

QU: Regarding the \$1 million annual budget, The third-party marketing activity costs are not included in this annual budget. Please advise on the total annual budget allocated for third-party marketing costs in the China market. If you could provide us with the budget range for third-party costs, it will help us to make a more realistic plan.

For FY 2025. third -party marketing budgets for China have yet to be confirmed.

QU: Regarding market coverage, do we need to include Hong Kong and Taiwan?

Brand USA has recently issued a RFP for South East Asia. Please see link:

https://www.thebrandusa.com/system/files/rfps/documents/RFP%20-%20FINAL%20SE%20Asia%20TR_PR%202024_U.pdf

QU: Regarding the length of the proposal, does 30 pages include the cover page and appendix?

The 30 pages includes the cover page but not the eppendix.

QU:Regarding the team, what is the minimum number of dedicated staff you request for the China market?

The RFP is open to respondent's interpretation. Brand USA seeks the most effective use of funds to drive increased visitation and spend.

QU: Regarding the scope of work, does it include Meetings and Incentives development ?

Brand USA is looking for strategic guidance and feedback on the best way to reach and influence potential travelers. We are open to new approaches if they make strategic sense.

QU: Could you please share more information with us about the market research you conducted for the Chinese market ?For example : what is the proportion of FIT/GIT among Chinese leisure tourists visiting the United States in 2023?

We are happy to share the interactive market data
research: <https://www.thebrandusa.com/interactive-market-data>