



The following are answers to questions Brand USA has received to the RFP for Travel Marketing Services in France and Benelux countries.

Thanks to everyone who submitted questions regarding Brand USA's RFP for Travel Marketing Services in France and Benelux countries. Since many of the questions posed were similar, we have condensed and edited queries. Company names have been removed. If the answer to the question is already in the RFP, or if we were unable to understand a question, we did not provide an answer.

Q: Countries: on some pages, the word « Italy » appears (ex: p. 9 in the Conflict of Interest part). Should this state "France & Belgium" instead of Italy?

A: Yes, the country on page 9 under 'conflict of interest' should read France and Benelux countries. We apologize for the error.

Q: Conflict of interest: Here are some of the airlines we represent in France & Belgium: Aer Lingus, Condor, SAS, and Surinam Airways. We also represent some U.S. states or cities such as Idaho, Nevada, and San Francisco. Is there any conflict of interest from your point of view or is it good for us to participate in the RFP?

A: These clients do not represent a conflict of interest for Brand USA.

Q: Strategic director (page 3): If we were to win this contract, we would expect to base this person in France to cover both markets (France & Benelux) as France is a bigger market than Belgium. Can you confirm it is suitable? Of course, there will be team members in both countries

A: Yes this would be suitable.

Q: Budget (page 4): The RFP states "*any third-party marketing activity costs are not included in the annual market budget allocations.*" Does this mean that if we were to partner with an OTA on a promotional campaign, the amount to be paid by Brand USA is not to be included in the actual budget and those costs would be in addition to the budget?

A: There must be some allowance for joint collaborations with the trade made within the budget you propose. However an example of third-party marketing activity costs would be the cost of placing an advertorial in a travel trade publication. Securing, negotiating, and leveraging localized media for consumer use such as digital, print, television, out of home, trade publications. There is a specific plan for this effort.

Q: Billing (page 8): What is difference between administrative/overhead and out of pocket costs?

A: Administrative costs are related to a particular project or initiative, while overhead covers the cost to run the business on a day-to-day basis.

Q: For "printing and production", does this means we will print every brochure we send to travel agents and tour operators s and include it into this budget? Or will you send us brochures?

A: This means miscellaneous printing required for travel trade activities, not the printing of brochures such as the Brand USA Inspiration Guides "Travel USA." We will supply the latter to you.

Q: "Sample staffing form": What does the following mean "FTEs: 1.5"? Is it the number of people working for the account?

A: FTEs stands for "Full Time Employees." This number should reflect the number of people working on the account and the percentage of their time spent on Brand USA business.

