



USA

VisitTheUSA.com

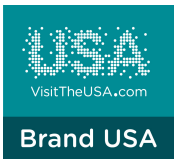
Brand USA



REQUEST FOR PROPOSAL

U.S. – China Tourism Leadership Summit

Request for Proposal to Select Host City



INTRODUCTION

Brand USA is the destination marketing organization for the United States with the mission of increasing incremental international visitation, spend, and market share to fuel the nation's economy and enhance the image of the USA worldwide. Established by the Travel Promotion Act as the nation's first public-private partnership to spearhead a globally coordinated marketing effort to promote the United States as a premier travel destination and communicate U.S. entry policies, Brand USA began operations in May 2011.

As one of the best levers for driving economic growth, international travel to the United States currently supports 1.8 million American jobs (directly and indirectly) and benefits virtually every sector of the U.S. economy. Brand USA works in close partnership with more than 700 partner organizations to invite the world to explore the exceptional, diverse, and virtually limitless travel experiences and destinations available in the United States of America.

Brand USA is governed by an 11-member Board of Directors. Each director is appointed by the U.S. Secretary of Commerce. Each director represents a sector of the travel and tourism industry as identified by the Travel Promotion Act. The executive leadership team possesses strong expertise and experience in the travel, tourism, and advertising industries.

Brand USA delivers a dynamic marketing program that includes, but is not limited to, a global advertising campaign, earned media and public relations strategies, a robust social media outreach plan, promotional and incentive campaigns, trade shows and sales missions, and educational campaigns about U.S. entry policies. Brand USA carefully selected its marketing tools and target audience after vigorous analysis of existing and original market research.

Brand USA is committed to including diverse firms as an important part of its sourcing and procurement activities. In furtherance and support of this goal, we encourage minority, women and locally-owned firms to pursue business opportunities with us. Minority and women-owned firms who otherwise meet the minimum requirements set forth in this Request for Proposal are encouraged to submit a Notice of Intent to Bid. In addition, Brand USA also seeks to do business with firms that also recognize the value of diversity and inclusion in the composition of their workforce and in their own contracting, subcontracting or teaming activities. We encourage such firms who meet the minimum bidding requirements (regardless of size or ownership) to also submit a Notice of Intent to Bid. Brand USA reserves the right to give weight or allocate bidding credit to diverse firms or those with a demonstrated commitment to inclusion as part of its evaluation process.

WHY DOES A COUNTRY AS POPULAR AS THE USA NEED A MARKETING PROGRAM?

Although the United States remains one of the world's most popular travel destinations, during the first decade of this century, while the global travel market was booming, the USA's share of international travelers declined 37 percent—from 17.2 percent in 2000 to 12.4 percent in 2010. The resulting impact on the U.S. economy was an annual loss of 467,000 jobs and \$606 billion in lost revenue. In addition to being seen as unwelcoming (resulting from increased security measures that came following 9/11) and too familiar, the United States was also one of the world's only industrialized nations without a national tourism board to attract international travelers to its shores in order to fuel the nation's economy by inspiring the world to visit the U.S.A.—to see it again, or for the first time.

With the strength of a national marketing effort from Brand USA now in place, the United States is working to regain its share of the global travel market. By welcoming more international visitors to the USA, Brand USA is supporting U.S. economic growth, helping to spur job creation, and creating a more positive impression of the United States around the world.

WHY IS INTERNATIONAL VISITATION SO IMPORTANT TO THE NATION'S ECONOMY?

International visitation helps local communities.

On average, overseas visitors spend nearly \$4,400 per trip and generate tax revenue in communities across America without burdening local services, such as public schools and fire departments. When international travelers spend this kind of money in our communities, it lessens the tax burden on U.S. citizens.

International visitation supports American jobs and economic growth.

When international visitors come to the U.S.A., the money they spend directly supports about 1.2 million American jobs and added over \$180 billion to the U.S. economy. Overseas arrivals represent around 50% of all international arrivals, yet account for over 85% of total international travel spending. (Source: US Travel Association and NTTO 2016 Data)

International visitation enhances the image of the United States worldwide.

