



## RFP for Website Design

### Important Dates:

Date of Issue: February 6, 2017

Closing Date: February 17, 2017 (firm, no extensions)

Final Vendor Selection: March 1, 2017

Website Launch: June 20, 2017 (tied to brand launch at conference; firm, no extensions)

### ttra Contact:

Patricia Thacker

Associate Executive Director

Travel and Tourism Research Association

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### Statement of Purpose

The Travel and Tourism Research Association (ttra) is the only professional group dedicated to supporting quality tourism research for application toward marketing strategy, planning, and program measurement. Drawing on its unique composition of international membership, the association promotes sharing between academics and professionals who provide forward-thinking insights and put them into practice. Thanks to the work of ttra, decision makers across all travel industry sectors are empowered with sound research methodologies and the resulting evidence-based insights they need to drive their organizations forward.

Our current website – <http://www.ttra.com> – is outdated in design, not mobile-responsive, difficult to navigate, difficult to keep up to date, and not effective in addressing the audiences needs and our organization's needs and goals. As such, the association is issuing this RFP with the aim of selecting and contracting with a website design company to create a new brand-compliant website to solve these issues.

### Audiences served by our organization

Audiences served by the website will include:

- **Travel industry practitioners:** destinations, researchers, and marketing businesses (agencies, vendors, etc.)
- **Travel-focused academics:** students and professors

Audiences groups include:

- **Members:** this audience visits the site to renew their membership, register for conferences, and access member benefits...
- **Conference attendees:** this audience visits the site to register for conferences...
- **Member prospects:** this audience visits the site to learn more about the association, to search for information...



# Travel and Tourism Research Association

## Website Goals

The objectives and goals of the website design are as follows:

- Serve the needs of all users by letting them easily find what they are seeking
- Improve awareness and use of member benefits
- Improve our interaction and engagement with our target audiences
- Increase membership

The association is seeking proposals from highly qualified, experienced website development companies to design, develop, and implement our public-facing website.

## Website Scope

ttra wishes to engage a vendor for the duration of this project and for any needed on-going maintenance services. Specific deliverables related to the scope of work for this project will be included in the final agreement.

The association is looking for a site that meets the unique needs of our community and is not looking for a cookie-cutter or templated solution. To ensure future scalability and portability, we request that the website is developed using an open source Content Management System such as WordPress, Joomla, or Drupal.

The website must be:

- **Accessible** – the site design must be accessible to persons with disabilities
- **Brand-compliant** – the site must be visually appealing, incorporating the association's colors, logo, and branding
- **Consistent** – design must remain consistent throughout all pages to maximize usability
- **Easy to administer** – the site must simplify website administration, allowing users of all levels to update assigned sections of the website
- **Integrate with YourMembership (YM) membership management platform**
- **Owned by ttra** – Ownership of the website design and all content should be transferred to ttra upon completion of the project
- **Responsive (mobile/device)** – the site must detect the screen resolution and respond with a view that is optimized specifically for that screen.
- **Self-updateable** – design elements should include background images, photos, logos and buttons that are easily updated or swapped out by our staff at any time and without incurring additional charges

For the website design, we require:

- Administrative Dashboard
- Automatic Sitemap
- Banners
- Content Expiration
- Content Management
- Content Preview
- Content Scheduling
- FAQs
- Forms
- HTML Code
- Hyperlinking
- iFrame Functionality
- Image Management
- Infinite Menu Levels



# Travel and Tourism Research Association

- Infinite Page Structure
- Interactive Maps
- Menu Administration
- Micro-sites
- Multi-Language
- Multiple Users / Log-Ins
- Navigation
- Online Help / Support Access
- Page Templates
- Search Engine Optimization
- Social Media Sharing Functionality
- Tagging
- Third Party Integration
- User Friendly URLs
- Website Analytics / Google Analytics
- WYSIWYG Editor

The website will consist of about 8 main pages:

1. Homepage
2. Membership
3. Benefits
4. Education
5. Events
6. News (dynamic blog posts)
7. Chapters
8. About Us

We expect the following system features will be required:

- Blogging
- Career Postings
- Contact Us Form
- Emergency Alert
- Event Calendar
- Member Directory
- Newsfeeds / News Section
- Newsletter Integration (LucidPress)
- Newsletter Opt-In Form
- Photo Galleries / Sideshows
- RFP Postings
- Secure Members Area
- Site Search
- Social Media Feeds
- Staff / Board Directory

Please note that we do not need hosting or a domain name and we will supply all text/images required to be migrated to the new site.

## Other Services Requested

We require a new user training session on the Content Management System deployed.

We are also interested in understanding other additional professional services that may be available with your solution:



# Travel and Tourism Research Association

- Content Migration
- Online Training
- Advanced Training
- Free Website Re-Design
- Support
- Support Service Level Agreement

## Budget

The maximum budget for this project is US\$17,500. ttra prefers a firm quote on the full website redesign and development

As a not-for-profit, ttra is open to exchange of services and or partnership opportunities to keep costs reasonable.

## Evaluation Criteria

We will take the following aspects into consideration when selecting the winning company:

- Proposed solution
- Experience & technical expertise
- Understanding demonstrated by the proposal
- Client list and references
- Pricing

## Response Requirements

Please provide the following information as part of your response:

1. An overview of how the project will be managed, along with a description of the scope of work for the different phases of the development. This should include approximate time frames for each phase.
2. A portfolio of similar projects your company has completed.
3. Three client references, including contact name, organization name, phone number, and email.
4. A description of how you recommend evaluating the effectiveness of the finished project
5. The history and philosophy of your firm, as well as bios on the key personnel who will be involved in the project
6. Information about your warranty, ongoing maintenance options, and quality assurance practices offered with your proposed solution.
7. Detailed pricing information for the proposed solution. Prices should be irrevocable for 60 days from the date of submission.

## Submittal Instructions

PDF proposals should be emailed to Patricia Thacker ([pthacker@ttra.com](mailto:pthacker@ttra.com)) **on or before 4:00 PM EST on Friday, February 17, 2017**. This deadline is firm. Responses received after the deadline will not be accepted.



# Travel and Tourism Research Association

## Terms and Conditions of this RFP

Please note the following terms and conditions:

- Costs involved in the creation of the proposal will be the responsibility of the respective website development company and will not be reimbursed by ttra.
- The RFP does not obligate ttra to award a contract or complete the project and ttra reserves the right to cancel the solicitation if it in its best interest at any time.
- ttra is not obligated to accept the lowest price or most technologically advanced proposal.