

Request to Initiate RFP Process – International Representation Agencies

Travel Nevada respectfully requests approval to begin the Request for Proposal (RFP) process to secure International Representation Agencies in Canada, Australia, and the United Kingdom.

These agencies will serve as Travel Nevada's eyes, ears, and voice in their respective markets, representing the state to promote tourism and drive visitation. Their scope of work will include:

- Developing and maintaining strong relationships with key distribution channels such as tour operators, travel advisors, and airlines.
- Managing public relations efforts in-market to raise awareness of Nevada.
- Attending and exhibiting at international trade shows to represent Nevada's tourism offerings.
- Conducting training sessions with travel industry professionals to build product knowledge and strengthen Nevada sales.
- Organizing and hosting familiarization (FAM) tours for media and travel professionals throughout the year.
- Conducting periodic in-country sales calls to keep Nevada top of mind with the trade and media.
- Organizing and executing sales missions, bringing Nevada destinations and partners into market to meet with key players face-to-face.
- Working with U.S. organizations such as the LVCVA, RSCVA, Brand USA, U.S. Travel Association, and others to identify opportunities for partnership and collaboration.
- Attending Travel Nevada conferences and events, when requested, to ensure alignment and support with state-level initiatives.
- Executing primarily business-to-business (B2B) programs, with occasional business-to-consumer (B2C) opportunities such as cooperative advertising campaigns when appropriate.

The agreements will provide spending authority to cover agency retainers, fees, trade show participation, sales missions, training programs, and other in-market activities on behalf of Travel Nevada. We are asking for this contract authority to be a maximum of \$500,000 per representative contract, to account for potential budget growth. Final allocations will be determined each biennium and approved annually based on available fiscal reserves.

The terms will be for a minimum of two years, with up to two optional two-year extensions, providing both consistency and flexibility in our international marketing efforts.

Preference will be given to agencies with demonstrated experience representing U.S. destinations in their markets, as well as those with proven ability to deliver measurable results. Expertise, in-market relationships, creativity, and cost-effectiveness will be the primary factors evaluated during the bid review process.

Approval from the Commission will allow Travel Nevada to proceed with drafting and releasing the RFP, ensuring we secure the best partners to strengthen Nevada's global presence and international visitation.