



FLORIDA TOURISM INDUSTRY MARKETING CORPORATION

d/b/a VISIT FLORIDA®

Request for Proposals:

**Public Relations, Travel Trade, Sales and Marketing for
Canada**

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1.0 RFP Overview and Objectives

The objective of Request for Proposal (RFP) is to solicit proposals from agencies for management of day-to-day Travel Trade and public relations (PR) operations, and sales and marketing services in Canada. While VISIT FLORIDA contracts on an annual basis, it is anticipated that the selected Vendor will provide services to VISIT FLORIDA for 3 to 5 years (contingent on VISIT FLORIDA's satisfaction with the selected Vendor's performance).

In the event that negotiations fail to result in a binding contract, VISIT FLORIDA retains the right to re-open negotiations with other ranking proposer(s) until a mutually beneficial relationship is secured. VISIT FLORIDA reserves the right to partially award the RFP to more than one agency.

Qualified agencies may only submit proposals for all services (proposal covering both PR and Travel Trade)

VISIT FLORIDA's objective is to hire an agency that will seamlessly integrate with VISIT FLORIDA's current team and campaign building process and provide strategic leadership that maximizes the effectiveness of VISIT FLORIDA's public relations and travel trade, sales, and marketing activities in Canada.

The RFP process shall consist of two phases. Phase one consists of agencies submitting written proposals in response to this RFP. Phase two will consist of more detailed submissions (potentially including exercises and/or sample assignments) and in-person presentations by selected agencies.

The selected agency (or agencies) would be responsible for successfully executing VISIT FLORIDA's strategic marketing plan as it relates to the Canadian market, and for achieving the following broad goals:

- Protecting and growing visitor volume from Canada to Florida.
- Extending the length of stay and increasing spending by Canadian visitors.
- Increasing visit frequency and visitor retention.
- Increasing travel to emerging Florida destinations.
- Maintain and build a positive brand awareness of Florida and brand engagement.
- Promoting industry alignment and collective impact through partner investment and thought leadership.

2.0 VISIT FLORIDA Overview

VISIT FLORIDA is the State of Florida's official tourism marketing corporation. VISIT FLORIDA has been repeatedly recognized as one of the leading destination marketing organizations (DMOs) in the United States.

To review our 2024 - 2025 Marketing Plan, please click [here](#).

To review our Strategic Plan, please click [here](#).

To view our consumer website, please click [here](#).

To view our business to business website, please click [here](#).

VISIT FLORIDA is a public-private partnership that receives funding from the State of the Florida, and is required to match each public dollar it receives with a contribution from a non-state source. This is done by actively recruiting the state's tourism industry to invest as Partners through cooperative advertising campaigns, promotions programs and many other marketing ventures. Through this public-private partnership, VISIT FLORIDA services more than 6,500 tourism industry businesses, including major strategic alliance partnerships.

VISIT FLORIDA's priorities include:

- Keeping Florida top of mind among target audiences;
- Protecting and growing visitor volume to Florida;
- Increasing Florida's overall market shares from key markets, both domestic and international;
- Extending visitor length of stay and increasing visitor spend;
- Increasing visit frequency and visitor retention;
- Increasing travel to emerging Florida destinations;
- Growing brand awareness and engagement; and
- Promoting Florida tourism industry alignment.

VISIT FLORIDA's objectives include:

- Selecting an Agency to increase the utilization of VISIT FLORIDA planning resources by travel trade professionals across Canada who promote and sell travel to Florida.
- Selecting an Agency (or agencies) to increase the number of travel trade professionals in Canada who recognize VISIT FLORIDA as the trusted source for leisure travel planning, leading to expanded knowledge of Florida's tourism product and industry through marketing initiatives including, but not limited to, Florida stand-alone missions, sales calls, trade shows, familiarization tours (FAMs), and collaboration with national and international travel associations.
- Selecting an Agency to increase media exposure through proactively pitching relevant and meaningful Florida tourism related stories to media in Canada in order to support targeted demographic markets.
- Selecting an Agency to facilitate media relations with key journalists and content creators in Canada through various marketing initiatives, including but not limited to, networking events, one-on-one appointments and familiarization tours.
- Selecting an Agency to increase the economic impact and gain Canadian leisure travelers through marketing initiatives by VISIT FLORIDA and the tourism industry.
- Selecting an Agency that can provide strategic guidance on translating the VISIT FLORIDA brand to increase the impact of VISIT FLORIDA's marketing efforts with Canadian leisure travelers.

The selected agency for public relations, sales and marketing services in Canada would have an annual budget of \$337,984 USD for PR and \$273,494 USD for Trade, and \$445,000 for

Co-branded Marketing, which is inclusive of all agency fees and all expenses for projects/events, third party expenses, and agency travel.

3.0 VISIT FLORIDA's Audience

VISIT FLORIDA's audience includes:

- The Florida tourism industry at large (for partnership and cooperative advertising purposes);
- Consumers in the United States, Canada, and priority international markets (which may vary by year);
- Florida residents (currently through the "LoveFL[®]" brand);
- Decision-makers in the meetings and conventions industry around the world; and
- Domestic and International travel trade professionals and media.

More information can be found in our Marketing Plan.

4.0 Anticipated Scope of Work Overview

This is a broad overview of the anticipated scope of work. The scope of work is subject to change and is not final until a contract is fully executed by VISIT FLORIDA and the Selected Vendor.

4.1 Account Management & Administrative Services

The selected Agency will:

- Provide a minimum of one managing director to oversee the VISIT FLORIDA account, with one full-time staff for trade, marketing and promotions, one full-time staff for public relations and additional staff to complete tasks and services as outlined in this Scope of Work.
- Selected Agency shall provide VISIT FLORIDA with direct access to all persons providing services to or on behalf of VISIT FLORIDA.
- Provide a comprehensive monthly report of all activities undertaken pursuant to this Agreement. This report is due on the last day of the month and will be considered late if not received by the third business day of the month. This report shall include, but need not be limited to:
 - the previous month's activities undertaken in each targeted market, including market intelligence including political, economic and travel trends, feedback, and advice on strategies to capitalize on any and all opportunities;
 - a recap of travel trade, sales, marketing, social media and public relations efforts and other activities throughout the month;
 - a recap of earned media results, including copies of clips generated during the month;
 - images, photos, and planned programs generated or conducted pursuant to this Agreement; returns on VISIT FLORIDA's investments, information pertaining to industry trends and/or current events of relevance;

- and any other material updates relating to activities conducted as a result of this Agreement.

