



Answers to Questions Received for Brand USA's Itinerary Planner RFP

The following are answers to questions received for Brand USA's Itinerary Planner RFP, issued January 11, 2017.

Please note: We have condensed and edited the questions received for space, or clarity. In addition, we have removed company names and other identifying information of those who posed questions.

1. You've mentioned in the RFP that iframing will not be an acceptable solution. There are a few questions that arise from this, namely...
 - a. Will the code base reside on VisitTheUSA.com servers?
 - b. Will database regarding POIs reside on VisitTheUSA.com servers?

Answer: The code base does not have to reside on our servers, but could. Propose the best possible solution. In either case, your company would retain intellectual property rights, as we would be a licensee.

2. Is the existing content that is available on the VisitTheUSA.com site available in the form of rest APIs? If yes, which part of this content needs to flow through the itinerary planner, if any?

Answer: We will connect you with our digital agency to discuss "rest APIs." It may help to know that the sites are built in Drupal 8. As to the content, ideally, we'd like to use as many of our images, articles and videos – as possible. If this can't be accomplished initially, we would eventually like to work toward this goal.

3. Where will the user created itineraries reside? If they reside on TheBrandUSA servers, how will user data be handled? Does this then require user account management functionality (ex login, itinerary management, encryption)

Answer: Propose the best possible solution. (We do not wish to require user accounts).

4. If the itinerary planner includes licenses from multiple other third party services for various content (examples: POI data, directions, routes), will TheBrandUSA accept such a solution?

Answer: As long as you have a pass-through license to that content for all of our international markets.

5. Will TheBrandUSA be willing to provide attributions to the solution provider and its content licensing partners?

Answer: This is possibility, depending on the benefit.

6. Will there be a requirement for Mobile Apps (iOS and Android)?

Answer: We are not asking for you to build an app – but - the solution must be responsive (like our websites).

7. Would it be possible to indicate a range for the budget, since different variations of solutions could be envisioned?

Answer: Feel free to offer variations with different pricing models.

