

The following are answers to questions Brand USA has received to the RFP for National Impact Study 2016.

Thanks to everyone who submitted questions regarding Brand USA's RFP for translation services. Since many of the questions posed were similar, we have condensed and edited queries. Company names have been removed. If the answer to the question is already in the RFP, or if we were unable to understand a question, we did not provide an answer.

Q: Scope: could we get a sense of budget and timing for this engagement?

A: We perform this study annually, and typically receive the results in April/March.

Q: Market Share analysis: is this the US share of global vacation travels? Also, do you have a particular source in mind for this phase that perhaps you have used before or are you looking for our recommendations for sources? Is there an appetite for primary research to supplement (or replace) secondary research sources?

A: No, this study deals with the US share of total global travel, not just leisure travel. The vendor is expected to source any non-Brand USA provided data independently, all of which is secondary. The vendor will not be asked to perform any primary research. We have a number of sources that feed into this study. Some are our own proprietary, custom (primary) research findings, and some are secondary sources that will need to be provided by the vendor.

Q: Econometric Modeling: thinking about the type of inputs we'd need, are you able to get weekly breakdown of your marketing tactics on each market over the past 2-3 years? Assuming the dependent variable would be the number of visits (or spend), could we get the visits from the key countries into the US as well as break down by type of visitors, new vs. repeat etc. Finally, do you have information on the planning window? These are very specific questions but it helps us understand what data will be available vs. what we might need to research separately (e.g. through primary research)

A: Yes, Brand USA will provide detailed information about the marketing tactics we have performed in each market over the past 2-3 years. Yes, Brand USA will provide all of the primary research data (number of visits, amount of spend, planning window data, new vs. repeat visitors, etc.) a vendor would need as inputs. The data a vendor would need to provide is all secondary in nature (such as currency fluctuation/exchange rates, etc.). The vendor will be expected to utilize NTTO data, which is publicly available.