This monthly report will be used by VISIT FLORIDA in evaluating the Selected Agency's performance and auditing of the monthly invoice. All reports shall be submitted electronically to the PR Representative, the Travel Trade Representative, and the contracts team: contractsteam@visitflorida.org, and the accounting team: accounting@visitflorida.org.

- Transmit to VISIT FLORIDA an itemized monthly invoice for all fees and expenses billed for the prior month, with supporting documentation. This report is due on the last day of the month and will be considered late if not received by the third business day of the month. All reports shall be submitted electronically to the PR Representative, the Travel Trade Representative, and the contracts team: contractsteam@visitflorida.org, and the accounting team: accounting@visitflorida.org.
- Transmit to VISIT FLORIDA an itemized monthly report for any expenses incurred within that month that have yet to be billed to VISIT FLORIDA (accruals), including but not limited to Sub-Selected Vendor's expenses. Accruals shall be submitted no later than the last business day of each month. Submissions of accruals to accounting each month is required, unless an invoice covering such expenses will be provided in that month's invoices. All reports shall be submitted electronically to the PR Representative, the Travel Trade Representative, and the contracts team: contractsteam@visitflorida.org, and the accounting team: accounting@visitflorida.org.
- Review all monthly invoices and financial reports for accuracy against invoices and incurred expenses, and immediately report any discrepancies to VISIT FLORIDA upon discovery.
- Participate in regular weekly status calls with VISIT FLORIDA. Status calls should include budget updates for all projects, updates on projects, tasks, and services, and any other material updates relating to this Agreement.
- Prepare annual proposed PR, travel trade, sales, and marketing plans and budgets for each targeted market to be used in the development of the Scopes of Work for subsequent fiscal years. Annually assist VISIT FLORIDA with the development of overall strategies for Canada markets.
- These proposals shall include a detailed list of all activities and projects the Selected Vendor plans to undertake, pursuant to the Agreement between the Selected Vendor and VISIT FLORIDA, including a detailed and comprehensive itemization of all costs to be incurred. This itemization shall include general overhead costs. These proposals shall include, with supporting documentation, an estimated return on investments and revenues generated.
- As necessary, assist with physical storage, fulfillment, and distribution services of VISIT FLORIDA's publications and promotional materials, including, but not limited to, shipping of such materials to events.
- Provide translation services, as reasonably needed, to fulfill the goals of this Scope of Work.
- Speak on behalf of VISIT FLORIDA, as requested by VISIT FLORIDA.
- Respond to all inquiries from media, content creators, trade partners and VISIT FLORIDA Marketing Partners within 2 business days.

- Assist VISIT FLORIDA with crisis management, including strategies and communication services.
- Manage receptive/tour operator(s), media requests, press activities, and events in Canada.
- Monitor revenue and expenses for each program, service, and activities, from beginning to end, to ensure that the approved budget is not exceeded. Any change in revenue, expenses, program formats, or any other material changes, should be reported to management in advance, in writing, for prior approval from VISIT FLORIDA. The Selected Agency will be responsible for bearing any additional costs if approval is not obtained.
- Selected Agency (agencies) shall carry out all tasks, programs, projects, events, and activities provided for herein and as directed by VISIT FLORIDA. If any required activity(s) is canceled for any reason, the Selected Agency shall complete another similar activity approved by VISIT FLORIDA, within the Agreement period. Failure to perform Selected Agency's duties pursuant to this Agreement may result in a reduction in Selected Agency's fee or in termination of this Agreement, as outlined in Section 5.0 of this Agreement.
- Submit a post-event report, including final accounting of expenses, within any time frame requested by VISIT FLORIDA.
- Attend an annual planning meeting at VISIT FLORIDA headquarters.

4.2 Public Relations

The selected Agency will provide the following public relations ("PR") services:

4.2.1 Media Relations

Collaborate with VISIT FLORIDA's PR Department to develop a PR strategy, including the PR goals and tactics outlined in this Agreement. These may include, but are not limited to:

- Identifying and executing agreements with key media and content creators in market, to spread awareness of Florida across social media channels and traditional media outlets;
- Organizing, planning, executing, and/or attending:
 - Group Media Familiarization ("FAM") Tours
 - Individual Press and Content Creator Trips
 - Content Partnerships
 - Media Missions
 - Media Receptions
 - Press Conferences
 - Media Appointments/Marketplaces
 - In-Market Activations
- Identify and select Canadian trade media to attend and cover Florida Huddle. Coordinate all travel logistics and provide interview talking points for interviews for selected media attending Florida Huddle.

- Provide media recommendations and talking points for media and content creator appointments at trade shows and media marketplaces, which include, but are not limited to, IPW, IMM, Discover America and/or TMAC.
- Prepare and proactively pitch story ideas, press releases and/or newsletters to garner earned media impressions in both traditional and non-traditional media outlets.
- Participate in weekly calls with VISIT FLORIDA's PR Department.
- Provide market insight and guidance, based on demonstrated facts and research, to help grow awareness and visitation to Florida.
- Provide creative input and ideas to develop tactics and propose strategies that drive awareness, engagement and conversion among target audiences.
- Build and maintain a database of consumer and trade media and content creators in the Canadian market and facilitate introductions and communication between said media and content creators and the VISIT FLORIDA public relations staff via email, phone calls, in-person appointments and other means, including, but not limited to, setting up appointments with VISIT FLORIDA's executive staff.
- Work with VISIT FLORIDA's destination and industry partners, as needed and as directed by VISIT FLORIDA.
- Work with VISIT FLORIDA's staff outside of the PR department, and other agency partners including, but not limited to, domestic agencies, domestic social media agencies, and other international markets' agencies, in order to develop strategies, plan, execute elements of a campaign, align messaging, or for other reason(s) approved by VISIT FLORIDA.
- Vet media and media requests on behalf of VISIT FLORIDA by providing qualifying profiles on media contacts and media outlets, including impression numbers and media exposure, examples of work (if available) and letters of assignment(s) from editors, if applicable.
- Vet content creators and content creator requests on behalf of VISIT FLORIDA by providing qualifying profiles and recommendations for content creators and social platforms: including brand safety, strategic alignment, impression numbers, engagement rate, examples of work, etc.
- Monitor editorial calendars of Canadian outlets for travel story opportunities and proactively pitch story ideas to media via phone, email or in-person meetings.
- Selected Vendor should secure at least three (3) appointments in person or via video conference in each market, per quarter, with media and/or content creators, and secure at least two (2) stories and/or media for press trips (group and individual) per quarter. Selected Vendor must include details and results in its monthly reporting to VISIT FLORIDA.
- Assemble and fulfill traditional and electronic press kits, as needed, and develop, maintain, assemble and fulfill an evergreen press kit.
- Forward inquiries along to the appropriate Partner to respond accordingly and copy VISIT FLORIDA staff on responses.

- Monitor Canadian clippings and travel websites, travel blogs, content creator posts, social media, podcasts and travel columns, to include results with VISIT FLORIDA via monthly report.
- Attend networking events, such as media missions and receptions in the United States and/or Canada, as directed on behalf of VISIT FLORIDA.

4.2.2 Proactive Newsletters, Press Releases and Targeted Pitches

The selected Vendor will prepare newsletters and/or press releases and pitches around strategic themes to garner earned media coverage in traditional and non-traditional media outlets. By the direction of VISIT FLORIDA, the selected Vendor shall prepare a minimum of eight (8) press releases - six (6) consumer press releases or pitches and two (2) trade press releases or a minimum of four (4) quarterly newsletters and a minimum of two (2) trade press releases - each fiscal year, during the term of this Agreement.

Selected Vendor shall:

- Develop annual editorial calendar and provide it to VISIT FLORIDA for approval. Selected Vendor shall include a list of topics and research to support calendar.
- Draft and provide all newsletters, press releases and pitches to VISIT FLORIDA for approval ten (10) business days prior to distribution.
- Distribute and pitch approved newsletters, press releases and pitches based on the editorial calendar.
- Secure and report on earned media coverage of the newsletters, press releases and pitches each month to VISIT FLORIDA in selected Vendor's monthly reporting to VISIT FLORIDA.

4.2.3 Individual Press Trips

VISIT FLORIDA will provide travel to qualified journalists on assignment in Florida covering topics germane to the Canadian market to support VISIT FLORIDA's goal of increasing travel and tourism to and within Florida. A qualified journalist must cover multiple destinations throughout the state. Selected Vendor for Canada is expected to coordinate and facilitate a minimum of twelve (12) individual press trips to various regions of Florida per fiscal year.

The selected Vendor will:

- Vet and recommend top journalists and publications to VISIT FLORIDA for individual press trips.
- Secure two-to-three (2-3) destination Partners to host the press trip three (3) months prior to the trip.
- Develop and plan itineraries for press trips, working with VISIT FLORIDA Partners to secure complimentary or discounted travel means, lodging, meals and activities whenever possible. Proposed itineraries, including itemized costs, shall be submitted to VISIT FLORIDA in advance of any press trip(s) and must be pre-approved by VISIT FLORIDA.

- Arrange airfare and/or ground transportation for journalists, send approved itineraries and updates and advise of expectations.
- Follow up with journalists to secure coverage/deliverables resulting from the trip.
- Report on earned media coverage and/or any other return on investment relating to the press trips in selected Vendor's monthly reporting to VISIT FLORIDA.

4.2.4 Content Creator Trips

VISIT FLORIDA will identify, contract with and provide travel to qualified content creators to create and publish content relevant to the Canadian market to support VISIT FLORIDA's goal of increasing travel and tourism to and within Florida. A qualified content creator must cover multiple destinations throughout the state. Selected Agency for Canada shall coordinate and facilitate a minimum of one (1) content creator trip to various regions of Florida per fiscal year, by the direction of VISIT FLORIDA.

The selected Agency shall:

- Vet and recommend content creators and content creator requests on behalf of VISIT FLORIDA, by providing qualifying profiles and recommendations for content creators and social platforms, including brand safety, strategic alignment, impression numbers, engagement rate, examples of work, etc.
- Negotiate deliverables and contracts with content creator(s). The contract deliverables shall be submitted to VISIT FLORIDA in advance of any trip(s) and must be pre-approved by VISIT FLORIDA.
- Secure two-to-three (2-3) destination Partners to host the content creator trip three (3) months prior to the trip.
- Develop and plan itineraries for content creator trips, working with VISIT FLORIDA Partners to secure complimentary or discounted travel means, lodging, meals and activities whenever possible. Proposed itineraries, including itemized costs, shall be submitted to VISIT FLORIDA in advance of any trip(s) and must be pre-approved by VISIT FLORIDA.
- Follow up with content creator(s) to secure coverage/deliverables resulting from the trip.
- Report on social media coverage and/or any other return on investment relating to content creator trips in selected Vendor's monthly reporting to VISIT FLORIDA.

4.2.5 Group Media Familiarization Tour ("FAM")

The selected Agency for Canada will develop and oversee a minimum of one (1) group media FAM with a minimum of five (5) journalists attending for the purpose of providing the attendees the opportunity to experience Florida travel destinations and activities.

The selected Agency will:

- Vet and recommend top journalists and/or publications to VISIT FLORIDA to attend the FAM. Transmit to VISIT FLORIDA a list of attendees with biographical, publication and/or social media details a minimum of eight (8) weeks prior to the FAM for approval from VISIT FLORIDA. All journalists attending the FAM shall be approved by VISIT FLORIDA in advance and secured a minimum of four (4) weeks prior to the FAM.
- Secure two-to-three (2-3) destination Partners to host the FAM a minimum of three (3) months prior to the FAM.
- Develop and plan itineraries for the FAM, working with VISIT FLORIDA Partners to secure complimentary or discounted travel means, lodging, meals and activities whenever possible. Proposed itineraries, including itemized costs, shall be submitted to VISIT FLORIDA in advance of any FAM and must be pre-approved by VISIT FLORIDA.
- Arrange airfare and/or ground transportation for journalists, send approved itineraries and updates to journalists and advise of expectations.
- Provide one (1) staff member to attend the FAM in representation of VISIT FLORIDA.
- Follow up with journalists to secure coverage resulting from the FAM.
- Report on earned media and/or social media coverage and/or any other return on investment relating to the FAM in selected Vendor's monthly reporting to VISIT FLORIDA.
- Provide to VISIT FLORIDA a wrap-up report within thirty (30) days following the conclusion of the FAM, unless a different deadline is specified by VISIT FLORIDA, which shall include, but shall not be limited to, FAM highlights, goals and objectives, estimated budget, return on investments, areas for improvement and any other relevant information.

4.2.6 Media Mission

The selected Agency will coordinate and implement a minimum of one (1) media mission that includes a minimum of one (1) media reception/event per key market that provides VISIT FLORIDA Partners an opportunity to network with key media and content creators in a minimum of two (2) Canada markets.

In furtherance of this goal, the selected Vendor shall:

- Provide options for media mission dates and locations to VISIT FLORIDA at least three (3) months before the mission for VISIT FLORIDA's approval. The mission should tie into a travel trade event, whenever possible.
- Work with VISIT FLORIDA PR team to secure a minimum of four-to-six (4-6) destination Partners..
- Secure a minimum of thirty (30) top journalists and content creators for all events. Submit to VISIT FLORIDA for VISIT FLORIDA's approval a tentative list of journalists and content creators thirty (30) days prior to the mission. Submit to VISIT FLORIDA a final list of journalists and content creators two (2) business days prior to the mission.

- Secure a venue, event equipment, printed materials, decorations and food and beverages necessary for the mission.
- Develop presentation materials for VISIT FLORIDA to approve at least three (3) weeks prior to the mission.
- Develop and submit a run-of-show, itinerary and briefing book to VISIT FLORIDA at least five (5) business days prior to the mission for VISIT FLORIDA's final approval.
- Provide staff to represent VISIT FLORIDA during the mission.
- Provide to VISIT FLORIDA a wrap-up report within thirty (30) days following conclusion of the mission, unless a different deadline is specified by VISIT FLORIDA, which shall include, but shall not be limited to, a list of participating Partners, a list of participating journalists and/or content creators (including first and last name, publication/company name or social media handle, title and email address), highlights, estimated budget, return on investment, areas for improvement and any other relevant information.

4.2.7 Content Partnership Campaign

The selected Agency shall identify and secure a minimum of one (1) content partnership to create and publish content germane to VISIT FLORIDA's goal of increasing travel and tourism to and within Florida. The selected Agency shall also manage and facilitate all aspects of the partnership and scope of deliverables, including editorial content and paid media on social channels for amplification and selected media representative's press visit to Florida.

Selected Agency will:

- Recommend content partner to VISIT FLORIDA. Provide content partnership details, including deliverables, KPIs, recommended timing, etc. based on strategic alignment.
- Negotiate deliverables and contract details with the media outlet.
- Develop and plan itineraries for media representative's trip (if applicable), working with VISIT FLORIDA Partners to secure complimentary or discounted travel means, lodging, meals and activities whenever possible. Proposed itineraries, including itemized costs, shall be submitted to VISIT FLORIDA in advance of any trip(s) and must be pre-approved by VISIT FLORIDA.
- Follow up with the media representative/outlet to secure coverage resulting from trips.
- Review and provide feedback to VISIT FLORIDA on all content produced.
- Report on coverage and/or any other return on investment relating to content creator trips must be included in Contractor's monthly reporting.

4.2.8 Integrated Audience Segmentation Campaigns

At the direction of VISIT FLORIDA, Agency shall coordinate and implement VISIT FLORIDA's PR plan in conjunction with the VISIT FLORIDA's two (2) audience segmentation campaigns, which include but are not limited to Family Memory Makers and Winter Sun Seekers. With VISIT FLORIDA's approval, Agency shall:

- a. Develop and propose a PR plan that outlines goals, strategies, objectives and tactics, as part of the campaigns. The plan presented to VISIT FLORIDA for approval should include expenses, not to exceed budgets outlined in Exhibit A-1. Tactics and deliverables contained in audience segmentation campaigns shall be in addition to other deliverables specifically stated herein.
- b. Execute approved two (2) audience segmentation campaign plans.
- c. Report on earned media coverage and/or any other return on investment relating to Campaigns in Contractor's monthly reporting to VISIT FLORIDA.

4.3 Travel Trade, Sales, and Marketing

The selected Agency for Canada will:

- Promote Florida tourism through travel trade channels and be responsible for product development and promotion in collaboration with key tour operators/wholesalers, retail travel agencies, online travel agencies ("OTAs"), airlines, traditional and non-traditional industry suppliers, and other distribution intermediaries.
- Provide local market insights and intelligence on travel trade trends, distribution, consumer confidence and competitor analysis.
- Identify new initiatives to promote Florida to consumers and the travel trade industry for future budget planning.
- Identify key travel trade accounts and develop strategies and tactics to cultivate leisure business from the accounts.
- Develop business relations with Canada industry partners and other travel associations to increase brand and destination awareness;
- Develop and coordinate an educational strategy to train tour operators (product development, reservationists, etc.) and retail agents about Florida, including but not limited to:
 - road shows (at least one (1) per year);
 - sales missions, trade missions (at least one (1) per year);
 - workshops;
 - familiarization tours to Florida ("FAM tours");
 - webinars; and
 - other creative vehicles to effectively communicate Florida's tourism product offerings and VISIT FLORIDA's resources for travel planning.
- Attend networking events such as major trade and consumer fairs, roadshows, seminars, and workshops, in the United States and Canada as directed on behalf of VISIT FLORIDA, including but not limited to partner meetings and IPW events.
- Provide airline intelligence to VISIT FLORIDA. This will include monitoring of airline passenger load factors and new route development to competing travel destinations;
- Promote attendance at Florida Huddle and/or similar virtual or in-person events produced by VISIT FLORIDA to key travel trade partners and media.
- Provide assistance in reviewing and editing travel trade and consumer collateral for international publications.

- Develop relationships with key trade in the Canadian market, and maintain a database and develop contacts with key trade, outbound travel agents, tour operators, airlines, government officials, airline officials, meeting professionals, and trade professionals that will increase positive exposure for VISIT FLORIDA.
- Selected Vendor shall transmit to VISIT FLORIDA the most current version of such database and all contacts following events and/or upon request by VISIT FLORIDA.
- Provide to VISIT FLORIDA on a quarterly basis an updated database of top-producing tour operators/wholesalers, OTAs, retail agents, and other qualified leads.
- Participate in regular status calls with VISIT FLORIDA. Status calls should include budget updates or all projects, updates on projects, tasks and services and any material updates relating to this Agreement.
- As needed (if and when), negotiate/purchase booth space at major trade and consumer events; coordinate the Florida stand at these events, including being on-site during stand build days (where applicable).
- Soliciting industry support for all activities and keeping industry informed of event details and opportunities through regular communications and updates.

4.3.1 Scopes of Work

The selected Agency will perform assignments for VISIT FLORIDA, to be assigned via scopes of work under this Agreement. These may include, but shall not be limited to, sales missions, group familiarization tours (“FAMs”), trade shows and events and any other specific scopes of work to be assigned to selected Agency by VISIT FLORIDA.

4.3.2 VISIT FLORIDA E-Learning Program

The E-learning program is an online educational program with curriculum to provide travel agents and tour operators with valuable information on all aspects of Florida. The program is a valuable tool used to educate trade professionals on the Florida product in order to increase travel and tourism to and within Florida.

The selected Agency for each market will:

- Work with VISIT FLORIDA to promote the E-learning program in prospective markets to travel agents and tour operators.
- Assist in reviewing the overall program throughout the year.
- Assist in maintaining the program and translating materials for the platform as needed.
- Report on E-learning program, including number of downloads of Canadian Vacation guide.
- Coordinate subsequent releases to encourage agents to complete the program for FAM trip consideration (sent three months in advance of trip date).
- Ensure that a minimum of 100 in-market travel trade members (per year) complete VISIT FLORIDA’s E-Learning course and receive a Florida Travel

Pro diploma and/or the specialized modules. Additionally, Agency shall create and distribute communications to the E-Learning database a minimum of two times per year to ensure continued engagement. The content of these communications should be approved by the account manager.

4.3.3 Canada Warehouse

The selected Agency will coordinate with VISIT FLORIDA's fulfillment and storage provider to ensure the distribution of materials as required for events, road shows, trainings, trade shows, etc., in Canada.

4.3.4 Ongoing Sales Calls, Trainings and Tradeshow

The selected Agency for Canada will:

- Conduct and organize sales calls, trainings and tradeshow with key travel trade and airlines throughout the fiscal year.
- Meet with top trade contacts, in person or virtually, to provide information and education on the Florida Product. These meetings should be designed to build trade partnerships, develop new or additional Florida packages, and/or increase E-learning registrations.
- Create opportunities for Florida Partners to participate in these opportunities when appropriate.
- Provide monthly recaps of all sales calls, trainings and tradeshow to include a list of contacts (include company/publication name, agent, first and last name, title and email address as well as the topic of conversation and next steps).

4.3.6 Group Trade Familiarization Tour (FAM)

The selected Agency will organize and oversee one (1) FAM tour bringing Canadian travel trade to Florida. The educational tour/training shall be a minimum of a four (4) day trip and shall include two (2) or more Florida destinations.

The Agency will:

- Recommend a minimum of five-to-ten (5-10) tour operators or top travel advisors to VISIT FLORIDA for attendance of the FAM and provide attendee profiles. VISIT FLORIDA shall approve all attendees.
- Develop proposed itinerary, for VISIT FLORIDA to approve, working with VISIT FLORIDA Partners to secure complimentary or discounted travel means, lodging, meals, and activities, whenever possible.
- Arrange airfare for tour operators/agents, coordinate with DMO partners to arrange meals, lodging, and activities, send approved itineraries and updates to operators, and advise operators of expectations.
- Provide staff to represent VISIT FLORIDA during FAM.
- Provide to VISIT FLORIDA a report within fifteen (15) days following conclusion of each FAM tour, unless a different deadline is specified by VISIT

FLORIDA in writing, which shall include, but shall not be limited to, FAM highlights, a list of participating Partners, a list of participating tour operators/agents (including first and last name, publication/company name, title, email address, telephone number, and physical address), estimated return on investment, and any other relevant information.

4.3.7 Canada Sales Mission

As directed by VISIT FLORIDA, the selected Agency will:

Assist in the development of a sales mission incorporating trade events in a minimum of two (2) identified top-tier cities in Canada. Purpose being to train travel agents, tour operators, OTAs and/or airline partners on the Florida product. With VISIT FLORIDA approval, Agency will:

- Provide options for the mission, including dates and locations to VISIT FLORIDA at least three (3) months before the event for VISIT FLORIDA's approval.
- Secure the attendance of at least forty (40) trade partners per event;
- Secure partner participation, venue, coordinate logistics, travel between cities, hotel accommodations, event supplies and necessary food and beverage for each event.
- Provide staff to represent VISIT FLORIDA.
- Provide to VISIT FLORIDA a report within fifteen (15) days following the conclusion of the event held pursuant to this subsection, unless a different deadline is specified by VISIT FLORIDA in writing, which shall include event highlights, a list of participating Partners, a list of participating travel agents (including company name, attendee's first and last name, title, email address, telephone number, and physical address), estimated return on investment, and any other relevant information.

