

MICHIGAN ECONOMIC DEVELOPMENT CORPORATION
United Kingdom, Ireland & Scotland Tourism Marketing
Representative RFP
RFP-CASE-419928

Questions & Answers

1. I saw this opportunity come through today and I am curious if there is a photography component to the work? I have a diverse collection of Michigan landscape and tourism photos throughout the state. I would also be interested in shooting new content specific to this initiative to highlight Michigan's beauty to tourists abroad. **Photography capture is not part of this RFP. We use existing assets used within the domestic Pure Michigan campaign.**
2. We were aware of the RFP published last June 2024 for Tourism Marketing Representation in the UK, Scotland and Ireland. A new RFP has been released this month: United Kingdom, Ireland & Scotland Tourism Marketing Representative RFP-CASE-419928. Can you please clarify if this is a re-tender process? **RFP has been re-issued.**
3. 'Travel Journalists': on page 6, point 4. Identifying and engaging travel journalists to attend FAM tours. Does this refer to travel trade and/or consumer media? **Journalist recommendations should be based on accomplishing our goals of inspiring UK travelers to consider Michigan as their ideal travel destination.**
4. 'Media': on page 6, point 6. *Securing appointments with top tour operators and media.* Again, does this refer to travel trade and/or consumer media? **Both**
5. Budget: what is the expected annual budget for trade and consumer marketing activities and activations? **Budget is established annually. The Fiscal Year 2024 budget allocated was \$250,000 includes fee and marketing activities.**
6. What expectations do you have for an agency partner to influence the development of products and routes to increase inbound travel (e.g., trade packages, flights/airport partnerships, new community engagement ideas etc.)? **Not part of this contract however the agency may be asked to assist if an opportunity arises.**
7. What has worked well with your international agency partnerships in recent years? And what could work better? **Based on objectives outlined in RFP.**
8. Within the target markets, what traveller groups/personas are you already targeting, and which would you like to grow? **Target personas are established for the Pure Michigan campaign efforts. We'd like all targets to grow and will review during onboarding meeting.**

9. Why is Scotland such an important market for MEDC? **Travel Michigan engages Scotland since our efforts have identified potential travelers in that market interested in Michigan.**
10. What are your arrival targets from UK/I from 25-28? **Anticipate a continual recovery in the UK market for Michigan that will extend through 2028.**
11. Are there any budget parameters you can disclose from either a fee or marketing spend perspective? **TBD based on bids and budget allocations.**
12. With Delta and their joint owned airlines/skyteam members as key partners are there any joint initiatives that have been successful in increasing pax numbers? **We haven't had a partnership with Delta.**
13. Do you have a specific target to increase airlift or frequency of flights from the UK and Ireland and if so, what are the barriers to achieving this? **Airlift is based on demand and this is the focus of this RFP.**
14. What brand positioning has resonated best with UK/Ireland markets? **The Pure Michigan campaign continues to resonate with the UK audience.**
15. How would you weight focus between UK and Ireland and Scotland in terms of budget for promotions and team time? **Agency awarded would need to provide a recommendation based on weighting the various market potential.**
16. How do your international agencies collaborate currently with each other to align on outreach, best practice and objectives etc.? **Our agencies work closely on our international efforts and orchestrating key collaborative FAM trips, if feasible.**
17. Are the trade and PR agreements with BUSA already set for the coming year or is there room to collaborate further for the UK & Irish markets? **Agency awarded would be part of the conversation.**
18. Approximately how many group and individual media FAMs do you execute annually and how have you determined Michigan destinations in the past? With the media landscape having changed so dramatically in the last 3 years are there any titles on your wish list who have not visited since the pandemic and are you able to share which influencers have been in the last 2 years and if you have budget for paid partnerships? **Typically, 1-2 group and 15-20 individual media visiting in summer and fall.**
19. The RFP stipulates that the agency must possess extensive knowledge of the Michigan leisure travel market - how much of this criterion is about understanding the UK and Ireland consumer and trade market vs actually having personal knowledge of the destination which of course would come with completing a travel agent training course and fast onboarding fam trips? **Would need to understand both to market Michigan appropriately.**
20. Which US destinations would you consider a conflict of interest? **N/A**

21. In the "Qualification" criteria you talk of needing 5 years' experience representing US destinations in UK and Ireland (we include Scotland as UK), how rigid is this length of time if all other criteria exceed expectations and the agency has many more than 5 years in the UK representation market for non-US destinations. **For consideration with the Joint Evaluation Committee as experience is over 5 years in the travel segment.**
22. Technical proposal - here you talk of needing a certificate of good standing from the Michigan Department of Licensing and Regulatory Affairs that is dated within 90 days of submission of our proposal - does this mean you are only looking for UK Partners who have this and worked for the State previously? **A Michigan Department of Licensing and Regulatory Affairs certificate of good standing can be obtained at any time prior to the submission of the proposal and such certificate does not require previous experience of working in Michigan.**
23. What percentage of the bid success depend on "best value" vs best proposal? **Refer to evaluation criteria outlined in RFP.**
24. How important is DEI and sustainability in your agency choice - both in terms of our own business values and experience but also your key messaging? **DEI and sustainability are contributing and ongoing elements of our campaign efforts.**
25. What are your key criteria for a winning agency relationship? **Refer to the RFP scope of work.**
26. What have been the biggest challenges in the UK/I market post pandemic? **Moving from recovery to expansion.**
27. What do you believe are the top five reasons our source market chooses Michigan? **Premiere four season destination with unique city experiences and outdoor adventure.**
28. Are you able to share some "hidden gems" of experiences you would like to see more extensively featured in tour operator offerings and media coverage? **Our goal is to further expand visibility of Michigan travel product within the tour operator and media coverage.**
29. When was the last time you conducted any consumer research in the UK/I and are you able to share this? **Annual international research is secured.**