

Brand USA Travel Marketing Services in Italy & Spain RFP

The following are answers to questions Brand USA has received to the RFP for Travel Marketing Services in Italy and Spain.

Thanks to everyone who submitted questions regarding Brand USA's RFP for Travel Marketing Services in Italy and Spain. 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: As reported in RFP, Brand USA is seeking a travel marketing representation firm to represent its travel trade interests in Italy and Spain. Is there a country of reference between Italy & Spain Brand USA will prefer as a base for the appointed firm? And does Brand USA prefer the strategic director be strategic director based in Italy or in Spain?

A: Brand USA prefers the strategic director to be based in Italy.

Q: What are Brand USA's interests and priorities between the two markets in terms of percentage allocation of strategic efforts, resources, and budget?

A: Brand USA is looking at your organization to determine the best allocation of strategic focus, budget, and resources.

Q: In case the travel marketing representation firm and the designed strategic director decide to cooperate with an affiliated travel trade firm in Italy or Spain to guarantee Brand USA a continuous presence in both countries and this firm is belonging to the same international network, would this be considered a subcontractor?

A: An affiliated company may be a sub-contractor.

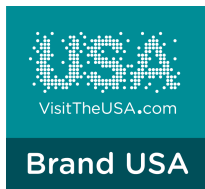
Q: Please confirm the total budget for the management fees + staff support in activations is \$300,000 USD + \$300,000 USD for third-party marketing activities, for a total of \$600,000 USD investment for Italy and Spain?

A: Brand USA will fund the contract for Italy and Spain to a maximum budget of \$300,000 USD per fiscal year.

The budget includes the following: Management fees and staff support for travel trade initiatives and activations for travel trade activities, plus administrative expenses. Any third-party marketing activity costs are not included in the annual market budget allocation.

Third-party marketing activities are not included in this total. The budget for marketing activity costs is to be determined based on final marketing plan and priorities agreed upon with the selected firm.





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Q: Are the financial statements + attachment 4 (budget form & staffing form) part of the maximum 30 page proposal or will these be delivered separately within the RFP

A: These documents are in addition to the 30 page maximum proposal.

Q: Where can we find the USA Discovery platform? Is there any way we can see it?

A: You can find the global version (in English) of this program at www.usadiscoveryprogram.com. Please note: There are in-language versions of this training program in key markets.

Q: The proposal is to be presented jointly or is it possible to present them individually?

A: Brand USA requires a joint proposal.

Q: Will there be a single contract for Italy and Spain or it will be divided into two independent contracts?

A: The contract is for both markets of Italy and Spain.

Q: If we wanted to proceed with a joint venture (Italian based + Spanish based agencies) how should we submit our intent to bid?

A: The purpose of this RFP is to identify the appropriate travel trade marketing representation firm to represent Brand USA's travel trade interests in Italy and Spain. The bid must come from one agency that is able to service both markets.

Q: Regarding invoicing, what is Brand USA's policy in the event two agencies bid as joint venture?

A: Brand USA will select one agency to represent both markets. Invoicing will need to come from one agency even if the selected firm is a joint venture.

