

## REQUEST FOR PROPOSALS # 22-6149

### Tourism Representation Services for Canada

#### Questions and Answers

**Question:** Can companies outside of the United States of America (USA) apply for this?

**Answer:** RFP is for companies based in Canada only.

**Question:** Will the company need to travel to the United States for meetings?

**Answer:** This will be required on occasion.

**Question:** Can tasks (related to the RFP) be performed outside of the USA?

**Answer:** The RFP specifies where the tasks are to be performed.

**Question:** Can proposals be submitted via email?

**Answer:** Yes

**Question:** Does NYSDDED require a hard copy of the page 2 of the RFP "mailed" or can that page be emailed?

**Answer:** Emailed only is acceptable.

**Question:** Do you currently have a media clipping service that could be extended for use in Canada?

**Answer:** No

**Question:** What social and e-platforms has NYSDDED been communicating predominantly on?

**Answer:** Active- Facebook, Instagram, Twitter, YouTube  
Unattended, but live- Tripadvisor, Pinterest  
Introducing- TikTok

**Question:** Does IloveNY.com have a Canada landing page or social media platform specific for the Canadian market?

**Answer:** No

**Question:** Does NYSDDED issue collateral via a Canadian distribution center?

**Answer:** Collateral has been distributed.

**Question:** Can you advise the amount of collateral distributed in Canada over the past 3 years?

**Answer:** We will not report on the amount.

**Question:** Can you share the latest Canadian visitation numbers and spend?

**Answer:** We are seeking proposals from companies with the capability to determine this on their own.

**Question:** Does NYSDDED subscribe to any research for the Canadian market?

**Answer:** No

**Question:** Which destinations does NYSDDED consider to be their top competitors?

**Answer:** We are seeking proposals from companies with the capability to determine this on their own.

**Question:** Can you share any current economic forecasts from 2019 to present, specifically as it relates to Canada?

**Answer:** We are seeking proposals from companies with the capability to determine this on their own.

**Question:** Can you provide an updated list of NYSDDED partners represented in Canada?

**Answer:** No

**Question:** What is the expected percentage allocation of funds to the following line items in the budget- Communications/Public Relations? Travel Product Development? Retainer?

**Answer:** We are looking for recommendation based on the expertise and experience of companies responding to the RFP.

**Question:** Does DED/iloveNY.com have an online training module for trade?

**Answer:** No

**Question:** Can NYSDDED brand guidelines be sent in reference to the preparation of this RFP?

**Answer:** Brand Guidelines are for use of the I LOVE NEW YORK logo. These will be shared with selected company.