

## China RFP - Q/A

1. In addition to the minimal requirements, what other financial statements may be submitted?

The minimal requirements for submission include:

- Income Statement; and
- Balance Sheet

You may include any other documents to prove your agencies solvency and liquidity.

2. Could you please define what constitutes “a full-service tourism marketing agency”?

As it pertains to this RFP, a “full service tourism marketing agency” is defined by an agency offering services defined on page(s) 7 & 8 under the Current Structure section.

3. Are there any limitations or restrictions for potential subcontractors? If so, could you please specify?

All provisions for use of any subcontractor are listed in Section 8.2 on page(s) 13 & 14.

4. On page 14 of the RFP document, it refers to Current and Past client list – could you please clarify the size and scope of the required list (minimum requirement)?

As it pertains to this RFP, please include a list of current and past travel and tourism clients your agency has represented for the past 24 months (2019 – 2021)

5. In relation to the PR strategies mentioned in the RFP; please elaborate on what forms of broadcast media are required/preferred?

We are depending on your market expertise and recommendations to be included in your written proposal.

6. Who are your travel partners in China or who have been partners in the past?

Over the years, Visit California has worked with many endemic and non-endemic partners in China. Please recommend potential travel partners as part of your written proposal.

7. Must the video be shot in English? Or is it okay to subtitle the video? Do subcontractors also need to be featured?

Video can be shot in English or subtitled if you choose. The video can be shot low tech on iPhone/mobile device. The video should include any staff or contractor(s) that you are recommending work on the Visit California account.

8. It mentions that the proposer needs to be able to store and maintain adequate amounts of Visit California collateral and promotional items. Can you estimate how much space is required at minimum?

The amount of promotional and collateral varies by need. Traditionally, collateral is 1,000-2,500 pieces of brochures and promotional items varies in size/timing (depending on events and in-market needs) but could be 10+ boxes.

9. General Questions: Is there a word limit for each response?

No there are no limit to responses, however, please try to keep entire proposal to 30 pages or less.

10. What tradeshows does Visit California currently attend or have attended in previous years?

Please include in your written proposal and projected budget the number of tradeshows you would recommend.

11. Do you have an anticipated number of trade, influencer, and media FAM trips and/or attendees in the 12-month period from the China market? What number have been conducted (pre COVID-19) from other global markets for context?

Please include in your written proposal and projected budget the number of Media FAMs you would recommend. Additional information on past programs can be found at [industry.VisitCalifornia.com](http://industry.VisitCalifornia.com)

12. Would the coordination of media receptions and special events receive an additional budget since those have yet to be determined, or should we include our recommendation in our proposal?

No, there is no additional budget for media receptions and special events. The two funding levels listed on Page 16 represents the retainer and all activations based on a 12-month period of activity.

13. Please expand on the type of 'website updates' that are expected? 5. Please confirm the 'media portal' is [cn.media.visitcalifornia.com/](http://cn.media.visitcalifornia.com/)? What maintenance is expected beyond posting of news in the press room?

As we add new content - articles, initiatives, and campaigns - we have the local team translate and update as needed. Throughout the year, we add and update content on a fairly regular basis that we rely on the in-market team to review and update.

We have a third-party vendor that maintains all the global sites for maintenance needs.

14. Is the 'most wanted' media list to combine trade and leisure media?

We would like (2) separate lists - one for trade and one for consumer media/influencers.

15. Does Visit California use an online platform for the agency to develop and maintain the electronic media database?

Yes, we have a platform for media needs - Airtable.

16. Does Visit California own a consumer database for the agency to grow, or would the agency need to develop a new database?

Visit California in China owns two major social accounts - Weibo and WeChat, with over 350,000 followers. We view the fanbase on social as our consumer database.

17. Does Visit California own a tour operator/travel agency database for the agency to grow, or would the agency need to develop a new database?

We expect the agency to keep updated list on our behalf.

18. Does Visit California have a multi-year (e.g., 5 year) plan for growth in the China market?

Visit California has a 2-year plan for the international markets. Marketing plans can be found at [industry.VisitCalifornia.com](http://industry.VisitCalifornia.com)

19. Can you share the Havas Media consumer insight study and their information on target audiences and localized audience nuances?

Any public/nonproprietary research can be found at:  
[industry.VisitCalifornia.com/research/researchdashboard](http://industry.VisitCalifornia.com/research/researchdashboard)

20. For owned channel management, will the agency take over management of the social media channels, or work with a third party on content and localization?

Please include in your written proposal and projected budget the recommended social media management strategy.

21. For influencer management, are you requesting this to be restricted to travel trade, or are you open to consumer influencer strategy?

We are interested to hear your overall influencer segment and share what you think is the best fit for the market.

22. Have you identified trade or media segments within your long-term global marketing plans?

Plans can be found at [industry.VisitCalifornia.com](http://industry.VisitCalifornia.com)

23. Does China refer to Mainland China or Greater China (i.e., including Hong Kong, Macau and Taiwan)?

Mainland China for the purpose of the RFP.

24. Are you able to please share the relevant activities/ marketing priorities you have conducted in the China market during the pandemic?

Most of our global marketing efforts were paused, with the exception of social media. Marketing plans can be found at [industry.VisitCalifornia.com](http://industry.VisitCalifornia.com)

25. We understand that the contract commencement is dependent on the global travel situation. Do you have a general plan as to when you are going to resume marketing in China based on certain milestone (for example, X weeks after China reduces quarantine policy etc.)?

We will be starting baseline trade and media efforts in January 2022. In reference to this RFP, the contract commencement date is July 1, 2022 with the contract extending thru June 30, 2023. As part of a market re-opening strategy please include your recommendation for milestone dates to consider.

