



Request for Quotes (RFQ): Digital Pass & Visitor Engagement Platform

Overview

Discover Kalispell (DK) is seeking quotes from qualified vendors to provide a digital platform that enables the creation, management and promotion of destination-driven passes, trails and visitor engagement experiences.

The selected platform will support DK's efforts to enhance the visitor experience, drive economic impact for local businesses, and provide actionable insights through data and reporting.

About Discover Kalispell

Discover Kalispell is the designated destination marketing and stewardship organization for Kalispell, Montana. As a division of the Discover Kalispell MT Chamber of Commerce, Discover Kalispell is dedicated to supporting the success of our community and empowering local businesses lies at the heart of our mission. By showcasing the unique charm, vibrant culture and breathtaking landscapes of our corner of Montana, we attract visitors while creating meaningful opportunities for the residents and businesses of the Flathead Valley.

Project Objectives

The selected platform should:

- Enhance the visitor experience through curated, mobile-friendly passes and trails
- Drive visitation to local businesses and attractions
- Support both visitor and resident engagement
- Provide measurable ROI through reporting and attribution
- Allow DK to independently manage and scale programs

Scope of Services & Required Features

Vendors must clearly address the following capabilities:

Platform Functionality

- Ability to create **unlimited passes annually**
- Ability to run **multiple concurrent passes**
- Support for various pass types, including:
 - Gamified experiences
 - Offers and discounts
 - QR code check-ins
 - Themed trails or itineraries
- No required ticket purchase or cost for consumer access
- Ability to create at least one paid pass per year

Content & Management

- DK-managed platform (internal control of pass creation and updates)
- Ability to:
 - Customize branding and graphics for each pass
 - Control pass start/end dates and recurring schedules
 - Manage and customize locations (Google Maps integration preferred)
 - Tailor experiences by season, audience, or campaign

User Experience

- Mobile-friendly, intuitive interface
- Social sharing functionality
- Ability to guide users to locations based on themes or campaigns
- Optional in-platform messaging (email, push notifications, etc.)

Partner & Destination Support

- Tools to drive traffic to participating businesses
- Flexibility to highlight priority locations or themes
- Vendor support for campaign promotion and optimization

Data & Reporting

- Robust reporting dashboard including:
 - User engagement metrics
 - Location visits/check-ins
 - Conversion tracking and attribution
- Exportable data and insights to inform marketing strategy

Onboarding & Support

- Defined onboarding process
- Training for DK staff
- Ongoing customer support
- Preference for high-touch service models

Vendor Information Requested

Vendors should include:

- Company name and contact information
- Company overview and relevant experience with DMOs
- Platform description and primary functionality
- Case studies or examples of similar destinations
- Onboarding process and timeline
- Customer support model
- Data and reporting capabilities
- Pricing structure (clear and transparent; commission-based models are not preferred)
- Any additional features or differentiators

Evaluation Criteria

Submissions will be evaluated based on:

- Alignment with DMO needs and use cases
- Platform functionality and flexibility
- Customer experience (visitor and admin)
- Data and reporting capabilities
- Onboarding and support
- Cost structure and overall value
- Proven success with destination organizations

Submission Instructions

Offerors must submit quotes to Discover Kalispell. Quotes must be received via email to annie@discoverkalispell.com before 12:00 p.m. MST, June 1, 2026. Proposals received after this time will not be accepted for consideration.

Timeline

- **RFQ Issued:** May 18, 2026
- **Submission Deadline:** June 1, 2026, 12:00 p.m.
- **Review Period:** June 2-9, 2026
- **Vendor Selection Notification:** June 12, 2026

Procurement Process

This RFQ is part of a limited solicitation process in accordance with Discover Kalispell's procurement policies. DK reserves the right to:

- Request additional information or clarification
- Reject any or all submissions
- Select a vendor based on best overall value, not solely cost

Additional Notes

DK seeks a partner that aligns with its mission to support sustainable tourism and deliver meaningful visitor experiences. The ideal platform will balance ease of use, flexibility and measurable impact for both the destination and its partners. Vendors may highlight differentiators relative to competitive or similar platforms.