

Request for Proposal (RFP) for Extensive Study and Analysis of Specific Destination Brand Attribute(s)

Background

The St. Louis Convention and Visitors Commission, dba Explore St. Louis (ESL) invites qualified consultants, researchers, consulting firms or agencies to submit their qualifications to provide research, evaluation, and advisory services to extensively study and analyze specific destination brand attributes. The list of attributes currently measured for the St. Louis region include:

- Restaurants
- History, Arts and Cultural Activities
- Music
- Entertainment and Nightlife
- Historic Sites and Landmarks
- Sporting Events and Activities
- Live Theater and Music Performances
- Architecture
- Value Proposition for Leisure Travelers
- Value Proposition for Meeting/Event Planners
- Welcoming Nature of Destination
- Family-Friendly Destination
- Walkability
- Ease of Access Throughout Destination
- Cleanliness and Visual Appeal of Destination
- Traveler Safety

ESL seeks to deepen its understanding of specific attribute(s) with quantitative and/or qualitative analysis and actionable findings that will ultimately lead to increased likelihood of travel to the St. Louis region.

ESL is also interested in other brand attributes that might be studied to enhance knowledge and ultimately inform strategic brand positioning for the St. Louis community.

This RFP is intentionally broad and general to allow a variety of approaches, but proposers are encouraged to consider the actionable nature of their findings as this will be a key determinant in whether ESL considers pursuing each proposal.

Note: ESL is not limiting requests to the aforementioned brand attributes, but rather, simply providing the list of attributes currently measured to as a starting point.

Objective

ESL shares the responsibility of protecting, promoting and strengthening the brand of the St. Louis region with other like-minded organizations. More specifically, ESL recognizes that its success in growing the region's visitor economy depends heavily upon a strong, healthy destination brand. ESL has measured the aforementioned brand attributes in prior years, using the findings to shape its promotional strategies.

ESL is interested in qualified experts' perspective on how to assess and activate upon any (or all) destination attributes, including but not limited to the aforementioned list. The primary objective is to attain additional knowledge, insights and recommendations on specific tactics or strategies that ESL can pursue to increase likelihood of travel to the St. Louis region.

Scope of Work

The proposed scope of work should be outlined in the response. This will include methodology; data collection and review; comprehensive analysis; reporting and presentations; cross-tab analysis; other services as may be deemed necessary. Information or assistance needed to complete the work described in the proposal must be disclosed up front.

Qualifications

Interested parties should demonstrate:

- Experience in analyzing the specific area of focus.
- Assets, technology, prior research, intellectual property and relevant experience should be disclosed.
- Knowledge of tourism marketing strategy and related processes.
- Strong analytical, research, and communication skills.
- Previous experience in the travel, tourism and/or destination marketing fields.
- Experience delivering similar studies or evaluations.

Submission Requirements

Interested consultants/firms must submit:

- A letter of interest.
- A statement of qualifications, including relevant project examples and client references.
- Resumes of key personnel who would be assigned to the project.
- A proposed approach to completing the scope of work.
- Estimated budget range.

Evaluation Criteria

Submissions will be evaluated based on:

- Relevant experience and demonstrated expertise;
- Qualifications to deliver proposed outcomes;
- Complete understanding of the project scope and objectives;
- Quality and creativity of the proposed approach;
- Appropriateness of proposal to boost the likelihood of travel and reasonableness of cost; and
- Qualifications of the project team, including references and case study.

ESL maintains complete and confidential ownership of all documents submitted. Selected proposals will be contacted by ESL promptly to negotiate terms of agreement to provide the services desired. ESL reserves the right to contract with any party. ESL reserves the right to withdraw this RFQ at any time.

Submission Instructions and Contact Information

The St. Louis Convention & Visitors Commission (Explore St. Louis) is committed to advancing equity and inclusion across all aspects of our operations. As part of this commitment, we actively encourage participation from businesses that are certified as Minority Business Enterprises (MBEs) and Women Business Enterprises (WBEs). Vendors submitting proposals are encouraged to identify their certification status and any subcontracting or partnership opportunities with MBE/WBE-certified firms. Certification as an MBE or WBE will be taken into consideration during the evaluation process as part of our broader goal to promote diverse economic participation and reflect the inclusive values of our region.

All responses should be submitted electronically in PDF format to babler@explorestlouis.com

Tentative Timeline:

- RFQ Release Date: Thursday, June 5, 2025
- RFQ Submission Deadline: June 30, 2025
- Project Kickoff: TBD after selection