26. What do you consider as your key business objectives and priorities when travel resumes/ begins to resume? How are they different from pre-pandemic?

We are depending on your market expertise. Please include in your written assignment what these key objectives and priorities should be and how Visit California should operate differently.

27. On Page 13, under Conflict of Interest, how would you define "tourism related clients"?

Visit California determines a conflict-of-interest market by market. Tourism related clients could be DMO's, CVB's, GTO's that would be potential direct competitor to Visit California in China.

28. On Page 14, the second bullet point "conditions in the marketplace", would like to clarify the information you would like us to provide here.

Market Intelligence as it pertains to the market.

29. What destinations do you consider as your competitors and the rationale behind?

Please include in your written proposal who you would consider California in-market competitors – see Page 14, 8.3 Marketing Proposal – competitive analysis.

30. Any market research studies (previous and recent) we may use as reference?

Visit California international market research can be found at [industry.VisitCalifornia.com/research/researchdashboard](http://industry.VisitCalifornia.com/research/researchdashboard).

31. On Page 11 it mentions "joint proposal", would like to confirm it is acceptable to form consortium to submit a proposal?

Yes

32. Is there a separate budget for celebrity endorsement (outside of the said amounts in the Request for Proposal document)?

The budget represents retainer and all activations in market based on the initial (1) year contract.

33. Does the VCA China RFP also include the Taiwan market?

At this time, we are only focusing on mainland China for our marketing efforts.

34. For purposes of budget preparation, what is the maximum allowable percentage for account administration? Within account administration, is there a separate requirement for allowable retainer %?

Please advise what retainer you recommend as a % of the total market budget. This retainer should be based on the cost of your agency doing business on behalf of Visit California in China.

35. Can we include an attachment schedule in Excel or other spreadsheet to support Attachment B?

Yes, but please include all activation budget lines for each expense.

36. Has any in-market consumer research been conducted for China in the last 2 years that could be shared, specifically around perceptions of California, profile of the target traveler, user digital journey etc.

[industry.VisitCalifornia.com/research/researchdashboard](https://industry.visitcalifornia.com/research/researchdashboard)

37. Are you able to share any previous marketing activations that have been done in China and what the approximate investment spent was?

Marketing plans and past activities can be found at [industry.visitcalifornia.com](https://industry.visitcalifornia.com)

38. Is it possible to get access to the California Star program to better understand the information provided to the Trade in relation to promoting California?

You can view the training platform at [star.visitcalifornia.com](https://star.visitcalifornia.com)

39. Can Visit California share a list of existing partners in the China market?

Over the years, Visit California has worked with many endemic and non-endemic partners in China. Please recommend potential travel partners as part of your written proposal.

40. Does Visit California already have scheduled Trade Events that it hosts or is a regular participant in China and can these be shared?

Plans can be found at [industry.visitcalifornia.com](https://industry.visitcalifornia.com)

41. Does Visit California hold specific International Media hosting events for China or is this integrated with other international markets, and can any details of the program be shared?

Plans can be found at [industry.visitcalifornia.com](https://industry.visitcalifornia.com)

42. Does Visit California already have a list of competitors in the China market that can be augmented to the list that we will come up with our selection of destinations over 8hrs with similar core offerings and similar awareness levels in China? (Domestic competitors - New York State, Florida, Texas, and Illinois) + (International competitors - Australia, New Zealand, United Kingdom, and France)

We are interested in understanding which destinations you would consider to be Visit California's top competitors.

43. Does Visit California interact with Brand USA in the China market on any joint campaigns or in-market activations?

Visit California has worked closely with Brand USA on various global efforts.

44. Is there any KPI campaign performance / results data available specifically for the China market including both consumer and partnership marketing?

Major KPIs are incremental visitation and spending from China market. Historical visitation and spending data can be found at [industry.VisitCalifornia.com/research/researchdashboard](http://industry.VisitCalifornia.com/research/researchdashboard)

45. Is there any information regarding previous campaigns in China that then lead to an incremental increase in visitation before and after the campaign?

Plans can be found at [industry.VisitCalifornia.com](http://industry.VisitCalifornia.com)

46. Are there any further KPI's expected apart from the increase in visitation and spend in market?

We are depending on your market expertise and recommendations to be included in your written proposal.

47. Does Visit California have any team members located in China or specific representatives that our agency would interact with apart from the travel trade/agents?

No, there are no Visit California employees located in China. All current China activities are executed by the agency of record.

48. "Execute Website updates" in SOW: Is the agency required to update the website technically with coding capability or simply prepare content and upload it to a backend portal?

No coding capabilities as that is handled by a global website vendor. Basic updates and content uploads.

49. If we're selected to present in person, would it be possible to have a call with you a week or two before the presentation to ensure alignment on strategy and direction?

Yes, for those agencies invited to a final interview, a call prior to the final interview will be scheduled.

50. Who are your primary target audiences? Can you rank them by communications priority? Are there geographic priorities?

We are depending on your market expertise to identify these target groups.

51. What are the current challenges that you wish to tackle with the agency's help?

We are depending on your market expertise to identify any challenges in market affecting Visit California's brand reputation.

52. Who are your spokespersons that we could leverage in China?

We currently don't have any China spokespersons, please include a strategy and suggestions, as you see fit.

53. Can you describe a marketing program within your industry that you particularly admire and why?

We would like to hear from you what marketing programs you would recommend.

54. Do you currently have an agency of record, and if so, why are you looking to change, and is your current agency also participating in this process?

Visit California's current agency of record in the PRC is Avia Reps. A record of all agencies participating in this RFP is proprietary to Visit California.

55. Do we have a local contact in China? Or do we work directly with the headquarter?

If you were to be awarded the contract, your agency would be considered Visit California's primary contact in China.