



**STATE OF NEW HAMPSHIRE
DEPARTMENT OF BUSINESS AND ECONOMIC AFFAIRS
Canadian Public Relations and Travel Trade Services RFP
RFP DBEA 2021-03**

Clarifying Questions and Answers

BUDGET

Q1. Funding is outlined as \$200,000. What expenses are to be included in this budget with regards to the Scope of Work? Are the following activities or expenses to be included in the budget?

- Storage of promotional materials (if required) in Canada
- Distribution/Mailing/Shipping costs in Canada for trade shows/consumer shows/mailings (if required)
- Travel costs for press or trade fam trips including in-state costs for accommodations, meals, activities etc. not covered by partners
- Registration fees for trade or consumer shows (based on approved plan)
- Membership fees for associations (TMAC, DAC, etc.)
- Co-operative marketing with partners (if applicable)
- Costs of road shows, media events in Canada (venue rental, F&B, local travel costs, creative costs, printing etc.) if approved
- Travel costs to participate in any planned New Hampshire-based conferences and events

A1. \$200,000 budget includes: all expenses in executing Section 3 – Scope of Work in the RFP, including all of the above.

Q2. Are you expecting any co-op marketing campaigns to be coming out of the \$200,000 and if so, how much, and/or what amount or percentage?

A2. No.

Q3. How many New Hampshire delegates do you normally bring with you on your in market visits/ media events? How many Division of Travel Staff? Do we need to budget for the staff travel of New Hampshire delegates or simply our own travel costs?

A3. Two to three staff members attend, Offeror may cover some of those travel costs.

Q4. Please confirm the \$200,000 budget is in US dollars?

A4. Yes.

Q5. Would it be possible to provide a blended agency rate for all requested activities or do you wish for our agency rate card per consultant level?

A5. A blended rate is ideal but [Attachment B](#) should be completed.

Q6. Please confirm if the identified budget for the SOW is inclusive of all fees and disbursements without exception, i.e., should any proposed paid media partnerships be included?

A6. See Q1.

- Q7.** In terms of the coordination and amplification of New Hampshire's presence at consumer and trade shows, please advise if exhibiting disbursements are absorbed by DTTD and out of scope
A7. Marketing materials dispersed at consumer and trade shows are DTTD's responsibility.
- Q8.** Is the \$200,000 budget CAD or USD?
A8. See Q4.
- Q9.** Is the \$200,000 budget inclusive of Fees and Expenses?
A9. Inclusive.
- Q10.** Are advertising buys withdrawn from the \$200,000 budget?
A10. No.
- Q11.** Are press trip or trade fam trip expenses covered within \$200,000 budget?
A11. See Q1.
- Q12.** Are trade show booth fees covered within the \$200,000 budget?
A12. Yes.
- Q13.** In addition to agency fees, what other expenses are included in the \$200,000 funding level? Does it include out of pocket expenses such as; show registration fees, memberships, FAM tour expenses, travel costs for media or staff, expenses for hosting events, expenses related to the sales missions, advertising or marketing costs, collateral costs etc.?
A13. See Q1.

Public Relations

- Q14.** Scope of Work- "Secure top media for NH's annual receptions in NYC and Boston" Are Canadian media invited to this event? Should cost of their travel be included in the overall budget?
A14. Please see [Addendum A](#), it should be Toronto and/or Montreal.
- Q15.** Can you clarify what the 2 media receptions are in NY (IMM in January?) and Boston?
A15. See Q14.
- Q16.** Please confirm expected KPI's for term of the contract?
A16. For Public Relations it would be earned media and impressions.
- Q17.** Do you currently have a clipping service that could be extended for use in Canada (Cision, Meltwater etc)?
A17. No.

Q18. Is NH hosting media or consumer events in Canada? Can a calendar be shared of any scheduled events?

A18. One to two media events are hosted by Offeror for New Hampshire.

