



**BRAND
USA**

Brand USA
REQUEST FOR PROPOSAL

Competitive Media Intelligence & Spend Reporting

7/06/26

INTRODUCTION

As the Destination Marketing Organization (DMO) for the United States, Brand USA's mission is to drive economic growth and enhance the USA's worldwide image.

Established by the Travel Promotion Act of 2009 as the nation's first public-private partnership to spearhead a globally coordinated marketing effort to promote the United States as a premier travel destination and communicate U.S. visa and entry policies, Brand USA began operations in May 2011.

Brand USA's operations are supported by a combination of nonfederal contributions from destinations, travel brands, and private-sector organizations, plus matching funds collected by the U.S. government from international visitors who visit the United States under the Visa Waiver Program.

For industry and partner information about Brand USA, please visit TheBrandUSA.com.

For information about exceptional and unexpected travel experiences in the United States, please visit Brand USA's consumer website, VisitTheUSA.com.

SCOPE OF WORK

Primary Objective

Brand USA is seeking competitive advertising spend data across a defined set of international source markets. Competitors are defined as organizations or entities who are the official, established Destination Marketing Organization for specific countries outlined in this RFP. While many companies and organizations like hotels, airlines, and city-level DMOs invest in international tourism marketing, we are specifically interested in isolating country-level investment by the official tourism board or organization. The primary deliverable is a structured Excel-based competitive spend report, no creative samples are required, though if available, this would be a welcomed deliverable.

Brand USA is open to considering two scenarios:

1. Project-based deliverable, wherein vendor will provide a report for Brand USA.
2. Software access to manage competitive analysis on their own.

Project Requirements:

- The core deliverable is competitive spend data only.
- Vendors must report on the competitor set and country matrix outlined in Attachment A (Comp Set & Market Mapping). - **To be sent once Intent to Bid is received.**
- For each country, spend must be reported by month, by medium, by competitor, delineating national and regional buying.
 - a. Report should include spend for 2017, 2018, 2019, 2022, 2023, 2024, 2025
 - i. Vendors should also flag any additional competitors they identify within these markets that are not listed in Attachment A, as Brand USA may wish to expand the competitive set.
- Co-op advertising: Competitor activity is often funded through cooperative programs that combine the official DMO's budget with private-sector or partner contributions (e.g., hotels, airlines, online travel agencies, tour operators, or other destinations). Consistent with our focus on isolating country-level investment by the official tourism board, spend should be attributed to the DMO wherever possible; vendors must indicate whether they can separate the DMO's own contribution from partner-funded portions, or whether co-op activity is captured only as a single blended figure.

PROPOSAL REQUIREMENTS

Proposals will be evaluated heavily on the specificity and transparency of responses to the following. Vague or generic responses will disqualify proposals from further consideration.

As part of this RFP, vendors must provide the following information:

1. Data Collection Methodology

Vendors must provide a detailed written explanation of:

- **How spend data is collected** in each country (e.g., metered panels, publisher partnerships, modeled estimates, declared/verified spend, etc.)
- **Primary vs. modeled data** — clearly distinguish which markets rely on directly measured data versus statistically modeled or extrapolated data
- **Data sourcing partners** — identify any third-party data partners or syndicated sources used by country
- **Refresh cadence** — how frequently is data updated, and what is the lag between ad airing/placement and data availability

- **Currency** — in what currency is spend reported by market, and what conversion methodology is used if normalized

2. Data Availability by Country

Vendors must share country-by-country **data availability** addressing:

- Whether spend data is **available, partially available, or unavailable** for each country in the scope
- **Known gaps or exclusions** by country (e.g., programmatic not captured, certain publishers not included, regional sub-markets excluded)
- **Historical data availability** — specifically, vendors must confirm whether data is available back to 2017
- Any differences in **methodology or data completeness** between historical and current year data

3. Channel Availability by Country

Vendors must provide a **channel availability matrix by country**, clearly indicating which of the following media channels are measured in each market:

