



**STATE OF NEW HAMPSHIRE
DEPARTMENT OF BUSINESS AND ECONOMIC AFFAIRS
Domestic Public Relations Services RFP
RFP DBEA 2025-09**

Clarifying Questions and Answers

- Q1.** Will firms located outside of New Hampshire be considered?
A1. The Department is looking for the best qualified vendor to provide services for the requirements in Section 2: Scope of Work.
- Q2.** What is the budget for the project?
A2. The budget has not yet been set but the last contract budget was \$200,000 per year.
- Q3.** Who is the incumbent for this work? How long have they held this contract?
A3. Turner Public Relations, since July 1, 2023.
- Q4.** What was the total annual budget for NH's domestic travel & tourism PR program in the last three fiscal years?
A4. See A2.
- Q5.** Does Visit NH currently have contracts with any creative agencies based outside of New Hampshire, or have they in the last four years?
A5. The Department has contracts with agencies based outside of New Hampshire.
- Q6.** 90 days into a new agency relationship, what does success look like for the communications team?
A6. The Department is looking forward to having these conversations with the selected vendor.
- Q7.** Are there any recent activations from competitors, or other brands, that you're jealous of?
A7. See A6.
- Q8.** Who would you consider as your top 5 competitor destinations/destination management organizations?
A8. See A6.
- Q9.** What specific metrics or key performance indicators (KPIs) will you use to evaluate the success of the public relations strategy, particularly in terms of media coverage and ROI?
A9. Currently, the measurements being used for media coverage is circulation/UVM and potential ad value.
- Q10.** Regarding crisis communication support, what level of response and coordination will be expected from the selected agency?
A10. That will be evaluated on a case-by-case basis.

- Q11.** In your view, what is your most successful PR campaign to date?
A11. See A6.
- Q12.** What are five positive storylines for New Hampshire as a travel destination that the national media are missing right now?
A12. See A6.
- Q13.** What are five dream national and regional publications you want to break into?
A13. See A6.
- Q14.** For the media receptions and press trips, does the agency have preferred locations, themes, or industry partners it expects the agency to collaborate with or is there flexibility in planning?
A14. There is some flexibility with themes, but ideally media receptions would take place in NH's core markets.
- Q15.** What is the single most important thing you want people to know about New Hampshire travel?
A15. See A6.
- Q16.** What are the top takeaways New Hampshire guests share in their debarkation surveys that surprise you?
A16. The Department doesn't have debarkation surveys.
- Q17.** What do people/media get wrong about New Hampshire/New Hampshire travel?
A17. See A6.
- Q18.** Are there experiences or festivals or events you are prioritizing in 2025?
A18. See A6.
- Q19.** Who would you say is the primary target? And priority audience from a demographic POV (Gen Z, Millennial, Gen X, Boomer)?
A19. Currently, primary targets include: families (primarily Millennial moms and Gen X moms), childless adults (Gen Z, Gen X and Millennials), and boomers/empty nesters.
- Q20.** Are there any key geographic markets you would like us to focus on?
A20. Currently, New Hampshire's focus is on New England, Eastern New York, Eastern Pennsylvania, New Jersey and national publications.
- Q21.** From an industry perspective, are travel advisors or industry experts an important audience to consider?
A21. All potential audiences that can promote New Hampshire should be considered in a communication strategy.
- Q22.** Are there any key geographic markets you would like us to focus on?
A22. See A20.
- Q23.** Will the exact budgets be shared?