Q19. Are we correct to assume that the on the ground FAM costs are normally covered by New Hampshire partners/ suppliers? Do we have FAM support in terms of itinerary planning and development in head office or are we responsible for all coordination?

A19. Division staff will assist with coordination. There may be times that costs will need to come out of agency budget.

Q20. Media relations/influencer marketing has been identified as a key requirement with counsel support for a paid media strategy. To this end, are you wanting for us to recommend media integration partnerships as a complement to the news bureau program?

A20. Unclear about this question, as this is not part of the Scope of Work, see [Addendum A](#).

Q21. Does DTTD have a dedicated system for measuring earned media or is it open to reporting via MRP's? (Canada's standard for earned media measurement)

A21. No.

Q22. What are your KPI's or metrics that you will measure success against for media relations, travel trade and the overall Canadian market?

A22. See Q16.

Q23. Have you worked with digital influencers in the past? Do you consider these relationships part of media relations or part of digital advertising? Are you open to including influencers in the media mix for media relations?

A23. n/a

Q24. Please elaborate on "secures familiarization tours," does this include planning and coordination of the tour, accompanying the writer on the tour, or working directly with stakeholders?

A24. Offeror secures and works with DTTD on the rest.

Q25. Have you hosted sales missions in Toronto and Montreal in the past? If so, how many stakeholders typically participate? In general how many days do you dedicate to the sales mission?

A25. Not in recent years.

Travel Trade

Q26. Q. Do you currently have an active New Hampshire travel trade training program in place for Canadian agents?

A26. No.

Q27. Please elaborate on “facilitates proactive meetings & trainings,” are these meetings and trainings solely focused on the travel trade within Canada or do they include stakeholder education on working with the travel trade?

A27. Both

Q28. What are your specific travel trade targets within Canada? Do they include FIT and group travel?

A28. Both.

General Questions

Q29. Can you share the 2019 Canadian visitation numbers and spend?

A29. n/a

Q30. Are there any specific demographic audiences you are looking to target in the Canadian market?

A30. See Additional Resources.

Q31. What social and e-platforms has NH been communicating predominantly on?

A31. n/a

Q32. Do you currently have any storage, fulfillment or distribution services in Canada? If so, can you share any history on how many pieces of collateral were distributed in the Canadian market so we can review budget for this activity? This will also determine how much space is required for storage of material.

A32. Currently, there is no program but Offeror could be responsible for storage, fulfillment or distribution services.

Q33. In section 5, can you expand on the type of research capabilities required?

A33. Offeror must be able to track and report on Canada's travel trends and economic activity.

Q34. Can you share the number of and anticipated industry events as well as NH based conference and events the Canadian agency is expected to attend? Requested for budgeting purposes.

A34. Currently, just the NH Governor's Conference on Tourism.

Q35. Will you be sharing all questions posed from agencies responding to this RFP?

A35. Yes, all answered are posted on visithn.gov/rfp.

Q36. The deliverables for the Canada campaign appear to be very similar to the domestic campaign except for the targeted focus on Canadian DMAs Montreal and Toronto. Are partnerships between agencies acceptable? A colleague has a Montreal-based lifestyle marketing and PR firm and I'd like to submit a joint proposal with his agency.

A36. Yes to partnerships, but to clarify deliverables see [Addendum A](#).

