



Answers to Questions Received for
Host City for 2019 U.S.-China
Tourism Leadership Summit

The following are answers to questions received regarding Brand USA's 2019 U.S.-China Tourism Leadership Summit RFP.

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

Q: Who should be the lead on the proposal: host property or CVB?

A: The host destination, which is generally a convention and visitors bureau, should be the lead on the proposal.

Q: Is this bid just for U.S. locations, or is China included as well?

A: The RFP is to select a city and/or city-state combination in the United States only to host the U.S.-China Tourism Leadership Summit in 2019.

Q: What U.S. cities have hosted this Summit in the past?

A: Previous Summits have been held in:

- Charlotte, North Carolina (2007)
- Shanghai, China (2008)
- Orlando, Florida (2009)
- Nanjing, China (2010)
- Kona, Hawaii (2011)
- Qingdao, China (2012)
- Chicago, Illinois (2013)
- Xiamen, China (2014)
- Los Angeles, California (2015)
- Ningxia, China (2016)
- Atlanta, Georgia (2017)
- Hangzhou, China (2018)*

*Scheduled

Q: Is there a specific geographic rotation of the meetings in the US?

A: There is not a specific geographic rotation of the meetings in the United States. We are looking for destinations that can meet the criteria defined in the RFP.

Q: Are there preferred dates in September for the Summit? Is there a preferred date pattern? Is the date of the 2019 summit flexible? Can bidders submit multiple date options? For how many nights is the hotel stay?

A: The ultimate dates for the summit will be determined between Brand USA and the host city, in consultation with our Chinese counterparts. At this point the dates for 2019 are flexible, and bidders may propose multiple date options and/or a target week or two. The proposed date does not necessarily have to be in September, but this is the preferred month.

See below for a sample summit agenda.

Q: How much of the cost of the summit is covered by Brand USA and how much by the host destination(s)? Is the host destination expected to cover costs such as hotel rooms, F&B, airfare, and ground transportation?

A: Brand USA will evaluate the proposals based on the ability of the host destination to cover as much of these items as possible—whether through budgets, sponsorships, and/or in-kind contributions:

- Meeting space for 175-230 participants from China and the United States (including space for staging and rear-view projection)
- International airport needs, including VIP arrival
- Ground transportation, including airport transfers
- Lodging
- Meeting and reception facilities
- Evening events
- Daily meals and refreshments
- Networking tours
- Signage
- Other elements associated with hosting an important international meeting

Q: How specific should the budget be?

A: As specific as possible. At a minimum, the RFP committee will hope to see estimates of costs for ground transportation, including airport transfers; room block; meeting space; evening events, including entertainment; F&B; fam tours; etc. It will also be helpful to detail to the extent possible amounts expected to be directly outlaid by the host destination, potential sponsors of elements of the visit, and in-kind partnerships such as venue space, transportation, entertainment, F&B, etc.

Q: Do the planners prefer a comprehensive meeting planner price per person, or a budget breakdown based on cost per item/service?

A: Bidders may prepare the budget however they see fit, however a budget breakdown based on cost per item/service is likely the better approach.

Q: Is it acceptable to use multiple hotel properties, especially if multiple brands have combined into a single, dynamic space?

A: Yes. However, the logistics should be kept as simple as possible.

Q: What is the general number of attendees that attend each portion of the Summit? What is the composition of the delegates, public sector vs private sector, for both the United States and China? What percentage of attendees speak fluent English?

A: In general, the summit will welcome between 175-230 participants, of which approximately 75-100 will be from China and the remainder from the United States. The majority of the Chinese delegation is comprised of public sector participants at the national and provincial level and also includes key corporate executives. The majority of the U.S. delegation is comprised of private sector representatives from DMOs, lodging, communications, and academia and also includes key federal partners. The delegate directory from 2017 may be found here: <https://thebrandusa.app.box.com/s/rh8356pzk4q7eho6it8jue83c4s405gt>.

In general, the Chinese attendees do not speak fluent English, and interpretation considerations should be made throughout the summit.

Q: Can you provide clarification on the hotel meeting space needs, including for receptions, meetings, meals, and VIPs? Can you also provide a more detailed agenda with room sizes and timelines for each day?