Channel

- Television (National)
- Television (Regional/Local)
- Digital Display/Native
- Paid Search / SEM
- Social Media (paid; specify platforms available by market)
- Online Video (incl. YouTube)
- Connected TV/Over-the-Top
- Out-of-Home (OOH)
- Print (National)
- Print (Regional)
- Radio
- Digital Radio
- Podcast
- Cinema
- Programmatic (non-social)
- Affiliate / Influencer

For each channel/country intersection, indicate:

- **Available** – measured and included
- **Partial** – measured with known limitations (describe)
- **Not Available** – not captured in this market

4. Competitor Granularity

- If capabilities permit, Brand USA would like the option to drill into individual competitor entries at a more granular level (e.g., a co-branded partnership).
- Vendors should indicate whether this capability is included in the base proposal pricing or available as an add-on, and if so, at what incremental cost.
- Brand USA's preference is for this capability to be included at no additional cost, if possible.

5. Budget Context & Share of Spend

Beyond absolute spend figures, Brand USA would like to understand each competitor's measured media spend within the context of its wider budget. Vendors should indicate whether they can provide, or help contextualize, the following — and identify the data sources they would use:

- Each competitor's captured media spend expressed as a share of that organization's total marketing/advertising spend.
- Each competitor's total international (cross-market) media spend, and how it sits within the organization's overall budget.
- Whether any such figures are directly measured or modeled / drawn from public sources (e.g., annual reports, government appropriations, financial disclosures), consistent with the primary-vs-modeled distinction in Section 3.1.

Brand USA recognizes that total-budget context typically falls outside standard measured-media datasets. Vendors should be transparent about what is feasible versus estimated, and indicate whether this analysis is included in base pricing or offered as an add-on.

6. Delivery Timeline

Once a vendor is selected and any questions answered regarding the project, vendor should outline the anticipated turnaround time for the report.

7. Creative (OPTIONAL)

In the case of Brand USA choosing to have software access, vendor should outline capabilities of creative exports as well as examples of what those creative exports look like.

8. Pricing and Cost Proposal

Vendors should propose pricing that reflects the full scope described in this RFP. To allow proposals to be evaluated on a like-for-like basis, pricing must be itemized as set out below rather than presented as a single bundled figure. All amounts should be quoted in USD and exclusive of applicable taxes, which should be listed separately.

Vendors should provide pricing for whichever of the following engagement scenarios they are able to offer — one or both:

Scenario 1 — Project-Based Report

- Total fee to deliver the competitive spend report as scoped in Section 2 and Attachment A (all listed markets, competitors, channels, and years).
- Whether this fee is bundled or priced per market, including the per-market rate if applicable.
- Any one-time setup, onboarding, or data-preparation fees.
- Unit cost to expand scope, should Brand USA elect to: (a) additional source markets, (b) additional competitors, and (c) additional historical years (e.g., 2020–2021).

Scenario 2 — Software / Platform Access

- Annual subscription or license fee.
- Available contract terms (e.g., one-year vs. multi-year) and any pricing difference between them.
- Number of user seats/licenses included, and the cost per additional seat.
- One-time implementation, onboarding, and training fees, if any.
- Renewal pricing and any annual price escalator.
- Any limits on data exports, queries, or downloads, and the cost to exceed them.

In addition, vendors should state:

- Proposed payment schedule and invoicing terms.
- The length of time the quoted pricing remains valid (90 days minimum requested).
- Which costs are fixed versus estimated, and what conditions could cause an estimated cost to change.

TENTATIVE SCHEDULE

This tentative schedule may be altered at any time at the discretion of Brand USA. Brand USA reserves the right to reject any and all proposals, or any part thereof; waive an informality in the proposals and accept the proposal that best meets the needs of Brand USA.

