



Q&A: Research Services RFP

1. Advertising Effectiveness & Return on Investment Study: Could you please confirm whether you are expecting one comprehensive study that measures all campaigns across all four seasons collectively?

It is preferred that each season is measured independently and then integrated into a comprehensive annual report.

2. Advertising Effectiveness & Return on Investment Study: Could you clarify in which markets the ad campaigns have been launched or are planned to be launched?

New York City, Boston, Hartford, Washington, D.C., Philadelphia, and Providence.

3. Consumer Perception Study: Would you be able to share which markets are considered Newport's origin markets?

We believe that our origin markets match our target markets, but have no real data points to illustrate that belief.

4. Are you looking to conduct all three core projects within the first year, with the "Other" projects to follow in subsequent years (2 through 5)?

In year one, the primary focus will be on advertising effectiveness and return on investment, development of an online travel impact dashboard, and a consumer perception study. Most "Other Reports/Projects" will be conducted on an as-needed basis in years two through five.

5. What are the key markets Discover Newport advertises in, or which markets would Discover Newport like to study in the advertising effectiveness study?

New York City, Boston, Hartford, Washington, D.C., Philadelphia, and Providence.

6. What is the frequency desired for each study within the five-year period?

Each season should be measured independently and then integrated into a comprehensive annual report throughout the five-year period.

7. Can proposers submit for some, but not all, elements of the research proposal?

It is preferred that proposals address all elements outlined in the Scope of Work.

8. Will a proposal which doesn't address all of the studies in the scope of work be considered?

It is preferred that proposals address all elements outlined in the Scope of Work.

9. With a limited budget, cost savings can be achieved by combining some of the efforts. For example, ad effectiveness could be done as a single wave at year's end but still report on the seasonal campaigns. Is this type of approach acceptable?

It is preferred that each season is measured independently and then integrated into a comprehensive annual report.

10. What are the target markets for the ad effectiveness studies?

New York City, Boston, Hartford, Washington, D.C., Philadelphia, and Providence.

11. Could the economic impact work be done annually but include seasonal reporting?

It is preferred that each season is measured and populated into the dashboard independently.

12. What data does Discover Newport have available as inputs for economic impact modeling? For example, are STR reports available, or will they need to be obtained by the vendor?

Monthly STR and AirDNA reports, as well as hotel tax collections.

13. Does Discover Newport expect delivery of each component within the RFP in a single year or might the projects be staged across multiple years to accommodate the budget allotted?

The primary focus in year one will be the advertising effectiveness & return on investment, the creation of an online travel impact dashboard, and a consumer perception study.

14. Is additional budget potentially available for the "Other reports/projects" listed?

Most "Other Reports/Projects" will be conducted on an as-needed basis in years two through five. Additional budget may be available for a Website Functionality and Effectiveness Study.

15. Could you please provide a list of your target markets—noting those markets where advertising dollars are allocated—for the purposes of informing the ROI study?

New York City, Boston, Hartford, Washington, D.C., Philadelphia, and Providence.

16. With regard to the Certificate of Authority, would you kindly confirm whether it must be obtained prior to proposal submission, or am I correct in reading #13 in the Instructions & Notifications that it may be secured following contract award, should our firm be selected?

Correct. This is a requirement only of the successful bidder.

17. Will proposals be considered if they address only a portion of the Scope of Work, in cases where the respondent wishes to focus on areas where they can offer the most value?

It is preferred that proposals address all elements outlined in the Scope of Work.

18. Are there any expectations or guidelines (beyond the provided annual budgets) regarding which research projects will be prioritized in each year of the potential 3-to-5-year contract term?

The primary focus in year one will be the advertising effectiveness & return on investment, the creation of an online travel impact dashboard, and a consumer perception study. Most "Other Reports/Projects" will be conducted on an as-needed basis in years two through five.