

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

VisitTheUSA.com

**Brand USA**

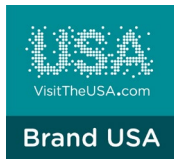


**Brand USA**

## **REQUEST FOR PROPOSAL**

U.S.-China Tourism Leadership Summit 2025

February 2024



## INTRODUCTION

As the destination marketing organization for the United States, Brand USA's mission is to increase incremental international visitation, spending, 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.

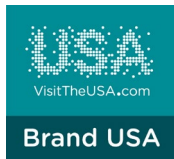
As one of the best levers for driving economic growth, international travel to the United States supports more than 1 million American jobs and benefits virtually every sector of the U.S. economy. The international segment of the travel economy is especially high-value because visitors from abroad, on average, spend more time and money and visit more destinations than domestic travelers. Since its founding, Brand USA has worked with thousands of partner 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 nine years, Brand USA's marketing initiatives have helped welcome 7.7 million incremental visitors to the USA, benefiting the U.S. economy with \$56 billion in total economic impact, and supporting, on average, nearly 40,000 incremental jobs each year. Importantly, approximately half the jobs supported are outside the travel and tourism industry, including manufacturing, construction, finance, retail, and more.

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](http://TheBrandUSA.com). For information about exceptional and unexpected travel experiences in the United States, please visit Brand USA's consumer website at [VisitTheUSA.com](http://VisitTheUSA.com).





## PURPOSE & BACKGROUND

Brand USA is seeking a host city for the 15<sup>th</sup> U.S.-China Tourism Leadership Summit in 2025. This summit will be the first in the United States since it was hosted in Seattle in 2019 and creates a platform to convene leaders from both countries to build and strengthen relationships between the U.S. and Chinese governments and travel industries. The program is designed to foster reciprocal understanding by educating U.S. and Chinese delegates about the current challenges, emerging trends, and avenues for growth within the travel and tourism industry.

### Previous Summits

2007 Charlotte, NC  
2008 Shanghai, China  
2009 Orlando, FL  
2010 Nanjing, China  
2011 Hawaii, HI  
2012 Qingdao, China  
2013 Chicago, IL  
2014 Xiamen, China  
2015 Los Angeles, CA  
2016 Ningxia, China  
2017 Atlanta, GA  
2018 Hangzhou, China  
2019 Seattle, WA  
2024 Xi'an, China



## SCOPE OF WORK

The goal of this RFP is to identify a host city that has experience hosting multi-day, multi-national events and will be able to manage, organize, and fund the influx of 150-200 estimated participants from the United States and China. The host will coordinate with Brand USA to create a welcoming experience and productive meeting for summit participants.

While Brand USA and the Chinese Ministry of Culture and Tourism are responsible for planning the summit's formal program, 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.

## FUNCTIONAL REQUIREMENTS

In order to be effective, the 2025 summit host should be able to accommodate, help facilitate, and fund a three-to-four day summit for 150-200 participants and demonstrate the ability to provide and deliver:

### Location:

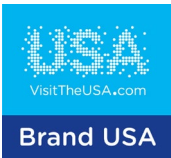
- Description of air connectivity from China
- Airport must have appropriate "VIP protocol," such as staff at the airport able to manage incoming Chinese guests.
- Ground transportation/airport transfers for attendees.
- "China ready" accommodations and accompanying meeting spaces that cater to Chinese travelers' cultural needs, including but not limited to in-language signage, cultural food/beverage needs, electrical adaptors for personal electronics, etc.
- Room block for summit delegates, including VIP suites at the designated hotel for heads of delegation and other VIPs
- Daily meals and refreshments (including breakfast, lunch, dinner, coffee breaks, etc.)
- Local staff available to assist participants and guests and assist with overall event execution.
- One to two Mandarin-speaking event staff to assist Chinese participants
- Rooms for VIP receptions and meetings at the hotel, smaller VIP meeting rooms at evening venues

### Entertainment:

- Evening networking and cultural exchange events throughout the summit
- Familiarization tours of the city/region for Chinese delegates

### Financial:

- Ability to contract with a variety of diverse vendors, including but not limited to venues, entertainment, translation, printing, etc.
- Ability to fund the summit by direct payment or by sourcing in-kind contributions



## PROPOSAL FORMAT AND SPECS

Proposals should be comprehensive of all information requested in this RFP and kept to a maximum of 25 pages. The proposal format is open to the presentation style and delivery of the proposing team, but it must include the following information:

### Location Background

- Provide background information on your destination, including your current position and history working with the China market, and history with receiving Chinese visitors.
- Describe the regional airports' connectivity to China.