- Q37.** How many New Hampshire based events in a given year do we need to attend? We assume the industry conference and DNE but are there others? We assume we need to cover travel costs in our budget to and from these events?
A37. See Q34.
- Q38.** Section 6:E - Oral Interviews & Product Demonstrations- Is there any more specifics on what you are looking for in automated systems or technology components?
A38. That will be shared in the invitation invite.
- Q39.** Advertising- Does DTTD have an ad agency and how will the Canadian PR agency be required to support the paid media strategy? (who is responsible for the creative, media buys and proof of performance?)
A39. Yes, DTTD has an Agency of Record that handles all creative, media buys, etc.
- Q40.** What is the advertising budget for Canada and is the advertising budget separate from the PR budget?
A40. Budgets are separate.
- Q41.** What has triggered this RFP, a fixed term with an AOR that has expired or have your needs changed?
A41. Contract has expired.
- Q42.** We understand Ontario and Quebec would be critical markets, however, can you please clarify what other Canadian centers are on your priority list?
A42. No other identified at this time.
- Q43.** In terms of any previous campaigns or activities in the Quebec market, was the work primarily an adapt or net new?
A43. n/a
- Q44.** Please elaborate on timelines and how they may be affected if the Canada-US border remains closed?
A44. Timelines for this RFP will not change.
- Q45.** Is DTTD fully integrated with its tourism partners and should we consider marketing strategies with them or is this wholly managed at the state level?
A45. Managed at the state level.
- Q46.** Can you provide any top line information on programming from other agency partners that should be considered in the development of the PR proposal?
A46. n/a
- Q47.** Would you be able to share your segmentation data, personas, visitor profile information or marketing behaviours and patterns that you are specifically targeting?
A47. See Additional Resources.

- Q48.** Would you be able to share a summary of your current brand strategy to inform our response?
A48. See Additional Resources.
- Q49.** Are there any data points for Canada that you can share with us?
A49. n/a
- Q50.** Are there any specific hard KPIs in terms of number of trips, spend for trip, email database acquisition/open rates or cost per acquisition of bookings that are already in place to help us develop our proposal?
A50. None available.
- Q51.** Are there any previous benchmarks, i.e., qualitative and quantitative earned media measurement that can be shared with us?
A51. See Additional Resources.
- Q52.** What trade shows in Canada did NH participate in during the 2019 fiscal year?
A52. TMAC, OMCA, Bienvenue Quebec, SITV/ITTS, Discover America
- Q53.** Are you working with an agency now? What is the impetus for this RFP?
A53. See Q41.
- Q54.** Please share any brand guidelines or current marketing plans that outline current advertising and marketing programs?
A54. See Additional Resources.
- Q55.** Who does DTDD currently consider competitors for Canadian visitation to the State?
A55. Maine and Vermont
- Q56.** What have you been doing in marketing to Canada in the past? What has worked the best?
A56. n/a
- Q57.** Describe how DTDD interacts with stakeholders? Do you have direct relationships, work through DMO's, work through regions or a combination?
A57. n/a
- Q58.** How will DTDD facilitate collaboration between your Agency of Record, Domestic Public Relations partner and Canadian PR/Travel Trade partner?
A58. DTDD's partners work collaboratively together.
- Q59.** What is the focus of New Hampshire's annual receptions in Toronto and Montreal? Are they hosted specifically for the travel audience or does it include other sectors from the State, such as economic development? Other than media who attends these receptions?
A59. Offeror develops the themes for events. Attendees are media and travel trade.

- Q60.** What media marketplace events does New Hampshire currently attend that include the Canadian market?
A60. See Q52.
- Q61.** Does the State currently host media events in Canada (outside of the annual receptions)? If so, how many and who attends?
A61. No.
- Q62.** What would a big win look like? What publication, how is New Hampshire positioned, what is included in the coverage?
A62. n/a
- Q63.** Please clarify, is the intention of “maintains active industry memberships” to have these memberships maintained under the State of New Hampshire or do you intend for the selected partner to maintain them under their company name?
A63. State of New Hampshire.
- Q64.** What consumer and trade events does DTTD usually attend in a calendar year? Can you elaborate on the consumer shows, how they are chosen, a typical event activation, and how much manpower is needed to staff them?
A64. See Q52.
- Q65.** What technology is used for the DTTD dashboard?
A65. It is a proprietary program.
- Q66.** Please provide a list of the New Hampshire-based conferences and events that you would typically attend in a calendar year.
A66. See Q34.

Additional Resources

- [Press and Media](#)
- [Seasonal Campaigns](#)
- [Research](#)