

# *Fairmont*

SOUTHAMPTON



## **Request for Proposal (RFP)**

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### **DISCOVER BERMUDA DMC Destination Experience Management Platform (DEMP)**

- Issue Date: February 3, 2026
- Vendor Questions Due: February 20, 2026
- Proposal Submissions Due: February 28, 2026
- Vendor Demonstrations & Presentations: March 1–21, 2026
- Target Vendor Selection: March 31, 2026

## **Confidentiality & Use of Information (Pre-NDA)**

The contents of this RFP and any materials shared in connection with it are confidential and proprietary to Discover Bermuda DMC and Fairmont Southampton (West End Properties). By opening, downloading, receiving this RFP, respondents agree that all information provided is to be used solely for the purpose of preparing a proposal in response to this solicitation.

Respondents may not disclose, reproduce, or use any part of this RFP or related materials for any purpose other than responding to this RFP, nor may they use the concepts, requirements, or commercial models herein to develop or enhance competing products or services outside of this engagement.

Additional commercially sensitive information will be shared only following execution of a mutual Non-Disclosure Agreement (NDA).

Discover Bermuda DMC retains all rights to the concepts, requirements, and business frameworks described in this RFP.

Participation in this RFP does not grant any license or rights to Discover Bermuda DMC intellectual property, business models, or destination strategy.

## **1. Executive Summary**

Discover Bermuda DMC, a department of Fairmont Southampton aka West End Properties, seeks a technology partner to deliver a Destination Experience Management Platform (DEMP) to manage guest experience commerce across individual, group, and wedding guests at Fairmont Southampton and across the destination.

Discover Bermuda DMC is seeking a long-term technology partner committed to growing alongside the destination, building a mutually beneficial commercial relationship, and continuously evolving the platform to support expanding guest, group, and destination-wide experience opportunities.

The platform will primarily support Fairmont Southampton individual and group guests, while also enabling Discover Bermuda DMC to deliver fully managed group programs for guests staying at other Bermuda accommodations. In addition, the platform must support destination-wide bookings for non-hotel visitors, allowing Discover Bermuda DMC to operate as a centralized experience provider for Bermuda.

Phase 1 prioritizes operational readiness and revenue enablement via a responsive web experience. Future phases expand group management, events, destination marketing, loyalty, and memberships.

Fairmont Southampton is projected to welcome approximately 70,000 guests annually by 2027. The platform must support peak concurrency of approximately 2,500 users at launch, with the ability to scale to higher concurrency as destination-wide bookings expand.

Interested vendors may request access to commercially sensitive materials under NDA.

## **2. Vendor Qualification**

This RFP is limited to vendors with existing, production-grade platforms.

Respondents must demonstrate:

- Commercially deployed experience / hospitality marketplace platform
- Booking, payments, QR check-in, vendor management, reporting
- Proven scale
- At least one live production client
- Client references

Custom builds or early-stage platforms will not be considered.

Vendors must accept Bermuda-only exclusivity.

### **3. Delivery Phases**

#### **Phase 1 (May–July 2026)**

Core booking + pre-sale, responsive guest web portal (DMC activities + transport), OpenTable dining, Book4Time (Spa), Turtle Hill Golf integration (Lightspeed, payments, dashboards, Discover Bermuda DMC management portal, manual DMC operations, vendor request/confirmation, Purchase Orders, individual QR codes + check-in.

#### **Phase 2 (Q1 2027)**

Group + block management, weddings, event composition, ticketed events with reserved seating, CVENT/Social Tables, enhanced CRM, banquet package modeling. Optional future integration with additional Bermuda golf courses. Optional staffing roster management, including staff sign-up and shift scheduling for events, experiences, and group programs.

#### **Phase 3 (Q1 2028)**

Destination marketing engine (segmentation, re-engagement journeys), loyalty, partner portals, destination marketplace, advanced banquet modeling, ideally PMS-linked itineraries.

#### **Optional Roadmap: Destination Membership**

Subscriptions, insider content, priority access, member pricing, wallets/credits, personalized journeys, renewals, dashboards, digital membership credentials.

### **4. Core Platform Scope**

DEMP acts as system of record for bookings, itineraries, guests/planners, vendors, payments, and destination marketing (Phase 3).

