

Reimagining the Visitor Information Centre Experience

Request for Expressions of Interest

Issue Date: January 14, 2026

Closing Date: February 8, 2026



GPTOURISM.CA

1. Introduction

Grande Prairie Regional Tourism Association (GPRTA) invites Expressions of Interest (EOI) from qualified Alberta-based display/design firms to partner in reimagining the Visitor Information Centre as a dynamic, engaging, and informative space that celebrates the region and enhances the visitor journey.

2. Background

The Visitor Information Centre, located within Centre 2000 (a multi-use facility), is often the first stop for visitors exploring Northwest Alberta and serves as a key touchpoint for residents, temporary workers, and industry partners. A portion of the main floor of Centre 2000 is designated for Visitor Information Services (see appendix A). The main floor is open-concept and permanent installations are not permitted.

As the regional Destination Marketing & Management Organization, GPRTA is focused on elevating the visitor experience and showcasing local tourism operators, attractions, and unique cultural assets. Using strategic displays that support stronger storytelling, engagement, and practical information delivery, GPRTA sees opportunity to transform the designated space into a place where all can learn, connect, and feel immersed in what makes our region distinctive.

3. Project Vision

The refreshed Visitor Information space should:

- Spark curiosity and exploration
- Share regional stories, attractions, and experiences
- Support interactive or interpretive engagement
- Showcase tourism operators and partners
- Strengthen community and industry pride
- Inspire travel decisions and extended stays

4. Scope of Work

The scope may include, but is not limited to:

- Spatial redesign and layout improvements
- Display systems and interpretive elements
- Digital or tactile interactive components

- Wayfinding and visual information systems
- Furniture, fixtures, and materials
- Visitor flow, brand alignment, and storytelling strategies

Note: Final scope will be refined collaboratively and further defined during the RFP phase.

5. Co-Design Expectations

GPRTA anticipates a collaborative approach in which concepts are developed in partnership, informed by organizational knowledge, regional insights, and tourism storytelling priorities.

6. Desired Experience & Qualifications

Respondents are encouraged to demonstrate:

- Experience in interpretive, experiential, museum, retail, or visitor-centred design
- Proven ability to translate storytelling into spatial experience
- Familiarity with tourism, cultural, educational, or public engagement environments
- Collaborative methodologies and stakeholder engagement processes
- Project delivery within Alberta or similar jurisdictions
- Capacity to support fabrication and installation (directly or through partners)

7. Required Conceptual Display Proposal (Space Utilization)

As part of the EOI submission, respondents are required to include a high-level conceptual display proposal illustrating how the designated space could be best utilized to support visitor engagement, regional storytelling, and functional information delivery.

Concepts should demonstrate an understanding of:

- Spatial layout and utilization
- Interpretation and/or experiential elements
- Visitor flow and engagement touchpoints
- Practicality and feasibility

Proposals may remain conceptual and are not required to include fabrication-level detail at this stage. Detailed design development will occur in the RFP phase with shortlisted firms.

8. Submission Requirements

- EOI submissions must include:
- Organization Overview
- Relevant Experience and Case Studies
- Proposed Approach and Collaboration Model
- Required Conceptual Display Proposal (Section 7)
- Key Personnel and Roles
- Indicative Timeline or Phasing Assumptions
- Indicative Fee Ranges or Typical Project Costs
- Two (2) References from past clients

9. Procurement Process

This EOI serves as a public market engagement and qualification stage. GPRTA intends to use the information received to shortlist firms for participation in a competitive Request for Proposal (RFP). Only shortlisted firms will be invited to submit detailed proposals.

10. Budget

Budget details will be provided during the RFP phase. Respondents are encouraged to provide typical ranges for similar work.

11. Eligibility

Alberta-based firms are encouraged to submit. Out-of-province firms may be considered at GPRTA's discretion.

