



The following are answers to questions Brand USA has received to the RFP for the Website Itinerary Builder.

Thanks to everyone who submitted questions regarding Brand USA's RFP for translation services. 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.

Q1: Does Brand USA have its own preferred booking engine or affiliate relationships?

A1: We may or may not engage in bookings from these tools. We will discuss this with finalists during the interview process.

Q2: What do you expect to be in a full-featured API for data access? What will this be used for?

A2: We may export data to Salesforce; a private platform we share with partners; and our data warehouse.

Q3: What is the expected traffic to the [VisitTheUSA.com](https://www.visittheusa.com) site?

A3: We do not publicly issue this information. For the purposes of this RFP, use one million visitors per month (although this may not be the actual number).

Q4: Do all requirements need to be satisfied at launch or can some be phased in?

A4: Explain what you feel is realistic at launch and what you would like to phase in at a later date and explain.

Q5: Are there any specific KPIs you want to see in the analytics dashboard?

A5: Detail what you can offer by the time of launch.

Q6: How many U.S. DMOs do you estimate will provide access to their content with permission?

A6: We are optimistic that the number could be large, however, we have not conducted the outreach as of yet.





Q7: What travel themes do you have in mind so that we can have new functionality?

A7: We utilize common themes found in the travel industry: Road Trips; Great Outdoors, National Parks; Culinary; Music; Sports; Urban Exploration; and others.

Q8: Is only WhatsApp required or are other platforms also required? (WeChat, Instagram Messenger, Facebook Messenger)

A8: The AI Chatbot must function on WhatsApp, which will be the primary initial platform. This and other platforms are outlined in the RFP. The website itinerary builder must function on mobile and desktop.

Q9: We see that these are two different RFPs, is there a need to keep the two systems in sync? Any possible handoffs between the two systems etc? Are you okay with one proposal that covers both?

A9: The systems will not be in sync. If there is a hand-off, it would be a simple link.

Q10: Do you expect the same user audience to utilize both the Itinerary Builder and Chatbot or are they intended for different user personas?

A10: We suspect that there are plenty of users for both experiences, and will find out through user testing.

Q11: The development phase is March 13 - May 16, yet the launch is Sept 2025. Is there a reason for the gap from development completion to launch? Our understanding was that you wanted to launch before the IPW travel convention.

A11: It is possible that we could launch the AI Chatbot earlier if we feel the product is ready. The website planner will not launch until Fall. In either case, our goal is to produce quality products.

Q12: What CMS and CRM systems do you leverage today?

A12: Drupal for the website. Salesforce for CRM.





Q13: Is there an agency of record we would be working with on this initiative?

A13: Your primary contacts are at Brand USA.

Q14: Are there any content sources outside of content published to the visittheusa.com website from an integration standpoint?

A14: We are looking to you to recommend what sources (data points) you feel are crucial to the development of these tools. This should be included in your pricing model. All our work is global, so we do require international licenses.

Q15: For both the AI Trip Planning Chatbot and Website Itinerary Builder, are you planning to integrate this tool directly into the visittheusa.com website?

A15: You may propose either approach. The current website itinerary builder is not directly integrated. It's a link to a sub-domain and hosted/accelerated by the vendor.

Q16: For both the AI Trip Planning Chatbot and Website Itinerary Builder, should the proposal include primary pricing for Brand USA to implement both solutions on their website, along with a secondary pricing model for DMO partners?

A16: For this RFP, concentrate on pricing for Brand USA implementation.

Q17: Should we provide a detailed response to each scope of work area in our Project Approach? As some of these items are covered in the Questions for You list, should we just cross-reference or provide a detailed response that may overlap with our question responses?

A17: You are required to answer the questions directly. If you repeat an answer from another section, that's fine.

Q18: What type of content would you like to integrate? Video, image, text, audio?

A18: Propose what you feel would be most effective for the consumer.





Q19: What data sources are available?

