

REQUEST FOR PROPOSAL

Website Design & Development

Everwild Wellness | Canmore & Fernie Property Pages

RFP Issue Date: August 18, 2026

Proposal Deadline: September 2, 2026

Questions Deadline: August 28, 2026

Submit Proposals To

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1. Company Overview

Basecamp Resorts is a Canadian hospitality developer and operator specializing in boutique hotels and mountain real estate. Founded in 2016, Basecamp has grown into one of the Rocky Mountains' most recognized hotel brands, delivering C\$600M+ in projects and generating C\$50M+ in annual revenue with a 20%+ IRR track record across hospitality and real estate.

In 2023, Basecamp expanded into wellness with the launch of Everwild, a modern wellness spa and hotel platform inspired by the restorative power of nature and the elements. Everwild Canmore opened as the brand's flagship property, earning rapid market traction with further expansion plans underway.

Three additional Everwild locations are currently in development and construction:

- Everwild Fernie: a riverfront Nordic spa and hotel along the Elk River
- Everwild Banff: a rooftop Nordic spa atop an existing Basecamp hotel in downtown Banff
- Everwild Harmony: a 5.5-acre lakeside Nordic spa and hotel in Harmony Village Centre, Calgary region

A further three or more locations are proposed for the Toronto and Vancouver markets, positioning Everwild as a national wellness hospitality platform.

2. Project Overview

Basecamp Resorts is seeking proposals from qualified web design and development agencies to build one new Everwild website, comprising a parent brand hub and location-specific property pages for Canmore and Fernie:

Component	Purpose
Everwild Wellness Parent Brand Site	Master brand hub: storytelling, brand philosophy, and gateway to property pages
Canmore Property Pages	Location-specific content and booking for the Canmore Nordic spa and hotel
Fernie Property Pages	Location-specific content and booking for the Fernie property; mirrors Canmore in structure

Canmore and Fernie are not separate website builds; they are location-specific sections within the same website architecture, sharing a common design system, CMS, and codebase. Only photography, copy, and location-specific details differ between the two properties. This is a brand new build.

Current Website for Reference

The following existing site is provided as reference for current content structure and scope. The new build will not be constrained by this platform.

Website	Current URL (Reference Only)
Everwild Canmore (current site)	https://stayeverwild.com/canmore/

Target Launch: Site live within 3–4 months of contract award

Budget: approximately \$50,000 CAD, based on proposed approach

Post-Launch: In-house team will manage content; CMS must be editor-friendly

3. Website Scope

3.1 Everwild Wellness | Parent Brand Site

The Everwild Wellness site serves as the master brand hub for the Everwild platform. Its primary role is to introduce the brand's philosophy, values, and wellness vision, and to direct visitors to individual property pages.

Key Functions

- Brand storytelling: communicate Everwild's philosophy rooted in nature's four elements (Earth, Air, Water, Fire)
- Property directory: clear pathways to Canmore, Fernie, and future locations
- Scalable architecture: designed to accommodate 6+ additional properties over the next 3–5 years without a rebuild
- Editorial / journal section: feature property blogs and press releases

Design Direction

Premium, editorial, and immersive. Minimal navigation. Emotional storytelling through photography and restrained typography. Visually consistent with the Everwild property pages as part of a cohesive brand family.

Note | Design Prototypes: Our branding agency is developing website design prototypes for the Everwild Wellness home page and property home page. These prototypes will be provided to the selected vendor upon contract award and can be used as the design guideline for this site.

3.2 Canmore & Fernie | Property Pages

The Canmore and Fernie property pages are the primary commercial engine of the Everwild website, driving direct bookings for hotel stays, spa experiences, dining, and packages. Both locations live within the same website architecture and share an identical page structure; only photography, copy, and location-specific details differ. Fernie mirrors Canmore in full.

Current Reference Site

<https://stayeverwild.com/canmore/>: The new builds retain a similar page structure and menu categories but are rebuilt from the ground up for performance, mobile conversion, and design quality.