4.3.8 Trade Partnerships and Co-Branded Marketing

Selected Agency shall coordinate co-branded marketing campaigns for Canada that involve leveraging resources with key VISIT FLORIDA industry partners, including tour operators and airlines. All programs must meet VISIT FLORIDA guidelines and require VISIT FLORIDA's final approval.

VISIT FLORIDA co-branded marketing campaigns co-op programs allow industry partners to leverage the momentum of VISIT FLORIDA's investment for their own marketing efforts to create an impact for Florida. VISIT FLORIDA's advertising is primarily partner-focused and does not promote "VISIT FLORIDA" as a brand, but the Florida brand.

The Vendor will be expected to provide:

- Strategic recommendations for market goals.

- Request, review proposals, and provide VISIT FLORIDA a strategic evaluation and recommendation of proposals including expected ROI given the scope of work and budget.
- Review and promote partner packages.

Agency is also expected to liaise campaign execution between the trade partner and VISIT FLORIDA, and coordinate final reporting and billings.

4.3.9 Promotions and Digital Marketing

Promotions. Selected Agency shall determine strategy for promotions/sweepstakes in conjunction with VISIT FLORIDA for major trade and consumer shows, social media and co-branded marketing. Promotions allow VISIT FLORIDA industry partners exposure and brand awareness through multiple and varied channels such as print, radio and digital by contributing trip giveaways. The agency must build necessary relationships with key promotion partners including airline and other industry partners.

Digital Marketing. Selected Agency shall provide recommendations for content curation on VISIT FLORIDA’s language specific websites in coordination with VISIT FLORIDA’s corporate office.

5.0 RFP Schedule and Process

RFP Schedule:

Activity	Dates
Announce Procurement	October 4, 2024
Deadline for Questions to be Submitted	October 25 2024
Deadline for Response to Questions	November 15, 2024
Proposals Due	December 13, 2024
Initial Evaluation by VISIT FLORIDA	January 10, 2025
Presentations by Selected Vendors	February 13-14, 2025
Negotiation with Final Vendors	March 3, 2025
Agency Selection/Notification	March 24, 2025

Proposals must be submitted no later than close of business (5:00 PM EST) on the date specified in the Timeline. Proposals submitted beyond that deadline may be rejected.

All inquiries should be directed to VISIT FLORIDA’s Procurement Manager:

Justin McGath
 Manager, Contracts and Procurement, VISIT FLORIDA
jmcgath@visitflorida.org
 Subject Line: VISIT FLORIDA Canada RFP

5.1 Questions to VISIT FLORIDA

Interested parties may submit written questions up until 5:00 PM EST of the deadline noted in the schedule. Please submit all questions to jmcgath@visitflorida.org. Please include "VISIT FLORIDA Canada RFP" in the subject line and be as clear and specific as possible when wording the question. Additionally, please be sure to include contact information – Company Name, Name, Title, Telephone, and E-mail address. VISIT FLORIDA may contact the agency to ensure clarity in VISIT FLORIDA's response based on the question.

VISIT FLORIDA will respond to questions received by the deadline listed in the schedule and will post a copy of each question and response at [THIS LINK](#).

The question and answer process is "blind." The identity of the person and/or agency submitting a question will be kept confidential while the RFP is ongoing (even from VISIT FLORIDA team members) and will be known only to VISIT FLORIDA's Procurement Officer who will work with the VISIT FLORIDA team to gather information and post answers.

5.2 Proposal Submission Process

Proposals must be submitted no later than close of business (5:00 PM EST) on the date specified in the schedule above. Proposals submitted after that deadline may be rejected and not considered. All proposals should be submitted electronically via Box. [Click here to upload](#).

Please note, agencies submitting confidential information which is exempt from Florida's Public Records Act should mark the information confidential at the time of submission and should submit two copies, a clean copy and a copy with the confidential information redacted (for more information, please review the section on confidentiality and public records at the end of this document).

VISIT FLORIDA will notify each agency that their proposal has been received via email within two (2) business days. Please be sure to include an email address with your proposal and identify the name of your agency in the comment box.

5.3 Initial Evaluation, Presentations, Negotiations, Award and Contracting

VISIT FLORIDA will evaluate written proposals and notify Agencies selected for presentations. VISIT FLORIDA's procurement officer may contact Agencies during this period to obtain further clarification to assist with the initial evaluation. Agencies which were not selected to proceed to the presentation phase will be notified at this stage.

The proposed account team lead must attend presentations. VISIT FLORIDA will provide preparation instructions and a presentation agenda ahead of the presentation. Agencies may be asked to complete an exercise or sample

assignment in advance of the presentation.

VISIT FLORIDA will conduct final negotiations with one or more Agencies, select one or more Agencies for an award, and execute a contract.

6.0 Proposal Format and Content

To ensure timely and fair consideration of your response, respondents are being asked to adhere to a specific response format, which is described in the following table. Proposals should be submitted as a PDF file and be no more than 15 pages. (Anything beyond is not guaranteed to be reviewed. Samples can be provided in an appendix.). VISIT FLORIDA may ask clarification questions and request additional information from respondents. Respondents should read each section carefully and ensure that proposals contain all requested information.

No.	Proposal Section	Content
1.	Authorization Letter and Signature	Include a letter signed by an authorized agency representative with authority to negotiate on behalf of the agency. The letter should include a statement of acceptance of VISIT FLORIDA's standard terms and conditions or proposed alternative terms. (Please note that many of the terms contained in VISIT FLORIDA's standard terms and conditions are either non-negotiable or are required by special provisions of Florida law that apply to VISIT FLORIDA. Requiring changes to the published terms may therefore place a proposal at a disadvantage).
2.	Table of Contents	No explanation required.
3.	Executive Summary	High-level summary of the most important aspects of your proposal, including a short explanation as to your qualifications.
4.	Agency Overview	Respond to Section 6.1 of this RFP.
5.	Agency Capabilities & Case Studies	Respond to Sections 6.2 and 6.3 of this RFP.
6.	Pricing	Respond to Section 7.0 of this RFP.

6.1 Agency Overview

- Provide company legal name, parent company, and ownership structure, mailing address, address, main phone number, and email address.
- Provide primary contact.
- Provide senior staff biographies, including links to their social media profiles as appropriate and include their locations.

- If different from above, please provide proposed project team’s staff biographies, including links to social media profiles as appropriate and include their locations.
- Provide a brief background on your company. Include information that makes your business qualified for this project. Provide specific examples of any similar products.
- Indicate whether you have experience working with tourism clients and provide examples.
- Provide contact information for at least **two current clients and two former clients** that VISIT FLORIDA can contact. If possible, please include travel industry or destination marketing clients as references. For each reference, please indicate the following:
 - Contact Name and Title;
 - Contact Vendor Name;
 - Contact Phone Number and Email Address;
 - Industry of Client;
 - Service Description;
 - Length of Relationship; and
 - Brief explanation regarding the end of the business relationship, if applicable.
- List any existing clients that could be considered a conflict of interest to VISIT FLORIDA. List all destination marketing and tourism industry clients, and any other clients that may compete with VISIT FLORIDA. Please include any conflict mitigation strategies in place. A potential conflict will not disqualify a respondent, however, VISIT FLORIDA may exclude a proposal from consideration at any point in the review or negotiation process should the conflict(s) of interest be deemed unacceptable.
- If applicable, indicate the number of years and nature of your experience in the tourism industry and include any specific knowledge of Florida tourism and familiarity with Florida travel destinations.
- Proposals must provide evidence of financial stability. The agency must document sufficient financial resources to perform all services outlined in this RFP. Audited or reviewed financial statements are required for the three most recent years of operations. Please also provide the Agency’s Dunn & Bradstreet number so that a report can be requested by VISIT FLORIDA.

6.2 Agency Capabilities

General

- Provide a topline overview of the current state of affairs for the Canadian market and explanation of what your agency believes to be the top priority(ies) for remaining top-of-mind and innovative in-market.

- What is the vision for promoting Florida in Canada and what steps would the Agency recommend to achieve that vision? How would you execute your vision? Include timeline and costs.
- Describe your level of expertise with developing marketing campaigns that extend beyond working with travel trade and public relations services?
- Provide an example of the Agency's ability to provide an experiential activation for a client. Describe the goal, measurement of success, timeline, results, and any obstacles. Include budget levels, consumer count, and staff involvement.
- Provide an example to demonstrate the Agency's ability to coordinate a PR and/or trade effort when the agency was not the lead agency, but a collaborator. Describe the goal, measurement of success, timeline, results, and any obstacles.

Travel Trade and Trade Marketing

- What is the vision for a successful marketing and trade presence in Canada?
- Provide examples of marketing and trade campaigns that represent work the Agency has done in Canada. Include results.
- Provide examples of sales and trade development programs and/or initiatives the agency executed in Canada. Include results.
- Provide an example of a co-op campaign with an airline or tour operator that the Agency executed. Describe the goal of the campaign, measurement of success, timeline, results, and any obstacles. Include budget levels.
- Provide an example of a FAM the Agency has executed with travel trade professionals in order to promote a destination.
- Provide an example of a Sales Mission where the Agency has executed with travel trade professionals in order to promote a destination.
- Provide an example of the Agency's management of a trade show for a destination client. Include details such as: attendance numbers (for overall show + partners within the stand), booth/floor space occupied, number of appointments/interviews coordinated on behalf of client, number of agency staff that attended and list of all logistics the agency coordinated on behalf of the client.
- Provide an example of a high-touch trade activation executed on behalf of a client. Describe the goal of the event, measurement of success, timeline, results, and any obstacles. Include budget levels, trade/ media attendance, press coverage links, and staff involvement.

Public Relations

- Provide an outline of what Public Relations initiatives your agency believes to be of utmost importance for Florida to remain top-of-mind and innovate in-market.
- Provide an example to demonstrate the Agency's success in

launching content creator efforts. Include campaign details such as the Agency's decision making process, budget levels, any additional media support and results.

- Provide an example of a recap report the Agency distributed to clients with public relations activities.
- Provide an example of a consumer press release or pitch and resulting coverage.
- Provide an example of the Agency's organization and planning of a media reception. Include budget levels, attendance, and staff involvement.
- Provide an example of a group media FAM. Include the Agency's process during the selection of the media that would attend the FAM and resulting coverage for destination.
- Provide information on how the Agency tracks earned media and the tool used by the agency for clipping services.
- Provide an example of an editorial content calendar for pitches and press releases.

Agency capability examples can not be VISIT FLORIDA initiatives

Case Studies

Please provide two (2) Case Studies, one for PR and one for trade, that show relevant experience to the stated objectives, needs and scope of work detailed in this RFP. Case studies should be in the following format:

- Client Requirements
- The challenge, goals and objectives
- Strategy development to achieve goals and objectives
- Approach selected and rationale for approach
- Metrics selected and rationale for selection
- Value delivered against chosen metrics
- ***How does the case specifically apply to VISIT FLORIDA?***

6.3 Agency Structure

- How would the Agency assign account support and account management and team structure for VISIT FLORIDA?
- How many employees would be devoted to the VISIT FLORIDA account? What are their credentials and experience?
- If the Agency solution involves subcontracting with other agencies, respond to the following:
 - What services will be subcontracted?
 - What percent of services will be subcontracted?
 - Where are the subcontractor(s) located?

