



**STATE OF NEW HAMPSHIRE
DEPARTMENT OF BUSINESS AND ECONOMIC AFFAIRS
Canadian Public Relations and Travel Trade Services
RFP DBEA 2025-10**

Clarifying Questions and Answers

- Q1.** Has a budget been established for this RFP? If not, have similar projects been sourced and at what budget?
A1. No, a budget has not yet been set but the last contract budget was \$200,000 per year.
- Q2.** Can an agency submit a proposal on select service segments? For example, can an agency submit a proposal for only the 'Public Relations' and 'Administratively' segments but not the 'Travel Trade'?
A2. Ideally, the Department is looking to contract with one vendor for all services. Bidders can partner with other agencies to work on the other service segments.
- Q3.** Is collaborative work with an agency's third-party supplier allowed to fulfill all the requirements? For example, can a public relations agency work collaboratively with their third-party supplier to fulfill the 'Travel Trade' requirements?
A3. See A2.
- Q4.** What is the budget for the Canadian PR and Travel Trade project?
A4. See A1.
- Q5.** Is the incumbent agency bidding on this work?
A5. Unknown, as this is a publicly posted RFP, and anyone can submit.
- Q6.** What is your current approach to responding to Canadian sentiment around travel to the US?
A6. This is a fluid situation and is evaluated on an ongoing basis.
- Q7.** To clarify – this RFP covers travel trade services in the Canadian market only?
A7. Yes, this contract is for the Canadian market only.
- Q8.** What is your preference on having a US firm handling Canadian PR?
A8. The Department is looking for the best qualified vendor to provide services for the requirements in Section 2: Scope of Work.
- Q9.** What is your current tracking methodology for ROI and qualitative measurement of PR efforts?
A9. Public relations efforts can be measured in earned media and impressions.
- Q10.** Can you share previous activation strategies that have been successful?
A10. The Department is looking forward to having these discussions with the selected vendor.

Q11. What activities are involved in facilitating visiting journalists within this scope of work?

A11. The selected vendor is responsible for all aspects of the visiting journalist's trip, working in collaboration with the Department.