Current Site Performance

Average Monthly Sessions: ~79,042 (range: 60,000–100,000 | Dec 2025–Jul 2026)

Traffic Split: 70% mobile / 30% desktop

Conversion Gap: Desktop converts at 1.6× the rate of mobile and averages 56% higher booking value

Primary Objective: Close the mobile conversion gap: mobile is where the audience is; desktop is where revenue currently closes

Page Structure & Menu Categories

- Home
- Stay: hotel rooms
- Spa
 - Overview
 - Day pass
 - Visit prep
 - Map
 - Thermal circuit
 - Rituals/Experiences
 - Treatments
- Dine: Elements Lounge and Rhythm & Howl restaurant
- Packages
- Offers
- Groups
- Experiences | Event Calendar
- Guest Resources
 - Local Activities
 - Shuttles
 - Explorer's Club (loyalty rewards program)
 - Gift Cards
 - Contact
 - Safety Guidelines
 - FAQ
- Company
 - Invest

- Journal
- News & Media
- Careers

Key Requirements

- Mobile-first design: thumb-friendly navigation, streamlined booking flows, single-tap access to primary CTAs from every page
- Core Web Vitals optimized for mobile networks: LCP < 2.5s, CLS < 0.1, INP < 200ms
- Simplified, conversion-focused booking paths for hotel, spa, and dining from homepage and all interior pages
- Single website architecture: Canmore and Fernie are location-specific sections of the same site, not separate builds; only photography, copy, and property details differ
- Editor-friendly CMS for in-house content management post-launch, allowing the team to update each location independently without developer involvement
- Consistent visual identity throughout: property pages extend the Everwild Wellness parent brand seamlessly

4. Technical Requirements

4.1 Platform & CMS

The preferred platform is WordPress with Elementor. Vendors proposing an alternative CMS must provide a clear rationale demonstrating equivalent or superior capability for this scope, and must include a detailed transition and handover plan to support the client's in-house team post-launch.

Editor-friendly CMS: in-house team manages content post-launch with no developer required for routine updates, including adding and editing location-specific property pages

Content governance: Vendors should recommend content structures, publishing workflows, content ownership models, and governance practices that enable internal teams to efficiently manage content without developer involvement

Scalable property page architecture: the CMS must support adding new Everwild locations (6+ planned over the next 3–5 years) without a rebuild; each new property should be deployable as a new section within the existing site

Future brand extensibility: Architecture, templates, and components should be designed with sufficient flexibility to support future hospitality brands, websites, and digital experiences where appropriate

Reusable component library: vendors should develop a shared library of templates, modules, and page components that enables the in-house team to build new pages consistently and efficiently

Design system documentation: Vendors must provide a documented design system including reusable UI components, form standards, accessibility requirements, design patterns, and component usage guidelines that can be extended across future Everwild properties and digital experiences.

Full technical documentation and handover: Upon launch, the vendor must deliver documentation covering site architecture, integrations, design system, reusable components, deployment procedures, content management workflows, and operational support procedures sufficient for an internal Website Development Manager to assume ownership of the platform.

Environment & deployment strategy: Vendors must provide and document a recommended development, testing/UAT, and production environment strategy, including deployment processes, source control approach, release procedures, rollback considerations, and ownership transition to the internal team following launch.

Front-end framework and theme architecture: Vendors should leverage a mature, well-supported front-end framework, design system, or component library (e.g., Bootstrap or equivalent) as the foundation for the website. The solution should support the creation of a maintainable custom theme, reusable components, responsive layouts, accessibility standards, and efficient future development while minimizing unnecessary custom code.

4.2 Performance

- Core Web Vitals: LCP < 2.5s, CLS < 0.1, INP < 200ms, measured on mobile (primary target)
- Optimized image delivery: images must be appropriately formatted (WebP), compressed, sized, and lazy-loaded for mobile performance
- Video optimization: any video content must be appropriately compressed and delivered via CDN or streaming-optimized format (not self-hosted raw files); autoplay video must not block page load
- CDN for static asset delivery
- Minimal third-party script bloat: vendors should audit and justify all external scripts

4.3 Forms & Lead Capture

The website requires functional web forms across multiple pages. Vendors must demonstrate experience building reliable, secure, and integrated form solutions.

- Contact, group inquiry, and newsletter signup forms across relevant pages
- Form validation: client-side and server-side validation to ensure data quality
- Bot protection: implementation of CAPTCHA or equivalent spam and bot prevention on all public-facing forms
- CRM integration: all form submissions must route to Revinate or the designated CRM platform; vendors should confirm integration capability during discovery
- Data governance: form submissions must be handled in compliance with applicable privacy legislation (CASL, PIPEDA)

4.4 SEO & Answer Engine Optimization (AEO)

- Technical SEO best practices: structured data / schema markup, canonical URLs, XML sitemaps, robots.txt
- SEO-friendly URL structures
- Meta title and description management via CMS
- Open Graph and social sharing tags

- Answer Engine Optimization (AEO): site architecture and content structure should be built to support visibility in AI-powered search results (ChatGPT, Google AI Overviews, Perplexity, etc.); this includes clear structured data, concise content blocks, and FAQ schema where appropriate

4.5 Accessibility

- WCAG 2.1 AA compliance across all pages

4.6 Security

- SSL / HTTPS across all sites and subdomains
- OWASP Top 10 mitigations

4.7 Analytics & Tracking

- Google Analytics 4 (or equivalent) implementation
- Conversion event tracking for all booking flows, form submissions, and primary CTAs
- Cross-domain tracking between property pages and parent brand pages

5. Design Requirements & Inspiration

All pages must prioritize mobile-first design with clear visual hierarchies optimized for thumb navigation. The overall aesthetic across the Everwild brand family should feel premium, editorial, and emotionally resonant, not transactional.