- A23.** See A2.
- Q24.** Should press trips be included in the yearly proposed out of pocket costs or incremental?
A24. Costs associated with press trips should be included in out-of-pocket budget. Please breakout additional project and out-of-pocket budgets in the proposal.
- Q25.** Is there a reason for a change in PR representation, or is this RFP government-mandated?
A25. The current contract will expire at the end of the fiscal year (June 30, 2025), and the Department is required to issue a Request For Proposals (RFP).
- Q26.** What do you feel has been missing from your current PR efforts/support?
A26. N/A.
- Q27.** What's keeping you up at night from a PR perspective?
A27. See A6.
- Q28.** What would you say is your biggest PR hurdle in driving visitation to New Hampshire?
A28. See A6.
- Q29.** What is a PR win for you? What does success look like?
A29. Media placement in major publications that highlights New Hampshire and the tourism industry as a unique, under the radar, must visit destination.
- Q30.** Are there specific KPIs (e.g., media impressions, sentiment analysis, engagement metrics) that will be used to measure the success of the PR program?
A30. See A9.
- Q31.** Is there a separate OOP budget for FAM trips, out-of-market activations, influencers, partnerships and/or paid integrations?
A31. See A24.
- Q32.** Can you please provide insight into New Hampshire's current target audience/demographic?
A32. See A19.
- Q33.** What are New Hampshire's focus cities/markets?
A33. See A20.
- Q34.** How many New Hampshire-based conferences and events are there typically, annually?
A34. The number can vary, but on average two events a year.
- Q35.** If New Hampshire was a celebrity what celebrity would best represent the state?
A35. See A6.
- Q36.** Any watchouts? Anything you want us to stay away from? Like please do not give us a "golden ticket" idea.
A36. See A6.

- Q37.** We are familiar with New Hampshire’s “Live Free” and “Discover Your New” campaigns – Are there any plans for new marketing/advertising thematic we should consider as we work through our RFP response?
A37. The current campaign is no longer “Discover Your New”, it’s “That Free Feeling”.
- Q38.** Would it be possible to provide historical budget allocations for similar PR contracts to help structure pricing effectively?
A38. See A2.
- Q39.** We know the agency selected would be working in tandem with your social/influencer agency – what do you like most about your current social media and influencer approach (that would be good background for us)?
A39. N/A
- Q40.** Do agencies based or with offices in New Hampshire have more of an advantage over ones that are out of state?
A40. See A1.
- Q41.** To confirm, New Hampshire’s PR goal is to increase brand awareness among a national consumer audience, ultimately driving interest from national consumer media?
A41. Yes, while maintaining regional brand awareness among the Core Markets.
- Q42.** How many vendors will advance to the next round?
A42. There is no set number, this will be determined following the review of technical proposals.
- Q43.** Can you share a list of other key events/milestones for the next 24 months that should be incorporated into the proposal?
A43. See A6.
- Q44.** Are there any major upcoming tourism investments, developments, announcements, or partnerships the PR team should consider?
A44. See A6.
- Q45.** Who will be the primary spokespeople? Do they require media training?
A45. Primary spokespeople will likely include the Commissioner of the Department, the Director and Deputy Director of the Division of Travel and Tourism. All have years of experience with media.
- Q46.** What are the key strategic pillars of the State of NH?
A46. See A6.
- Q47.** What is the total budget allocated for this public relations contract?
A47. See A2.
- Q48.** What are the primary audiences/markets you hope to reach besides regional and national general audiences?
A48. See A20.
- Q49.** Are there specific international markets you are looking to reach?
A49. No, international is not a part of this contract.