Supports simple capacity controls and group allotment blocks by date and time (no full inventory required).

Supports Fairmont Southampton guests first, plus fully managed groups at other Bermuda hotels and destination-wide non-hotel bookings.

Initial scale approximately 70,000 guests per year with elastic growth.

### **5. Customer Types & Operating Models**

The platform must support multiple guest and planner journeys, while maintaining a unified booking, fulfillment, and operational framework. At launch, the system must accommodate the following primary customer types:

### **Fully Managed Group Customers**

Premium group programs centrally organized and paid for, with a Discover Bermuda DMC manager assigned.

- DMC manages transportation, activities, vendors, and itineraries on behalf of the group
- System supports DMC-led bookings, vendor requests, confirmations, and Purchase Orders
- Ability to charge experiences to a group master account
- Guests may also self-book into pre-paid group transportation or activities as enabled

### **Self-Managed Group Customers**

Groups without a dedicated DMC manager, where planners and individual guests transact directly, supported by Discover Bermuda DMC back office.

- Meeting planners can request or book group activities (e.g., catamarans, excursions)
- System supports automated requests to vendors, confirmations, and DMC-issued Purchase Orders
- Individual guests book and pay for their own transportation and activities
- Guests can access group-specific activities or general marketplace experiences
- Payment is primarily guest-paid, with optional group billing where applicable

### **Fully Managed Individual Customers**

High-touch, premium individual experiences (e.g., proposals, luxury excursions, VIP families), with a Discover Bermuda DMC manager assigned.

- DMC curates and manages end-to-end itineraries
- System supports DMC bookings, vendor coordination, and Purchase Orders
- Ability to charge to hotel master account or guest credit card, depending on experience type

### **Self-Managed Individual Customers**

Standard individual travelers purchasing à la carte transportation, activities, dining, golf, and experiences.

- Guests self-book directly via the platform
- Credit card payment at time of booking
- Experiences appear in unified itinerary

## **Common Requirements Across All Segments**

Across all customer types, the platform must support:

- Pre-arrival and on-property booking
- Unified guest itineraries across all experiences and channels
- Individual QR code creation for each guest and experience
- QR-based operational check-in by Discover Bermuda DMC teams
- Manual and automated booking workflows
- Vendor coordination with confirmations and Purchase Orders
- Credit card processing, with master account charging for fully managed programs
- Responsive DMC management portal for efficient handling of large groups and complex itineraries

## **6. System Requirements (Phase 1 unless noted)**

### **Core Booking & Guest Management**

- Guest self-booking + DMC manual bookings
- DMC activities + transportation
- Capacity blocks by date/time
- Unified itineraries
- Phone/email/in-person entry
- Instant + request/confirm
- Group master billing
- Central booking status

All bookable experiences (golf, spa, dining, transport, DMC activities) must appear in one unified itinerary regardless of booking channel.

### **QR & Operations**

- Unique QR per guest per experience
- Offline scanning
- Manual override
- Target throughput 20–30 guests per minute per device

### **Vendor Fulfillment**

- Vendor request/confirmation
- Purchase Orders
- Manual vendor additions
- Availability blocks
- Manifests
- Cost vs sell analytics
- Cancellation policies

- Automated vendor confirmations
- Required Turtle Hill Golf integration Phase 1 (Lightspeed/Lighthouse)
- Optional future Bermuda-wide golf integration

## **Payments**

- Credit cards
- Master accounts
- Refunds + audit trail

## **Communications**

- Booking confirmations + QR delivery
- Vendor notices
- Modifications
- Pre-arrival reminders

## **Discover Bermuda DMC Portal**

- Bulk operations
- Rosters
- Purchase Orders
- Dashboards
- Alerts
- Large-group management tools
- Optional Phase 2 staffing roster tools (availability, sign-up, scheduling)

## **7. Phase 1 Acceptance Criteria (July 2026)**

Guest bookings live, manual DMC operations live, QR generated and scanned offline, vendor workflows and Purchase Orders operational, Turtle Hill Golf integrated, payments and refunds active, master billing enabled.

Performance: approximately 2,500 concurrent users supported, event surge validated, QR throughput achieved.

