



STATE OF TENNESSEE
TENNESSEE DEPARTMENT OF TOURIST DEVELOPMENT

REQUEST FOR INFORMATION
FOR
TECHNOLOGY IMPROVEMENTS FOR WELCOME CENTERS

RFI # 32601-001
April 12, 2024

1. STATEMENT OF PURPOSE:

The State of Tennessee, Tennessee Department of Tourist Development (“Department”) issues this Request for Information (“RFI”) for the purpose of identifying available technology services and providers for increasing technology at the state’s Welcome Centers. We appreciate your input and participation in this process.

2. BACKGROUND:

The State seeks to find technology providers and ways to stay updated with technological changes and remain flexible in providing content consistent with visitor expectations at the State’s Welcome Centers. These Welcome Centers, predominantly located along the state’s border, serve as Tennessee travelers’ first point of contact opportunities. The use of geo-positioning systems and online social networking is becoming the norm. The State seeks to identify providers and gain their input to enhance visitors’ experience while traveling. Technology modernization aims to increase the number of visitors and visitor satisfaction while introducing advanced interactive features for travelers to better plan their travel.

The State seeks recommendation strategies for the following:

- a. Engaging Welcome Center guests to:
 - Download + engagement with digital visitor guides/maps/fact sheets
 - Data collection to develop strategies/tools for capturing and integrating visitor information into the overall marketing funnel.
 - Connect with different demographics
 - Support local Community content quickly
 - Self-serve experience
 - Control content from the State’s Central Office

- Modernize Welcome Centers
 - Offering different options for guests to collect information
 - Anonymous models to understand guest/visitor patterns before and after visiting the Welcome Centers
 - Interactive experience
 - Visitor tracking
 - AI opportunities
 - Virtual reality
 - More intentional focus on guest
 - Photo opportunity/ social sharing opportunities
 - Augmented reality to virtual reality
 - Desire to create additional opportunities for Welcome Center staff to engage with guests
- b. Growth in the Department’s database of participating attractions within fifty (50) miles of individual welcome centers.
- c. The State may entertain demonstrations with Suppliers at the discretion of the State.

3. COMMUNICATIONS:

3.1. Please submit your response to this RFI to:

Kelly Johns| Procurement Director
 Tennessee Tower, 13th Floor
 312 Rosa L. Parks Ave., Nashville, TN 37243
 (615) 306-3313 | Kelly.Johns@tn.gov

3.2. Please feel free to contact the Tennessee Department of Tourist Development with any questions regarding this RFI. The main point of contact will be:

Kelly Johns| Procurement Director
 Tennessee Tower, 13th Floor
 312 Rosa L. Parks Ave., Nashville, TN 37243
 (615) 306-3313 | Kelly.Johns@tn.gov

3.3. Please reference RFI # 32601-001 with all communications to this RFI.

4. RFI SCHEDULE OF EVENTS:

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

5. GENERAL INFORMATION:

5.1. Please note that responding to this RFI is not a prerequisite for responding to any future solicitations related to this project and a response to this RFI will not create any contract rights. Responses to this RFI will become property of the State.

5.2. The information gathered during this RFI is part of an ongoing procurement. In order to prevent an unfair advantage among potential respondents, the RFI responses will not be available until after the completion of evaluation of any responses, proposals, or bids resulting from a Request for Qualifications, Request for Proposals, Invitation to Bid or other procurement method. In the event that the state chooses not to go further in the procurement process and responses are never evaluated, the responses to the procurement including the responses to the RFI, will be considered confidential by the State.

5.3. The State will not pay for any costs associated with responding to this RFI.

6. INFORMATIONAL FORMS:

The State is requesting the following information from all interested parties. Please fill out the following forms:

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TECHNICAL INFORMATIONAL FORM	
1.	RESPONDENT LEGAL ENTITY NAME:
2.	RESPONDENT CONTACT PERSON: Name, Title: Address: Phone Number: Email:
3.	BRIEF DESCRIPTION OF EXPERIENCE PROVIDING SIMILAR SCOPE OF SERVICES/PRODUCTS

4. Describe the services the respondent provides.
5. What recommended strategies or solutions should the State consider in increasing technology in its Welcome Centers? Explain the benefits and cons. Are there any touchless options?
6. How is your technological strategy currently deployed? Provide current customer names.
7. What are the technology requirements/specifications? Is the solution expandable? Is it cloud-based? Does it require end-user license agreements?
8. What technology does the respondent offer to enable flexible content at the State's welcome centers? What technology does the respondent offer for promoting digital or online resources such as digital guides/maps?
9. Is that technology customizable to meet our needs described in the Background section above?
10. Should the state consider adding virtual reality technology to the welcome centers? Has the supplier worked with other states to add a virtual reality component in other states?
11. How does the respondent's technology integrate with existing technology systems? Are there special requirements to consider?
12. Describe the respondent's experience using virtual/digital concierge apps or platforms.
13. What does the technology installation process entail, and how long does it typically take? Does it require professional installation?
14. Does the technology suggested require ongoing support or maintenance?
15. Are there providers who offer service contracts to maintain technology continuously? If so, please provide a list.
16. Describe the training available for the technological strategy/solution. Is there training available in person, virtual, and webinars?

COST INFORMATIONAL FORM
1. Describe what pricing units you typically utilize for similar services or goods (e.g., per hour, each, etc. List all cost items:
2. Describe the typical price range for similar services or goods. What is the typical industry standard for billing for similar services or goods?
3. As supplier, what other cost considerations would need to be considered.
4. Does installation require additional costs?

ADDITIONAL CONSIDERATIONS
1. Please provide input on alternative approaches or additional things to consider that might benefit the State: