FLORIDA TOURISM INDUSTRY MARKETING CORPORATION
d/b/a VISIT FLORIDA®

Request For Proposals:
Public Relations, Travel Trade, Sales and Marketing for UK and Ireland

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1.0 RFP Overview and Objectives

The objective of Request for Proposal (RFP) is to solicit proposals from agencies for management of day-to-day travel trade and public relations operations, in-market events/programs, Familiarization Trip Facilitation (FAM), and sales and marketing services in the United Kingdom (UK) and Ireland markets. While VISIT FLORIDA contracts on an annual basis, it is anticipated that the selected vendor will provide services to VISIT FLORIDA for 3 to 5 years (contingent on VISIT FLORIDA's satisfaction with the selected vendor's performance).

In the event that negotiations fail to result in a binding contract, VISIT FLORIDA retains the right to re-open negotiations with other ranking proposer(s) until a mutually beneficial relationship is secured. VISIT FLORIDA reserves the right to partially award the RFP to more than one agency.

The RFP process shall consist of two phases. Phase one consists of agencies submitting written proposals in response to this RFP. Phase two will consist of more detailed submissions (potentially including exercises and/or sample assignments) and presentations by selected agencies.

The selected agency would be responsible for successfully executing VISIT FLORIDA's strategic marketing plan as it relates to the UK and Ireland markets, and for achieving the following broad goals:

- Protecting and growing visitor volume from the UK and Ireland to Florida.
- Increasing visit frequency and visitor retention.
- Increasing travel to emerging Florida destinations.
- Maintain and build a positive brand awareness of Florida and brand engagement.
- Promoting industry alignment and collective impact through partner investment and thought leadership.

2.0 VISIT FLORIDA Overview

VISIT FLORIDA is the State of Florida's official tourism marketing corporation. VISIT FLORIDA has been repeatedly recognized as one of the leading destination marketing organizations (DMOs) in the United States.

To review our 2026 - 2027 Marketing Plan, please click here.

To review our Strategic Plan, please click here.

To view our consumer website, please click here.

To view our business to business website, please click here.

To view our UK market research, please click here.

VISIT FLORIDA is a public-private partnership that receives funding from the State of the Florida, and is required to match each public dollar it receives with a contribution from a non-state source. This is done by actively recruiting the state's tourism industry to invest as Partners through cooperative advertising campaigns, promotions programs and many other marketing ventures. Through this public-private partnership, VISIT FLORIDA services more than 13,000 tourism industry businesses, including major strategic alliance partnerships.

VISIT FLORIDA's priorities include:

- Keeping Florida top of mind among target audiences;
- Protecting and growing visitor volume to Florida;
- Increasing Florida's overall market shares from key markets, both domestic and international;
- Extending visitor length of stay and increasing visitor spend;
- Increasing visit frequency and visitor retention;
- Increasing travel to emerging Florida destinations;
- Growing brand awareness and engagement; and
- Promoting Florida tourism industry alignment.

VISIT FLORIDA's objectives include:

- Selecting an Agency to increase the number of travel trade professionals in the UK and Ireland who recognize VISIT FLORIDA as the trusted source for leisure travel planning leading to expanded knowledge of Florida's tourism product and industry through marketing initiatives including, but not limited to, Florida stand-alone missions, sales calls, trade shows, familiarization tours, and collaboration with national and international travel associations.
- Selecting an Agency to increase media exposure and media value. .
- Selecting an Agency to facilitate media relations with key journalists, media and content creators in the UK and Ireland.
- Selecting an Agency to increase the economic impact and gain by British and Irish leisure travelers through marketing initiatives by VISIT FLORIDA and the tourism industry.
- Selecting an Agency that can provide strategic guidance on translating the VISIT FLORIDA brand to increase the impact of VISIT FLORIDA's marketing efforts with British and Irish leisure travelers.

The selected agency for UK and Ireland public relations, sales and marketing services would have an annual budget of $750,000.00 - $1,000,000.00, which is inclusive of all agency fees and all expenses for projects/events, third party expenses, and agency and staff travel related to approved tactics.

3.0 VISIT FLORIDA's Audience

VISIT FLORIDA's audience includes:

- The Florida tourism industry at large (for partnership and cooperative advertising purposes);
- Consumers in the United States, Canada, and priority international markets (which may vary by year);
- Florida residents (currently through the "LoveFL®" brand);
  Decision-makers in the meetings and conventions industry around the world; and
- Domestic and International travel trade professionals and media.

