

France RFP - Questions from Agencies

1. Focusing on French people that visit California, could you tell us more about who they are, how long they usually stay and what they visit/do? What are the specific characteristics of your target? Acquired target and conquest target? Do you have any figures, market highlights or other documentation to help us identify them better?

Historical visitation and spending data can be found at

<https://industry.visitcalifornia.com/research/researchdashboard>

2. Are some population categories key targets for you?

We are depending on your market expertise to derive the key target markets.

3. Would it be possible to have access to the Havas consumer insight study you mention in the RFP?

Any public/nonproprietary research can be found at:

<https://industry.visitcalifornia.com/research/researchdashboard>

4. How many agencies are competing?

Those agencies competing for this RFP are proprietary to Visit California.

5. What are your main competitors' destinations and why?

We are depending on your market expertise as to whom would be the main competitors for Visit California in France.

6. Do you provide a content and image databank? (videos, images). Who is responsible for renewing this content? Is it Visit California or the agency?

Visit California owns a variety of assets and handles curation, renewal, and ongoing management of assets for usage.

7. Will we have to take over operations set up by your current agency, which will still be running after July 2022? e.g.: famtrip

If a new agency is appointed, they will take over any operations as of July 2022.

8. You provided figures regarding travelling to California for 2019: should we use these figures as a basis for KPIs or will you provide updated figures?

The most current information can be found here:

<https://industry.visitcalifornia.com/research/researchdashboard>

9. In order to ensure continuity and to propose relevant angles, could you provide us with an overview of what has been done in terms of communication, promotion and marketing operations?

Visit California has a 2-year plan for the international markets. Marketing plans can be found at <https://industry.visitcalifornia.com/>

10. What is the assessment of these actions?

Delivery of KPI for each project approved

11. What KPIs are currently in place to measure PR and Travel Trade actions?

KPIs vary per year and by discipline, we adjust those based on program and budgets.

12. What are the objectives and KPIs for the actions and operations to be carried out for the contract year?

Major KPIs are incremental visitation and spending from French market, historical visitation and spending data can be found at <https://industry.visitcalifornia.com/research/researchdashboard>

13. Can you provide us with a 2020-2021 reporting of:

- your press coverage
- your social networks, monitoring and progress
- the promotional and communication events carried out and set up
- initiatives, participation in trade shows, exhibition, road shows
- current and past partnerships with key influencers or content creators

for each item: What has been done? What are the results? what are the objectives set?

Marketing plans and past activities can be found at <https://industry.visitcalifornia.com/>

14. Would you like to highlight particular activities or tourism trends for the future? (e.g., eco-tourism) Are there some parts of California, specific sites and/or activities that you wish to put the emphasis on?

We are depending on your market expertise to identify and include in your proposal any trends in market and destination products and activities that you would recommend.

15. Do you have indicators of awareness among your BtoC and BtoB audiences? What are your goals for progress?

We do have audience numbers for our owned channels which are priority to Visit California and will be shared with selected agency.

16. Have you ever experienced significant crises? What are your sensitive issues?

The past two years with COVID have been an industry crisis and information can be found at industry.visitcalifornia.com pertaining to crisis management tactics.

17. We assume that you dispose of a database of travel agents specializing in California. If we win this tender, will we have access to this database?

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

18. Are there any particular obligations or instructions to follow in the context of representation at exhibition type events?

Yes

Are stands already available?

Yes, some elements are available, and some are created new for the platform, it varies.

Can existing material be reused? (e.g., flyers, goodies, communication support, decoration of the booth, etc.) Are the decoration and the general presentation of the stands imposed?

Yes

19. Do you provide the documentation and goodies that we will share with our travel partners? e.g., brochures, booklets. Should we create them ourselves? Have you planned any storage budget?

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. We don't have additional budget for storage fees, and it is expected to be housed with the in-market agency.

20. For the distribution of information, should we use our emailing system or yours? If it is yours, what is its name?

All communication outreach on behalf of Visit California will be discussed if proposer is made an official offer.

21. Regarding your STAR program, does the agency that win the tender will get the list of the subscribers?

These subscribers are proprietary to Visit California. You can view the training platform at star.visitcalifornia.com

22. Can we get the number of travel agents from France that discovered the destination in the last 3 years?

These numbers are proprietary to Visit California.

23. From content strategy to operational management of the channels: what will be the exact role of the agency you're looking for? Do you need the agency to provide content strategy and reporting, or do you need the agency to also handle publishing on the accounts directly? What about moderation? Is your need the same for the website and the social media channels?

Yes, Visit California does have a global brand agency and media agency that handles brand activities in market. Budget levels vary each FY.

24. In particular for your website: what will be the role of agency exactly?

We have a website agency but localization of content and minor updates are done by the elected in-market agency.

