



RFP - VisitTheUSA Trip Planner - Q & A

The following are answers to questions regarding the VisitTheUSA Trip Planner RFP.

Thanks to everyone who submitted questions regarding Brand USA's VisitTheUSA Trip Planner RFP. Since many of the questions posed were similar, we have condensed and edited queries. Company names have been removed. If the answer to the question is already in the RFP, or if we were unable to understand a question, we did not provide an answer.

Q: Regarding traffic acquisition, what other constraints, if any, are there on the traffic quality (e.g. geography, device type, intent, bounce rate)?

A The target is potential international tourists. Our experience has been that search performs best in providing better on delivering low bounce rates, pageviews and time on site. We do not want low quality traffic and would urge you to stay away from display/banner advertising.

Q: Tentative Schedule: Item I lists July 19, 2022, as the notice of intent to award contract and public posting. Can you provide your expected timeline for contract kick off, transition, start up, and expected go live, and any other key milestones?

A Our target date for launch is October 1, 2022.

Q: General: What are the expected minimum and maximum number of trips per month?

A We will discuss this during the interview process.

Q: General: What are the expected minimum and maximum unique site visitors per month?

A This information is in the RFP.

Q: General: Will there be a dedicated project manager person for Brand USA available for discussions regarding content upgrades in the trip planner site?

A There will be a dedicated team.

Q: General: Would you like to add hotels, activities, and restaurants to the ready to use itineraries that will be offered on the home page?

A Activities could work. We will discuss hotels and restaurant listings during interviews.

Q: General: Would you like to add an RV section with ideas for travel specifically tailored to RV travelers?

A Only if it's simple and little to no cost to execute.

Q: General: Our data shows that nearly 90% of the current users of VisitTheUSA.com are in the USA. To provide a relevant marketing tactics approach, we request a prioritized list of the countries and travelers (families, couples, friends, etc.) that you want to target.

A Your data is not even close to being accurate. Our target markets do change. For more information, visit our corporate website.