



REQUEST FOR PROPOSALS

Travel Data Marketing Company

Meet Chicago Northwest
1933 North Meacham Road, Suite 210
Schaumburg, IL 60174
Contact: Heather Larson, CDME, CMP
847-490-1010
hlarson@chicagonorthwest.com

About Meet Chicago Northwest

[Meet Chicago Northwest](#) (MCNW) is a non-profit, destination marketing organization whose mission is to promote its eight member communities (Arlington Heights, Elk Grove Village, Itasca, Rolling Meadows, Roselle, Schaumburg, Streamwood, Wood Dale) for meetings, conventions, sporting events, group tours and leisure visitors. MCNW concentrates on direct sales and marketing programs designed to promote the area and increase overnight hotel stays, enhancing the local economy through visitor spending. MCNW is one of 37 Illinois-certified convention bureaus and the first in the state to have achieved the prestigious DMAP Accreditation through Destinations International. For more information, visit chicagonorthwest.com.

BACKGROUND Focusing primarily on meetings and conventions, our team strives to fill our 62 hotels including our ten full-service hotels with ballroom space and the Schaumburg Convention Center. We are looking to partner with a destination marketing company who will build a custom campaign utilizing data exchange platforms to provide access to ethically-sourced travel intent data. We aim to enhance our marketing efforts by driving awareness to our incentive landing page with the intent for increasing more hotel bookings.

OBJECTIVE The objective of this RFP is to identify a marketing company that can provide access to comprehensive and up-to-date group travel data through travel data exchanges. The selected company will work closely with MCNW to enhance our marketing strategies, improve targeting, and increase the effectiveness of our promotional campaigns to drive visitor traffic incentive landing page.

SCOPE OF SERVICES The selected data marketing company will be responsible for:

- Provide custom audience targeting around meeting & event planners via an analysis of your travel intent data. Not limited to:
 - Targeting business users
 - Travelers who searched/booked 5 or more hotel rooms
 - Travelers who searched/booked flights for 5 or more travels
 - Travelers who searched/booked for O'Hare International Airport (ORD) with 5 or more different origin airports
- Collaborating with MCNW's marketing team to implement data-driven display and native campaigns. Monitoring and measuring the effectiveness of the campaigns, and providing regular reports and updates to MCNW. (Make mention in your proposal if you have an on-demand portal for access to the current campaigns.)

- Providing ongoing support and consultation to help MCNW maximize the use of travel intent data in its marketing efforts.

TIMELINE Digital ads to run September 1, 2024 through August 2025.

PROPOSAL SUBMISSION Interested companies are invited to submit their proposals by Friday, August 2, 2024. Questions will be accepted via email at hlarson@chicagonorthwest.com until then. Decision will be made no later than Friday, August 9, 2024.

Proposals should include:

1. Company overview, including experience working with destination marketing organizations and utilizing travel data exchanges (provide examples of which data partners you work with).
2. Proposed approach and methodology for providing access to travel intent data and supporting MCNW's marketing efforts. Provide a list of example stats you can provide MCNW.
3. Team qualifications and experience.
4. Budget and pricing structure.
5. References from previous clients in the destination marketing industry.

SELECTION CRITERIA Proposals will be evaluated based on the following criteria:

- Experience and track record in providing access to travel intent data for destination marketing.
- Relevance and effectiveness of the proposed approach and methodology.
- Qualifications and expertise of the team.
- Budget and pricing competitiveness.
- References and client testimonials.

CONTACT INFORMATION For inquiries and proposal submissions, please contact: Heather Larson, CDME, CMP at hlarson@chicagonorthwest.com.