



NEGOTIATED REQUEST FOR PROPOSAL ADDENDUM #1

NRFP DC-2018-TL-03 General Sales Agency – Germany

Close Date/Time:

July 4, 2018
14:00 hours
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Issue Date: June 14, 2018

From: DC Procurement

To: All Vendors

E-mail: procurement@destinationcanada.com

Point of clarification

As per NRFP Section F.1 Proposed Pricing Detail, Destination Canada's budget is in Canadian dollars and we require proponents to provide proposed pricing in Canadian funds.

Destination Canada as per section F.3 Pricing Strategies, is open to other pricing strategies, which include but not limited to proposals in part or in full in Euro (€).

Below are answers to questions submitted in regards to the above noted NRFP as of June 7, 2018:

Q1. Is this an open Negotiated Request for Proposal, meaning could any German agency apply? Will it be advertised in a trade paper or other communication channels in Germany?

Answer: The Negotiated Request for Proposal is open to the public and any German agency can apply. No, the NRFP is currently not advertised in a trade paper or other communication channels in Germany, but that remains an option for Destination Canada.

Q2. Regarding C.4.1 Travel Trade Development - Key Account Management

Point No 2: "... organise Trade Familiarization Tours to broaden Canada's product range."

Would you like us to start organising trade fams over and above the Canada Specialist Program? If so, how many? And how many within the Canada Specialist Program?

Answer: The successful proponent will advise DC on the recommended frequency/number of fam trips for tour operators and CSP agents. Normally, the provincial (PMO) and city (DMO) organisations would organise fam trips as part of our agreed Team Canada approach in the market. DC's involvement is on a support basis only but there may be occasions when DC needs to lead. As a guideline we anticipate there should not be more than 2 DC-led fam trips in a given year to cover both tour operators and CSP agents.

Q3. Regarding C.4.1 Travel Trade Development – Other Travel Trade services

Point No. 5: “Be the point of contact for servicing any German travel trade information enquiries.”

Do you want us to create a hotline?

Answer: A telephone hotline is not required but there should be an email enquiry line and/or Facebook community page set up for the CSP network so that members can request advice from DC and our PMO/DMO partners.

Q4. Regarding C.4.1 Travel Trade Development – Other Travel Trade services

Point No. 6: “Provide liaison assistance to Canadian sellers interested in developing business from Germany.”

Can you kindly clarify? Would you e.g. like us to organise breakfast seminars with CSP-members for those sellers?

Answer: The provision of liaison assistance is normally reactive such that Canadian industry partners who are interested in co-investing with DC in the German market, or if they have a query about the market, then our GSA would need to offer advice to them and answer their questions. We do not anticipate the GSA setting up breakfast seminars for sellers with our CSP network.

Q5. Regarding C.4.2. Media Relations, Public Relations & Social Media Services – Media Relations & Public Relations (MRPR)

Point No. 4: “Support media visits by securing partnerships with PMOs and DMOs.”

Can you please clarify if you want us to act as a bank for press trip tickets or organise press trips? If so, how many?

Answer: The Team Canada approach means that in most cases our PMO/DMO partners will initiate and organise the press trips and DC offers support through, for example, airline tickets, which is subject to budget availability, the timing and nature of the trip, and the media selection (i.e. do the media reach our target audience?, will the content coverage be reflective of our audience needs?, will the content match our agreed key themes for that year?, etc.)

Q6. Regarding C.4.2. Media Relations, Public Relations & Social Media Services – Social Media activities

Point No. 4: “Produce and edit content for DC Germany social media channels such as Facebook, Twitter, YouTube and other relevant channels.”

Can you clarify what kind and how much content you want us to produce for the German YouTube channels?

Answer: An example would be video content created via a CSP fam trip where we would anticipate the agency posting this on YouTube for other CSP agents to view and engage with.

Regarding C.4.2.1 Social media deliverables:

Amount of posts: 1 FB post would not be relevant – are you sure about the number?

Answer: We have indicated this as a minimum number of posts within this channel. DC’s approach is quality over quantity and we would expect our GSA to advise us on a suitable posting frequency.

Q7. Regarding C.4.3. Consumer Direct / Content Marketing,

Some activities seem duplication with the media agency. Can you clarify? If you want us to produce content, can you clarify how much?

Answer: The GSA's role is to provide DC and the media agency with strategic insight and advice when we come to plan, manage and review our publisher partnerships in the market. As such we do not anticipate the GSA producing content.

Q8. Regarding Section E:

Are attachments allowed over and above the length of pages indicated? Can these attachments include links? Can there be graphics/photos or are we limited to text?

Answer: Yes, attachment are allowed over and above the length of pages indicated. The attachments may include links. However, please keep your response, including attachments clear and concise.

Graphics including photos are allowed.

Q9. Regarding E.1.3: Would you consider a non-traditional case study as earned media?

Answer: Yes, as long as the non-traditional partnership included earned media/PR activities. The question is about the deployment of earned media/PR to promote a tourism destination.