

ITALY MARKETING SERVICES RFP 2024 QUESTIONS & ANSWERS

- Q.** How many Italian subscribers does California Star count, and what is the completion rate of the bronze, silver and gold modules?
- A.** There are 835 advisors registered with a 38% completion rate.
- Q.** How many Italians follow the Facebook page (ITA language)?
- A.** Just under 9,000.
- Q.** What is the amount per person that Visit California calculates for Press trips, and Trade FAMs? Also, can you rely on free of charge services from stakeholders and airlines?
- A.** This varies based on the FAMs objective and, so we would look to collaborate with the selected agency partner to recommend investment.
- Q.** You mentioned a consumer DB, is this GDPR compliant and how many contacts does it have?
- A.** Visit California follows all privacy restrictions, and select information is confidential.
- Q.** Can you please confirm that you don't require to sign the NDA (attachment D)? Is this only if we would like to have it signed by you?
- A.** You are not required to sign an NDA.
- Q.** Is the letter of interest part of the 40 pages?
- A.** Yes.

- Q.** Do you need to receive a company registration certificate? Is that part of the 40 pages or can it be sent with the financial statements?
- A.** Yes, we do need to receive a company registration certificate, it is not part of the 40 pages and can be sent with the financial statements.
- Q.** Is the envelope with the financial statements (addressed to Mr. Matt Sabbatini) to be included in the same box along with the 6 printed copies of our proposal?
- A.** Yes.
- Q.** If we would like to send the financial statements also by e-mail, which is the correct e-mail address?
- A.** Please send to the following email addresses:
msabbatini@visitcalifornia.com
- Q.** Can we consider travel expenses for FAM and Press trips covered by Visit California from a different budget? (Flights, hotels, transfers, meals, experiences etc...) Can we consider travel expenses for influencer trips covered by Visit California from a different budget? What about their required fee?
- A.** There is not a separate budgeted line item for these expenses. All expenses from FAM, Press and Influencer trips and any required fees will come from the available funds allocated to the market.