

The following are answers to questions Brand USA has received to the RFP for Travel Marketing and Public Relations Services in Australia and New Zealand 2017.

Thanks to everyone who submitted questions regarding Brand USA's RFP for travel marketing and public relations 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: Do you have specific growth targets for visitation and spend in the USA from Australia and New Zealand?**

**A:** While we will look to the Representation firm to determine metrics for success of programs executed in market, Brand USA does have a metrics plan in place based on the customer journey and expects the metrics to align and/or support these topline metrics. The Representation firm will recommend metrics and Brand USA will approve. Please see Brand USA's business plans for more information (available on TheBrandUSA.com).

**Q: Are you willing to share results and Return on Investment (ROI) from your current Travel Marketing and Public Relations efforts in the Australian and New Zealand markets?**

**A:** Brand USA reports Return on Investment on a macro-level basis and not on a per-market basis.

**Q: You identify a maximum budget of USD \$925,000 per fiscal year. Do you have a preferred budget split between Australia and New Zealand and/or initiative (i.e. travel trade budget versus PR and consumer marketing support budget)?**

**A:** We are looking to your recommendations on the best way to allocate resources – financial and labor – to achieve Brand USA's goal of increasing visitation from Australia and New Zealand and will evaluate each proposal accordingly.

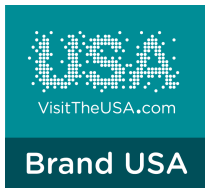
**Q: You mention Tour Operator Advisory Boards. Does such a Board exist in Australia and New Zealand? We note that the Visit USA Committee New Zealand appears to be inactive. Would it be part of our scope of work to reactivate this association?**

**A:** International representation firms for Brand USA work with Visit USA committees in market under the direction of Brand USA personnel in Washington, DC. It is not the representation firm's role to create or activate the committees themselves.

**Q: With what frequency do you currently distribute press releases and information to trade and consumer media in Australia and New Zealand?**

**A:** Brand USA would like your organization to make recommendations regarding frequency and content of press releases to trade and consumer media under the direction of Brand USA personnel in Washington, DC.





**Q: We note the term of the contract is 12-months, with the option to renew the agreement on similar terms. Can you clarify if there are limits on the length of renewal of this agreement, and the length of previous agreements for Travel Marketing and Public Relations services in the Australian and New Zealand markets?**

**A:** The re-compete date for the Australia and New Zealand Travel Marketing and Public Relations Services will be in 2020.

**Q: We note that the Submission Deliverables & Schedule outlined on pages 13 and 14 of the RFP document do *not* include a detailed Scope of Work, yet the Proposal Evaluation Criteria (Attachment 3) includes Scope of Work as one of the criteria, with a maximum 20 points allocated. Can you please clarify whether you expect proposals to include a Scope of Work for Travel Marketing and Public Relations services in the Australian and New Zealand markets?**

**A:** You must submit a detailed marketing plan according to the scope of work provided.

