

Request for Proposal
For
Preferred Supplier, Accommodation Booking Services
(Aberdeen Convention Bureau)
VisitAberdeenshire Trading Limited
31st March 2026

1. INTRODUCTION

VisitAberdeenshire is the recognised destination organisation and lead body for tourism serving Aberdeen and Aberdeenshire. VisitAberdeenshire's core purpose is to drive demand to visit Aberdeen and Aberdeenshire, and support businesses to develop and to meet that demand, reflected in a remit that embraces both destination marketing and destination development. VisitAberdeenshire's vision is to be the leading destination organisation in Scotland, increasingly recognised for growing the visitor economy through bold, dynamic initiatives.

VisitAberdeenshire is a not-for-profit company limited by guarantee; transparent, accountable to its stakeholders and reinvesting any trading surplus in the destination tourism offer. VisitAberdeenshire is open and inclusive in its approach, inviting all those with an interest in tourism to be part of their activities and communications network. It is engaged with all parts of the industry and across the region.

VisitAberdeenshire's activity is shaped around four themes, all of which are informed by customer, market and industry insight. In support of these disciplines VisitAberdeenshire has established a flexible, knowledgeable and professional [team](#).

- **Market development. To increase awareness, visits and associated spend:** Region-wide and year-round promotion including targeting of higher value visits
- **Foster innovation and growth among local businesses.** Insight-driven development initiatives to benefit businesses and the visitor experience.
- **Sector Leadership.** An authentic and informed voice for the visitor economy
- **Business transition and corporate performance.** Continued operational excellence and future stability.

2. PROJECT BACKGROUND

This RFP relates to the final point in the section above, securing business events. Aberdeen and Aberdeenshire are, collectively a place where Scottish tourism, both leisure and business events, can grow. The cities' hotel capacity and infrastructure, including the P&J Live complex, make Aberdeen a serious contender in domestic, and international business events market. Investment in tourism development and promotion over the past decade, including re-establishment of an Aberdeen Convention Bureau as an arm of VisitAberdeenshire are a statement of intent for the future of business events in the city.

3. PROCUREMENT SCOPE / SPECIFICATION

As the Convention Bureau continues to evolve, VisitAberdeenshire is seeking to establish a preferred accommodation supplier, that can be recommended to conference clients, if required by the client.

The quality of service, via customer service and supplied technology, is paramount. Ultimately VisitAberdeenshire's reputation, and the reputation of Aberdeen as a convention destination are at risk if services are recommended and not fulfilled by the recommended supplier.

For the avoidance of doubt, the successful Preferred Supplier should be aware that there is no minimum or maximum amount of businesses guaranteed through appointment, and that contracting will be direct with conference clients and not with VisitAberdeenshire.

Preferred Supplier Scope

Proposals should address, but not be limited by, the following key project components:

- Provision of service to the client
 - Upon introduction to the client, make contact within 24 hours
 - Confirm meeting with the client to ascertain their needs and confirm next steps.
 - Supply business event attendee booking portal technology.
 - Creation of a bespoke private and secure business event booking portal, allowing business event attendees to choose from a range of hotels based on price range and geographical area, input required booking and individual payment information, before confirming accommodation booking. Confirmation of booking, update, and check-in emails to individual business event attendees should be provided.
 - Provide a contact email address for business event attendees. Allowing for changes to bookings, special requests etc. (Should this functionality be available within the booking platform please highlight this in your application).
 - Ensure that the Aberdeen Convention Bureau logo and venue logo are shown as supporting partners on business event accommodation booking portal.
 - Once the bespoke business event portal has been finalised, send to the client in a format that allows for placement onto the business event website.
- Engage with Aberdeen/Aberdeenshire accommodation providers
 - Ensure update and expansion of accommodation contact database.

