

CONTRACT INFORMATION				
Anticipated Contract Amount:	\$300,000 annually			
Anticipated BOE Date:	September 15, 2021			
Anticipated Contract Term:	From:	09/15/2021	To:	09/15/2023
<i>Identify the names and titles of the individuals who will sign the contract:</i>				
<i>Name</i>		<i>Title</i>		
Brenda Scolari		Director		
Christian Passink		Director of Sales & Industry Partners		
Angie Mathiesen		Operations & Finance Manager		
<i>Identify the name of the individual to whom the insurance documents should be sent:</i>				
<i>Name</i>		<i>Title</i>		<i>Email Address</i>
Angie Mathiesen		Operations & Finance Manager		amathiesen@travelnevada.com

PROJECT OVERVIEW:

The State of Nevada Purchasing Division, on behalf of the Division of Tourism, is seeking proposals from qualified vendors to provide **International Sales & Public Relations Representation in Latin America.**

This Request for Proposal (RFP), seeks an interested firm to represent the State of Nevada as a contractor to promote the State as a travel destination to Latin Americans living in Mexico, Central and South America. Mexico will be the primary focus; Central and South America will be a secondary focus based on post COVID market trends.

The Division of Tourism is seeking a representative firm with expertise in integrated marketing disciplines including sales, marketing, promotions and public relations.

The awarded vendor must possess a strong understanding of working with the Latin American traveler and tour agencies, U.S. receptive that serve the market, as well as branches of the U.S. Commercial Service, Chambers of Commerce and other international trade entities in key cities.

The awarded vendor may also work with other State of Nevada rural and urban tourism partners including destination marketing organizations in Las Vegas, Reno, Virginia City, Elko and Lake Tahoe;

Nevada's Tourism Territory organizations;

Brand USA and its contractors; and organizations involved with promoting travel to the U.S.

GOALS AND OBJECTIVES:

Identify a benchmark awareness of Nevada among targeted markets (travel trade and consumer) via survey.

Raise awareness of Nevada tourism offerings especially as they relate to key interests of the Latin American audiences targeted in the campaign. This is measured through an increase in the number of product offerings in travel agent/tour operator brochures and the amount of media coverage generated in top tier consumer and trade media.

Increase spending and lengthen hotel visitations among consumers in targeted markets so that Nevada becomes a high demand destination. This is measured through consumer engagement in promotions, trackable partnerships with tour operators, data collected from tourism economics, data analysis from credit card purchases, among other resources.

During the contract period expand program tracking to include room nights booked from the offered itineraries.