



Request for Proposal (RFP)

Website UX, Information Architecture & Content System Design

Organization Overview

Tourism Harrison River Valley (THRV) is a Destination Management Organization supporting Agassiz, Harrison Hot Springs, Harrison Mills, and Electoral Area C. THRV promotes the region and supports sustainable visitation through strategic marketing and destination development.

THRV's 2026 marketing strategy shifts from awareness-led marketing to a planning-led approach focused on helping visitors confidently plan multi-day trips.

Project Overview

Tourism Harrison River Valley is seeking a qualified partner to lead the UX, information architecture (IA), and content system design for its website.

This is not a traditional website redesign or rebuild. The website contains strong content but is not currently structured to support trip planning. The objective of this project is to reorganize the existing site into a clear, planning-first experience that helps visitors move from inspiration to action.

The existing WordPress site includes a custom Tourism Listings post type organized by listing category, tags, and region taxonomies, powered by ACF custom fields. Proposals should be designed to work with and build on this existing data structure rather than replace it.

The work will focus on structure, navigation, and content systems within the existing website environment.

Project Objectives

The selected partner will design a website experience that:

- Functions as a trip-planning tool rather than a content directory
- Reduces friction and supports decision-making
- Guides users toward clear next steps
- Encourages multi-day, multi-community travel
- Aligns with Tourism Harrison's campaigns and content strategy
- Support discoverability across both traditional search and emerging generative platforms



Scope of Work

The selected partner will lead the design of a planning-first website structure, including:

- Information architecture and user flows that support trip planning
- Homepage restructuring to function as a clear “Start Planning” entry point
- Design of a centralized “Plan Your Trip” hub organized around planning decisions such as trip length, season, interests, and travel party
- Development of a standardized itinerary template and supporting content structure
- Guidance for restructuring existing itineraries to align with the new system
- Repositioning of community pages to support planning, including integration of itineraries and clear calls to action
- Definition of a consistent CTA hierarchy across the site
- Content structuring recommendations to improve clarity, scan ability, and mobile usability
- Ensure page structures and content models support discoverability across search and generative platforms

Deliverables

The selected partner will provide:

- Sitemap and updated information architecture
- User flow diagrams for key planning journeys
- Wireframes for core page types, including homepage, planning hub, itinerary template, and community pages
- Content structure guidelines and page models
- CTA framework and implementation guidance
- Recommendations for phasing and prioritization
- Recommendations for SEO and generative engine-aligned page structure, including headings, URL structure, and content hierarchy

All deliverables must be practical, clearly documented, and ready for implementation within an existing CMS.

Budget

Proponents should provide a clear budget not to exceed \$20,000+ GST.

Proposals that rely on full website rebuilds or heavily custom development are not aligned with this project and will not be considered.



Timeline

RFP Issue Date: **April 28, 2026**

Proposal Deadline: **May 11, 2026, 5pm**

Start Date: **Flexible – May kick-off**

Work is expected to begin immediately following selection, with priority placed on foundational planning elements that support upcoming campaign activity.

Proposal Requirements

Proponents should include:

- Overview of relevant experience
- Approach and methodology for UX and content-driven website restructuring
- Examples of similar work, particularly projects focused on structure, UX, and conversion
- Team members and roles
- Detailed pricing
- Two references

Evaluation Criteria

Proposals will be evaluated based on:

- Demonstrated understanding of the project and its strategic intent
- Experience with UX, information architecture, and content-driven websites
- Ability to design practical, implementable solutions
- Alignment with scope and budget
- Quality of past work and references

Submission Instructions

Proposals must be submitted electronically to: marketing@tourismharrison.com

Deadline: **May 11, 2026, 5pm**



Final Note

Tourism Harrison River Valley is not seeking a traditional website redesign. The goal of this project is to create a practical, scalable planning system that improves how visitors understand, navigate, and plan their trip to the region.