Vendors should draw inspiration from the following sites when developing concepts:

Reference Site	Key Design Qualities
Aman (aman.com)	Ultra-minimal and premium; calm whitespace; restrained typography; emotional storytelling through imagery
Proper Hotel (properhotel.com)	Lifestyle hospitality; editorial homepage; excellent mobile UX; simplified booking paths; oversized imagery
Six Senses (sixsenses.com)	Immersive visuals with fast clear navigation; strong booking flow; editorial yet conversion-focused mobile experience
Rosewood Hotels (rosewoodhotels.com)	Destination storytelling; solid UX across hotel, spa, and culinary; clear conversion paths for bookings and dining

5.2 Brand Assets & Design Prototypes

Partial brand assets will be provided to all vendors (logos, color palette). Vendors should indicate in their proposal whether brand guideline development or extension is available as an optional add-on.

Our branding agency is currently developing website design prototypes for the Everwild Wellness home page and property home page. These prototypes will be shared with the selected vendor upon contract award and can serve as the primary design guideline. Vendors should be prepared to execute faithfully to a supplied design direction for these pages.

6. Integration Requirements

The following integrations are required across the Everwild website. Vendors should confirm compatibility with each platform during discovery, or propose appropriate alternatives.

Integration	Property Pages (Canmore & Fernie)	Wellness / Brand Pages
Property Management System: Mews (hotel reservations)	✓	✓
Spa & treatment booking: Try.be	✓	✓
Dining reservations: OpenTable	✓	N/A
E-commerce / gift cards: Heroku	✓	✓
CRM / email marketing: Revinate	✓	✓

7. Proposal Requirements

Please structure your proposal to address the following:

- Agency Overview: company background, team size, and relevant experience in hospitality and wellness web design
- Portfolio & Case Studies: minimum 3 relevant examples; evidence of measurable conversion improvements strongly preferred
- Proposed Approach: discovery process, design methodology, development workflow, QA, and launch strategy
- Platform Recommendation: CMS and hosting recommendation with rationale; address how the architecture will support adding new Everwild property pages without a rebuild
- Deployment & support model: Describe the proposed development, testing, and production environment architecture, deployment approach, release management process, and post-launch ownership transition.
- Mobile UX Strategy: specific approach to closing the mobile conversion gap described in Section 3.2; this is a primary evaluation factor
- Integration Experience: confirm experience with Mews, Try.be, OpenTable, Heroku, and Revinate or describe approach to discovery and integration for each

- Scope & Pricing: itemized by component (brand/wellness pages, Canmore property pages, Fernie property pages); clearly indicate included vs. optional components
- Timeline: proposed project schedule with key milestones from kickoff to launch
- Post-Launch Support: training plan for in-house content team; available retainer or support packages
- References: minimum 2 client references with contact information

8. Evaluation Criteria

Proposals will be evaluated on the following weighted criteria:

Criteria	Weight
Relevant portfolio and demonstrated hospitality/wellness experience	30%
Mobile UX strategy and conversion optimization approach	25%
Technical capability: CMS, integrations, scalability for future properties	20%
Proposed timeline and project management approach	10%
Pricing and overall value	10%
Client references and satisfaction	5%

9. Project Timeline

Milestone	Date
RFP Issue Date	August 18, 2026
Questions Deadline	August 28, 2026
Proposal Deadline	September 2, 2026
Vendor Shortlist Notification	September 4, 2026
Target Site Launch	December 2026

10. Submission Instructions

Please submit your proposal no later than August 28, 2026 to:

Amy Thompson

Director of Marketing

Basecamp Resorts

athompson@basecampresorts.com

Proposals may be submitted as a PDF or Word document.

Questions regarding this RFP must be submitted by August 28, 2026. Responses will be shared with all participating vendors.

Basecamp Resorts reserves the right to accept or reject any proposal, to waive formalities, and to award contracts in whole or in part as determined to be in the best interest of the organization.