**STATE OF MAINE REQUEST FOR PROPOSALS**



**RFP AMENDMENT 1 AND**

**RFP SUBMITTED QUESTIONS & ANSWERS SUMMARY**

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| **RFP NUMBER AND TITLE:** | RFP #202507097 Visitor Profile Research |
| **RFP ISSUED BY:** | Department of Economic & Community Development-Maine Office of Tourism |
| **SUBMITTED QUESTIONS DUE DATE:** | August 22, 2025 |
| **QUESTION & ANSWER SUMMARY ISSUED:** | August 29, 2025 |
| **PROPOSAL DUE DATE:** | September 18, 2025, no later than 11:59 p.m. local time |
| **PROPOSALS DUE TO:** | [Proposals@maine.gov](mailto:Proposals@maine.gov) |
| **Unless specifically addressed below, all other provisions and clauses of the RFP remain unchanged.** | |
| **DESCRIPTION OF CHANGES IN RFP:**   1. Part II, Section E, is amended to notify Bidders that the Visitor Profile may be shared with other vendors used by the Department and require an in-person presentation at the annual Governor’s conference. | |
| **REVISED LANGUAGE IN RFP:**   1. Part II, Section E, is amended to read:   **E.** Final Report and Presentation to the Department **and the Tourism Industry**   * 1. Reports listed in **Table 1** must be presented each contract term to the Department.      1. Additional meetings may be requested by the Department to review and discuss research as needed. **This information may be shared with other vendors used by the Department. The Department** **will facilitate the meetings between the awarded Bidder and the other vendors.**      2. **The awarded Bidder is required to present the Annual Report in-person at the annual Governor’s Conference. The awarded Bidder may be required to present additional information from the other required reports listed in Table 1 at the Governor’s Conference as determined by the Department.**          1. **The Governor’s Conference is held annually in the Spring.** | |

**Provided below are submitted written questions received and the Department’s answer.**

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| **1** | **RFP Section & Page Number** | **Question** |
|  | Will you consider out-of-state vendors as potential partners in this project? If so, are there any additional requirements to do so? |
| **Answer** | |
| Bidders are welcome to apply as long RFP requirements are met, including in-person activities specified in Amendment #1. Information about State of Maine vendors is available on the procurement website <https://www.maine.gov/dafs/bbm/procurementservices/vendors> | |

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| **2** | **RFP Section & Page Number** | **Question** |
| Section A: Page 6 | What is the impetus for seeking out a new vendor for this research? Will the incumbent vendor be considered for next term? |
| **Answer** | |
| State of Maine Procurement Services office requires agencies to go out to bid for services every 5 years. Only proposals submitted will be considered. | |

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| **3** | **RFP Section & Page Number** | **Question** |
| Section A: Page 6 | Is there anything missing from the current research that would help the Maine Office of Tourism make better strategic decisions? |
| **Answer** | |
| No, there is not. | |

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| **4** | **RFP Section & Page Number** | **Question** |
| Part II: Page 9 | In order of priority, what are the most important elements to consider: Trended data, lower costs, or faster reporting. |
| **Answer** | |
| All are important. | |

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| **5** | **RFP Section & Page Number** | **Question** |
| Part II: Page 11 | Does the Maine Office of Tourism prefer in-person presentations? |
| **Answer** | |
| In-person presentations may be required once a year. Zoom presentations are generally acceptable. | |

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| **6** | **RFP Section & Page Number** | **Question** |
| Part II: Page 11 | Are there set internal events/meetings that should be kept in mind for report delivery? |
| **Answer** | |
| Per Part II, Section D.3, reports must be submitted within 30 days of conclusion of data collection. There are no internal events or meetings that will impact the report delivery timeline requirement. | |

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| **7** | **RFP Section & Page Number** | **Question** |
| N/A | Should the contractor consider second homeowners as “visitors”? What about Maine residents traveling outside their home region for an overnight stay? |
| **Answer** | |
| The Department relies upon the expertise of the Bidder for guidance in determining who constitutes a visitor. Presently, the Department considers Maine residents traveling more than a 50-mile radius from their home as visitors. | |

