



## ADDENDUM II

### RFP FOR FOREIGN REPRESENTATIVE SERVICES – United Kingdom (UK)

SUBJECT: Request for Proposals (RFP) for Foreign Representative Services – UK, dated August 9, 2022

FROM: Visit San Antonio

Date: August 26, 2022

#### THIS NOTICE SHALL SERVE AS ADDENDUM NO. I TO THE ABOVE REFERENCED REQUEST FOR PROPOSALS

#### A. QUESTIONS RECEIVED BY VISIT SAN ANTONIO STAFF ARE ANSWERED AS FOLLOWS:

**Question 1:** Does this RFP cover UK only or do includes Ireland as well?

**Answer:** Only the UK, no anticipated work in Ireland at this time.

**Question 2:** Are there any US destinations that Visit San Antonio considers a conflict of interest?

**Answer:** Austin, Texas, would be the only destination that is a conflict of interest. Visit San Antonio works closely with many gateway cities, especially those within Texas, to help promote San Antonio in the UK.

**Question 3:** Would a hotel or DMC be considered a conflict of interest?

**Answer:** Please provide a list of currently contracted clients. Though none would be automatically a conflict of interest, it could depend on their size and scope of competition to the San Antonio market.

**Question 4:** How do you currently work with Travel Texas and Brand USA and do you see this relationship extending to the UK? Are there any global training initiatives or campaigns we should be aware of?

**Answer:** Visit San Antonio continuously works with Travel Texas and Brand USA for many of their UK programs. Existing programs include Brand USA Travel Week Europe and USA Discovery Program as well as Travel Texas' Frontiers program plus sales and media missions to be defined for the next fiscal year.

**Question 5:** Please could you confirm that each tab submitted should be a separate PDF document labelled with the relevant tab number and description?

**Answer:** The different tabs can be consolidated within a single PDF. If you have the ability to place bookmarks within your submitted PDF for the different sections it would be most appreciated.

**Question 6:** Clarification ref RFP Exhibit 1 - Insurance Requirements

**Answer:** At this time, we are asking Respondents to provide their current Certificate of Insurance for Professional Liability Insurance/Commercial General Liability Insurance they have for the UK region. For the successful Respondent, VSA will address any additional insurance coverage needed for any work done in the United States.

**Question 7:** On page 23, RFP Attachment A-3 Proposed plan – should we include a detailed, itemized plan and budget for our proposed operational activities in this section?

**Answer:** It would be ideal if it is provided.

**Question 8:** While the RFP states that agency fees are not to exceed \$120,000 per year, there's no indication of the budget available for the activities/campaigns themselves. To ensure the plan is realistic and achievable, is this available? Or at least an indication/range?

**Answer:** Visit San Antonio has currently allocated US\$90,000 for PR/media programs and US\$95,000 for consumer and travel trade initiatives for Fiscal Year 2023 (October 2022 – September 2023).

**Question 9:** With San Antonio hosting IPW in 2023, would VSA require the account manager and PR account manager to attend the show and pre/post fam trip activities?

**Answer:** There will be a need for UK agency staff to attend the show but not any pre/post fam activities.

**Question 10:** New product developments planned over the next 2 years?

**Answer:** San Antonio is a fast-growing city – already the seventh largest in the U.S. – and has many major projects in process. Check [this page](#) for additional information on announced projects coming up in the next few months and years.

**Question 11:** Which UK trade shows have you planned to attend? (WTM, The Meetings Show, etc)?

**Answer:** Brand USA Travel Week and Visit USA UK events.

**Question 12:** Do you have a list of the current UK tour operators programming San Antonio?

**Answer:** North American Travel Services, Virgin Atlantic Holidays, America As You Like It, Purely America, US Air Tours, Trail Finders and Travel Bag, among many.

**Question 13:** Any existing travel trade or brand partnerships or existing commitments in UK market 2022/23 we should be aware of (this question was asked at the pre-submittal conference presentation)?

**Answer:** Commitments with two brand partnerships where agency will need to assist with coordination and execution for call to action.

**Question 14:** How is VSA structured - do all stakeholders contribute equally and thus should be represented as such? Which stakeholders/products are seen as key priorities?