More information can be found in our Marketing Plan, Section 2.0.

4.0 Anticipated Scope of Work Overview

This is a broad overview of the anticipated scope of work. The scope of work is subject to change and is not final until a contract is fully executed by VISIT FLORIDA and the Selected Vendor

4.1 Account Management & Administrative Services

The selected vendor will:

- Maintain a physical office located within the United Kingdom. This facility shall include a mailing address, a telephone system, high speed internet, computers and all other office equipment necessary to perform the functions contracted herein. Selected Vendor shall provide an office meeting space for professional business meetings t, including meetings with members of the Florida tourism industry, trade, and the media. The facility described herein shall be capable of showing presentations with integrated high-definition video files and audio.
- Provide all necessary staff to complete tasks and services as outlined in this Scope of Work.
- Selected Vendor shall provide VISIT FLORIDA with direct access to all persons providing services to or on behalf of VISIT FLORIDA.
- Provide a comprehensive monthly report of all activities, due on the last day of the month.. This monthly report will be used by VISIT FLORIDA in evaluating the Selected Vendor's performance and auditing of the monthly invoice. ATransmit to VISIT FLORIDA an itemized monthly invoice for all fees and expenses billed for the prior month, with supporting documentation, This report is due on the last day of the month.
- Transmit to VISIT FLORIDA an itemized monthly report for any expenses incurred within that month that have yet to be billed to VISIT FLORIDA (accruals), including but not limited to Sub-Selected Vendor's expenses. Accruals shall be submitted no later than the last business day of each month.Review all monthly invoices and financial

reports for accuracy against invoices and incurred expenses, and immediately report any discrepancies to VF within twenty-one (21) days or retainer payment is subject to being withheld until all edits are made.

- Participate in regular status calls with VISIT FLORIDA. Status calls should include budget updates for all projects, updates on projects, tasks, and services, and any other updates.
- Prepare annual proposed PR, travel trade, sales, and marketing plans and budgets for each targeted market to be used in the development of the Scopes of Work for subsequent fiscal years. Annually assist VISIT FLORIDA with the development of overall strategies for UK and Ireland markets.
- Provide translation services, as reasonably needed, to fulfill the goals of this Scope of Work.
- Speak on behalf of VISIT FLORIDA, as directed by VISIT FLORIDA.
- Work with VF's staff outside of the PR and trade departments and other agency partners including, but not limited to, domestic media agency, domestic paid social media agency, domestic paid search agency and other international markets' agencies, in order to develop strategies, plans, execute elements of a campaign, align messaging, or for other reason(s) approved by VF.
- Respond to all inquiries from media, content creators, trade partners and industry partners ("partners") within two (2) business days.
- Assist VISIT FLORIDA with crisis management, including strategies and communication services.
- Monitor revenue and expenses for each program, service, and activities, from beginning to end, to ensure that the approved budget is not exceeded. Any change in revenue, expenses, program formats, or any other material changes, should be reported to management in advance, in writing, for prior approval from VISIT FLORIDA.
- Selected Vendor will be responsible for bearing any additional costs if approval is not obtained.
- Provide timely local market insights and intelligence on current events, PR and trade trends, consumer confidence and competitor analysis that may impact VISIT FLORIDA's efforts.
- Attend an annual planning meeting at VISIT FLORIDA headquarters.
- Maintain a status sheet for both public relations and trade tactics, keeping it updated with the status of all projects.
- Selected Vendor shall carry out all tasks, programs, projects, events, and activities provided for herein and as directed by VISIT FLORIDA. If any required activity(s) is canceled for any reason, Selected Vendor shall complete another similar activity approved by VISIT FLORIDA, within the Agreement period. Failure to perform Selected Vendor's duties pursuant to this Agreement may result in a reduction in Selected Vendor's fee or in termination of Agreement.

