

INTRODUCTION

The Dare County Tourism Board (doing business as the Outer Banks Visitors Bureau) is the lead marketing and promotional agency for The Outer Banks of North Carolina and is funded by one percent of the occupancy tax and one percent of the prepared meals tax collected in Dare County.

The primary mission of the Dare County Tourism Board is to increase overnight visitation of leisure, business and other group travelers to Dare County's Outer Banks with particular attention given to less-than-peak months. In order to help fulfill this mission, Outer Banks Visitors Bureau (hereby referred to as OBVB) is interested in receiving proposals from qualified firms to complete a year-long visitor profile research study.

RESEARCH NEEDS

Visitor Profile Research Study

The goal of this study is to develop an in-depth profile of the Outer Banks visitor to be used in future marketing planning and development. Actual questions and study design will be determined by the OBVB and contracted firm. In general, the following findings are desired from the study:

- Point of origin
- Reason for visiting
- Travel party characteristics
- Length of stay
- Accommodation type
- Activities while visiting
- Competitive factors – where else do they travel?
- Previous visitation
- Visitor satisfaction
- Visitor Spending
- General Demographics

The proposer may make recommendations on the methodology; however it is the desire of the OBVB that digital methods, as well as other methods, be used to gather comprehensive data regarding all types of visitors and travelers.

ADDITIONAL INFORMATION

A previous Outer Banks Visitor Profile study can be reviewed at bit.ly/JIOFgb. This information will serve as a benchmark; however, new technologies, such as social media may influence the questionnaire, the data collection or interpretation of findings.

BUDGET

To be determined.

TIMELINE*

December 9	RFPs Due
December 10, 2 p.m.	RFPs Opened
Week of December 16	Interviews (if DCTB/OBVB desires)
December 20	Selection of Research Firm

Study to begin on agreed upon date by both OBVB and Research Firm.

**Subject to change*

SUBMISSION INSTRUCTIONS

Qualified research firms are invited to respond and submit qualifications, experience, and references. Proposals must be received no later than December 9th, 2013 at 5:00 p.m. EST. Proposals may be submitted either electronically to wood@outerbanks.org or via mail or delivery service to Outer Banks Visitors Bureau, One Visitors Center Circle, Manteo, NC 27954, and ATTN Amy Wood. Copies received after 5:00 p.m. EST on December 9th, 2013 will not be opened.

AWARD STATEMENT

Proposals will be judged based on experience and relevancy, ability to complete proposal, budget, and timeline structure.

OTHER

All findings, documents, reports, data, and studies prepared by the firm as part of this research project will become property of the Outer Banks Visitors Bureau.

QUESTIONS

Questions regarding the RFP may be submitted any time before November 22, 2013. E-mail all questions to wood@outerbanks.org. Please use OBVB Visitor Profile Study in the subject line.