



Request for Qualifications (RFQ)

Web Design for Pacific Northwest (U.S. and Canada) Regional Tourism Marketing and Traveler Information Portal

Introduction

The Pacific NorthWest Economic Region (PNWER) received a Tourism Marketing Support Program grant from the Port of Seattle to **develop a comprehensive Pacific Northwest (U.S. and Canada) regional tourism marketing and traveler information portal**. This portal will serve both domestic and international visitors, promoting travel through Port of Seattle-owned facilities and encouraging travel throughout the broader bilateral Pacific Northwest region.

PNWER is a statutory public/private non-profit organization established in 1991, encompassing the U.S. states of Alaska, Idaho, Oregon, Montana, and Washington, along with the Canadian provinces and territories of Alberta, British Columbia, Northwest Territories, Saskatchewan, and Yukon. Recognizing tourism as a key economic driver for our cross-border region, PNWER formed a Regional Tourism Council (RTC) to enhance bilateral coordination between the U.S. and Canada. This portal will be a valuable resource for the tourism industry in both the U.S. and Canada and will be a trusted site for domestic and international travelers to the region.

Project Overview

PNWER is seeking a qualified web design professional to create a comprehensive regional tourism marketing and traveler information portal on a website builder platform (e.g. Squarespace, Wordpress, Weebly). This initiative is in response to the identified need for a centralized platform that offers vital information for domestic and international visitors to the Pacific Northwest region.

Project Objectives:

- **Promote Travel** - Increase the number of out-of-state and international visitors traveling through Port of Seattle-owned facilities
- **Information Sharing** - Develop a streamlined approach to communication and information-sharing for visitors and stakeholders
- **Bilateral Tourism Development** - Encourage responsible and sustainable tourism development across the region

This portal will serve as a resource for travelers as well as tourism businesses and destination marketing organizations and will feature:

- **Essential Travel Information** - Clear guidance on border and security requirements, travel documentation, and processes tailored for international visitors across various modes of travel
- **Promotional Content** - Marketing materials and information on attractions, accommodations, and experiences available across the PNWER region
- **User-friendly Interface** - An accessible design that ensures easy navigation for users on both desktop and mobile, supported by robust analytics to track visitor engagement

This project aims not only to enhance the travel experience but also foster economic growth and sustainable tourism practices across the region. By leveraging partnerships with regional stakeholders, PNWER aims to create a trusted, branded portal that will deliver consistent, cohesive, and reliable information to travelers and spotlight our region as a leader of responsible, sustainable, and resilient tourism.

Project Scope and Technical Requirements:

The project will include the following tasks and responsibilities:

- Website Design and Development - Create a user-friendly, visually appealing website that will include:
 - “Know Before You Go” information
 - Border and security information for international travelers
 - Clear navigation and accessibility features
 - 3-8 pages with external links
- Analytics Integration and SEO Optimization - Implement analytics tools to track website performance and visitor engagement and provide recommendations on how to improve after 6 months
- Design Review and Revisions - Provide regular updates on development and guidance for portal maintenance tasks

Timeline:

The project should be completed by April 1, 2025 with initial development and design review completed by February 14, 2025, and final revisions completed by April 1, 2025. Timely execution is crucial to align with our project timeline.

Budget:

Our budget for this project is not to exceed \$15,000, including all development costs from initial branding and design to revisions and testing. Funds will be provided on delivery of the final product approved by PNWER. Any timeline delay without pre-approval will nullify the contract.

Qualifications Submission:

Please submit your detailed qualifications by Wednesday, November 27, 2024. The submission should include the following:

1. **Cover Letter:** Please provide an introductory letter describing your relevant experience and overview of qualifications. Include past related project examples and outcomes that could be leveraged. Please note if you have particular experience with tourism or cross-border initiatives. (1 page max.)
2. **Resumes or extended Curriculum Vitae** (no page limit)
3. **Experience and Technical Expertise:** Please provide examples of similar projects completed in the past. If possible, include information on any relevant tools or technologies used and how the work benefitted the client.
4. **Timeline and Budget:** Provide a detailed timeline and budget estimate outlining costs associated with each phase of the project with a breakdown of the services you will provide (e.g. design, development, testing, SEO optimization, security, and accessibility).
5. **References:** Please provide a minimum of 3 references from past projects. (1 page max.)

Selection Process:

Upon receiving submissions, our team will carefully evaluate each submission based on the specified criteria.

- **Qualifications and Experience:** Demonstrated expertise in designing and developing similar projects, particularly related to tourism/travel or cross-border issues.
- **Technical Approach:** Strength of proposed approach to project design, development, and integration of key features such as SEO, analytics, and user experience.
- **Timeline and Budget:** Ability to meet project timeline and deliver within budget.

Shortlisted candidates may be invited for a virtual or in-person meeting to further discuss their qualifications and clarify any questions.

Please direct any inquiries and submit your qualifications to Tara.Edens@pnwer.org. We look forward to receiving your submission and collaborating on this exciting regional tourism portal.

Deadline

Submissions will be accepted until **Wednesday, November 27 at 11:59pm Pacific Time**. Submissions will only be accepted by email. Late submissions will not be accepted. Please send submissions by email to Tara Edens, Program Manager, at Tara.Edens@pnwer.org.

Questions should be submitted by **Tuesday, November 19** in writing to Tara Edens, Program Manager, at Tara.Edens@pnwer.org. All interested applicants may obtain a copy of the questions and responses by submitting a written request by email.

PNWER is an equal opportunity employer and will not discriminate against any employee or applicant on the basis of age, color, disability, gender, national origin, race, religion, sexual orientation, veteran status, or any classification protected by federal, state, or local law.