



STRATEGIC MARKET ANALYSIS AND VISITOR PROFILE SERVICES- QUESTIONS AND ANSWERS

What travel year does this RFP cover? **Our fiscal year runs from October 1 through September 30th which also aligns with budgeting. Ideally this will be looked at currently so it would be from October 1, 2023 through September 20, 2024.**

What are your primary advertising markets, on the DMA level? **The primary markets on the DMA level are Orlando, Atlanta, Miami, New York, Chicago, Tampa, Dallas, Houston, and Charlotte.**

Are joint bids allowed, i.e. two vendors collaborating? **Yes, we would be open to a bid from two vendors remitted as 1 bid.**

For this requirement: Establish the total economic impact generated by tourism during a 1-year period. By total, do you mean the direct spent by domestic visitors? We ask because total could mean a full IMPLAN economic impact model that brings in induced and indirect financial contributors as well. **Ideally it would encompass both direct but also provide an estimate of induced and indirect.**