

Germany RFP - Questions from Agencies

1. Does the proposal have to be submitted in the form of a PowerPoint Presentation or in written long-form?

You may submit in the format you would like, however, please try to keep entire proposal to 30 pages or less in written form with any attachments that you deem necessary.

2. It is our understanding that the implementation of the project will be in German but that the proposal should be drafted in English (including creatives). Please confirm if this is correct.

The proposal that you will be submitting should be written in English. Any attachments should also be written or subtitled in English.

3. Would it be possible to have a more nuanced definition/examples for using “unconventional means to gain exposure”?

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.

4. Who are the determined competitors (ex: tourism boards, travel associations, etc.) for Visit California, to be included in the competitive analysis? (For both B2C and B2B)

We are depending on your market knowledge of whom the potential competitors in your market would be.

5. Is it possible to implement tracking pixels on the landing page(s)/website for retargeting purposes?

In your proposal you may make any recommendations for the localization of the Visit California website in German.

6. Is there a minimum or specific period during the indicated fiscal year (July 1, 2022 - June 30, 2023) in which the paid media activities should take place? Or can the paid media portion be distributed according to the proposed strategy?

We are depending on your market expertise and recommendations for the distribution of paid activities.

7. Is there a minimum budget allocation percentage dedicated to paid media activities?

You should recommend the budget allocation for paid media activities in your market.

8. What is the projected number of travelers to be achieved? (Number of travelers, number of conversions and acquisition)

Historical visitation and spending data can be found at <https://industry.visitcalifornia.com/research/researchdashboard>

9. When is the peak season for travel to California? Are there any specific time periods (specific months) where the campaign needs to be more focused on key events and timings?

We would like to hear your recommendations but winter (November - March) tend to low season in most parts of the State (not including some desert and coastal regions).

10. What is the exact target audience? (Is it mass travelers of all ages who live in Germany?). Can you please confirm.

1. Can you please define the target audience for both B2C and B2B in more detail? "Key travel trade audiences - travel agents and tour operators, along with industry decision makers."

We would like you to define the target audience as part of the written proposal.

2. Can you please provide examples of the following? "Airline carriers and key marketing partners to develop and secure partnership opportunities"

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

11. Who are the target audience for Influencer marketing and segments?

We would like your recommendations as to the target audience.

12. We noticed that some elements on the German website, such as buttons and menus, are in English. Is there a specific contextual reason for this? Or is the localization of this part of the site expected within the scope of work?

We would value your recommendation for the localization of the Visit California website in German.

13. What tool is used to subscribe to the newsletter and manage the distribution of newsletters? We think there are many aspects about subscriptions that should be examined in depth and improved, for example,

not receiving double opt-in email, the “please wait” process taking a long time, not receiving successful subscription email, etc. Are these things being considered in the scope of work?

You may propose them as part of your written proposal.

14. We found a small survey on the website about the site experience and other things about visiting California. Are the results of the survey available for us to consider when developing our marketing strategy?

Any public/nonproprietary research can be found at:

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