Surveys show that international visitors to the United States are 74 percent more likely to have a favorable view of America and 61 percent more likely to support U.S. policies.

Who Pays for It?

International visitors and private contributions fund the work of Brand USA— no U.S. taxpayer dollars are used to fund Brand USA's marketing efforts. Instead, the organization is supported by contributions from partnering organizations that are matched by fees paid by international travelers to the Electronic System for Travel Authorization (ESTA) program.

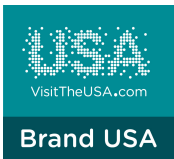
ESTA is an automated system implemented by the Department of Homeland Security in 2008 that determines the eligibility of visitors from 38 international markets to travel to the United States under the Visa Waiver Program (VWP). ESTA authorizations are generally valid for multiple trips over a period of two years or until the traveler's passport expires, whichever comes first.

BRAND USA IS BUILDING ON SUCCESS

Brand USA is delivering on a dynamic marketing strategy that includes, but is not limited to, a global advertising campaign, earned media and public relations strategies, a robust social media outreach plan, promotional and incentive campaigns, trade shows and sales missions, and educational campaigns about U.S. entry policies. Brand USA carefully selects its marketing tools and target markets and travelers after vigorous analysis of existing and original market research.

Brand USA with and through the support of more than 700 partners worldwide has made notable progress towards our mission of increasing international visitation to the United States and by all accounts, our efforts are working. Since we began operations in 2011, Brand USA has:

- Established consumer and trade marketing initiatives in more than 30 international markets, which generate 90% of all inbound travel to the United States.
- Expanded our USA consumer campaign to 16 key markets that generate more than 85% of the United States' international visitors.



- Significantly increased the effectiveness of our consumer campaigns during FY2016 that helped drive increases in international traveler intent to visit the USA ranging from 7% to as high as 99%.
- Established the nation's largest in-market representation network to work directly with the international travel trade in 20 top travel markets.
- Increased partner program participation in Brand USA cooperative marketing programs by 13% from 245 in FY2015 to 277 in FY2016, which demonstrated value for partners.

According to studies by Oxford Economics, in the past four years alone (fiscal years 2013 through 2016), Brand USA's marketing initiatives are responsible for welcoming 4.3 million incremental visitors to the USA, benefiting the U.S. economy with more than \$13.6 billion in incremental spending; and nearly \$30 billion in total economic impact, which has supported, on average, nearly 51,000 incremental jobs per year.

History of the U.S. – China Tourism Leadership Summit

This will be the 13th annual U.S. – China Tourism Leadership Summit and the seventh to be held in the United States. The summit is held annually to foster and build strong relationships between the countries' tourism leaders, to encourage an open exchange of ideas and to promote tourism between the two countries. The objective of the summit is to build and strengthen the relationships between the U.S. and China travel industries. The Summit is designed to provide a platform for discussion between United States and Chinese industry leaders and government officials.

PURPOSE and SCOPE OF WORK

Brand USA is seeking a host city for the 2019 U.S. – China Tourism Leadership Summit. The summit host will coordinate regional vendors including transportation, accommodations, meeting facilities, catering, entertainment and receptions.

The goal is to identify a host city that will be able to manage, organize, and fund the influx of 150 – 220 estimated participants from the United States and China. The host will coordinate with Brand USA to create a welcoming experience and productive meeting for summit participants.

Functional Requirements

To be effective, the 2019 summit host should be able to accommodate, help facilitate, and fund:

- A four-day summit in September 2019
- Local staff available to assist with the four-day Summit, assist participants and guests, and assist with overall event execution. Provide one to two Mandarin-speaking event staff to assist with Chinese participants.
- Up to 220 total participants, including up to 100 participants from China.
- Contract with a variety of vendors, including but not limited to: venues (two evening events for all attendees, one closing evening event for Chinese participants), entertainment, translation, printing, etc.
- Ground transportation / airport transfers for Chinese attendees
- Airport must have appropriate “VIP” protocol, such as staff at the airport able to manage incoming Chinese guests.

