

Department of Resources and Economic Development
Research Services
Clarifying Questions and Answers

- Q1.** Can you please provide more specifics about what the forecast report would entail? In other words, are you looking for actuals vs. projections over the past 10 years, an analysis of past trends and how they inform the next few travel seasons, or a more systematic model for forecasting that incorporates past data?
A1. A systematic model for forecasting that incorporates past data/trends.
- Q2.** Will evaluation of JPP activity be a separate add-on to the research agreement, or will that be handled some other way?
A2. Research services related to the Joint Promotional Program are not included within the Scope of Services cited in this Request for Proposals.
- Q3.** Please confirm that the all of the items in the RFP are to be delivered each year.
A3. Yes, the reports are to be delivered as stated in the Scope of Work.
- Q4.** Since the Tourism Satellite Account (TSA) report (which includes much of the economic impact analysis) is not included on the list of deliverables, we're wondering if a) the type of info usually in the TSA is to be spread across other reports; b) some other report may be needed, or c) the TSA report and analysis is no longer required by DTTD.
A4. Please focus on the Scope of Services outlined in the Request for Proposals.
- Q5.** Do you currently subscribe to Smith Travel Research reports for the state of New Hampshire?
A5. No, TNS is currently utilized.
- Q6.** Can we see a past example of each of the reports that you are requesting for this RFP?
A6. [Click here](#), for samples of current reports.
- Q7.** What dashboard software do you currently use?
A7. A custom dashboard is in development; it is anticipated to launch in June 2016.
- Q8.** Would you like for the selected vendor to continue to use that software or would you be open to new software/approaches for that dashboard?
A8. Yes, the selected vendor will need to input data into this dashboard.

- Q9.** How long have you been thinking about distributing the RFP for Research Services?
- A9.** Per statute, the Division is required to issue a Request for Proposals at the end of a contract term. The current contract expires on June 30, 2016.
- Q10.** Does DTTD have an in-house research department / staff person? Have they had one in the past?
- A10.** No, DTTD does not have a staff person dedicated to research, nor has it ever had a position dedicated to its research program.
- Q11.** Can you confirm, the Fee to be included in Attachment B separate and unique from the \$200,000 research department funding level?
- A11.** \$200,000 is the total budget and should include agency fee and out-of-pocket expenses.
- Q12.** Can you clarify, does the Fee to be included come out of the \$200,000 funding level?
- A12.** See A11.
- Q13.** Can you clarify, does DTTD have current suppliers for selected items in the scope that the Selected Vendor will inherit, or whom have provided selected services in the past?
- A13.** No, there are no existing suppliers that are attached to this contract.
- Q14.** Does DTTD have a preference for the Selected Vendor conducting the research vs. managing (sub)contractors to conduct the research?
- A14.** DTTD looks forward to proposed recommendations – whether that includes conducting research independently or engaging a subcontractor.
- Q15.** For the item related to industry events, are you referring to Travel and Tourism Research Association events? Other DMO events?
- A15.** Yes.
- Q16.** For the item related to New Hampshire-based conferences and events, can you provide a list of intended dates and locations?
- A16.** The annual Governor’s Conference on Tourism, DMO events, etc. No more than 4-6 conferences/events per year.

- Q17.** Should additional research be suggested (and funded) within the \$200,000 funding level as part of the response to the proposal?
A17. Yes, DTTD is open to additional research suggestions; all recommended tactics/programs will be funded within the \$200,000 budget.
- Q18.** Will the response benefit from suggesting additional research – or not?
A18. See A17.
- Q19.** Does DTTD anticipate the Selected Vendor to be ‘hands on, guiding strategy and giving feedback to staff programs’? Or, is DTTD anticipating more of a ‘quiet partner’?
A19. DTTD is seeking an active partner.
- Q20.** Are there new items within the RFP scope of work that have been added since the last time this was awarded?
A20. Yes, as well as modification to existing reports. New reports include: monthly lodging reports; monthly reports outlining domestic and international travel trends/news; annual market share reports; annual advertising effectiveness; and annual domestic travel profiles.
- Q21.** Are there any specific areas of the most recent research program that you are particularly interested in improving?
A21. See A20.
- Q22.** Do you want to keep the current methodologies and benchmarks in place for: ROI, economic impact and visitor profiles?
A22. DTTD will work with the selected vendor to determine the best course of action.
- Q23.** Are you looking for domestic profiles to be specific to key origin markets and/or visitor types?
A23. Domestic profiles will be specific to key origin markets and/or visitor types.
- Q24.** Are additional points being given to contractors that are located within New Hampshire?
A24. The selection committee will select a vendor based on its ability to deliver the Scope of Services outlined within the Request for Proposals.