- How will the Agency manage the subcontractor(s) so that VISIT FLORIDA has outstanding representation?

7.0 Pricing Information

The selected Vendor will perform assignments for VISIT FLORIDA, to be assigned via scopes of work under this Agreement. These may include, but shall not be limited to, sales and PR missions, trade and media group familiarization tours (“FAMs”), trade shows and events and any other specific scopes of work to be assigned to Selected Vendor by VISIT FLORIDA.

VISIT FLORIDA requests that each Agency provide **detailed** pricing for account management and fees for services outlined in the RFP. **Pricing must be fully comprehensive and complete.** Explain how you approach a pricing structure: hourly, milestones, retainer or another model. Additional information and backup detail should be included as appropriate with your proposal.

8.0 Evaluation Criteria

Written proposals will be evaluated with the following criteria in mind:

- Team Quality and Experience
- Agency Overview & Capabilities
- Pricing Information and Value
- Quality of Reference Feedback
- Depth of Tourism Industry Knowledge
- Client Services & Project Management

9.0 RFP Terms and Conditions

VISIT FLORIDA may adjust the specifications of this RFP throughout the process. This RFP does not constitute an offer by VISIT FLORIDA to contract, but rather represents a definition of the specific services being sought and invites agencies to submit proposals. Issuance of this RFP, the agencies’ preparation and submission of proposals and the subsequent receipt and evaluation of any such proposals by VISIT FLORIDA does not commit VISIT FLORIDA to award a contract to any agency. Agencies, by submitting a proposal, agree that any cost incurred by it in responding to this RFP or participating in the RFP process, is to be borne solely by the agency. The issuance of this document and the receipt of information in response to this RFP will not in any way cause VISIT FLORIDA to incur liability or obligation to respondents, financial or otherwise, and VISIT FLORIDA will not reimburse or in any way compensate respondents for expenses incurred in connection with their response to this RFP.

VISIT FLORIDA shall incur no obligations or liability whatsoever to anyone by reason of the issuance of this RFP or the actions of anyone relative thereto. Only the execution of a written agreement with an agency related to one or more services described herein will obligate VISIT FLORIDA and then only in accordance with the terms and conditions

contained in such agreement. Respondents understand and agree that submission of a proposal and/or participation in the RFP does not create a contractual relationship between any Respondent and VISIT FLORIDA.

Proposals, and any subsequent material submitted, will be considered complete and binding offers by the proposing agencies to contract for a period ending on the earlier of ninety (90) calendar days from their submission and the date the contract(s) is executed with the selected agency relating to the services covered by this RFP. No action or communication of VISIT FLORIDA other than the execution of a written contract shall constitute acceptance of such offer, and even then shall legally obligate VISIT FLORIDA only in accordance with the terms and conditions contained in the written contract.

VISIT FLORIDA reserves the right to enter into discussions and/or negotiations with more than one agency at the same time. VISIT FLORIDA may contract with one or more agencies at the same time, with no agencies, or with any party who did not submit a proposal, should it determine that such actions are in its best interest. VISIT FLORIDA reserves the right to reject any or all proposals in response to this RFP, waive any informality or irregularity in any proposal received and to award a contract to the agency or agencies of its choosing without explanation. VISIT FLORIDA will notify unsuccessful participants upon execution of the contract(s) awarded as a result of this RFP.

Interested respondents must direct any and all communications relating to this RFP to:

Justin McGath, Manager, Contracts and Procurement

jmcgath@visitflorida.org

Subject Line: Canada RFP

Mr. McGath is the sole contact for agencies. All other VISIT FLORIDA team members, including evaluators, are prohibited from discussing the RFP with agencies outside of the scheduled process.

Proposals must state that the agency will agree to execute a contract containing VISIT FLORIDA's standard terms and conditions which have been published alongside this RFP (and may be reviewed [here](#)), or include a mark-up of those terms with specific language changes that the agency would require in order to execute a contract. All proposed changes should include explanations of why they are necessary. Many of the terms contained in VISIT FLORIDA's standard terms and conditions are either non-negotiable or are required by special provisions of Florida law that apply to VISIT FLORIDA. Requiring changes to the published terms may therefore place a proposal at a significant disadvantage.

Confidentiality and Public Records: VISIT FLORIDA is subject to Chapter 119, Florida Statutes, Florida's Public Records Act. That means all records sent or received by VISIT FLORIDA in connection with its business must be provided to the public upon request unless specifically made confidential or exempt from such requirement [by Florida law](#). This requirement includes materials you submit to VISIT FLORIDA in connection with this RFP. Vendors may mark information

submitted to VISIT FLORIDA that qualifies as a trade secret or some other exemption under Florida law as “CONFIDENTIAL.” Vendors should only mark information “CONFIDENTIAL” if they believe that it satisfies a specific legal exemption to Florida’s Public Records Act and should state the specific legal exemption relied upon. Vendors should ensure that confidential information is appropriately marked at the time it is initially delivered to VISIT FLORIDA, as failure to do so may destroy the confidential nature of the information. Vendors submitting proposals containing confidential information should submit two versions, a clean version for VISIT FLORIDA review and a version with all the confidential information redacted. Should VISIT FLORIDA receive a public records request once the RFP has concluded and VISIT FLORIDA has issued an award, it will provide the redacted version and notify the Vendor (note: VISIT FLORIDA will not disclose RFP materials while the RFP is ongoing). Should the requester dispute the applicability of the asserted public records exemption, VISIT FLORIDA will notify the Vendor which then must take the appropriate course of legal action if it wishes to continue to assert the claimed exemption. For more information on Florida public records laws generally, see the “Sunshine Manual” here: (www.myfloridalegal.com/sun.nsf/sunmanual). Finally, please note that the final contract terms awarded to the winning Vendor or Vendors will be a public record and will be posted on the VISITFLORIDA.org website as required by law and VISIT FLORIDA’s standard contract terms (which must be agreed to upon submission of a proposal).