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- Host hotel and accompanying meeting spaces with suitable accommodations that cater to Chinese travelers cultural needs (“China Ready”), including but not limited to: in-language signage, cultural food/beverage concerns and needs, electrical adaptors for personal electronics, etc.
- Meeting and reception facilities within the hotel
- Rooms for VIP receptions and meetings at the hotel, smaller VIP meeting rooms at evening venues
- Evening networking events (approximately 3 evening events. 2 events for all attendees, 1 for Chinese guests)
- Daily meals and refreshments
- Familiarization tours for Chinese participants
- Ability to fund by directing payment or sourcing in-kind contributions. Ability to obtain partners / local partners to source contributions towards the cost of the Summit.

PROPOSAL FORMAT AND SPECS

Proposals should be comprehensive of all information requested in this RFP and should be kept to a maximum of 25 pages. Proposal format is open to presentation style and delivery of the proposing team, but it must include the following information:

Deliverables

Location Background

- Provide background information on your destination, including your current position and history working with the China market, and history with receiving Chinese visitors.
- Describe the regional airports’ connectivity to China .
- Provide a staff plan with attached biographies for personnel assigned to the project.

Project Plan

- Case Studies or Examples of Prior Similar Events
- Provide estimated timeline for securing transportation, accommodations, meeting facilities, VIP meeting and reception spaces, and networking tour venues. Various meeting spaces should accommodate a combination of roundtable discussion setting, lecture hall setting, and lunch settings.
- Provide sampling of potential venues and entertainment for event.
- Include site visits to review / preview venues.

- List of recommended local vendors for Summit needs, including A/V, translation services, printing, etc.
- Provide a suggested plan for ground transportation. Plans can include potential transportation partners and budget estimates.
- Provide a list of potential hotel venues which can accommodate an estimated 220 attendees, including production staff. Hotel venues should include distance and drive time from the airport as well as proximity to proposed meeting facilities and event venues.
- Describe the venues' ability to cater to Chinese travelers.
- Please provide suggested meeting facilities and the proximity of suggested facility to hotel accommodations.

Budget / Funding

- Provide a proposal with estimated costs covering the functional requirements described above.
- Identify potential partners, sponsors, and cooperating organizations.
- Detail overall financial commitment.

QUALIFICATIONS

- Demonstrated experience hosting and/or organizing large multi-day, multi-lingual events.
- Previous experience in the China market / Chinese travelers.

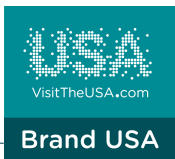
SELECTION: The winning candidate will present best-in-class solutions for the above criteria.

MINIMUM REQUIREMENTS

Proposals may be rejected if they do not include all of the Deliverables. All proposers wishing clarification of this RFP must submit questions in writing to Brand USA, no later than June 19, 2018 (due by 3:00 PM EDT), and sent by e-mail to RFPadmin@TheBrandUSA.com.

Costs for developing proposals are entirely the responsibility of the proposer and shall not be reimbursed by Brand USA

1. **Notice of Intent to Bid** must be received by **July 10, 2018** (due by 3:00 PM EDT).
The notice shall be sent by e-mail to RFPadmin@TheBrandUSA.com at the Brand USA office. The NOTICE OF INTENT TO BID, is nonbinding; however, it ensures the receipt of all addenda related to this RFP. Proposals will be accepted only from applicants who submitted a timely NOTICE OF INTENT TO BID.
2. **RFP Responses** must contain the following information:



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- a. Executive Summary
 - b. Proposed schedule of activities to include accommodations, transportation, meals and possible venues
 - c. List of potential locations, venues, and partners of the 2019 U.S. – China Tourism Leadership Summit.
 - d. No Conflict of Interest: Client relationships that could potentially be considered a conflict of interest must be listed.
 - e. Contract Manager/Team: identify one individual on the proposer’s account team who will manage the event.
 - f. References: Provide at least two references.
 - g. Budget
 - h. Timeline and/or Project Plan
3. **Certification Form**: Must be signed and accompany all RFP Response submissions.

