



# **REQUEST FOR EXPRESSIONS OF INTEREST**

**MAA-REOI-17-001**

**September 9, 2016**



**FOR THE NON-EXCLUSIVE RIGHT  
TO ESTABLISH AND OPERATE A CONCIERGE  
PASSENGER SERVICES CONCESSION  
AT  
BALTIMORE/WASHINGTON INTERNATIONAL  
THURGOOD MARSHALL AIRPORT**

The Maryland Aviation Administration is a transportation business unit of  
the Maryland Department of Transportation.



## I. INTRODUCTION, PURPOSE & BACKGROUND

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### A. INTRODUCTION

Concierge services have long been one of the best ways to obtain a table at trendy new restaurants or tickets for a sold-out concert. The Maryland Aviation Administration (“MAA”) is interested in exploring a unique business model with interested private sector companies to blend concierge services with services catering specifically to airline passengers and airport patrons at Baltimore /Washington International Thurgood Marshall Airport (“Airport”).

### B. PURPOSE

This request for expressions of interest (“REOI”) seeks to assess interest and determine feasibility for a private sector company to provide concierge services that will enhance the customer experience at the Airport. MAA is receptive to all suggestions, ideas and concepts which would support the Airport’s “Easy come, easy go” motto and provide additional customer-focused services to passengers and patrons at the Airport.

This REOI does not constitute a formal solicitation or procurement by MAA or the State of Maryland. A formal Invitation for Bids or Request for Proposals may be issued as a result of, and subsequent to, this REOI. Responses to this REOI are not offers and cannot be accepted by MAA, or the State of Maryland, to form a binding contract. The information received in response to this REOI will be used by MAA in deciding how to best accommodate the proposed concierge services. This REOI is issued for information gathering purposes only. Responses to this REOI will not be returned.

### C. BACKGROUND

The State of Maryland owns and the MAA operates, manages, and maintains the Airport. In recent years, the Airport has experienced a continuous period of record-breaking growth and expansion. In fiscal year 2016, the total number of passengers served reached 24.7 million, meaning approximately 67,700 people per day used the large hub Airport, an increase of 8.4% over the record set the previous year. The latest data available from fiscal year 2015 indicates that business travelers make up about 35% of the Airport’s total passengers. Approximately 30% of the local passengers are from the Washington, DC area, 47% are

from the Baltimore area and 12% are from Southern Pennsylvania. Most airlines serving the Airport have seen increased traffic, not just Southwest Airlines, the dominant airline at the Airport. Additional food, beverage and retail locations are being developed as the Airport expands the existing facilities in an effort to continue to improve the customer experience and accommodate increased passenger traffic.

The Airport is considered to be one of the major contributors to lodging demand in the surrounding economy. Approximately 15 lodging facilities are located within the Airport's submarket, with more hotels located in the submarket of Arundel Mills Mall and Maryland Live! Casino, just five miles away. The competitive supply of the Airport's lodging market maintains over 2,750 hotel rooms.

The Airport is also located less than 15 miles from downtown Baltimore, and has convenient access to diverse entertainment venues including M&T Bank Stadium, Camden Yards, the Baltimore Convention Center, Horseshoe Casino, and numerous theaters and concert halls. The Airport is connected to Baltimore via numerous highways (I-895, I-395, I-295, I-95) as well as light rail and bus service. Annapolis is less than 25 miles away via I-97, drawing visitors to its harbor, the State capitol, and Naval Academy among other attractions. In addition, Washington D.C. is approximately 40 miles away from the Airport, readily accessible for business and leisure travelers by train, bus, or car.

## **II. PRIMARY OBJECTIVE SUMMARY**

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### **OBJECTIVES**

Interested parties are encouraged to submit an expression of interest to provide concierge services to airline passengers and other Airport users. Such services may include VIP pick-up at gates in restricted areas (e.g., post security checkpoint locations); hassle-free luggage handling; luxury vehicle reservations; hotel accommodation reservations and other dedicated hospitality services. Services may be provided on-demand from leased space in the terminal and/or as a result of arrangements made prior to passengers' arrival at the Airport, but no solicitation is permitted on Airport property. Interested parties are actively encouraged to propose their own ideas and recommendations as well as suggesting financial considerations for concession rights.

MAA envisions the following objectives for the proposed concierge service:

1. To provide a sufficient number of personnel with expertise necessary to manage and operate a demand-driven concierge service for airline passengers and other airport users in a highly professional manner;
2. To ensure representatives, agents and employees have a working knowledge of the Airport and location of various facilities, businesses and agencies at and near the Airport in order that such employees may provide general information;
3. To fairly promote lodging and event facilities near the Airport and in the Baltimore, Annapolis and Washington D.C. Region so as not to limit customers only to certain facilities when providing concierge services; and
4. To maximize concession revenues to MAA.

### III. INSTRUCTIONS & FORMAT OF REOI SUBMISSIONS

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#### A. FORMAT OF REOI SUBMISSION

Responses submitted to this REOI shall be limited to twenty (20) letter-size (8 ½” x 11”) pages in length excluding any supporting material and/or documents. Responses shall be single-spaced, 12-point, Times New Roman font.

Responses submitted by email must be in the form of an attachment as follows:

1. The following file naming convention shall be used:

MAA-REOI-17-001 - Company Name – FirstinitialLastname.doc

**Example:** Jane Doe of ABC Concession, Inc. would name her file:

**MAA-REOI-17-001-ABCConcession-JDoe.pdf**

2. Authorized file format: Adobe Acrobat (pdf).

#### B. REOI SUBMISSION INSTRUCTIONS

Under a brief cover letter, each respondent to this REOI (“Respondent”) shall submit its expression of interest in the format described above. Provide, at minimum, the following:

1. Respondent’s Legal/Registered Name;
2. Respondent’s mailing and physical address(es), business website, phone and fax numbers;

3. Name and title of Respondent's primary point of contact ("Representative");
4. Representative's mailing address, email and phone number;
5. A synopsis of Respondent's background, experience and comprehensive corporate history and a complete and comprehensive narrative description of Respondent's experience in providing concierge services.
6. Respondent's suggestions, ideas and concepts concierge services at the Airport.
7. Any additional information Respondent deems relevant for the MAA to consider.

All costs associated with preparation and delivery of responses to this REOI shall be borne entirely by Respondents. MAA will not compensate Respondents for any expenses incurred as a result of this REOI process. Responses will be received on behalf of MAA by Mr. Morris E. Williams III, Manager, Commercial Business Activities Section, Office of Commercial Management via email at [MAAREOIresponses@bwiairport.com](mailto:MAAREOIresponses@bwiairport.com). Responses may also be delivered in person or mailed to the following address:

Mr. Morris E. Williams III  
Office of Commercial Management  
Maryland Aviation Administration  
P.O. Box 8766  
Third Floor, Terminal Building  
BWI Airport, MD 21240-0766

**Note: If sending by courier (e.g. FedEx, UPS), omit the P.O. Box above.**

All submissions received in response to this REOI may be considered public information pursuant to the Maryland Public Information Act and may be potentially subject to disclosure pursuant to General Provisions Code Ann. Section 4-101, *et seq.*

**All submissions must be received by the MAA  
no later than 4:00 p.m. (local time) on September 30, 2016.**