- Q50.** Are there new visitor markets the State of NH Office will try to reach in 2026?
A50. Yes, there will be, but the Department is still finalizing them.
- Q51.** Are we able to access your most recent tourism arrivals/visitors, key markets, drive markets, and audience demographics?
A51. Information about recent seasonal marketing campaigns can be found in the [Industry Section](#).
- Q52.** What are examples of successful out-of-the-box PR campaigns the State of NH has conducted in recent years?
A52. See A6.
- Q53.** What does the State of NH perceive as its greatest challenges and opportunities for a new direction?
A53. See A6.
- Q54.** What travel destinations does State of NH aspire to be like? Who do you view as your biggest competitor?
A54. See A6.
- Q55.** What would the State of NH consider a big PR “win”? How will you measure success with your PR agency partner?
A55. See A29.
- Q56.** Has State of NH conducted market research/perception studies in recent years?
A56. The most recent perception study can be found in the industry section, [here](#).
- Q57.** Is there an existing media audit/media coverage report?
A57. Recent media coverage can be found in the industry section, [here](#).
- Q58.** Who are the current agencies providing PR/marketing/sales/creative/digital services?
A58. Turner Public Relations and GYK.
- Q59.** Are there additional partners and vendors already onboarded that will work with the selected public relations agency?
A59. Potentially all contracts could have new vendors in the new fiscal year.
- Q60.** Will the PR team work with city/state stakeholders with travel/tourism interests (i.e., hotel/restaurant associations, city parks departments, city/state agencies, etc.)?
A60. The selected vendor will work with through the Department to the tourism industry.
- Q61.** What are the top 3 priorities for the program office in the first 6 months of the contract?
A61. See A6.
- Q62.** What is the expected frequency of in-person meetings in NH?
A62. A34.
- Q63.** Will the incumbent agency be participating?

- A63.** Unknown, as this is a publicly posted RFP, and anyone can submit.
- Q64.** Is this RFP required due to government process or is it a desired RFP to enhance the existing PR program?
A64. See A25.
- Q65.** What some examples of tourism campaigns from other DMOs that impressed you in the past 2 years?
A65. See A6.
- Q66.** How has the Visit New Hampshire traveler demo changed, if at all, in the past 5 years? Are you trying to reach any new audience segments with this next phase of the PR program?
A66. See A6.
- Q67.** What have been some of Visit New Hampshire's biggest PR challenges?
A67. See A6.
- Q68.** What are some priorities or capstone moments for Visit New Hampshire in the 2 years ahead?
A68. See A6.
- Q69.** When it comes to your ideal agency, what is your preferred team structure and working style?
A69. See A6.
- Q70.** What is an example of a pain point in your current PR agency set-up? What would you be looking for this new agency to do differently?
A70. N/A
- Q71.** What is the capacity for creative ideation with this PR program? Can you share a recent creative campaign you're most proud of?
A71. See A6.
- Q72.** When it comes to success, how do you and your stakeholders prioritize results via the following tactics: media relations, influencers, partnerships and thought leadership?
A72. See A6.
- Q73.** What are some stakeholders or priority partners we should keep in mind when crafting this proposal?
A73. N/A.
- Q74.** Are there any new tools you're looking to explore for your PR program? (i.e. reporting, consumer engagement, etc.)
A74. See A6.
- Q75.** What are your key geographic markets and which markets are you hoping to expand into?
A75. See A20 & A50.
- Q76.** What does a comfortable retainer range look like for you?

A76. N/A

Q77. What is the annual or 2-year budget for PR initiatives?

A77. See A2.

Q78. What does a successful tourism PR campaign for NHBEA look like? When the contract concludes, what key outcomes would make you say, "This has been a successful and valuable partnership"?

A78. See A6.

Q79. Are there specific media outlets to which NHBEA would like their PR vendor to focus?

A79. See A6.

Q80. Geographically – are there specific markets to which PR efforts should be directed?

A80. See A20.

Q81. How does the PR vendor best support NHBEA staff on a daily and weekly basis?

A81. See A6.

Q82. Is the submitting agency allowed to partner with another agency for specific services?

A82. See A

Q83. Are you looking for any specific skills/qualifications from respondents? What characteristics, skills or expertise would your ideal PR partner bring to the table?

A83. See A1.

Q84. Are there any specific measurable benchmarks respondents should have in mind?

A84. N/A

Q85. In addition to raising awareness for all New Hampshire has to offer from a tourism perspective in key markets on a national scale, how do you value the PR vendor's New Hampshire market knowledge as part of this potential partnership?

A85. Refer to the RFP Section 6: Evaluation of Proposals.