**Answer:** Visit San Antonio is a membership-based, public/private non-profit destination marketing organization. The majority of its funding comes from hotel occupancy taxes with additional revenues from membership fees and other smaller streams. While its membership is prioritized, the marketing focus is on the destination as a whole and its offerings around culinary, culture, history, arts, fun, growth and evolution, outdoors and diversity. From an attractions and hotel standpoint, the focus will be based upon the market's interests. There will be collaborative communication and coordination with the agency to ensure appropriate products/stakeholders are featured.

**Question 15:** Are you open to promoting twin centre trips within the USA or within Texas?

**Answer:** Yes.

**Question 16:** On page 23, RFP Attachment A-3 – Proposed plan – point 3

*3. Describe 2-3 examples of your agency's experience in representing services in UK, including the leisure travel market, meetings/convention market, and travel trade market. For each listing, highlight your agency's ability to generate relevant strategy and effective communications that speaks to relevant audiences, particularly as it relates to your understanding of the "sweet spot" of various offerings in terms of the core consumers.*

Please could VSA define the terms highlighted – eg Meetings and convention market refer to corporate business?

**Answer:** "Meetings/conventions market" are group travel for conferences or congresses that would book meeting space in San Antonio – this is a smaller piece of international business but would be good to know if your agency has any experience in that regard.

**Question 17:** Is there a % breakdown of time/resource/fee between MICE/ Business Travel, Trade and Consumer?

**Answer:** Initial thoughts, though fluid, are that it will be Direct to Consumer: 30%; Trade: 65%; MICE/Business Travel: 5%.

**Question 18:** Is the 'Real Fun - True Memories' / 'Real Stories - True Experiences' campaign something you'd like to adopt in UK?

**Answer:** Yes.

**Question 19:** Which key demographic/target audience(s) would you like to see uplift in visitation from?

**Answer:** History, Arts and Culture travelers, Urban Traveling Family travelers, Foodie travelers and Highly Educated Urbanites travelers.

**Question 20:** Are there any specific plans in place to launch direct flights from UK to SA?

**Answer:** San Antonio is actively searching for airline partners to provide direct flights.

**Question 21:** How does VSA track visitor arrivals from the UK? Are pre-pandemic visitation numbers available?

**Answer:** Visit San Antonio occupies Tourism Economics for visitor arrivals. In 2019, San Antonio welcomed 22,000 UK visitors and projected to welcome 21,000 in 2022.

**Question 22:** How did you select the companies you have chosen to send the bid to?

**Answer:** Visit San Antonio directly contacted a sampling of five companies widely known to U.S. destinations and sought additional respondents by placing an advertising on the popular industry outlet Travel Weekly UK.

**Question 23:** Is this an open tender?

**Answer:** Yes, any agency that meets the requested requirements may apply.

**Question 24:** Could you give us an idea of the quantity of collateral that will require storage?

**Answer:** Collateral will mostly be in the form of client/media amenities for planned events/tradeshows, no expectation of long-term storage of printed materials.

**Question 25:** Any PR challenges you've faced to date locally, within the USA or globally?

**Answer:** No major challenges that other destinations have not faced recently such as a slowdown related to the pandemic in 2020 and early 2021. San Antonio is a popular regional and national destination and seeking to grow its international standing.

**Question 26:** Do you have key local characters or personalities that you'd like to profile; key VSA personnel?

**Answer:** The destination as a whole is the main focus. Local personalities could be used as storytelling opportunities but there is not currently a focus on anyone in particular.

**Question 27:** Are we allowed to audit key UK media for current view of VSA?

**Answer:** Due to the pandemic, UK coverage in the last two years has been scarce. Recent key media coverage is available on [this page](#). One of the few recent pieces from the UK is a [National Geographic UK](#) piece.

**Question 28:** What does PR success look like - your top 5 wish list of key publications to feature VSA?

**Answer:** Major national lifestyle outlets that span print, online and broadcast.

**Question 29:** Are you in a position to share your global earned media goal?

**Answer:** US\$15 million for FY23, US\$22 million for FY24. Fiscal years go from October 1 to September 30.

**Question 30:** What sustainability initiatives do you have in place?

**Answer:** Texas is the leading wind-power generating state in the U.S. and San Antonio is one of the leading green energy producing cities in the state. San Antonio's recent expansion of the River Walk to the Mission Reach was the largest urban ecological restoration in the history of the U.S. Many projects within the destination continuously look for ways to be more ecologically sustainable.