Security: PCI compliance, encryption, RBAC, audit logs, Bermuda PIPA.

Integrations: OpenTable, Book4Time, Turtle Hill Golf end-to-end.

Training complete.

Final acceptance via User Acceptance Testing (UAT).

## **8. Technical, Security & Compliance**

Cloud API-first architecture with horizontal scaling. Load testing prior to July 2026. Event surge mode and failover.

Discover Bermuda DMC owns domain. Vendor hosting permitted. SEO URLs, metadata, and analytics required.

PCI-DSS compliance, encryption in transit and at rest, RBAC, audit logs, vulnerability testing, Bermuda Personal Information Protection Act (PIPA).

Supports analytics, tag management, and consent.

## **9. Data Protection, Ownership & Confidentiality**

All data generated through the platform, including but not limited to guest information, booking data, itineraries, vendor records, financial transactions, and marketing insights, shall remain the exclusive property of Discover Bermuda DMC and Fairmont Southampton (West End Properties).

Vendor shall not use, mine, aggregate, monetize, resell, or otherwise exploit any data for purposes outside delivery of contracted services.

Vendor must comply fully with the Bermuda Personal Information Protection Act (PIPA) and all applicable privacy regulations, including requirements for lawful processing, data minimization, consent management, retention policies, and breach notification.

All personally identifiable information must be encrypted in transit and at rest. Role-based access controls (RBAC), audit logs, and least-privilege access policies must be enforced.

Vendor must notify Discover Bermuda DMC within twenty-four (24) hours of any suspected or confirmed data breach, security incident, or unauthorized access.

Discover Bermuda DMC shall retain unrestricted rights to export all platform data at any time in machine-readable format.

Vendor shall provide full API access, webhooks, and scheduled exports to support integrations, reporting, and business continuity.

Vendor shall treat all Discover Bermuda DMC commercial strategies, operational workflows, and destination frameworks as confidential.

Upon termination of contract, Vendor must return or securely destroy all Discover Bermuda DMC data and certify destruction in writing.

## **10. Insurance**

The selected vendor shall maintain, at its own expense, the following minimum insurance coverage with carriers rated A-/VII or better by A.M. Best:

- Commercial General Liability
- Technology Errors & Omissions / Professional Liability



- Cyber Liability / Network Security & Privacy

Discover Bermuda DMC and Fairmont Southampton (West End Properties) shall be named as additional insureds on the Commercial General Liability policy.

Certificates of insurance required prior to contract execution. Policies must include thirty (30) days' written notice of cancellation or material change. Coverage applies worldwide and includes Bermuda. Vendor waives subrogation to the extent permitted by law.

## **11. Commercial Model**

Discover Bermuda DMC intends for the platform to be delivered under a performance-aligned commercial model, with system costs recovered primarily through transaction-based fees and/or revenue share tied directly to bookings processed through the platform.

At this stage, Discover Bermuda DMC does not anticipate an upfront capital investment for platform development or deployment. Respondents are therefore asked to propose commercially sustainable models that scale with booking volume and destination growth.

Preferred structures may include per-transaction fees, category-based revenue share, guest booking fees for self-managed bookings, or hybrid models.

Proposals should clearly outline pricing structure, any minimum commitments, volume tiers, fee caps (if applicable), and ongoing support costs. Detailed commercial assumptions will be shared following NDA execution.

Initial three-year term with optional two-year extension. Detailed economics provided post-NDA.

## **12. Exclusivity (Bermuda Only)**

Vendor may not deploy a similar platform for any Bermuda competitor. Vendor remains free to operate globally outside Bermuda.

## **13. RFP Timeline (Indicative)**

We appreciate the time and thought required to prepare a strong response and aim to maintain a clear, efficient process for all participants.

- RFP Issued: February 2
- Vendor Questions Due: February 14
- Proposal Submissions Due: February 28
- Vendor Demonstrations & Presentations: March 1–15
- Target Vendor Selection: March 31

Discover Bermuda DMC looks forward to engaging with respondents and anticipates selecting a partner shortly thereafter to commence detailed planning and implementation.

#### **14. Proposal Submission**

Submit PDF proposals to:

**SIMON BODEN**

AREA DIRECTOR, SALES & MARKETING

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