



Answers to Questions Received For

Host City for U.S.—China Tourism Leadership Summit 2025

The following are answers to questions received regarding Brand USA's 2025 U.S.-China Tourism Leadership Summit RFP.

Please note: We have condensed and edited the questions received for space or clarity. In addition, we have removed names and other identifying information of those who posed questions.

Q: What is the general number of attendees that attend each portion of the Summit? What is the composition of the delegates, public sector vs private sector, for both the United States and China?

A: In general, the summit will welcome between 150-200 participants, of which approximately 50-100 will be from China and the remainder from the United States. The majority of the Chinese delegation is comprised of public sector participants at the national and provincial level and also includes key corporate executives. The majority of the U.S. delegation is comprised of private sector representatives from destination marketing organizations, travel and hospitality corporations, trade associations, and also key federal government partners.

Q: Can you provide an example of a previous summit program for reference?

A: Yes. Please [click here](#) for the 2019 U.S.—China Tourism Leadership Summit program, which was hosted by Visit Seattle.

Q: Are there preferred dates for the 2025 summit? Is there a preferred date pattern?

A: The final dates for the 2025 summit will be determined by Brand USA, the U.S. Department of Commerce, and the Chinese Ministry of Culture in consultation with the host city. At this point the dates for 2025 are flexible, and bidders may propose multiple date options and/or a target week or two. Please see below for more detail on date patterns.

Q: Can you provide clarification on the hotel meeting space needs, including for receptions, meetings, meals, and VIPs? Can you also provide a more detailed agenda with room sizes and timelines for each day?

A: The following is tentative and based on previous summits. However, it is subject to changes as the specific agenda and protocol develop and as we collaborate with the host destination:

- **Day 1: Brand USA production staff arrive**
 - Limited number of staff rooms check-in
 - Brand USA production office opens.

- Access to event rooms for walk-throughs
- **Day 2: U.S. attendees arrive**
 - U.S. attendees check into rooms, including limited number of VIP suites
 - Potential reception space at hotel, or elsewhere in the city to accommodate 50-100
- **Day 3: U.S. delegate day; Chinese attendees arrive; opening event**
 - Full day conference program
 - Meeting room to seat 100
 - Separate lunch room to seat 100
 - Chinese attendees arrive, including VIP plane pickup and airport transfers
 - Chinese attendees check into rooms, including limited number of VIP suites
 - Private meeting rooms to accommodate 15-20 people
 - Evening event for 150-200 people with food, beverages, and entertainment. Ideally at an impressive attraction or venue, often a seated dinner but not necessarily, and showcasing a feel for the destination
- **Day 4: Plenary day and evening event**
 - Full day conference program
 - Meeting room to seat 150-200 people
 - Separate lunch room to seat 150-200 people
 - Private meetings rooms to accommodate 15-20 people
 - Evening event for 150-200 people with food, beverages, and entertainment. Ideally at an impressive attraction or venue, often a seated dinner but not necessarily, and showcasing a feel for the destination
- **Day 5: Fam tour**
 - U.S. attendees check out, minus key Brand USA staff
 - Chinese participants tour city/state/region, including meals
 - Potential VIP fam tour to include special itinerary/access
 - Closing event for 75-100 people with food, beverages, and entertainment. Ideally at an impressive attraction or venue, often a seated dinner but not necessarily, and showcasing a feel for the destination
- **Day 6: Fam tour Day 2 or Chinese depart**

Q: The RFP states “the host city, in coordination with Brand USA, will fund, plan, manage and execute on-site logistics and entertainment, including but not limited to ground transportation, accommodations, meeting space, translation services, catering, evening networking and cultural exchange events, and a post-summit familiarization tour for Chinese delegates.” Is Brand USA funding part of the Summit?

A: Brand USA will evaluate the proposals based on the ability of the host destination to cover as much of these items as possible—whether through budgets, sponsorships, and/or in-kind contributions:

- Meeting space for 150-200 participants from China and the United States
- International airport needs, including VIP arrival
- Ground transportation, including airport transfers
- Lodging
- Meeting and reception facilities
- Evening events
- Daily meals and refreshments

- Familiarization tours
- Signage
- Other elements associated with hosting an important international meeting

Q: What are the room night needs for the summit?

A: In general, the summit will welcome between 150-200 participants, of which approximately 50-100 will be from China and the remainder from the United States. We project that approximately 90 percent of attendees will not be from the host destination and will make use of the host hotel(s). Please consult the sample schedule above and note that the visiting U.S. delegation will stay three nights (e.g., days 3-6) and the Chinese delegation will stay three nights (e.g. days 4-7).

In addition, note that VIP suites of similar size and between six and 10 comparably sized, regular suites are required for certain guests.

Q: Can social events associated with the summit take place at the host hotel and what meals are required throughout the summit?

A: During the summit itself, attendees will eat breakfast and lunch at the host venue during the summit meetings. For evening events and fam tours, attendees prefer to dine in hosted venues that represent the host destination well and are able to accommodate Chinese preferences. Whatever the host destination believes will best entice attendees from a culinary/entertainment perspective will suffice for dining options outside of the summit meetings. During fam tour days, cultural etiquette calls for breakfast to be provided to Chinese attendees.

Q: Are fam tours included in 3 to 4-day summit?

A: Fam tours are included within the 3 to 4-day summit schedule and we expect the host destination to put together 1-2 days of fam tours for the Chinese participants as well as some host city and Brand USA staff. The number and length of fam tours will be determined through dialogue with the Chinese and will factor in time restrictions on their side. Some destinations have chosen to conduct a VIP fam tour and general fam tours. Typically, all Chinese attendees will participate in the fams, which should showcase the best of the host destination and perhaps surrounding region (subject to time availability).