25. About the website contents: do you have an idea of the rhythm of publications needed or do you expect a recommendation on this?

We have a domestic editorial calendar and various assets that have select usage rights internationally.

26. About social media: can we offer to work on different networks, or should we work only with Facebook?

Visit California has a global social agency, but you can make recommendations for your market. Currently for the market, we just use Facebook.

27. Have you worked with social media influencers before? If yes who and how do you assess the collaboration? Would you like to continue working with specific influencers? If not, why?

Yes, Visit California has worked with social media influencers from France. Please make a recommendation as to what influencers you would recommend working with.

28. In the case of travel expenses, location scouting, press or influencer partners trips, are the costs involved included in the initial budget or can they be covered by an additional budget?

No, the budget represents retainer and all activations in market.

29. To be "in the green trend" do we have to favor digital actions only; or green trend can be also promoted differently?

We rely on your recommendation for this action.

30. As such, are all SEO applications usable?

In other words do you have a list of banned apps to avoid, or on the other hand do you have your favorite?

Our global social agency may have some of this information or we may need this by the selected agency, could be a combination of both sources.

31. Will we be allowed to redirect our GO2WIN PAGES SECTION / to visit California page in addition to global network visit California promoting action we will perform?

At this time, we would not redirect to other pages/agencies but could be discussed at a later time with an agency.

32. In terms of results, what is the expected scale, or in other words when do you consider our mission as a success?

We would like you to define what success looks like if you were be awarded this account.

33. In terms of report do you expect a one-to-one reporting or a postponement by period? Do you require a specific type of reporting - in a particular format?

All terms of the contract will be discussed directly with the winning proposer. We require a detailed monthly report on all actions.

34. Are there any actions that you do not want to get reproduced as a choice?

We are depending on your expertise to guide which actions should be undertaken in your market.

35. New tenders for new partners mean search of new fields of actions, can we have access to the action schedule carried out during the last five-year term?

We are depending on your market expertise to recommend both endemic and non-endemic partners.

36. The mission can be renewed every year for five years. On what date do we know if we are renewed (This question is to set our expected progression on a five-year scale)

The contract is for a five-year term renewable yearly.

37. In terms of target market, are there one or more selection preferences? (If so, can you clarify?)

We are interested in understanding which key audience you recommend should be targeted and why.

38. As all documents produced become the property of visit California, do you already have any rights to famous soundtracks, and / or video. If so, can we access this existing content?

Visit California keeps a large number of media assets some of which are distributable worldwide.

39. Same questions for visual and advertising set up?
Advertising stand / trade fair stand / structure / totem / goodies

All media assets will be approved by Visit California for distribution in each market.

40. Is visit California actual subcontractor still involved with large American companies (Coca-Cola-McDo-KFC-others) in terms of representation. If so, would we be compelled to continue the actions initiated by our predecessor? in case of receipts during the organization of an event. Should we donate a share to Visit California? In presenting receipt can we use this amount for another event - in the set of missions for Visit California?

Visit California doesn't work with co-representation of other American brands as you mentioned. Over the years, we have done coops with various national brands, but these are not ongoing nor any affiliation.

41. The communication media belongs to Visit California, but does a person keep his/her own image rights at least one right of consent?

All work done by the agency on our behalf is the property of Visit California.

42. Are you expecting a range number of actions per month?

We are depending on your recommendation as per monthly activations you will conduct on behalf of Visit California.

43. How will be organized the transition go from the former provider to the new one? Including for the 2022 schedule?

Should a new agency be hired in France, there will be an onboarding of the new agency as part of the transition plan.

44. Will the database concerning the providers offer including activities (hotels, etc.)? be available to the new provider? What is your wish for balance between B2B and B2C?

This will be determined should a new provider be awarded the account.

45. In order to define the budgets: can you specify whether the operations to destinations (eductour, press trip) are included in the overall budget?

The budget represents retainer and all activations in market.

46. What is the ability to switch from one budget item to another? Example: The basis of calculation: what about Currency rate?

All budget discussions will be determined with agency being awarded the contract. All payments will be made in USD. We work on a fiscal year budget as we determine the budget and expenditures by discipline.

47. On page 18, in « Owned Channel Management » part, could you please specify if you expect the agency to do the translation into French of the content prepared by Visit California for the website, or is the agency supposed to manage the entire process of updating the website in French, therefore with direct access to the back office?

Both, to a degree. Global content is produced by our global social/web agency but some of the content will be localized by our in-market agency.

48. We understand that the US\$ 450.000 - 1,100.000 budget includes all the expenses, from the marketing costs linked to the activities to the

agency fees. In attachment B / budget form, does the account administration line in the financial budget chart correspond to all the agency costs, including the fees? (As per the example on page 23)? And is the staffing budget chart below the breakdown of this agency fee?

