

Case-410559 RFP for United Kingdom, Ireland & Scotland Tourism Marketing Representative

QUESTIONS & ANSWERS

- A. Please advise budget per annum
 - a. Budget is legislatively appropriated on an annual basis. The fiscal year begins on 10/1/2024 and budget will be allocated around that time.

- B. Is there a percentage increase per annum on the management fee?
 - a. The price needs to be held firm for the term of the award. If there is an adjustment in the services between years, then the value of the contract may change.

- C. What percentage is split between travel trade, public relations, and consumer activity?
 - a. Marketing plan is developed with awardee based on strategic goals and available budget.

- D. What are the main areas of the State that work with the international markets?
 - a. We promote the entire state from an international perspective.

- E. Do you like hosting influencers on media trips?
 - a. For discussion with the awardee selected. We have in the past, however, whether we do so in the future will be based on parameters developed by client and agency.

- F. Do you prefer group media trips vs individual?
 - a. We do both

- G. What, if any, budget is allocated to Brand USA, within an LOA account?
 - a. See answer under question "A" as budget is determined based on available opportunities with Brand USA.

- H. Our company has three years of specific American destination experience and a total of 20 years of overall destination experience. In addition, our team includes members with extensive US product experience. Given these qualifications, would we be eligible for consideration?
 - a. We are looking for an agency with solid international market experience versus domestic. In-country agency is requested.

- I. Could you kindly provide guidance or a general outline regarding the anticipated marketing spend that has been allocated for the UK, Ireland & Scotland?
 - a. See question "A"

- J. Could you advise whether you are currently represented in the UK? If so, how many people are assigned to your account?
 - a. Yes, we have over a decade of representation in the UK market.