A19: [VisitTheUSA.com](https://www.visittheusa.com) may be utilized. We will likely have many of our destination partners participate, but the total number at this stage is unknown. Suggest data sources you feel will make the tool(s) most effective and be sure and include licensing as part of your budget.

Q20: Do you have a platform where vendors update the content?

A20: Content on VisitTheUSA.com is updated regularly.

Q21: Do you have a preference for how the dashboards should be presented? For example, Power BI, Looker?

A21: We are open to your suggestions.

Q22: Is there any DMO, internal or external, with a similar AI-Conversational solution? Does this represent any potential conflicts?

A22: There are some destinations which are utilizing solutions. This is not a conflict. Any promotion of the USA is additive. The destinations in America are our partners.

Q23: Is there a specific user journey you already have in mind?

A23: Feel free to suggest.

Q24: What's the main KPI? What about the balance vs. inspiration or itinerary generation vs. actual booking?

A24: For the itinerary builder, usual website metrics, plus number of plans created. For the chatbot, we would like your suggestions. We will not be involved in booking trips at launch.

Q25: Whatsapp seems to be quite limiting when it comes to interfacing and user experience, user flow, how will this affect evaluation criteria such as "interface design and usability"?

A25: For an international user, WhatsApp is a vital platform. We'd like to see your suggested approach.





Q26: We understand this is a global impact project. Could you tell us which are the top 10 markets you'd like to impact and why?

A26: To learn more about Brand USA, visit our corporate website, www.TheBrandUSA.com.

Q27: Are there any ongoing, previous conversations or negotiations with any DMO partners for this solution or will this effort begin once the product is launched?

A27: Once a vendor is selected, we will discuss our partner integration.

Q28: Could you confirm the launch date? There's conflicting dates in the RFO document.

A28: There is one date for Chatbot and another for itinerary builder.

Q29: Are there specific expectations regarding the chatbot's ability to handle complex multi-city road trips, including route optimization and personalized recommendations?

A29: The chatbot must be able to produce multi-city, multi-state road trips. Inform us as to your capabilities in the other two areas.

Q30: Please share what all other languages, except English to be included in the website?

A30: You'll find a list of the languages we use in the dropdown menu of VisitTheUSA.com.

Q31: Is the agency expecting all resources to be onshore and can some of them be hybrid (off-shore or near-shore)?

A31: We execute work globally.

Q32: What is the minimum data privacy, security standards and data compliance requirements the solution must adhere to?

A32: This is global, so the standards should reflect this approach.

Q33: Will users access the chatbot in Guest mode and they can create the accounts?





A33: We are open to your suggestions.

Q34: What is the expected user load on the site, especially during peak times?

A34: Very fast load is expected, regardless of peak traffic.

Q35: If we decide to participate also in the Website Itinerary builder RFP can we submit a single document, both seem very complimentary.

A35: Yes, you place them both in one submission.

Q36: Will there be ongoing support after launch?

A36: Yes. Include hours and fees in your budget for 12 months.

Q37: Should we propose a phased implementation, or is this a single full-scale launch?

A37: This will be a full product upon launch. We welcome enhancements and improvements after the launch phase, and that will be a separate scope of work.

Q38: How personalized should the solutions be? Should they adapt based on user behavior, or follow a structured, rule-based approach?

A38: Ideally, the solutions should be as personalized as possible and adapt to user behavior.

Q39: Are there proprietary datasets, or past chatbot transcripts available for AI training?

A39: We will not be providing datasets or transcripts (other than our website) for AI training.

Q40: Is the Chatbot for WhatsApp only? Or should the chatbot be built for future expansion to platforms like Messenger, Telegram, WeChat, or SMS?

A40: WhatsApp is the most important implementation for the Chatbot, however, we are interested in all of these other platforms. We are not inclined to build a stand-alone app, but if you are convinced this should be executed, you are free to make the case.





Q41: Who owns the AI models and infrastructure? Will Brand USA require full ownership, or is there flexibility in how it's managed?

