



STATE OF NEW HAMPSHIRE
DEPARTMENT of RESOURCES and ECONOMIC DEVELOPMENT
DIVISION of TRAVEL and TOURISM DEVELOPMENT

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Canadian Public Relations / Marketing Representation
Clarifying Questions

March 21, 2011

1. **What is the reason for bidding at this point in time?**
The current Contractor's term will be expiring on June 30, 2011 and New Hampshire state regulations require a bidding process to award a new contract term.
2. **What is the focus of your present and future marketing strategy?**
Refer to *Section 3: Marketing Strategy* of the RFP. Further discussion with the awarded Contractor will be required before a final version of a future marketing strategy can be accepted.
3. **Would you like to change your current marketing strategy in Canada?**
DTTD will work in conjunction with the awarded Contractor in the development of marketing and communication strategies for Canada. (Refer to *Section 4.1 Scope* of the RFP)
4. **(3.1) It is mentioned that your primary areas of focus in Canada are Quebec, Ontario, and the Maritimes. Do you want to continue this focus or will it be expanded to other areas of Canada?**
DTTD believes that there is tremendous growth potential in the geographic marketing areas that are currently targeted and that DTTD's effectiveness has the risk of being diluted by trying to reach a larger market without adequate resources to do so; however, DTTD will turn to the Contractor for strategic guidance.
5. **(5.2.3) Can you please give us any history relating to percentage breakdown of time spent and number of people? Please indicate any key learning as it relates to structure?**
No. The work intensity fluctuates depending on the season since most of the trade events occur during the spring season and media inquiries requiring fast turnaround accelerate in the summer and fall.
6. **(5.4.3) Please further explain "No payment made can be made on a cost plus a percentage of cost."**
Whatever payments the Contractor makes can only be made on the net amount.
7. **(5.4.4) Is there an opportunity to forecast an increase annually between 2011 and 2013?**
Yes, but due to the uncertainty of the budget process, DTTD cannot guarantee an increase.
8. **Is there a provision in the contract to compensate for any significant currency fluctuations?**
No
9. **There are a number of ways to value editorial. You have noted your desire to have analysis of value based on straight ad value with no mark up. Are you open to exploring other ways of valuing editorial, especially online coverage, which reflects a number of factors such as brand mentions, direct quotes, tone, number of millions of impressions, reach, and so forth?**
In addition to – yes. Additional measures to the straight ad value cannot be used in our internal tracking reports because the figures have to be generated the same way from month to month and year to year for

historical comparative purposes; however, additional tracking measures can be used for various other purposes.

10. There is no real reference to social media as a target in the RFP. Can we assume that social media targets and online journalists and travel trade are an important part of the mix like traditional media and travel trade?

Social media is a growing source and method of communication for DTTD and is evolving to have a much greater importance. The awarded Contractor may use social media as a means to satisfy *section 4: Scope of Services* in the RFP. The methodology should be aligned with DTTD's overall marketing strategy and coordinated with DTTD's New Hampshire based PR/Marketing firm via DTTD's Marketing Specialist.

11. You note the annual budget will not exceed \$75,000. Is the special projects budget referred to inside or outside this annual \$75,000 budget?

Inside. Please refer to *Section 5.4.2* for a breakdown of fees and payments.

12. Do you have any information you can share on specific markets where you've had challenges? Where have you seen success in the past?

We have experienced success attracting Canadian attention from the Ontario, Quebec, and Maritime Provinces via media and trade relations.

13. How strong are the relationships with travel media now?

DTTD has a strong Canadian media communication list. DTTD is able to work through other state agencies and partners as well to capitalize on other media relationships when needed.

14. Where are the gaps as you see them?

We have begun looking at how to expand upon opportunities in reaching the emerging generation and penetrating more of the French speaking Quebec market.

15. Regarding the annual "blitz", what is the timing on this? (Is it mostly about summer tourism, or year-long adventures?)

The annual blitz/sales mission is typically in the spring or late fall. It is DTTD's responsibility to uniformly represent all seasons, regions, and activities in New Hampshire, and in order to do so, DTTD must use an "umbrella" approach of the state.

16. In section 5.3.3. you reference a four-year marketing strategy. Is this meant to be included in our proposal or are you looking for how we approach these strategies.

Yes, please include a four-year marketing strategy with your proposal that demonstrates how you plan to approach these strategies. Further discussion and coordination with the awarded Contractor will be required before a final version of a marketing strategy can be accepted.