

Request for Information (RFI) #25-061 - Tourism Marketing Consulting Services

Issued by: O'Fallon Convention & Visitors Bureau, c/o City of O'Fallon, MO

Date: August 15, 2025

Response Deadline: 5:00pm on Monday, August 25, 2025

I. Overview

The O'Fallon Convention & Visitors Bureau (OCVB) is seeking information from qualified marketing consulting firms with experience in **destination marketing, tourism promotion, and visitor engagement strategies**. The purpose of this RFI is to gather insights and recommendations on the best practices for enhancing the tourism marketing efforts by the City of O'Fallon (MO) and expanding our reach to potential visitors.

II. Scope of Inquiry

We are requesting expertise and assistance in these specific areas:

- **Marketing Audit & ROI Analysis** – Insightful evaluation of current marketing activities and expenditures to identify strengths, challenges, and opportunities for improved impact and efficiency.
- **Brand Strategy & Destination Positioning** – Methods for strengthening our identity and market appeal.
- **Marketing Campaign Development** – Effective strategies for digital, social media, and traditional marketing.
- **Visitor Engagement & Experience Enhancement** – Innovative approaches to attract and retain tourists.
- **Data Analytics & Performance Metrics** – Tools to track campaign success and optimize marketing efforts.
- **Budget & Resource Allocation Best Practices** – Guidance on cost-effective and impactful marketing investments.

III. Requested Information

Interested firms should provide the following details:

1. **Company Overview** – Background, expertise, and experience in tourism marketing.
2. **Case Studies & Past Successes** – Examples of previous work and measurable outcomes.
3. **Proposed Approach** – Insights on effective marketing strategies and recommendations.
4. **Technology & Tools** – Platforms, software, or analytics used for marketing effectiveness.
5. **Estimated Costs & Pricing Structure** – General information on budget considerations.

IV. Submission Details

All responses must be submitted via email to Christine Grabin at cgrabin@ofallonmo.gov by 5:00pm on Monday, August 25, 2025. Please include " **RFI #25-061 Tourism Marketing RFI Response – OCVB**" in the subject line. This RFI is for informational purposes only and does not constitute a formal solicitation or contract offer. However, responses may be used to formulate future requests for proposals (RFPs) and project development.

We appreciate your time and look forward to reviewing your insights!