



**STATE OF NEW HAMPSHIRE  
DEPARTMENT OF BUSINESS AND ECONOMIC AFFAIRS  
Research Services  
RFP DBEA 2025-11**

**Clarifying Questions and Answers**

- Q1.** This RFP describes an initial 4-year contract term and at least 8 specific projects. Can you please clarify which projects need to be performed on an annual basis, and which ones only need to be performed once over the initial 4-year period. Projects described include:
- a. Advertising Effectiveness & ROI Study
  - b. Economic Impact
  - c. Consumer Perception Study
  - d. Creative Testing
  - e. Resident Sentiment Study
  - f. Growth Market Identification
  - g. Website Functionality and Effectiveness Study
  - h. Season Forecasts
- A1.** See the following breakdown:
- a. Advertising Effectiveness & ROI Study (Annually)
  - b. Economic Impact (Annually)
  - c. Consumer Perception Study (Once)
  - d. Creative Testing (Annually)
  - e. Resident Sentiment Study (Annually or Twice)
  - f. Growth Market Identification (Once)
  - g. Website Functionality and Effectiveness Study (Twice)
  - Season Forecasts (Annually)
- Q2.** What is BEA's anticipated annual research budget for the initial contract period described in the RFP?
- A2.** The final budget has not been set but the current contract is for \$250,000 per year.
- Q3.** Does BEA anticipate selecting a single vendor for all the work included in the RFP?
- A3.** 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.
- Q4.** Does BEA need potential travel costs estimated within the proposal, or can we specify that potential travel will be at cost and in compliance with BEA travel compensation policy?
- A4.** Travel costs can be included as an additional line in Attachment C, as Out-of-Pocket.
- Q5.** Does BEA commission an annual visitor profile study?
- A5.** It was not listed but if it is a recommendation, please include it in Attachment C.
- Q6.** For the Advertising Effectiveness & ROI Study:
- a. Which markets is BEA advertising on an annual basis?
  - b. Do you change your markets depending on seasonality or are they consistent between seasons?

- c. Do you anticipate changing your ad markets over the course of the 4-year initial contract period?
- d. Does BEA define season based on traditional calendar definitions, or do you use custom definitions?
- e. When does BEA's fiscal year start?

**A6.** The Department will share this information with the Selected Vendor.

**Q7.** For the Consumer Perception Study:

- a. Who does BEA consider to be NH's primary tourism competitors?
- b. Does BEA want to include international tourists within this research, and if so, which markets should be included?

**A7.** See A6.

**Q8.** For Creative Testing:

- a. How many creative assets does BEA anticipate testing on an annual basis?
- b. Which creative mediums such as videos, audio, visual, etc. does BEA anticipate testing?

**A8.** The Department looks forward to working with the Selected Vendor on these final decisions.

**Q9.** For the resident sentiment study:

- a. Has BEA commissioned a resident sentiment study in the past, and if so is it publicly available?
- b. We have recommendations for what to include within a Resident Sentiment study, but are there any specific questions or priorities BEA would want included?

**A9.** See A6.

**Q10.** BEA recently commissioned strategic planning research regarding the creation of a New Hampshire Convention and Visitors Bureau, will that work ultimately effect anything described in this RFP?

**A10.** No, it is not anticipated that this will effect the Scope of Work.