- A. Proposal Release** Monday, July 6 2026
- B. Written Questions (due by 5:00 PM EDT)** Friday, July 10 2026
- C. Written Questions Answered, posted to BUSA website** Monday, July 13 2026
- D. Notice of Intent to Bid Due (due by 5:00 PM EDT)** Wednesday, July 15 2026
- E. Proposal Due (due by 5:00 PM EDT)** Wednesday, July 29 2026
- F. Notification and Scheduling of Finalist Interview** Wednesday, August 5 2026
- G. Finalist Presentation/Interview (virtual)** Monday, August 10 - Wednesday August 12 2026
- H. Notice of Intent to Award Contract and Public Posting** Friday, August 14 2026

SUBMISSION REQUIREMENTS

Proposals may be rejected if they do not include all deliverables. Proposers wishing clarification of this RFP must submit questions in writing to Brand USA, no later than Friday, July 10 2026., and sent by e-mail to RFPadmin@TheBrandUSA.com. Questions will not be answered on calls, with the exception of meetings with scheduled finalists during, or after the meeting. Company names will be removed from the published question/answer document. Duplicative questions, irrelevant questions and questions already addressed in this RFP may not be published. Pitches will be not be accepted outside the RFP process.

Costs for developing proposals are entirely the responsibility of the proposer and shall not be reimbursed by Brand USA.

1. Notice of Intent to Bid must be received by July 15 2026 (due by 5:00 PM ET).

The notice shall be sent by e-mail to RFPadmin@TheBrandUSA.com. The NOTICE OF INTENT TO BID, is nonbinding; however, it ensures the receipt of all addenda related to this RFP. Proposals will be accepted only from applicants who submitted a timely NOTICE OF INTENT TO BID.

2. RFP Responses must contain the information requested above in "PROPOSAL REQUIREMENTS"
3. Certification Form: Must be signed and accompany all RFP Response submissions.

SUBMISSION INSTRUCTIONS

Proposals should be e-mailed to RFPadmin@TheBrandUSA.com. We will acknowledge receipt, so if you do not receive a receipt notification within two business days, please contact us. If the file size of your proposal is too large to email, or send via a FTP service, contact us and we will make arrangements.



ATTACHMENT 1

NOTICE OF INTENT TO BID

Due: [Date]

SEND TO: rfpadmin@thebrandusa.com

NAME OF BIDDER / COMPANY:
CONTACT PERSON:
MAILING ADDRESS:
TELEPHONE:
FAX:
E-MAIL ADDRESS:
SIGNED:

ATTACHMENT 2

CERTIFICATION

Please include this statement as part of the Proposal

Certification Statement

By submission of this proposal and authorized signature below, Proposer certifies that the undersigned corporate officer has authority to bind the bidder to the terms of this Proposal and hereby certifies on behalf of the bidder that:

1. He/she has read and understands all commitments and terms of this Proposal.
2. The information contained in this Proposal is accurate.
3. Proposer's quote is valid for at least 120 days from the date of proposal's signature below.
4. Proposer understands that if selected as the successful Proposer, he/she will have ten (10) business days in which to complete contract negotiations, if any, and execute the final contract document. Date of execution can be extended by mutual agreement of contractor / Brand USA.

Authorized Signature

Typed or Printed Name

Title

Date

Official Contact

Brand USA requests that the Proposer designate one person to receive all communications for clarification and verification of information related to this proposal. Please identify this point of contact below:

Official Contact Name

Phone Number

Official Contact Title

Facsimile Number

Email Address

Street, City, State, Zip

ATTACHMENT 3 FOR BRAND USA USE ONLY

Bid/Proposal: _____

Evaluated By: _____

Date: _____

Proposal Evaluation Criteria

The evaluation committee will judge each written proposal based on the following criteria:

	MAX. POINTS	SCORE
Data Coverage & availability	20	
Data quality, methodology & transparency	20	
Competitor granularity & reporting detail	20	
Pricing & value	15	
Vendor qualifications & experience	15	
Delivery timeline & Flexibility	10	
TOTAL POINTS	100	