

SE ASIA QUESTIONS

Scope

Which countries do you define as South East Asia? Which would be the focus for the work? Could you rank the Southeast Asian countries or provide market priority tiering for travel trade, PR and partner marketing efforts in 2024 and beyond?

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

Who is your most sought-after traveler from Southeast Asia? Do you have details of target audience personas (demographics & psychographics) for your priority Southeast Asia markets?

Brand USA is looking for strategic guidance and feedback.

What does success look like to you for each of the areas – travel trade, PR and partner marketing? It would be useful if you could provide us with tangible KPIs, if any, for each of the 3 areas as this would guide us as we develop our recommendations.

Our goal is to drive visitation and increase economic impact to communities across the USA. Our visitation and spending goals are aligned to the National Travel and Tourism Strategy and what is achievable from our top inbound tourism markets, where the SE Asia region is an important contributor.

Brand USA is looking for strategic guidance and feedback and the recommendations of the proposers.

What are your business objectives/priorities, in terms of expected spend, number of visitors, etc. for Southeast Asia? Please provide breakdown if there are differences based on tiering.

Our business objectives are aligned to the NTTS goals of delivering 90M international visitors and \$279B in travel spending by 2027. Specific market objectives will be shared with the agency partner selected to support this business.

Brand USA is looking for strategic guidance and feedback.

Does influencer outreach (for earned coverage) fall under this brief?

This RFP is for trade and PR representation only. At the present time we are not looking to include influencer marketing in this proposal.

Kindly give more details about what a MegaFam entails. What is the average size and frequency of the familiarization trips you are expecting in the period of this RFP? How about MegaFam?

Size of fam groups are dependent on airline sponsorship and other considerations. Generally, groups range in size from 6-8 for product managers, 6-10 for travel agents, and 40-60 for MegaFams. Please see thebrandusa.com for more information on MegaFams.

In recent years, post-pandemic, what would you consider among your most successful PR outcomes and partner marketing campaigns in Southeast Asia?

Our PR activities and partner marketing programs in this region have been very limited coming out of the pandemic. This is an area we are interested in developing further in the coming years.

Do you have in-market spokespersons for each of your target Southeast Asian markets? If yes, could you identify them?

No.

Will we be guided on which cities or states to promote?

Brand USA's responsibility is to promote the entire country (50 states, 5 territories, and the District of Columbia).

Are trade events limited to travel agent events only (e.g. seminars, sales mission), or can also include Consumer Campaigns (e.g. Travel Fairs)? In trade events, we usually provide some gifts/souvenirs/raffle. Is that allowed, and if it is, could you give a limit and examples?

This RFP is seeking services for Trade and PR. We have a consumer team who are responsible for executing our campaigns. Regarding the specifics of trade events and what will be provided, that is something that can be determined at the time of planning the event.

Brand USA is looking for strategic guidance and feedback. Logistics for all events will be discussed as appropriate.

Budget

As you've provided a lump sum budget and the scope is extensive, could you clarify on the weightage in terms of focus/time and/or spend that the agency is expected to allocate for each of the 3 areas – travel trade, PR and partner marketing – in our submissions for this RFP?

Brand USA is looking for strategic guidance on how you would recommend splitting the time and resources.

The budget indicated in the brief includes activation but not third-party marketing activity costs. Could you clarify what would be considered as activation versus third-party marketing activity costs. How would you classify e.g. venue rental, set-up costs for partner marketing or trade roadshows, fam trip expenses, exhibition space, travel trade and partner marketing collateral

printing costs? Could you provide an example of third-party marketing activity costs which are not included in this RFP's budget?

Third-party marketing activity costs are included in activation.

Can you share with us a list of travel trade activities or a calendar of activities/events that you've either already committed to or have been interested in for 2024-2025?

Our strategies and programs that are executed shift from year to year, we would expect to develop a regional strategy with the selected agency.

Brand USA is looking for strategic guidance and feedback.

Could you share the same for partners that you've either engaged marketing initiatives with or have an interest in engaging with in 2024-2025?

Brand USA is looking for strategic guidance and feedback.

Are Fam costs (flights, in-country expenses once in the USA) covered by Brand USA or part of the budget proposal? Are these organized by Brand USA?

