Announcement of Task for VisitAarhus: Creation of a City Card System for Aarhus and Region Midtjylland

Provider of job

The provider of the Task is the 'Project Kulturturisme 2.017' facilitated by VisitAarhus.

Background for the Task

Aarhus is the European capital of culture in 2017 and we want to help the many visitors to our city and region to get best possible experience and service when they visit the city and the region.

Providing tourists with great service is of utmost importance for any tourist organization and a city card can help ensure that tourists are well informed about what the destination has to offer. A city card also helps local businesses be at the forefront of the tourist' mind when it comes to attracting tourist to their business.

A city card is in many ways a marketing tool for the city and something that is expected of a modern destination to offer to its guests. It is a great way to market the city, the attractions and the many hidden offers a city has to its visitors. All this should lead to additional sales for the cultural attractions which are a part the city card.

Aarhus 2017 is also a great possibility for the destination learn more about its tourists through data about card usage. We are very interested in learning more about what attractions tourists visit, what restaurants they eat at, where they come from and so forth. We strongly believe that knowing more about the tourists is essential for a modern tourist organization.

Purpose of the Task

The purpose of this job is to create a city card system for the use in Aarhus and Region Midtjylland for VisitAarhus and possibly the other destinations within the regional area (Region Midtjylland). The system must facilitate the creation of several cards with different prices, options, ticket designs, and ticket additions such as free parking and or bus travel.

The key take away is that we are looking for a highly flexible and an open system where we have the possibility for experimenting and creating the best value for both local businesses and tourists.

Expected Outcome of the Task

- A highly flexible city card system
- Automatic invoicing system with as little as possible work for the DMO and the attractions involved
- A system with a very high uptime and with as little maintenance as possible.

- Access to data about card usage

Our demands and wishes for the System
- A highly flexible system with the possibilities for making unlimited card types and card co-operations
- Web interface for checking cards/tickets at smaller attractions
- The tickets must work both as a digital version on a phone/tablet and as a physical version printed on either A4 paper or on a credit card sized plastic cards
- Recommendations for a hardware platform with visual feedback to be used for checking ticket validity larger attractions - The hardware platform suggested must be able to read tickets from smartphones
- It is a plus if we can set a flexible business/discount model for each attraction
- It is a plus if we can define how much each attraction is paid per ticket scan at their location
- It is a plus if we can have different businesses models for different cards.
- The system must support several different visual ticket types. By this we mean that each type ticket must have its own visual appearance for both plastic card, print-self and mobile ticket.
- The system must support Apple Wallet, if Android Pay is supported that is a plus
- A system with as little maintenance as possible.

Your Offer Must Contain
- A short description of how your system can meet our demands and if some of the demands cannot be met.
- Your terms of service

Overview of Expenses
- We need full clarification of the expenses for both starting costs and for, if any, the yearly license costs
- A price for each card type/theme
- A price per card/barcode

A list of Hourly Rates for the Following:
- Project management
- Custom development
- Support
- Handover of the system

User / platform expenses
- A price per user using the backend of the system
- A price per attraction using a hardware ticket scanner or the web-interface
- A price per user with access to data export

And any expenses not listed here

Time Schedule

An agreement to the following time schedule or a counterproposal.

- 01/7-2016 Announcement of task
- From the 25/7-2016 to the 04/08-2016: Questions can be directed to project manager Klaus Kristensen (kk@visitaarhus.com / +45 22959862)
- 05/08-2016 Deadline for handing in a proposal is at 12.00
- 15/8-2016 Winner of task is contacted
- 25/8-2016 Contract signing
- 1/9-2016 Start of handover process
- 1/12-2016 Launch of test version
- 1/1-2016 Roll out of system in Aarhus and Region Midtjylland

Our Criteria for Selecting a System

- Our assessment of price vs. functionality
- Our assessment of price vs. quality
- Our assessment of flexibility in the system
- Ability of the system to meet our demands

Terms of Service for the City Card Task

We maintain the rights to cancel the task at all times. No payment shall be made to the bidder for bidding on the job if the city card task is delayed or canceled. The completion of the job is depending on the final approval of funding by the regional council (Region Midtjylland) at the council meeting on the 24/8-2016.

More information

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