



Thank you for joining us today!
Our presentation will begin shortly.

RFP - Foreign Representative Services – China

Pre-Submittal Conference April 25, 2023

Please submit your questions in the Chat Box.



RFP - Foreign Representative Services - China

Presented by:

David Gonzalez

*VP of Media Relations & Communications,
VSA*

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Director of Tourism Development, VSA

Javier Tamez

Special Projects Manager, VSA



OVERVIEW

- Visit San Antonio (VSA) is seeking proposals from firms that can assist the organization in expanding its tourism industry, serving as VSA's foreign representative for the Travel Industry in China.
 - Respondents are to live, work and have an office in China.
- This will be the first year VSA contracts with a foreign representative agency in China (there is no prior contract)
- VSA has allocated a budget not to exceed \$120K annually.



OVERVIEW

- The goal is to establish a comprehensive understanding of the Chinese market which will lead to promising opportunities to:
 - Increase the number of visitors
 - Entice new visitors
 - Getting current visitors to increase their frequency of visitation
 - Increase visitor length of stay; and
 - Increase visitor spend when visiting San Antonio

SCOPE OF SERVICES

Services

- Operational Services
- Sales Calls/Client Training
- Strategic Direction Meetings
- New Programs & Product Expansion
- Consumer & Travel Trade Shows
- FAM Trips for Media & Travel Trade
- Media/Influencer Visits
- Travel Trade & Media Sales Missions
- Collateral Analysis Research
- Media & Industry Relations
- Media Calls
- Monthly Activity Reports
- Billing for Initiatives & Events
- Social Media Management

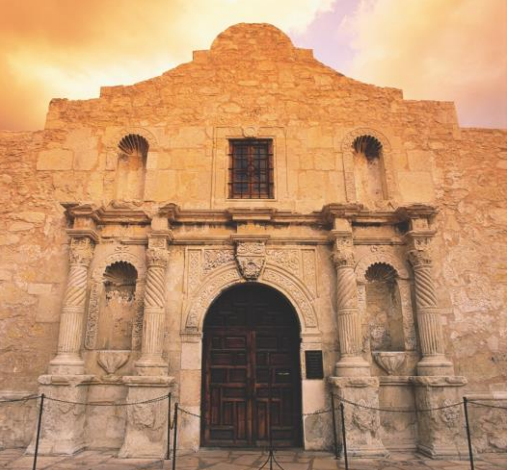


Key Points/Reminders

- Restriction of Communication - Solicitation Period
- RFP Timeline
- Evaluation Criteria
- Proposal Requirements - Submission of Proposals

RESTRICTION OF COMMUNICATION

- Questions (outside of this meeting) must be submitted in writing.
- Submit written questions concerning this RFP to VisitSanAntonioRFP@visitsanantonio.com until 1 p.m. (CST) on Friday, April 28, 2023.
- Go to <http://members.visitsanantonio.com/rfp> for copy of RFP and updates/attachments/addendums (including written responses to questions) regarding this solicitation.



RFP TIMELINE

Action Item

Date/Time

RFP Issue Date

April 19, 2023

Pre-Submittal Conference

April 25, 2023 at 5:00pm

Final Questions Due

April 28, 2023 by 1:00pm

Proposals Due

May 15, 2023 by 3:00pm

EVALUATION SCORING CRITERIA

Evaluation Category	Scoring Points
Experience & Qualifications	45
Proposed Plan	35
Pricing	5
Local Preference	10
Veteran Owned Small Business	5
Total Score	100



SUBMISSION OF PROPOSALS

- Submit electronic version in pdf format to VisitSanAntonioRFP@visitsanantonio.com
- Ensure to include Reference Tabs (1-11) in your electronic submission
- Proposals must be electronically received by VSA by **Monday, May 15, 2023**



Thank you!

**RFP for Foreign Representative Services – China
Pre-Submittal Conference**

April 25, 2023

Submit written questions concerning RFP to
VisitSanAntonioRFP@visitsanantonio.com

**until 1 p.m. (CST) on
Friday, April 28, 2023**

For copy of RFP & updates including written
responses to questions visit:

<http://members.visitsanantonio.com/rfp>