

The logo consists of the letters 'USA' in a white, pixelated font, set against a solid blue square background.

VisitTheUSA.com

Brand USA



Brand USA

REQUEST FOR PROPOSAL

VisitTheUSA Trip Planner

Date: May 16, 2022

INTRODUCTION

As the destination marketing organization for the United States, Brand USA's mission is to increase incremental international visitation, spend, and market share to fuel the nation's economy and enhance the image of the USA worldwide.

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.

As one of the best levers for driving economic growth, international travel to the United States currently supports 1.2 million American jobs and benefits virtually every sector of the U.S. economy. Since its founding, Brand USA has worked with more than 900 contributing organizations to invite the world to explore the exceptional, diverse, and virtually limitless travel experiences and destinations available in the United States of America.

According to studies by Oxford Economics, over the past seven years Brand USA's marketing initiatives have helped welcome 7.5 million incremental visitors to the USA, benefiting the U.S. economy with nearly \$55 billion in total economic impact, and supporting more than 50,000 incremental jobs each year.

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 at VisitTheUSA.com.

PURPOSE

Brand USA seeks an Itinerary Planning tool that enables visitors to [VisitTheUSA.com](https://www.visittheusa.com) to build their own trip plan based on personal interests for travel to the United States.

SCOPE OF WORK

The selected vendor's product will:

- Generate a personalized trip plan for the USA, based on: User's desired travel locations; dates; weather/season; trips with families, couples, or singles; popular places and hidden gems; and deliver content for preferences such as outdoors, culinary, culture, relaxing, attractions/museums, shopping, etc.
- The Trip Planner will suggest: Cities to visit; number of days to spend in each city; suggested sequence in which to visit cities; recommended travel modes; recommended time allocation; day-by-day plan of attractions with suggested duration and sequence.
- Customize based input. The user should be able to change/customize the plan easily by adding or deleting a destination; increasing or decreasing days or dates to a destination; re-sequencing destinations; view modes of travel and change the specified travel mode; change times for arrival/departure, so the final plan adjusts; add/delete attractions; increase/decrease an attraction; re-order listed attractions.
- Learn user preferences and update the itinerary in real-time.
- Permit users to share their specific plan with friends/family on social media or via email. Co-travelers should be able to view and co-edit the plan.
- Allow users to sync the generated plan to a calendar and print the plan.
- Enable users to continuously change their personalized recommendations by exploring other cities and attractions that are not on the initially generated plan.
- Show detail about listed attractions such as address, operating hours, website, etc.

- Search all states/territories and at least 4,000 cities in the USA.
- The Trip Planner is currently presented in English. Because we may expand to other languages, we do require rights to translate and utilize the product in each language/market in which Brand USA is active. If there is an additional fee for languages, please include this in your proposed budget. (See the list of languages and details about Brand USA at TheBrandUSA.com).
- Function equally well on mobile, tablet, and desktop. The tool must be responsive.
- Only feature the USA – cities, states, territories, and Washington, D.C.

MARKETING TACTICS

- The success of the Trip Planner is measured by sessions, time-on-site, and bounce rates. Devise a year-round traffic generation plan to drive traffic to the Trip Planner from outside the USA. Your plan may utilize any successful method – SEM, SEO, in-bound links, etc. The initial goal is drive at least 10,000 visits per month. Include this cost in your proposed budget.

Our Questions: (Direct answers are required in your proposal).

- Will we be using a link to a site you customize for us, or will we be able to integrate your planner into our Drupal 9 website? If integration, provide examples of websites.
- From where do you license your content (images, text, video, etc.)? Are there any global limitations?
- How often is the content updated?
- If our destination partners wish to integrate their own content (text and images) into your Trip Planner, is that simple to do? Explain the work flow necessary to execute.
- If you are hosting the Trip Planner, which CDN do you utilize?
- Do you have your own branded version of the Trip Planner? If so, what is the URL? Will it compete in search results with the Trip Planner you are creating for VisitTheUSA.com?

Your Questions:

- Questions you have concerning this RFP must be submitted to RFPAdmin@TheBrandUSA.com by the date listed in the schedule. Answers to questions will be published on TheBrandUSA.com. Company names will be removed. We do not accept questions via phone calls and do not conduct interviews or have conversations prior to selecting finalists.

QUALIFICATIONS

- Demonstrated experience working with major brands that require an enterprise level tool.
- Significant project management experience.
- Superior references from large consumer brands currently utilizing your services.

PROPOSAL FORMAT AND SPECS

Proposal format is open to presentation style and delivery of the proposing team, but it must include the following information:

- Provide background information on your company, including a list of current clients.
- Demonstration of an ability to meet the qualifications and provide specific answers to the questions presented.
- State unique selling proposition over competitors.
- Show case studies – or examples of your Trip Planner in use (minimum of two) – with demonstrated results relevant to Brand USA (scale, industry, and/or similarity).
- Provide at least two client references.

BUDGET

Based on the RFP requirements, the proposer must submit a detailed, realistic pricing matrix. Note that the initial engagement will be for a one-year term.

OTHER REQUIRMENTS

The vendor must own, or can sublicense, all content to Brand USA.

TENTATIVE SCHEDULE

A. Proposal Released	May 13, 2022
B. Written Questions (due by 5:00 p.m. EDT)	May 24, 2022
C. Written Questions Answered and Posted to Brand USA Website	June 3, 2022
D. Notice of Intent To Bid Due (due by 5:00 p.m. EDT)	June 10, 2022
E. Proposal Due (due by 5:00 p.m. EDT)	June 17, 2022
F. Proposal Evaluation by Scoring Committee	June 27, 2022
G. Notification and Scheduling of Finalist Interviews	June 30, 2022



H. Finalist Presentations/Interviews
I. Notice of Intent to Award Contract and Public Posting

July 13/14, 2022
July 19, 2022

DELIVERY OF PROPOSAL

Proposals should be e-mailed to RFPAdmin@TheBrandUSA.com





EVALUATION AND CONTRACTING

All proposals satisfying the requirements of this Request for Proposals will be evaluated to establish which of the providers best fulfills the needs of Brand USA and this project. This Request for Proposals in no way commits Brand USA to award a contract, to pay any costs in preparation of a proposal, or to contract for the goods and/or services offered. Brand USA reserves the right to accept or reject any or all proposals received as a result of this request, to negotiate with all qualified providers, or to cancel this Request for Proposals. After awarding the contract, the schedule will include a period of collaboration between Brand USA and the selected Contractor to better define, elaborate upon, and fix the Contractor's final Scope of Work and general Terms and Conditions.

Proposals may be rejected if they do not include all deliverables. Proposers wishing for clarification of this RFP must submit questions in writing to Brand USA, no later than **May 17th**, and send 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 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 **June 10, 2022** (due by 5:00 PM EDT).

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 following information:
 - a. Executive Summary.
 - b. No Conflict of Interest: Client relationships that could potentially be considered a conflict of interest must be listed.
 - c. Contract Manager/Team: identify one individual on the Proposer's account team who will manage the event.
 - d. Case Studies.
 - e. Direct answers from the "Questions for You" section. Include the question and your answer. Do not assume we will locate answers to these questions spread throughout your proposal. Failure to provide direct answers may negatively impact your submission.
 - f. Specific Monthly/Annual Budget.
3. **Certification Form**: Must be signed and accompany all RFP Response submissions.



ATTACHMENT 1

NOTICE OF INTENT TO BID

Due: June 10, 2022

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
Ability to meet requirements	40	
Quality of content	40	
Cost effectiveness	20	
TOTAL POINTS	100	