### Project Plan

- Examples of planning, management, and execution of similar events.
- Designate hotel and meeting space for the 2025 summit.
- Examples of potential entertainment venues.
- Propose a week to host the summit (which will be confirmed by Brand USA and the Chinese Ministry of Culture and Tourism)
- Estimated timeline for securing transportation, accommodations, meeting facilities, VIP meeting and reception spaces, and familiarization tour venues.
- Provide a staff plan with attached biographies for personnel assigned to the project.

### Budget/Funding

- Provide a proposal with estimated costs covering the functional requirements described above.
- Detail overall financial commitment.



## MINIMUM REQUIREMENTS

Proposals may only be accepted if they include all deliverables. Proposers wishing clarification of this RFP must submit questions via email ([RFPadmin@TheBrandUSA.com](mailto:RFPadmin@TheBrandUSA.com)) to Brand USA no later than **March 8, 2024**. Questions will not be answered on calls except for meetings scheduled with finalists during or after the meeting. Company names will be removed from the published question/answer document. Duplicative, irrelevant, 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 **April 1, 2024** (due by 5:00 PM EDT).

The notice should be sent via email to [RFPadmin@TheBrandUSA.com](mailto: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:

- Background information on your destination, including your current position and history working with the China market, and history with receiving Chinese visitors.
- Describe the regional airports' connectivity to China.
- Examples of planning, management, and execution of similar events
- Examples of potential hotel, meeting, and entertainment venues.
- Estimated timeline for securing transportation, accommodations, meeting facilities, VIP meeting and reception spaces, and familiarization tour venues.
- Provide a staff plan with attached biographies for personnel assigned to the project.
- Provide a proposal with estimated costs covering the functional requirements described above
- Detail overall financial commitment

3. **Certification Form: Must be signed and accompany all RFP response submissions**



## TENTATIVE SCHEDULE

This tentative schedule may be altered at any time at the discretion of Brand USA. Brand USA reserves the right to reject any and all proposals, or any part thereof, waive an informality in the proposals, and accept the proposal that best meets the needs of Brand USA.

A. Proposal Released	[February 5]
B. Written Questions (due by 5:00 PM EDT)	[March 8]
C. Written Questions Answered and posted to Brand USA website	[March 15]
D. Notice of Intent to Bid Due (due by 5:00 PM EDT)	[April 1]
E. Proposal Due (due by 5:00 PM EDT)	[April 12]
F. Notification and Scheduling of Finalist Interviews	[April 19]
G. Finalist Presentation/Interviews	[April 22-26]
H. Notice of Intent to Award Contract and Public Posting	[April 30]

## DELIVERY OF PROPOSAL

Proposals should be emailed to [RFPadmin@TheBrandUSA.com](mailto:RFPadmin@TheBrandUSA.com). We will acknowledge receipt; should you not receive a receipt notification within two business days, please contact us. If the file size of your proposal is too large to email, or you prefer to send via a FTP service, contact us to make arrangements.

## 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, pay any costs in preparation of a proposal, or 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, negotiate with all qualified providers, or 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.



## ATTACHMENT 1

### NOTICE OF INTENT TO BID

Due: [Date]

SEND TO: [rfpadmin@thebrandusa.com](mailto: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
Project Planning/Creativity	25	
China Readiness	25	
Event Management and Execution	25	
Ability to Fund	20	
Ability to contract with diverse vendors	5	
<b>TOTAL POINTS</b>	<b>100</b>	