



STATE OF TENNESSEE
 TENNESSEE DEPARTMENT OF TOURIST DEVELOPMENT
REQUEST FOR INFORMATION # 32601-001
AMENDMENT # 1
FOR TECHNOLOGY IMPROVEMENTS FOR
WELCOME CENTERS

DATE: April 26, 2024

RFI # 32601-001 IS AMENDED AS FOLLOWS:

1. This RFI Schedule of Events updates and confirms scheduled RFI dates. Any event, time, or date containing revised or new text is highlighted.

	EVENT	TIME (Central Time Zone)	DATE (all dates are State business days)
1.	RFI Issued		April 12, 2024
2.	Questions and Comment Deadline		April 19, 2024
3.	State's responses to Questions and Comments		April 26, 2024
4.	RFI Response Deadline	2:00 p.m.	May 10, 2024

2. State responses to questions and comments in the table below amend and clarify this RFI.

Any restatement of RFI text in the Question/Comment column shall NOT be construed as a change in the actual wording of the RFI document.

RFP SECTION	PAGE #	QUESTION / COMMENT	STATE RESPONSE
		1 Are you planning on implementing it at all 16 state welcome centers or only the high-traffic ones?	At this time, the State plans to implement 15 of 16 Welcome Centers.
		2 Is there a budget per welcome center that you are working within?	The budget has yet to be decided.
		3 Are you planning to keep the existing duratrans?	Yes.
		4 How will the award process work? Will the RFI lead to an RFP? What is the timeline for awarding vendor(s)?	This RFI is for information gathering and may lead to a formal solicitation event in the future. The timeline for a future solicitation is unknown at this time.

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		5 Who will be on the selection committee?	If the State moves to a formal solicitation, the selection committee will be State employees.
		6 Is the Department looking for responses in the technical form only? What format is acceptable to submit?	The State is looking for responses to the questions in the Word documents. However, suppliers may submit supplemental documents in response to questions.
		7 Do you envision enhancing each of the 16 Welcome Centers across the state? If so, will the same investment be distributed evenly across each Welcome Center, or depend on the specific location?	See response to #1 above. The implementation will be incremental and will vary.
		8 Does the Department have a sharable/published white paper for a tourism mobile app strategy?	No.
		9 How important is data capture within the welcome centers?	The State considers data capture as the top 3 priorities, along with informing and engaging visitors.
		10 Do industry partners and tourist sites within the state “pay” or contribute in any way for their visibility at a welcome center?	No, with the exception of Duratrans at welcome centers. In those instances, partners may pay Journal Communications, a state vendor, where the state receives a percentage for ads placed in the Duratrans.
		11 How many guests come through the TN Welcome Centers on average each year? How has this number trended over the last few years?	14M in 2022. 13M in 2023.
		12 What percentage of Welcome Center visitors engage with welcome center staff?	The State does not track this.
		13 Does the state have any way of tracking the impact of Welcome Centers on tourism revenue?	No.
		14 Is email submission sufficient, or do these need to be mailed?	RFI response submissions should be via email.
		15 Please let us know which digital platforms are currently utilized within welcome centers?	Large screens showing video and/or current State Tourism advertisements.
		16 How much available space is allocated within welcome centers for immersive interactive experiences?	Space is limited. Given these constraints, certain centers may need to modify their layout to accommodate

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			interactive experiences, contingent on the proposed options.
		17 Could you provide details on any defined security and privacy requirements?	Please find the State's Privacy Policy: https://www.tnvacation.com/privacy-policy
		18 How many staff members are typically present at welcome centers, and is additional staffing considered for visitor engagement?	It varies throughout the day and per center. The staff ranges from 8 to 10 per location at varying timeframes.
		19 What activities do visitors typically engage in at welcome centers?	Engage with the staff on various travel topics, explore brochures, and available state maps, etc. This includes information about local attractions, events, transportation, accommodations, and other related topics that visitors might be interested in.
		20 Does the welcome center monetize physical content or services such as tickets or other amenities?	No.
		21 How does the welcome center interact with connected ecosystems such as travel, transportation services, logistics, accommodations, and dining options?	Front-line staff, brochures, and various other content within the center.
		22 Please let us know if there is involvement with advertisers regarding physical content within the welcome center?	Yes. The State staff determines space within the Welcome Center.
		23 Are there any collaborations with events or shows within the city, and how does the welcome center obtain such information?	Tourism Partners are encouraged to utilize the centers year-round, with a special emphasis during Nashville Travel and Tourism Week. These partners encompass a variety of establishments such as motels, tourist attractions, visitor centers, local CVCs, and more.
		24 Could you please outline the safety and security measures in place at the welcome center, particularly in relation to the installation of advanced interactive devices?	We have contracted security and center staff 24/7/365.
		25 What incentives or offerings encourage visitors to continue using welcome center services after their initial visit, such as discounts or special promotions on additional services?	We do not incentivize travelers to use the centers
		26 Are there accommodations or facilities in place to inclusively cater to a diverse audience, including visitors with disabilities, as well as considerations for various age groups, races, and other demographic factors?	The State adheres to all Americans with Disabilities Act Amendment Act requirements as handled through the Tennessee Department of Transportation.

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		27 Are there provisions for assisting non-native visitors in their native languages, such as language translation services or multilingual staff?	At present, we do not offer such provisions. However, depending on the technology involved, this consideration may be entertained in the future.
		28 Please let us know what is the success criteria for this initiative?	A successful implementation, as determined by the State, entails heightened engagement with welcome center staff, augmented partner feedback, and favorable responses from onsite visitors.
		29 Has any research been done regarding how visitors engage currently with visitor centers or any research that defines or segments the audience of who visits TN and what their vacation agenda is? ie, music, parks, hunting/fishing	<p>The State conducted a study in 2016 and is planning another study in June 2024 to understand the visitor profile.</p> <p>The State has access to geospatial tools that allow us to explore origin markets for visitors to these locations. Visitors align with primary drive markets for Tennessee visitation, correlating with the markets that would most likely use interstates to come to or through Tennessee. These would include DMAs (Designated Market Area) such as Nashville, Knoxville, Atlanta, Memphis, Chattanooga, Tri-Cities-TN-VA, Huntsville/Decatur/Florence, Greenville/Spartanburg/Asheville/Anderson, Birmingham, Jackson, TN.</p>