



RFP for Travel Marketing Services in Germany, Austria, and Switzerland Q & A

The following are answers to questions Brand USA has received to the RFP for Travel Marketing Services for Germany, Austria, and Switzerland.

Thanks to everyone who submitted questions regarding Brand USA's RFP for Travel Marketing Services for Germany, Austria, and Switzerland. 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: You mentioned on page 8/budget form and Attachment 5, which is not included or marked in the document. Please send this.

A: Please see page 17 of the RFP, Attachment 4 instead of 5. We apologize for the error.

Q: Page 10 explains the submission deliverables. A strategic plan and concept is not requested, but on page 6/7 you ask for a marketing proposal and scope of work. This component is evaluated with 20% as criteria in the evaluation. Does this mean that a marketing proposal should be part of the submission deliverables?

A: Yes, a marketing proposal/work plan should be included in your submission.