Q86. What are your key markets for proactive media outreach?

A86. See A20.

Q87. Will the chosen firm be leveraging the current "Live Free and..." or the "Discover Your New" campaigns?

A87. See A6 & A37.

Q88. Will BEA identify which seasonal or niche consumer initiative will be the subject for the creative activation or program?

A88. See A6.

Q89. Are there current messages in place for use with the media or will the chosen firm be tasked with developing those?

- A89.** See A6.
- Q90.** Does BEA have a crisis communications plan?
A90. The Department follows the State of New Hampshire's plan.
- Q91.** Can you provide some examples of what "special projects" might include?
A91. That is open for the bidder to determine and include.
- Q92.** Will the chosen firm's point of contact be with the internal communications staff at the BEA?
A92. The selected vendor will work directly with the Department.
- Q93.** Will the chosen firm be tasked with collaboration with DTTD's communications agency?
A93. This contract is for the Communications Agency.
- Q94.** Once a firm is chosen, outside of BEA, are there other agencies or staff that will be involved in the review and approval process throughout the engagement?
A94. No, work is reviewed and approved by the Department.
- Q95.** Besides BAE Commissioner Caswell, are there others who will act as spokespeople for media outreach?
A95. See A45.
- Q96.** Are all spokespeople media trained?
A96. See A45.
- Q97.** Are all seven regions of equal priority for this work?
A97. Yes, all of the regions should receive equal priority.
- Q98.** Are you open to working with more than one vendor for this work?
A98. 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.
- Q99.** Can you share a budget range for this project?
A99. See A2.
- Q100.** What are the top three priorities for BEA in this PR engagement?
A100. See A6.
- Q101.** Besides media impressions, what qualitative or quantitative indicators (e.g., increased visitor spending, room revenue, engagement rates) does BEA prioritize?
A101. More research is available in the Industry Section, find [here](#).
- Q102.** The RFP mentions a strong domestic focus, but DTTD also tracks Canadian and international media impressions. Should a strategy integrate some level of international media outreach, understanding that this may be a bit of a moving target right now due to U.S.-Canadian relations?
A102. This RFP is for public relations representation in the US market.

- Q103.** With \$9.6 million per year allocated for tourism promotion, what portion is expected to be available for PR efforts?
A103. See A2.
- Q104.** What expectations does the agency have for PR-driven ROI? Are there benchmarks for PR impact vs. paid media?
A104. See A6.
- Q105.** What is the budget for the Domestic PR Services which we should work from to develop a proposal response?
A105. See A2.
- Q106.** Is the incumbent agency participating in the RFP process?
A106. See A63.
- Q107.** Under Scope of Work the Domestic PR agency will work with the Agency of Record to develop and execute a digital influencer strategy. Is there funding in the PR budget for targeted influencers requiring a fee?
A107. See A24.
- Q108.** If Domestic PR is handling influencer hosting, is there budget for influencers who require payment?
A108. See A24.
- Q109.** In terms of geographic market focus is it anticipated that there were be additional markets targeted beyond domestic markets beyond New England, New York Tri-State, Pennsylvania e.g. Mid-Atlantic, Ohio, etc.?
A109. See A20 & A50.
- Q110.** In what domestic markets has Visit New Hampshire conducted media events/receptions in the past two years?
A110. In the past two years, the Department has not conducted any domestic media events/receptions.
- Q111.** Is Visit New Hampshire planning to participate/support activities for the observance of America's 250th birthday in 2026 and will a separate PR program/budget need to be developed to support?
A111. See A6.
- Q112.** Similar to above, are there any other large events/observances/anniversaries/openings beyond the standard holidays, seasonal observances that Visit New Hampshire is planning to support in the next 12 months?
A112. See A6.
- Q113.** Should the Domestic PR agency plan to dedicate time/resources towards activities directed to the meetings/conventions market?

A113. Not at this time but in the future this maybe included.