



**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.