A41: We are open to discuss this point during the finalist process.

Q42 : What are the projected high, medium, and low cases for chat volume?

A42: Price according to various levels.

Q43: Are there priority U.S. destinations?

A43: Brand USA serves the entirety of the USA, including our territories and the District of Columbia. Neither product will surface information about any destination beyond the USA.

Q44: Are real-time dashboards a requirement or is periodic reporting acceptable?

A44: Real-time dashboards are preferred.

Q45: Are there data logs from human-operated channels? If so, can anonymized data be shared to inform chatbot design, development, and testing?

A45: We have website data that could be shared upon contract if you will that useful.

Q46: Will other stakeholders be involved in testing? Should the vendor assume full responsibility for all test phases?

A46: Yes, there will be stakeholders involved in testing, but the primary testing will be conducted by the vendor.

Q47: Who will be responsible for the ongoing review of chat logs? Are there existing Brand USA teams who will support this mandate?

A47: Ongoing monitor will be part of the vendor's responsibility. You will be interacting with a Brand USA team.





Q48: Could you please clarify what is meant by "real-time" in the context of destination recommendations?

A48: Up to date information about destinations.

A49: Regarding Build in public process, could you explain this further? Do you have any previous examples of this? Does this mean you are also looking for PR support for launch?

A49: "Build in public" refers to our transparent development approach where we share our AI implementation journey in real-time with our partners and stakeholders. Rather than developing solutions behind closed doors, we openly discuss our process, learnings, and results as we integrate AI tools into tourism promotion. The goal is to accelerate AI adoption across the US travel industry. This refers specifically to regular appearances on the Brand USA Talks Travel podcast to discuss the process of implementing these tools, but could also include storytelling through newsletters and press outreach.

Q50: Do you have an AI guideline for internal Brand USA use that we should follow?

A50: The following is from our Brand USA guidelines. It exemplifies our approach:

Vision: Brand USA aims to set the global standard for responsible and innovative AI-powered tourism promotion. We are committed to leveraging artificial intelligence tools to advance our mission of driving international inbound tourism, fostering economic growth for communities and businesses, enriching travelers' experiences, and strengthening international diplomacy. Central to this vision is our dedication to education—empowering our staff and the broader tourism industry to embrace and effectively utilize AI tools for sustainable growth and shared success.

Transparency: Brand USA is transparent about our use of AI, sharing when AI has been used to substantially assist with a task or piece of content, and actively engaging stakeholders in conversation about our AI strategies and their impacts. Internally, we disclose when we have used AI to generate content to build trust and provide a teaching moment for colleagues. A sample credit line would be "These AI Guidelines were generated with support from ChatGPT-4o and edited by (name here). We embrace a culture of responsible experimentation, where we maintain control and understanding of the use of these tools





while we develop new uses that drive efficiency, innovation or other outcomes in service of our mission.

Responsibility: Keep the human in the loop. Generative AI is a tool, and we are responsible for the outcomes of our tools. For example, if autocorrect unintentionally changes a word, changing the meaning of something we wrote, we are still responsible for the text.. Remember that AI cannot “fact check” itself, and that it can inadvertently infringe copyright by producing text that closely resembles existing copyrighted material. It is a large language model, not a large knowledge model, and outside of the context you provide in a prompt it has no relationship to “truth.” Brand USA is responsible for providing ongoing training in using AI tools for all staff, empowering them to use them confidently and safely.

Confidentiality and safety: We encourage users to not enter personally identifiable information (PII) into a prompt; this includes names, phone numbers, email addresses and mailing addresses. The EU AI Act and pending state legislation requires an individual to explicitly consent to their information being entered into a prompt. Users should not put confidential or proprietary information into a prompt; this includes reports we receive through a license or subscription, trade secrets, confidential information shared with us by partners or other stakeholders, financial information about our operations and information about our employees.

Governance and accountability: We can encourage our employees to provide feedback or report concerns regarding AI use to ensure continuous improvement and compliance for our program.