TENTATIVE SCHEDULE

This tentative schedule may be altered at any time at the discretion of Brand USA. Brand USA reserves the right to reject any and all proposals, or any part thereof; waive an informality in the proposals and accept the proposal that best meets the needs of Brand USA.

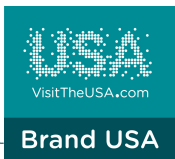
A. Proposal Released	May 7, 2018
B. Written Questions (due by 3:00 PM EDT)	June 19, 2018
C. Written Questions Answered and posted to Brand USA website	June 26, 2018
D. Notice of Intent to Bid Due (due by 3:00 PM EDT)	July 10, 2018
E. Proposal Due (due by 3:00 PM EDT)	July 24, 2018
F. Proposal Evaluation by scoring committee	August 6, 2018
G. Notice of Intent to Award Contract and Public Posting	August 10, 2018

DELIVERY OF PROPOSAL

Each bidder is required to deliver four typed and collated copies of its proposal to Brand USA’s office at the address listed below, no later than **July 24, 2018** (3:00 PM EDT). Proposals may be e-mailed to RFPadmin@TheBrandUSA.com or sent by courier such as Federal Express, UPS, etc, to:

Brand USA Headquarters
C/O RFP Administrator
1725 Eye Street NW, Suite 800
Washington, DC 20006
ATTN: RFP – U.S. – China Tourism Leadership Summit

Phone: 202.536.2060
Email: RFPadmin@TheBrandUSA.com



Request for Proposal

EVALUATION AND CONTRACTING

All proposals satisfying the requirements of this Request for Proposals will be evaluated to establish which of the providers best fulfills the needs of Brand USA and this project. This Request for Proposals in no way commits Brand USA to award a contract, to pay any costs in preparation of a proposal, or to contract for the goods and/or services offered. Brand USA reserves the right to accept or reject any or all proposals received as a result of this request, to negotiate with all qualified providers or to cancel this Request for Proposals. After awarding the contract, the schedule will include a period of collaboration between Brand USA and the selected Contractor to better define, elaborate upon, and fix the Contractor's final Scope of Work and general Terms and Conditions.



Request for Proposal

ATTACHMENT 1

NOTICE OF INTENT TO BID

Due: April 2, 2018

SEND TO:

Brand USA Headquarters

C/O RFP Administrator

1725 Eye Street NW, Suite 800

Washington, DC 20006

ATTN: RFP – U.S. China Tourism Leadership Summit 2019

Phone: 202.536.2060

Email: rftadmin@thebrandusa.com

NAME OF BIDDER / COMPANY:
CONTACT PERSON:
MAILING ADDRESS:
TELEPHONE:
FAX:
E-MAIL ADDRESS:
SIGNED:



Request for Proposal

ATTACHMENT 2

CERTIFICATION

Please include this statement as part of the Proposal

Certification Statement

By submission of this proposal and authorized signature below, Proposer certifies that the undersigned corporate officer has authority to bind the bidder to the terms of this Proposal and hereby certifies on behalf of the bidder that:

1. He/she has read and understands all commitments and terms of this Proposal.
2. The information contained in this Proposal is accurate.
3. Proposer's quote is valid for at least 120 days from the date of proposal's signature below.
4. Proposer understands that if selected as the successful Proposer, he/she will have ten (10) business days in which to complete contract negotiations, if any, and execute the final contract document. Date of execution can be extended by mutual agreement of contractor / Brand USA.

Authorized Signature

Typed or Printed Name

Title

Date

Official Contact

Brand USA requests that the Proposer designate one person to receive all communications for clarification and verification of information related to this proposal. Please identify this point of contact below:

Official Contact Name

Email Address

Phone Number

Official Contact Title

Facsimile Number



Request for Proposal

Street, City, State, Zip

ATTACHMENT 3

FOR BRAND USA USE ONLY

Bid/Proposal: _____

Evaluated By: _____

Date: _____

Proposal Evaluation Criteria

The evaluation committee will judge each written proposal based on the following criteria:

	MAX. POINTS	SCORE
Project Planning / Creativity	25	
China Readiness	25	
Event Management and Execution	25	
Ability to Fund	25	
TOTAL POINTS	100	