

The following is a list of questions and answers that were received by the Colorado Tourism Office for the United Kingdom exempt RFP:

1. Budget – Could you please list confirm if the following items are considered extra to the professional fee?
  - a. Storage of brochures and information
  - b. Fulfilment for both trade and media
  - c. Marketing and PR promotions
  - d. Fam and Press trip costs such as flights, hotels etc
  - e. Travel within the UK

Yes, all of these costs are a different line item than the professional fee with-in the \$200,000.00 budget

2. Are stand costs for WTM and Pow Wow included in the \$200, 000 budget?

Only T&E for the UK representative, all booth costs are paid for by CTO Colorado Office

3. Are co-op promotions with tour operators and airlines funded on a 50 / 50 basis (according to an agreed pre – agreed budget)? **Yes**
4. Are you able to share your seasonal weighting of UK traffic? **No** Are you looking to grow a particular season? **Always looking to build the year round product (All four seasons)**
5. Are you able to share visitor numbers for the past few years? **No**
6. Who do you consider your main US competitors? **Florida, California and Las Vegas**
7. Would you like to grow independent travellers/direct business? **No, we are not a booking engine, need to continue our relationships with all of the Travel Industry.**
8. How many press trips do you support a year to Colorado? **That is always a changing number dependant upon budget.**
9. Do you support press trips to Colorado with UK tour operators? **Yes**
10. I've read through the PhoCusWright 2007 research on International Leisure Visitors which is very useful. However, do you have any other UK specific research, particularly anything relating to consumer attitudes towards the Colorado brand? **No**

11. Regarding the items within the Mandatory Checklist. Our understanding is that *the Written Response on exempt RFP (A)* should contain the signature page and any statement regarding conflict of interests. However, under section (B) *Work Plan Response and Organization Structure* we understand that we should provide our full plan on how we would achieve the deliverables in 4.3. In this section, we will also include our answers regarding *Ownership and Management*.

My confusion is that the RFP states that it needs reference to Section 4.3 within Section (A). But wouldn't this be addressed under (B)?

Section A refers to 4.3 and 5.1 which is the "Statement of Work" written response and the proposal instructions.

Section B refers to 4.5 which is the work plan and organization structure.

Yes, you do need to sign and return the first page of the RFP.

12. Please could you provide a bit more clarity around the *Demonstrated Capability Fact Sheets*? On first reading of section 5.3.3, I thought you needed one fact sheet to be delivered per major contract we hold (up to a maximum of three). However, on reading the questions asked on the fact sheet, these are generic questions relating to our business and our previous experience across different marketing disciplines. Could you please provide clarification of the instruction '*Bidders shall submit one fact sheet for each primary governing agreement or contract described. Submit up to three (3) maximum fact sheets only*'? Please fill out one sheet (Attachment 1) for each major contract that your company holds up to three.

13. Budget: Does the \$200,000 budget for the UK market include or exclude expenses? It does include travel expenses for the UK rep. If it excludes expenses, are you able to give any indication of your annual expense budget for the UK? No, expenses are included in the \$200,00.00 budget.

14. A minor point, are you happy to receive proposals in pdf format? The cover sheet implies that you are, but under 5.1, it stipulates Microsoft Word. One Original plus 5 hard copies and an electronic version (CD Rom) of all files in MS Word, Excel, or PDF as required.

15. Section 6.2. The RFP states 'The potential contractor must submit six proposals outlining a promotional program for the CTO'. I am assuming this means you require six copies of the same proposal, rather than six different proposals? Please could you confirm this is the case? Yes, please submit one Original plus 5 hard copies and an electronic version (CD Rom) of all files in MS Word, Excel, or PDF as required of your proposal.