travel agency partner will be selected based on the proposal's overall quality and suitability. ITAC is looking for a partner to build a relationship with, so partners involved in ITAC's program, Indigenous Tourism Destination Fund, and IITC will be given extra points. As we are an Indigenous Organization, we work with both Indigenous and non-Indigenous partners, but at equal competencies, Indigenous enterprises will be given priority.

## **8. Confidentiality:**

All information provided in response to this RFP will be treated as confidential and used solely to evaluate proposals.

Terms of the contract:

2 years renewable

Starting date – June

Volume available upon request.

## **10. Contact Information:**

For inquiries or further information regarding this RFP, please contact:

Sebastien Desnoyers

Vice President

Indigenous Tourism Association of Canada

[Sebastien@indigenoustourism.ca](mailto:Sebastien@indigenoustourism.ca)

We look forward to receiving your proposals and exploring the potential for a productive partnership in Indigenous tourism development and travel management.

Sincerely,

Sebastien Desnoyers

Vice President

Indigenous Tourism Association of Canada