

REQUEST FOR PROPOSALS

Tourism Representation Services for United Kingdom

Questions and Answers

Makes reference to increasing numbers of Chinese visitors to New York State. Can we assume this is an error and that the responsibility and objective is to increase visitors from the United Kingdom?

Yes, for the UK only.

Also with this point, can you advise what metrics are currently in place to measure such visitations?

We expect these to be identified and or established by the vendor.

Bullet point three makes mention of market segments in the UK and Germany. Can we assume this is an error and that the requirement is for the United Kingdom only?

Yes, for the UK only.

Please could you provide a definition of what is meant by “Designated Area”.

The “designated area” in the RFP refers to the United Kingdom.

There appears to be no mention of consumer PR. Is this an element you would like us to include?

Yes, we consider PR and sales to be a part of marketing

Please could we request a copy of the ‘I Love New York’ brand guidelines?

Yes they are now attached

What is deemed a U.S. competing destination? Please explain in more detail and if possible provide an example and does this include Canada?

We consider a competing destination to be all East Coast States from Florida to Canada plus Illinois.

What are the key performance indicators (KPI's) that you are familiar with and/or have used in the past? (ii) How do you measure the success of your existing representation agency given UK visitors can arrive into New York City or other gateways within close proximity such as Montreal, Toronto and Philadelphia?

We measure the success in many ways including:

- A. International arrivals to upstate airports
- B. Number and variety of new products introduced
- C. Reports on passengers delivered as provided by tour operator marketing partners

D. Value and variety of media coverage

E. Buy-in to marketing activities by New York State destinations and attractions

Please may we have a copy of the I LOVE NEW YORK brand guidelines?

Yes, they are attached

In this section you refer to the marketing plan aimed at market segments in UK and Germany. Is this correct as the title of the RFP refers to UK only?

Yes, for the UK only.

Does New York State Division of Tourism cover the costs for flights, accommodation and transportation for all tour operator and trade media familiarization trips? Or does this need to be budgeted within the \$250,000?

Needs to be budgeted within the \$250,000

Does the total \$250,000 budget remain the same for all 5 years or is it subject to review every year and therefore can increase or decrease accordingly?

It can never exceed \$250,000

Adopting and adhering to I LOVE NEW YORK brand guidelines – can you please supply us with a set of these guideline?

Yes

Could you please advise us on the identities of your statewide advertising agency and PR firm?

PR Agency: Finn Partners

Advertising Agency: BBDO

PR – it is our understanding that the RFP is limited to only travel trade media? Can you please confirm that this is a correct understanding and that there is no requirement for any consumer PR deliverables?

In view of limited resources, we have focused on trade only, however you may decide if consumer should be included.

Can you please confirm that by United Kingdom, the RFP does NOT include the Republic of Ireland within its territorial scope?

It is for England, Scotland and Ireland

Can you please advise if there are any preferences (Word or PowerPoint, Landscape or Portrait layout, A4 or Letter size)?

No preference.

Can you please advise if there are any eco-related restrictions or limitations (paper type and quality, B&W or color printing, binding etc...)

None.