

**Request for Proposal for Full Service Advertising Agency  
RFP #2347**

**Questions & Answers**

1. Are you looking for a completely new website or adding on to <https://www.adventureanderson.com/>  
At this time we are not looking for a new website but that is an option in the next three to five years.
2. The RFP states that you want to increase requests for information by 10% and lodging tax by 5%. What does those percentages represent in real numbers? Do you typically expect one booking per 2 RFIs? Is there a formula that led to these numbers?  
\$30,000 in lodging tax and 16,950 visit to website
3. How many rooms/nights do tourists book for an average stay?  
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4. What do you use as your CRM for email campaigns? Do you do drip campaigns or straight-up emails?  
We use mail chimp and we do both drip and emails
5. Are you looking to keep "The land of AND" or do you feel that it has run its course?  
We are open to other campaigns
6. Do you already have a stable of influencers and travel writers?  
If so, are you looking for the selected agency to expand your stable or pivot from it? Or is this an entirely new effort?  
This is an entirely new effort
7. What is your preferred web platform?  
Wordpress but we are using statamic now.
8. Can you elaborate on your advertising efforts throughout the year?  
(Winter vs Spring etc)  
We advertise year round with separate campaigns for each season. We focus our fall and spring campaigns on trails and our summer campaigns on water. We spend less in November, December and July.
9. Can you confirm that you are expecting *fees* for creative and *commissions* for media placement?  
Yes, you can also include a monthly retainer if you prefer versus fees.

10. Can you quantify the amount of video and photography you need? What are your current assets and how recent are they?

We are updating our video and photography all the time. We try to do a mini photo/video shoot 2 to 4 times a year. The shoot are usually between 4 to 8 hours. We also do a monthly or by-monthly content video. We have A LOT of raw footage.

11. Do you have established relationships with influencers and/or travel writers and do you have

any family trips or other complementary arrangements or will that come out of the \$150-200,000?

We have experience with influencers and travel writers but I wouldn't label it as established relationships. We have a policy which enables us to pay for expenses, excluding alcohol that we cannot get comp'ed. Those expense would be outside of the budget mentioned.