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| **8** | **RFP Section & Page Number** | **Question** |
| N/A | Will the contractor be given access to the raw underlying data from previous years? Specifically, would the MOT provide historical visitor counts/counts of visitors in specific locations? |
| **Answer** | |
| Historical reports will be made available to the awarded Bidder. | |

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| **9** | **RFP Section & Page Number** | **Question** |
| N/A | Can the Maine Office of Tourism provide the award budget for the initial term of the contract? |
| **Answer** | |
| Not at this time. | |

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| **10** | **RFP Section & Page Number** | **Question** |
| Appendix D, page 22 | Are bidders required to submit a breakdown of costs in addition to APPENDIX D – COST PROPOSAL FORM? |
| **Answer** | |
| Only the Appendix D – Cost Proposal Form is required. | |

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| **11** | **RFP Section & Page Number** | **Question** |
| Part II Scope of Services to be Provided, page 7 | Which specific metrics or questions from past research must remain constant and which can be updated or improved? |
| **Answer** | |
| All metrics and questions can be updated and/or improved. | |

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| **12** | **RFP Section & Page Number** | **Question** |
| Part II Scope of Services to be Provided | Does the department have minimum sample size requirement for key segments (regions, DMAs, first time vs repeat, overnight vs day visitors)? |
| **Answer** | |
| Per Part II, Section A. 3, the Department does not have does not have defined minimums or targets for statistical significance, sample size and representativeness. Bidders must submit proposals that outline recommended survey design and methodology to achieve the objectives outlined in this RFP. | |

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| **13** | **RFP Section & Page Number** | **Question** |
| N/A | Should the awarded contractor independently model visitor volume to Maine using its own datasets/methods or rely on baseline data sources and existing methods already used by the department (e.g., DK Shifflet, TSA, etc.?) |
| **Answer** | |
| The Department relies upon the Bidder’s expertise to make this determination. | |

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| **14** | **RFP Section & Page Number** | **Question** |
| Part II, Page 7 | To ensure all bidders are pricing against a comparable level of effort, could the Department provide a target margin of error (e.g., +/- 5%) or a minimum number of total completed surveys expected per year? |
| **Answer** | |
| The Department does not have a defined target margin of error. Refer to Part II, Section A. 4.b, for the total surveys completed during the initial period of performance. | |

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| **15** | **RFP Section & Page Number** | **Question** |
| Part II, Page 7 | Are there specific visitor segments or tourism regions (e.g., first-time visitors, visitors to Aroostook County) for which the Department requires a statistically significant sub-sample for standalone analysis? |
| **Answer** | |
| The Department’s research requirements are clearly set forth in the RFP, please refer to Part II. | |

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| **16** | **RFP Section & Page Number** | **Question** |
| Part II, Page 7 | Does the Department have a preferred data collection methodology (e.g., online surveys, in-person intercept surveys at key locations, geofencing/mobile data)? Or are bidders expected to propose the methodology they deem most effective? |
| **Answer** | |
| Please propose the methodology deemed most effective by your firm per Part II, Section A.3. | |

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| **17** | **RFP Section & Page Number** | **Question** |
| Part II, Page 8 | Given the requirement to survey Canadian visitors, are there any specific expectations or limitations on how this international audience should be reached? |
| **Answer** | |
| No, there are not. Bidders must submit proposals that outline recommended survey design and methodology to achieve the objectives outlined in this RFP. | |

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| **18** | **RFP Section & Page Number** | **Question** |
| Part II, Page 9 | Could the Department provide more detail on the expectations for "Innovative and Real-Time Reporting"? For example, is the primary requirement a client-facing dashboard for viewing topline results as they are collected, or is it more focused on internal project management and progress tracking? |
| **Answer** | |
| Expectations are more for a client-facing solution to view results in real time vs. internal project management. | |