A: The following is tentative and based on past years. However, it is subject to changes as the specific agenda and protocol develop and as we collaborate with host destination:

- *Day 1: Brand USA production staff arrive*
 - Limited number of staff rooms check-in.
 - Brand USA production office opens.
 - Access to event rooms for walk-throughs.
- *Day 3: U.S. attendees arrive*
 - U.S. attendees check into rooms, including limited number of VIP suites.
 - Potential reception space at hotel or elsewhere in city to accommodate 50-100.
- *Day 4: U.S. delegate day; Chinese attendees arrive; opening event*
 - Full day conference program. Meeting room to seat 150. Separate lunch room to seat 150.
 - Chinese attendees arrive, including VIP plane pickup and airport transfers.
 - Chinese attendees check into rooms, including limited number of VIP suites.
 - Private meeting rooms to accommodate 15-20 people.
 - Evening event for 200 people with food, beverage, and entertainment. Ideally at impressive attraction or venue, often a seated dinner but not necessarily, and showcasing feel of the place.
- *Day 5: Plenary day; night #2 event*
 - Plenary day: Full day conference program. Meeting room to seat 200-250. Separate dining room to seat 200-250.
 - Private meeting rooms to accommodate 15-20 people.
 - Evening event for 200+ people with food, beverage, and entertainment. Ideally at impressive attraction or venue, often a seated dinner but not necessarily, and showcasing feel of the place.
- *Day 6: Fam tour day*
 - U.S. attendees check out minus key Brand USA staff.
 - Chinese participants tour city/state/region, including meals.
 - Potential VIP fam tour to include special itinerary/access.
 - Closing event for 75-100 people with food, beverage, and entertainment. Ideally at impressive attraction or venue, often a seated dinner but not necessarily, and showcasing feel of the place.
- *Day 7: Fam tour day #2 or Chinese depart*

All hotel spaces should be prepared to accommodate the tastes and preferences of Chinese guests.

Q: What are the room night needs for the summit?

A: In general, the summit will welcome between 175-230 participants, of which approximately 75-100 will be from China and the remainder from the United States. We project that approximately 90 percent of attendees will not be from the host destination and will make use of the host hotel(s). Please consult the sample schedule above and note that the visiting U.S. delegation will stay three nights (e.g., days 3-6) and the Chinese delegation will stay three nights (e.g. days 4-7).

In addition, the organizers require two VIP suites of similar size and between six and 10 comparably sized, regular suites.

Q: Do most of the attendees travel on the same schedule, fly into the airport at the same time?

A: Generally, most U.S. participants will arrive on one day and most Chinese participants will arrive the following day. Not everyone will be on the same schedule, but typically there will be a couple of key flights that have most of the arriving Chinese guests.

Q: Do attendees prefer dining experiences in restaurants or meeting spaces?

A: During the summit itself, attendees will eat breakfast and lunch at the host venue during the summit meetings. For evening events and fam tours, attendees prefer to dine in hosted venues that represent the host destination well and are able to accommodate Chinese preferences. Whatever the host destination believes will best entice attendees from a culinary/entertainment perspective will suffice for dining options outside of the summit meetings. During fam tour days, cultural etiquette calls for breakfast to be provided to Chinese attendees.

Is there interest in planned pre and post FAM activities and, if so, how many attendees usually participate? What type of tours have you had in the past?

A: We expect the host destination to put together 1-2 days of fam tours for the Chinese participants as well as some host city and Brand USA staff. The number and length of fam tours will be determined through dialogue with the Chinese and will factor in time restrictions on their side. Some destinations have chosen to conduct a VIP fam tour and general fam tours. Typically, all Chinese attendees will participate in the fams, which should showcase the best of the host destination and perhaps surrounding region (subject to time availability).

Q: We submit electronic bids, is this sufficient for the delivery of the proposal?

A: Yes.

Q: Can you expand or define more what you are asking regarding disclosure of conflicts of interest (under minimum requirements letter D)?

A: Conflicts of interest are likely to be limited for this RFP. An example of what might constitute a conflict of interest that needs to be disclosed is a bidding destination that is also represented on Brand USA's board. If representatives of a bidding destination are active in other industry groups, such as the U.S. Travel Association, this would not constitute a conflict of interest.

Q: Can we get a point of contact/client name?

A: Currently, the point of contact for all RFP-related matters is RFPAdmin@thebrandusa.com. Once the successful bidder is identified, the summit team from Brand USA will work with the appointed team at the host destination.

Q: What is the decision-making process, including the final site selection?

A: We will select the host city based on the merits of the proposal against the criteria listed in the RFP.