12. Submission Instructions

EOIs may be submitted electronically in PDF format to: info@gptourism.ca Attention: Joanne Peckham, Administrative Coordinator
Deadline: Sunday, February 8, 2026

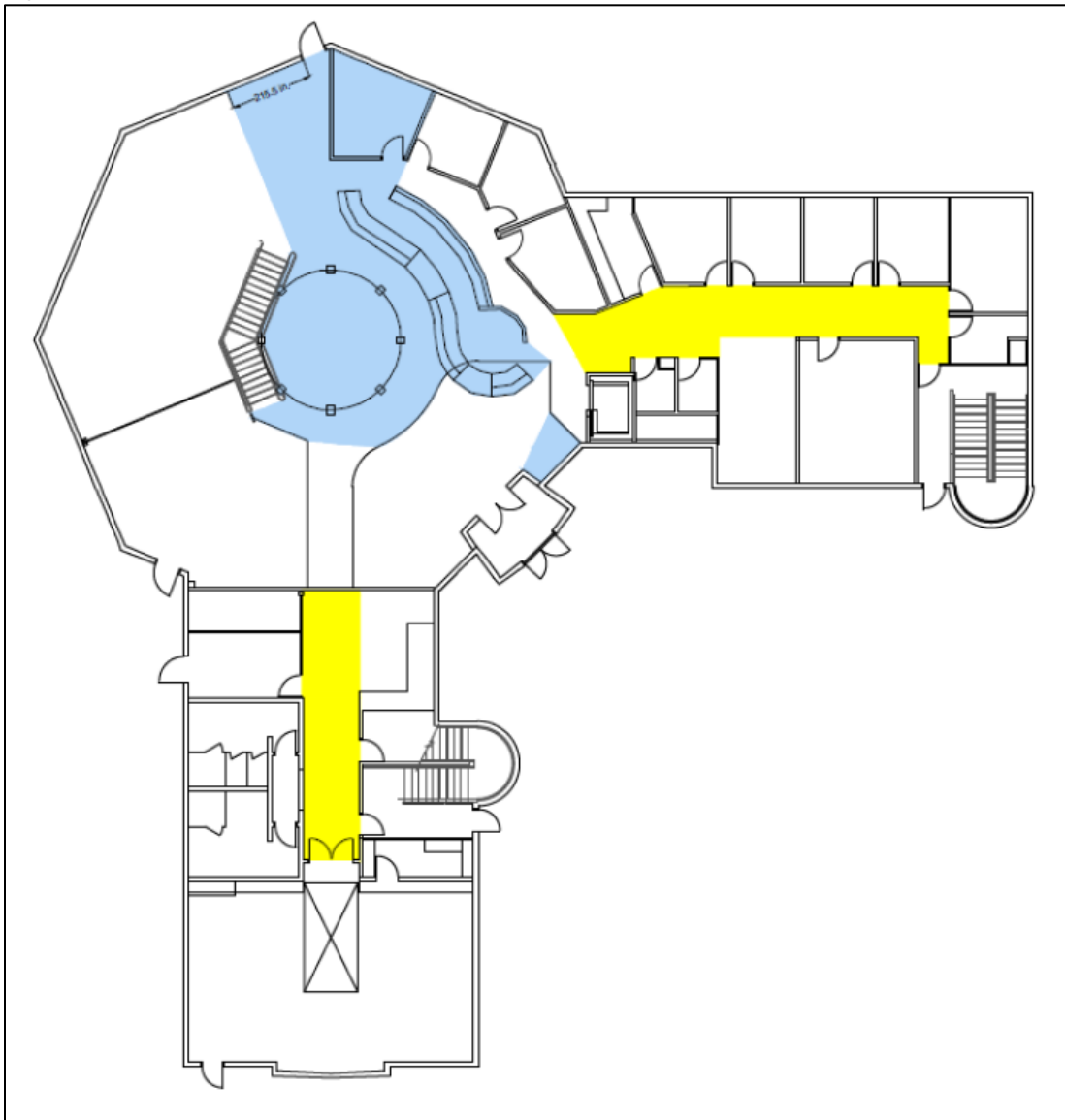
13. Public Notice

This EOI does not constitute a commitment by GPRTA to award a contract or proceed with procurement. GPRTA reserves the right to modify timelines, issue an RFP, shortlist firms, or discontinue the process.

Appendix A

Figure 1 pictures the main floorplan of Centre 2000. The space designated for Visitor Information Services/displays is indicated in blue.

Figure 1.



Figures 2 – 5 picture the current use of designated space. Figure 2: View from main entrance to building



Figure 3: Gift Shop



Figure 4: View looking out from Gift Shop area



Figure 5: View from stairs of Giving Circle



Note: Four-sided pillars are 11.5" wide