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| **19** | **RFP Section & Page Number** | **Question** |
| Part II, Page 9 | For the requirement to compare Maine's visitor volume to the U.S. and New England, is the expectation that the bidder will acquire this data from existing third-party sources (e.g., via data subscription), or is the bidder expected to conduct new primary research in other New England states? |
| **Answer** | |
| The bidder may acquire this data from existing third-party sources per Part II, Section D.2.c.i. | |

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| **20** | **RFP Section & Page Number** | **Question** |
|  | Within the RFP is included a sample report that combines economic impact and visitor tracking. Are prospective contractors required to propose economic impact analysis in addition to visitor tracking analysis? |
| **Answer** | |
| No, Bidders are not expected or required to undertake economic impact analysis research. This RFP is for Visitor Profile Research Services only. A separate RFP will be published for Economic Impact Analysis Research Services. | |

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| **21** | **RFP Section & Page Number** | **Question** |
| PART II  A. 3., pg. 7 | Please provide the current sample size or number of completed surveys per seasonal and annual report by region |
| **Answer** | |
| The Department will share this information with the awarded Bidder. | |

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| **22** | **RFP Section & Page Number** | **Question** |
| PART II D. 2.b. pg. 9 | Is the Maine visitor volume inclusive of cruise visitors (arrivals by cruise ship)? Is the Visitor Profile Research inclusive of a cruise passenger survey or study? |
| **Answer** | |
| Maine’s visitor volume may include cruise passengers. | |

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| **23** | **RFP Section & Page Number** | **Question** |
| PART II D 2.c.i, pg. 9 | For data continuity’s sake, please state any studies/reports that the Maine Office of Tourism already subscribes to that provides the visitation to the U.S. overall and New England, New England states? |
| **Answer** | |
| The Maine Office of Tourism presently receives Canadian statistics from the Federal government and STR (Smith Travel Research) reports. | |

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| **24** | **RFP Section & Page Number** | **Question** |
| PART II, D 3. Table 2, pg. 9. | Are these Due Dates the deliverables schedule for the current visitor profile or are these desired turnaround times? |
| **Answer** | |
| Reports are expected on or before the given due dates. | |

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| **25** | **RFP Section & Page Number** | **Question** |
| PART II, D 3. Table 2, pg. 9. | Are the Seasonal Topline Reports considered as preliminary figures and then the Annual Report would report on the updated final figures? Are data from late surveys allowed to be included in the annual reports? |
| **Answer** | |
| All reports should be concise summaries of key findings which deliver essential data and insights. The second question refers to “late surveys.” There will be no late surveys, so the question is irrelevant. | |

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| **26** | **RFP Section & Page Number** | **Question** |
| PART II, E.1., pg. 9. | Are onsite presentations required? |
| **Answer** | |
| Please refer to Question 5. | |

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| **27** | **RFP Section & Page Number** | **Question** |
| Pg. 15, 3. | Is there a cost range budgeted for this study? What was cost of the last contract for visitor profiles and what were the terms of the contract? |
| **Answer** | |
| The Department declines to provide this information at this time. | |

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| **28** | **RFP Section & Page Number** | **Question** |
| Pg. 22. Appendix D. | Does the State of Maine require adherence to any schedule of acceptable travel expenses for out-of-pocket costs? |
| **Answer** | |
| The U.S. General Service Administration rates are used. <https://www.gsa.gov/travel/plan-book/per-diem-rates> | |

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| **29** | **RFP Section & Page Number** | **Question** |
| Pg. 22. Appendix D. | What kind of support from the Maine Office of Tourism could the contractor expect to conduct in-person stakeholder meetings or in-person presentations? Would the contractor need to cover venue rental or does the agency have a facility? |
| **Answer** | |
| Please refer to Question 5 regarding the required in-person presentation. The awarded Bidder is not expected to cover the venue rental. | |