

CONTRACT INFORMATION			
Anticipated Contract Amount:	\$400,000 annually		
Anticipated BOE Date:	On BOE Approval - Oct or Nov 2023		
Anticipated Contract Term:	From:	12/1/2023	To: 12/1/2025
<i>Identify the names and titles of the individuals who will sign the contract:</i>			
<i>Name</i>		<i>Title</i>	
Brenda Scolari		Director	
Mary Ellen Kawchack		Deputy Director	
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, Travel Trade and Public Relations Representation services in Mexico & Latin America.

This Request for Proposal (RFP) seeks a best-in-class firm to represent the State of Nevada as a contractor to promote the state as a travel destination to Mexican and Latin American travelers. International Market Development is an integral part of Strategic Plan in an on-going effort to attract international visitors to the state from five (5) top markets: Canada, Mexico, United Kingdom, Germany, and Australia. International travelers tend to stay longer and spend more in a destination. The Division of Tourism is seeking a representative firm with expertise in integrated marketing disciplines including sales, marketing, promotions, travel trade and public relations.

The awarded vendor must possess a strong understanding of working with the Mexican and Latin American, media, tour operators, wholesalers, airlines and receptives agencies that serve the market, as well as 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 partners including destination marketing organizations such as Las Vegas, Reno, Lake Tahoe, Elko,

Virginia City; Nevada's Tourism Territory Organizations; Neighboring states including Utah, Arizona and California; Brand USA and its contractors; and organizations involved with promoting travel to the U.S.

GOALS & OBJECTIVES

Develop a two-year strategic plan to increase awareness of Nevada among targeted travel trade and consumer audiences, leveraging the momentum of Travel Nevada's previous efforts in the market, to help keep Nevada top-of-mind in a competitive marketplace.

Raise awareness of Nevada tourism offerings as it relates to Mexican and Latino American travel preferences with a metrics driven approach for increasing hotel visitation and spend beyond Las Vegas by reaching consumers in Mexico and Latin America through B2B and B2B2C campaign initiatives and earned media coverage generated in the top tier consumer and trade media.

Drive incremental hotel visitation and car rentals through targeted marketing efforts leveraging co-ops with neighboring states as needed. This is measured through consumer engagement in promotions, trackable partnerships with tour operators, data collected from Tourism Economics, data analysis from credit card sources, social media listening, and other resources.

Increase sellers' knowledge of Nevada product and services through NV Trailblazer, Travel Nevada's new online travel advisor training platform. This will be measured by the number of registrations and certification of Trailblazers.

CONTRACT BUDGET

The contract budget total is \$235,000 for the remainder for FY2024 starting in December 2023, and \$565,000 for FY 2025 & FY2026, not to exceed a total of \$800,000 for this contract period.