Yes, the account administration line does correspond to all agency fees, including staffing. The staffing chart gives us an idea of how many employees you plan to work on the account (usually broken down in % increments).

49. About the list of “all tourism-related clients for whom it has acted in the country during the past 24 months”, does “the country” means the US or does it refer to France; listing all the destinations the agency has worked with on the French market? “

Yes, please list all of the destinations that you worked with in the French market.

50. What core targets are you aiming to address / recruit? (Families, young people, couples, women/men, CSP ...)

We are interested in understanding which key audience you recommend should be targeted and why.

51. Which traveler profiles do you want to target? (Sport/adventurers, wellness, luxury shoppers...)

We would like your recommendation of travelers' profiles to target.

52. Considering the average length of stay (9.3), is there an ambition in terms of length of visit? (shorter stay / longer stay)

We would be interested in your recommendation for growing the average length of stay.

53. Do you have data on the most popular places/activities/experiences for French people in California?

Visit California international market research can be found at:
<https://industry.visitcalifornia.com/research/researchdashboard>

54. What kind of activities do you want to primarily promote? (Culture, sport, nightlife, roadtrip/adventure....)

We are depending on your market expertise to suggest what types of travel experiences should be spotlighted.

55. Does California have any CSR actions we can highlight? We know the state took a stand on certain environmental issues, could you provide a list of actions (past and upcoming we could leverage in our communication?)

Visit California, the official tourism entity, doesn't have any such actions in place or mandates.

56. Can you share a list of your current /best local partners? (Restaurants, hotels, local ambassadors, car rentals)

This information is proprietary to Visit California.

57. Which clippings services do you use in France to monitor coverage? Should we include this service in the monthly fees?

As part of the scope of work, you must provide a monthly press clipping report. It is up to you if you want to make that a separate line-item in your recommended budget.

58. Do you have any recent coverage published in France that you can share?

Marketing plans and past activities can be found at <https://industry.visitcalifornia.com/>

59. Are there any ambassadors (Chefs/celebrities etc.) from France with whom you are already engaged for PR in 2022, and if yes could you share a list?

We would be interested in which ambassadors you would recommend for future engagement.

60. Have you already considered a paid media strategy additional to the earn/own media strategy? If yes, could you share a list of paid medias you've worked with in France in the past?

This information is proprietary to Visit California.

61. Who would be the spokespersons for VCA in France?

Media protocol will be determined with the agency that will be awarded the Visit California contract.

62. Do you have Corporate and Crisis PR in place - who handles that and what is the protocol?

Crisis communication is directed by HQ and is handled by the communications/media department.

63. Is there a minimum / maximum number of press trips you would like to host? Are you looking for group / individual trips or both? Will you require a PR host?

We would like your recommendation on how many individual and group fams you would recommend.

64. Are there any protocols in place for these visits? - for example typical length of stay hosted, uniform VCA brand experience for hosting, etc. - Please can you share details and any past itineraries?

Yes, coordination would be done with Visit California HQ.

65. How do you currently measure the success of your PR activities?

We would like to know how you would measure success of the programming you are recommending.

66. Please can you advise who runs the VCA social pages? Is there any kind of social media channel management involved? Do you have any French specific social channels apart from Facebook?

Visit California has a global social agency, but you can make recommendations for your market.

67. Has VCA worked with influencers in the past in France? Which ones do you see the value in and why have they worked (or not)? Do you have budget for fees to work with influencers?

We have worked with a variety of influencers over the years and welcome recommendations for future collaborations.

68. We understood that this speech had the ambition to live in time. What are the "Californian" highlights on which you would like to capitalize? (e.g.: festivals)

We look to you for suggestions.

69. Is there a minimum / maximum number of Fam trips you would like to host?

We would depend on your recommendation for how many fams trips to host from your market.

70. For all channels of communication, are we the ones who define and adjust our angles and tone according to public? Or will there be a referee who will validate?

We would depend on your market expertise to define and adjust the angles and tone.

71. Content-wise, will there be a referee who will validate everything posted (on social medias, newsletters)

We rely on our in-market teams to post and approve localized content posts

72. Is the French version of the website monitored in California by an IT team, or does every rep team takes care of it?

We rely on the in-market team to help monitor local social and websites.

73. You do not have a consumer newsletter database being captured in any of your owned channels in the French market right now (section 8.4). Should we infer that this is planned in the future as part of the RFP?

This is an action we will consider in the future.

74. Do you plan to print a French-language IVG and for the chosen agency to fulfill them (as well as maps) to trade requests (bulk) and consumers requesting them in our market?

We will discuss a fulfillment plan with a select agency, we are open for your in-market suggestions and expertise.