

REQUEST FOR PROPOSALS # 22-6144

Tourism Representation Services for the United Kingdom

Questions and Answers

Question: Is there an incumbent that is currently active?

Answer: No. The most recent contract expired March 31, 2022.

Question: May we have access to your 2019 year-end report to enable us to bid from a level playing field and analyze the activities undertaken?

Answer: No

Question: What trade shows do you usually exhibit at in the UK and plan to over the next 4 years?

Answer: We are looking for recommendations on shows in which we should exhibit, regardless of past activity.

Question: Are the MICE, Cruise, and/or LBGTW markets included in the remit?

Answer: LGBT

Question: Can we have a list of the 2019 tour operators that you work with?

Answer: No

Question: Does and will New York State participate in the Brand USA campaign and activities in the UK?

Answer: Yes

Question: Is Eire/ Ireland included in the RFP or just Northern Ireland?

Answer: Both

Question: Please confirm whether this RFP is to cover Tourism Representation Services for the United Kingdom and Ireland?

Answer: All of Ireland

Question: Is a full-time person dedicated to NYS required?

Answer: This is to be determined by proposing company.

Question: Please define which parties are considered competitive/competing destinations with NYS's tourism and business development interests?

Answer: We are seeking a company with the capability to determine this.

Question: How do you see the % split between trade representation, trade PR, consumer PR and consumer marketing?

Answer: We are expecting recommendations based on the expertise of proposing company.

Question: Do you have a separate contract for Tourism PR services for the United Kingdom?

Answer: No

Question: What are the expected deliverables under PR services e.g. number of media visits/fams, press releases, pitches, consumer media v trade media, profiling, media events?

Answer: We are expecting recommendations based on the expertise of proposing company.

Question: For PR, can you give examples of expected AVE and reach/circulation per year?

Answer: No

Question: Please give examples of what has worked well in the past.

Answer: We are seeking a company with the capability to determine this.

Question: Why is this RFP being made at this time?

Answer: The current contract expired March 31, 2022.

Question: Please confirm whether budget for Year 1 should run from July or August 2022 through to year end 31st March 2023, so for 7 or 8 months only?

Answer: Year one budget should be submitted for a full calendar year (eg. August 2022 - July 2023).

Question: Please confirm that all submissions can be made electronically and that no hard copies are required?

Answer: Submission of Proposal (and documents related to proposal) can be submitted electronically.