DETROIT METRO • WILLOW RUN
WAYNE COUNTY AIRPORT AUTHORITY

REQUEST FOR INFORMATION (RFI)
FOR
LOYALTY REWARDS PROGRAM
SOLICITATION NO. 230766

Issue Date: March 2, 2023

Pre-Response Question Deadline: March 10, 2023 at 2:00 PM EST.
Email: purchasing.questions@wcaa.us
(please reference solicitation 230766 in all correspondence)

Response Deadline: March 24, 2023 at 2:00 PM Eastern Time
(Late responses will not be accepted.)

Submittal Location: **https://www.bidnetdirect.com/mitn/wayne-county-airport-authority**
Registration and Submittal technical assistance: 1-800-835-4603
Monday – Friday, 8:00 am – 7:30 pm (Eastern Time)
Free and paid subscription registration options available

Procurement Contact: Darwin Hadley, Solicitation Manager
Phone: (734) 247-7900, Fax: (734) 955-5648
purchasing.questions@wcaa.us

NOTE: Detroit, Michigan 48242 is the mailing address of Detroit Metropolitan Wayne County Airport. The Detroit Metropolitan Airport is physically located within the boundaries of the City of Romulus, Michigan.

DESCRIPTION: This Request for Information (RFI) is to gather information regarding loyalty rewards program for the Wayne County Airport Authority (Airport Authority).

The Airport Authority strongly encourages input to assist in developing solicitation requirements. Please submit your response to the items listed on the following page(s) by the deadline indicated above. All information submitted in response to this RFI must be delivered to the contact person listed above.

No award will be made as a result of this solicitation.

I. Objective

This non-exclusive Request for Information (RFI) is to gain a more comprehensive understanding of the current **loyalty rewards program** solutions available to support a wide variety of travelers. The Airport Authority believes this is an important service whereas airport travelers can earn points for cash back or gift cards for travel, shopping, and dining when they make purchases at the Airport, enhancing the customer experience.

II. Airport Authority Environment

Detroit Metro Airport

Detroit Metro Airport (DTW) is the primary air carrier Airport serving southeastern Michigan and portions of Ontario, Canada, and northwestern Ohio. DTW currently provides passenger services from two terminal buildings. The principal airlines [1]operating from each terminal are:

- The McNamara Terminal is a two (2) million square foot facility and home to Delta Air Lines and the SkyTeam partners. The East Concourse, representing Concourse A, is nearly one mile long and includes domestic and international gates as well as an elevated express tram for passenger convenience. Connected via tunnel to Concourse A, the West Concourse consists of both Concourses B and C servicing domestic activity including much of the regional activity.

- The Evans Terminal is an 824,000 square foot facility primarily servicing domestic and international traffic. The Evans Terminal serves all the airlines at the Airport (except Delta Air Lines and its SkyTeam partners) such as Alaska Airlines, American, Frontier, JetBlue, Southwest, Spirit, United, foreign carriers Air Canada, Lufthansa, Royal Jordanian and various domestic and international charter airlines.

III. Background

The type of concessions and their distribution are determined by a thorough evaluation of numerous business factors and assumptions, such as growth, traffic flow, passenger habits, passenger demographics, security needs, airline gate utilization, space configurations, and concession mix, among others. The Airport Authority's goal is to offer a concession program that enhances our customers' Airport travel experience.

Dining - Our program has something for everyone - from Metro Detroit favorites to familiar national franchises, offering QSR and relaxing sit-down restaurant options. Whether you are dining in or grabbing a snack on the go, we've got you covered.

Shopping - We offer a variety of retail options - from newsstands, bookstores to specialty retail operators. Find everything you need to feel comfortable during the flight or pick up something special for your loved ones.

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[1] This is a list of airlines who have an agreement to operate from DTW. All airlines may not be fully operational at time of contract award due to impacts from COVID-19 Pandemic.

IV. Submittal Information

A. GENERAL SUBMITTAL REQUIREMENTS:

1. **RESPONSE DEADLINE:** Vendors shall respond by the date and time listed on the Cover Page of this Request for Information. The deadline date may in some instances change during the solicitation issuance period.

2. **RESPONSE FORMAT:** Each Response should be prepared simply and economically. Responses shall be in the same order as the requirements are listed below to ensure the Airport Authority is able to easily locate the information that is requested.

B. Vendors interested in having their services considered for review shall provide responses to the following questions:

1. Background:
   a. Is your company headquartered in North America? If not, where is it located?
   b. Does your company hold an ACDBE certification? Minority-led? If so, please explain.
   c. How many years has your loyalty program been in existence? In airports?
   d. How many airports feature your loyalty program?
   e. Which prime airport concession operators have you worked with in the last 5 years?
   f. Which airlines, hotels, rent a car companies, do you have partnerships with for loyal programs, if any?

2. Marketing and Membership Benefits:
   a. Discuss the marketing and membership process for the customer/passenger.
   b. How do you communicate with customers? i.e., text, email, via mail?
       i. How are the program benefits received by the customer? (digital, paper, account credit, gift card, etc.)
       ii. Can the rewards be used immediately by the customer?
   c. Describe the unique aspects of the program and explain how it would fit the airport experience.
   d. How does the program improve the customer experience?
   e. Does the program allow for interaction with customers?
   f. Is there the ability to respond to airport customer feedback and service issues?
3. Reporting:
   a. What passenger insights are available to Airport?
   b. What is the turnaround time to receive the data and reports?
   c. Discuss if and how data is collected.
   d. Discuss if and how the program track transactions?

4. Configuration:
   a. Discuss the program configuration including:
       i. equipment
       ii. technology
       iii. access and integration with the Concessionaire's point of sale system
       iv. timeline for phase of the program
       v. outline of responsibilities for the concession operators and the Airport
5. Financial:
   a. Discuss the cost to the Airport, including both hard and soft costs.
   b. Discuss the cost and/or revenue to the Airport, if any.
   c. Discuss the cost to the concessionaires, if any.

6. Why:
   a. Why would the program be beneficial to the Airport?

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