

## SOUTH KOREA MARKETING SERVICES RFP 2024 QUESTIONS & ANSWERS

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- Q.** Is there a specific weight or percentage proportion that Visit California assigns for travel trade, PR and digital activities for the Korea market?
- A.** Based on your market experience, we would ask you to determine what would be the most effective use of the budget for each category.
- Q.** For this RFP, is MICE, convention business to be part of Visit California's target audience or would Visit California like to focus on leisure market travel?
- A.** No, MICE nor convention business solicitation would be part of the RFP process. At this time, we only do MICE programming for North American clients.
- Q.** Is there a plan for VC to launch AI based new platform or webservice within the next few years.
- A.** Visit California, as an organization, is carefully evaluating AI platforms and how they could be incorporated into global efforts.