- Confirm with accommodation partners that enquiry has come from the Aberdeen Convention Bureau and provide accommodation partners with as much information as possible. Including conference dates, overall numbers of rooms required, conference venue, decision timeline etc.
- Negotiate the best commissionable rates and booking terms & conditions for business event attendees.
- Provide an online portal for accommodation partners to input rates, allocation, amenities, services, commission rates etc. The portal will provide a private area for each accommodation partner and only have the functionality to be viewed overall by the successful accommodation supplier.
- Liaise with accommodation partners and conference attendees from enquiry to post event.
- Ask accommodation partners to display the conference welcome message on room TV's. (provided by Aberdeen Convention Bureau)
- Liaise with ACB
 - Update ACB regarding the accommodation personnel changes and new partners.
 - Provide ACB representatives with updates throughout the process.
 - Provide feedback regarding accommodation partners, highlighting any barriers to the booking process.
 - Attend quarterly accommodation meetings with ACB and accommodation partners.
 - Meet with the Head of Convention Bureau every 6 months to assess strengths, weaknesses, and discuss service improvement for all parties.
 - Provide reports, upon request and annually, that allow the ACB to ascertain booking patterns, number of bookings, and amount of business provided to regional accommodation partners.

Budget & Commission

VisitAberdeenshire is seeking a supplier or suppliers who can provide such a service to clients upon request at no cost to VisitAberdeenshire.

Contracts for services will be between the supplier of hotel booking services and the business event client. Whilst the quality of the service offer will be paramount to the decision-making process to determine a preferred supplier, VisitAberdeenshire would like to understand what commission share options might be available to VisitAberdeenshire. (Please note, should a commission share not be taken forward, the legal entity will change from VisitAberdeenshire Trading Limited to Aberdeen & Aberdeenshire Tourism Company Limited).

Duration of agreement.

The agreement will stand for 2 years, with the option to extend by a further 12 months should both parties be in agreement. Should the service not be as requested and agreed, VisitAberdeenshire reserves the right to remove the successful party as their preferred accommodation supplier at any time.

4. PROCUREMENT PROCEDURE & DELIVERY REQUIREMENTS

VisitAberdeenshire are issuing an invitation to quote based on the following timeline:

The RFP will be issued by	Tuesday 31 st March 2026
Note of Interest to be with VA by	Tuesday 14 th April 2026
Last date for questions will be	Tuesday 5 th May 2026
Quotations should be submitted by	Wednesday 12 th May 2026
Interviews will take place	w/c 1 st June 2026
Supplier will be appointed by	w/c 22 nd June 2026
Initial project meeting between VA and the successful supplier	w/c 29 th June 2026
Period of preferred supplier partnership	29 th June 2026 – 29 th June 2028
Tender renewal	March 2027

To respond to this request, please send a written proposal by 12 noon on Wednesday 12th May 2026 with your electronic submission to include:

- description of how you propose to deliver the services required (the earlier Preferred Supplier Scope section should inform this narrative), with detailed information of the technology used for delivery;
- an outline of the team who will be responsible for the project, including details of any third-party sub-contractors;
- a summary of previous experience within the business event sector, including client and accommodation partner examples;
- contact details of at least two client and at least two accommodation partner referees, where similar work has been undertaken;

Proposals should be submitted electronically to Laura Wilson, laura.wilson@visitabdn.com by 12 noon, Wednesday 12th May 2026.

Any questions relating to the RFP should be submitted in writing to Laura Wilson, Head of Convention Bureau, laura.wilson@visitabdn.com. The last date for questions is by 12 noon, on Tuesday 5th May 2026.

5. LEGAL & CONTRACTUAL

Any contract to follow from this procurement process will be between VisitAberdeenshire Trading Limited and the successful tenderer. This procurement and the legal form of any contract to follow therefrom will be in accordance with this Invitation to Quote, and shall be governed by the Law of Scotland, and VisitAberdeenshire Trading Limited standard terms and conditions of business, (which will be supplied).

Tenderers must ensure that they are fully aware of all relevant statutory, regulatory and other requirements and should seek necessary advice before submitting a response.

The contract to follow from this procurement process shall continue for the period identified in the tender, however VisitAberdeenshire Trading Limited reserves the right to terminate the contract prior to the expiry of the Term in certain situations in accordance with this Invitation to Quote.

In particular, VisitAberdeenshire Trading Limited shall be entitled to terminate the contract prior to the expiry of the Term if, in its sole discretion, it considers that the selected tenderer is not performing the contract in a satisfactory manner (including without limitation poor performance and progress on the part of the selected tenderer).

For the avoidance of doubt, the continuation of the contract for the full Term shall be dependent on the satisfactory performance of the contract by the selected tenderer, which shall be determined at VisitAberdeenshire Trading Limited sole discretion.