



ADDENDUM I

RFP FOR FOREIGN REPRESENTATIVE SERVICES – CHINA

SUBJECT: Request for Proposals (RFP) for Foreign Representative Services – China, dated April 19, 2023

FROM: Visit San Antonio

Date: May 1, 2023

THIS NOTICE SHALL SERVE AS ADDENDUM NO. I TO THE ABOVE REFERENCED REQUEST FOR PROPOSALS

A. QUESTIONS RECEIVED BY VISIT SAN ANTONIO STAFF ARE ANSWERED AS FOLLOWS:

Question 1: Is the budget of \$120K supposed to cover the cost of items such as consumer and travel trade shows, airfare for Media/Influencer Visits and Travel Trade/Educational FAM Trips, Travel Trade and Media Sales Missions (including client reception, entertainment, etc), PR releases, etc.

Answer: The budget of \$120,000 USD is only the retainer for the agency, project costs have separate, additional budgets for execution that will be reviewed and coordinated with the agency. Agency retainer fee should include all agency fees for executing these projects.

Question 2: If the budget does not cover the cost of items mentioned in no. 1 and is to be reimbursed by VSA, should these numbers be included in the proposed pricing schedule under RFP Attachment A-4? Or is this schedule only for the Proposed Retainer Fee?

Answer: This schedule is only for the proposed retainer fee. As part of Agency's submission, feel free to include project proposals and initial estimates of budget.

Question 3: What is the expected timeline for reimbursement of costs that the firm incurs on behalf of VSA i.e. deposits, food & beverage, transportation, marketing initiatives, printing, etc. after submission to VSA?

Answer: With VSA approval, some costs with appropriate estimates may be paid in advance. Most invoices from VSA are paid within 30-45 days of submitting invoices.

Question 4: Does the reference need to be a client, or can it also include industry partnership references?

Answer: Reference can be from both a client and/or industry partnership.

Question 5: Familiarization ("FAM") Trips for Media and Travel Trade: Coordinate individual and group media and

travel trade to San Antonio. Please keep in mind that VSA will be responsible for creating the itineraries as well as securing and funding hotel rooms, ground transportation and additional logistical items that will take place in San Antonio.

- a. In the event VSA is not able to secure partnerships providing airfare, can you confirm who will cover those expenses?
- b. Additionally, can you confirm how many attendees (media/social media influencers and travel agencies/tour operators) for each FAM are expected?

Answer: (A) Indeed, while VSA will be responsible for creating, securing and funding in-market accommodations and itineraries, it is the expectation that the Agency will do all it can to obtain the complimentary airfare from appropriate partners. If ultimately there is no partner able to assist with airfare, VSA would fund the expense at sacrifice to the overall project budget. **(B)** The number of attendees will vary by FAM, normally in the range between four (4) and ten (10).

Question 6: Travel Trade and Media Sales Missions: Firm shall organize and implement a maximum of two (2) Sales Missions per year that would have a strategic Travel Trade and Media component in one to three Chinese cities, such as Beijing, Shanghai, Chengdu, Hong Kong, and or Chinese Taipei. These missions will include participation from VSA staff as well as local partners such as airport, hotels, attractions, chefs and entertainers.

- a. Does this mean we can arrange one roadshow (mission) including three events in maximum three cities, and each event can consist of both trade and media? Or is this required to be held as separate events for media and trade?
- b. Can you confirm there will be additional budgeting available for this activity?

Answer: (A) Missions/roadshows will normally consist of both trade and media components. **(B)** Missions/roadshows will have additional budget from the agency retainer.

Question 7: Please confirm if any cost related to RFP performance that involves vendor payments will be reimbursed over and above the retainer fee?

Answer: As the RFP response is requested to be digital, there should not be any response-related expenses and as such there will not be reimbursement if Agency undertakes additional services. If selected as the winning Agency, projects associated with working the VSA account will include conversation and pre-approval of any project-related expenses.

Question 8: Media and Industry Relations: Earned Media goal of USD \$200,000 or 2% of global VSA goal, whichever is greater.

- a. What is VSA's goal?