Brand USA is ultimately responsible for all of the costs related to the FAM. It often seeks and gains financial and in-kind support to facilitate the FAM from airline partners (tickets) and domestic partners (transportation, accommodations, attractions, etc.).

The costs for FAMs should be considered part of the budget proposal.

Please explain the difference between the two activities described below:

- Aside from dedicated staff time, the costs associated with the strategic marketing partnerships developed for marketing and fundraising purposes are not part of the budget.
- The selected Representation Firm will be expected to develop cooperative joint marketing activities to increase targeted passenger sales and develop product as outlined in the Travel Trade responsibilities section. Costs associated with those activities are part of the budget.

Joint marketing activities with key travel trade partners (might include a such as...) is part of the travel trade budget.

Strategic marketing partnerships with media vendors, content partnerships and brand partnerships designed to expand awareness of the USA to consumers through paid and in-kind media partners is a separate budget.

In-country office for information and assistance to travel trade clients - does this need to be in every South East Asian country covered, or it can be headquartered in one country, without the need for multiple offices?

We are open to office arrangements that you feel would best to achieve our regional objectives and achieve the appropriate coverage across the region.

Brand USA is looking for strategic guidance and feedback.

Do I need to include budget to “Distribute promotional brochures and literature, and other marketing assets as needed and directed” e.g., delivery costs, printing & production cost.

This should be included in your budget proposal.

Do I need to budget for media ambassadors? What sorts of costs / incentives are related to developing these relationships?

This should be included in your budget proposal.

What kind of items we can offer media partners? If an in-market broadcaster wants to shoot from the USA can Brand USA provide them with > Can we support them with accommodation, entry tickets, etc? Does that count in the budget?

We would expect any hosting of journalists to be included within the budget. All hosted journalists must have an approved US I-visa.

Brand USA is looking for strategic guidance and feedback.

Regarding Trade events, should I calculate the cost for the team from Brand USA HQ?

Brand USA HQ travel costs are not to be calculated.

General

How do you define a conflict of interest?

A conflict exists where working with Brand USA might provide you with information relevant for you and your clients to compete against Brand USA for traveler attention in your market. There are materiality thresholds insofar as the competition in global long-haul travel exists everywhere. If you'd like to know before spending time building a proposal it might be advisable to submit a list of relevant clients for review.

Has Southeast Asia been a key target market for the last few years or is this a new region of focus? Yes or no, could you provide us with reasons why?

We have had representation in the region for over a decade. Following the pandemic, we have resumed some marketing activities in this region and are reviewing each of our market activities to evaluate their potential to achieving our overarching objectives.

Post-pandemic, Brand USA is reviewing market priorities to seek the most effective use of funds to drive increased visitation and spend.

In the RFP, under the Partner Marketing section, it is stated: "These strategic partnerships must include components that deliver advertising or promotional benefits at no cost to Brand USA, which are used to fund the organization with matching funds generated by fees paid by international visitors and collected by the U.S. government." Could you clarify this further? What do you mean by "...to fund the organization with matching funds generated by fees paid by international visitors and collected by the US government"?

Brand USA is funded through donor contributions of cash and in-kind. Contributions are eligible to be matched by the federal government on a 1:1 basis up to \$100 million. The \$100 million annually is generated by the collection [ESTA](#) application fees. In-kind contributions tend to be contributed (or discounted) advertising space from media owners and broadcasters e.g., BBC, Televisa, etc.

Who are the stakeholders for this Request for Proposal, and the day-to-day work/ service delivery?

This RFP is issued by Brand USA HQ, located in Washington, D.C. and is seeking the most effective use of funds to drive increased visitation and spend.

Proposal

Under "Submission Deliverables" it asks for a hard copy. Please advise which one to follow, because sending a hard copy to the US may take time and therefore reduce the deadline.

Electronic copy is sufficient. It must be downloadable. If you send via a file transfer or link, please make it openable by RFPAdmin@thebrandusa.com without seeking permission / password.

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Please refer to thebrandusa.com for more information on Brand USA's founding and governance documents.

Our director currently is also the APAC regional director for US-based association, the Adventure Travel Trade Association. Is this permitted whilst representing Brand USA?

Brand USA is seeking recommendations for staffing levels with qualified candidates. We would expect for any potential agency partner to disclose any potential conflicts with the team they would be proposing so we can make the best decision for our business.