Answer: The goal is updated each fiscal year (VSA fiscal years run October 1 through September 30), as of now, the Fiscal Year 2024 goal is USD \$27 million.

Question 9: Media Calls: Firm shall distribute 12 press releases approved by VSA per year to inform media about activities in San Antonio in order to promote what is new in San Antonio to key China travel media. This would include travel, trade and consumer media distribution.

- a. Are the 12 to be drafted and distributed in Mandarin only?

Answer: Mandarin and any additional languages recommended by the Agency to reach the most media possible.

Question 10: Does VSA have its own image gallery the agency can access to download pictures directly?

Answer: Yes.

Question 11: If VSA has its own image gallery that the agency can access, do the images in the gallery have the proper usage rights (for both print and digital)?

Answer: Yes, the images VSA will make available to the agency have universal ownership rights.

Question 12: Social Media: This project work is centered on raising awareness of San Antonio, Texas through social media channels as a desirable holiday destination to the Chinese audience. Focus is general consumer leisure

audiences. Key deliverables include: Daily management of Visit San Antonio's Sina Weibo, TikTok/Douyin and WeChat channels.

- a. Are the three Sina Weibo, TikTok/Douyin, and WeChat channels mandatory? As the agency, are we able to suggest the most appropriate channels for the target audience?

Answer: The listed three social media channels are the initially desired channels but VSA is open to a conversation to ensure the most appropriate channels are being used for the desired target audiences.

Question 13 : Social Media: This project work is centered on raising awareness of San Antonio, Texas through social media channels as a desirable holiday destination to the Chinese audience. Focus is general consumer leisure audiences. Key deliverables include: Drive traffic to VisitSanAntonio.com through owned social media channels. Social Media Metrics: Agency performance will be gaged by: Follower Growth and Average Engagement.

- a. Please confirm the traffic (to VisitSanAntonio.com) generated through KOL, partnered brands, and media generated from the agency's efforts including social media campaign, FAMs, requests, etc. also count towards the agency's major results?

Answer: Additional KPIs and metrics including traffic to VisitSanAntonio.com that can be verified to come from Agency actions may be applied to the contract, however, the Chinese social media channels' follower counts and engagement will be the key metrics used.

Question 14: Social Media Budget: Within its proposed budget, Agency should include its services retainer. Agency will have access to an additional boosting and social media campaign budget of USD\$4,100 monthly. Any additional hard costs to be billed separately as approved by client.

- a. Regarding the social media budget: can you confirm that the US\$4,100 monthly is additional to the retainer fee - US\$120,000?
- b. Is the US\$49,200 (US\$4,100 monthly times 12 months) allowed to be spent on quarterly or campaign basis based on the actual needs of the promotion? Or does it have to be spent on a monthly basis?

Answer: (A) Correct, the outlined boosting budget is additional to the agency retainer fee. (B) VSA welcomes the Agency's recommendations on how best to spend the outlined boosting budget to include quarterly or campaigns-related spend.

Question 15: Please confirm if collateral and gifts will be provided by VSA or will there be an additional budget for agency to provide appropriate gifts?

Answer: VSA will discuss and coordinate with the Agency the creation and distribution of collateral and amenities using additional budget.

Question 16: New Programs and Product Expansion: Firm shall initiate the development of two (2) creative initiatives per year. These initiatives should be direct to consumer; with a key partner that will generate awareness as well as room nights for the destination. Some potential partners could include banks, airlines, tour operators, credit cards, consumer product goods companies or retail entities.

- a. Please confirm there is additional budget for the two creative initiatives?
- b. Please confirm that those initiatives need to be in language?

Answer: Yes to both.

Question 17: Consumer and Travel Trade Shows: Firm shall represent VSA by actively participating with participation in consumer and travel trade shows (that are cost-effective), as an exhibitor to maximize San Antonio's presence and exposure in the marketplace. The intent is to target a large number of specific travel agents and consumer groups to build awareness of San Antonio's travel products.

- a. Please confirm you will provide additional budgeting to attend and cover the tradeshow and in order to cover expenses such as registration, booth decoration/construction, additional activities/sponsorships, etc.?

Answer: Yes.