4.2 Public Relations

The selected vendor will provide the following public relations ("PR") services:

4.2.1 Media Relations

Collaborate with VISIT FLORIDA's PR Department to develop more detailed PR initiatives and goals for this Agreement. These may include, but are not limited to:

- Garner earned media and social media exposure through our key tactics which include, but is not limited to:
    - Media Familiarization ("FAM") Tours
    - Individual Press and Content Creator Trips
    - Media Missions
    - Media Receptions
    - Press Conferences
    - Media Appointments
    - In-Market Activations
- Identify and select British and Irish trade media to attend and cover Florida Huddle. Coordinate all travel logistics and provide interview talking points for interviews for selected media attending Florida Huddle.
- Provide media recommendations and talking points for media and content creator appointments at trade shows and media marketplaces, which include, but are not limited to, IPW, Florida Huddle UK & Ireland and IMM.
- Build and maintain a database of consumer and trade media and content creators and facilitate introductions.
- Vet media and media requests and provide profiles on media contacts and media outlets, exposure numbers, examples of work and letters of assignment from editors, if applicable.
- Vet content creators and content creators requests and provide profiles and recommendations for content creators and social platforms, brand safety insights, strategic alignment, exposure numbers, engagement rate and examples of work
- Monitor editorial calendars for earned media opportunities and proactively pitch story ideas.
- Secure a minimum of three (3) appointments per quarter with in-market publications and secure at least two (2) stories and/or press trips per quarter. Selected Vendor must include details and results in its monthly reporting to VF.
- Assemble and/or maintain press kits, as needed.
- Monitor earned media and social media coverage to include in the monthly PR report.

4.2.2 Proactive Press Releases and Targeted Pitching

The selected vendor will prepare press releases and pitches around major themes to garner earned media coverage in traditional and non-traditional media outlets. The Selected Vendor shall prepare a minimum of six (6) press releases, four (4) consumer press releases or pitches and two (2) trade press releases each fiscal year, during the term of this Agreement.

Selected Vendor shall:

- Develop annual editorial calendar and provide it to VISIT FLORIDA for approval. Selected Vendor shall include a list of topics and research to support calendar.
- Draft and provide all press releases and pitches to VISIT FLORIDA for approval ten (10) business days prior to distribution
- Distribute press releases and send personalized pitches based on the editorial calendar.
- At least one personalized pitch shall be sent per consumer press release.
- Send at least 6 personalized pitches based on research and trends.
- Secure and report on earned media coverage of the press releases and pitches each month to VISIT FLORIDA in Selected Vendor's monthly reporting to VISIT FLORIDA.

4.2.3 Individual Press Trips

VISIT FLORIDA will provide travel to qualified journalists on assignment in Florida covering topics germane to VISIT FLORIDA's goal of increasing travel and tourism within tourism to and within Florida. A qualified journalist must cover multiple destinations throughout the state. Selected Vendor is expected to coordinate and facilitate a minimum of eight (8) individual press trips to various regions of Florida per fiscal year.

The selected vendor will:

- Secure 2-3 destination Partners to host the press trip three (3) months prior to the trip.
- Vet and recommend top journalists and publications to VISIT FLORIDA for individual press trips.
- Develop and plan itineraries for press trips, working with VISIT FLORIDA Partners to secure complimentary or discounted travel means, lodging, meals, and activities whenever possible. Proposed itineraries, including itemized costs, shall be submitted to VISIT FLORIDA in advance of any press trip(s) and must be pre approved by VISIT FLORIDA.

- Arrange airfare and/or ground transportation for journalists, send approved itineraries and updates, and advise of expectations.
- Report on earned media coverage and/or any other return on investments relating to the press trips in Selected Vendor's monthly reporting to VISIT FLORIDA.

4.2.4 Group Media Familiarization Tour ("FAM")

The selected vendor will develop and oversee a minimum of one (1) group media FAM with a minimum of five (5) journalists and/or content creators attending for the purpose of providing the attendees the opportunity to experience Florida travel destinations and activities.

The selected vendor will:

- Secure 2-3 destination Partners to host the FAM three (3) months prior to the FAM.
- Vet and recommend top journalists and/or content creators and publications to VISIT FLORIDA to attend FAM; transmit to VISIT FLORIDA a list of attendees with biographical, publications and/or social media details, a minimum of eight (8) weeks prior to FAM tours for approval from VISIT FLORIDA. All journalists attending FAM tours shall be approved by VISIT FLORIDA in advance and secured a minimum of four (4) weeks prior to the FAM.
- Develop and plan itineraries for FAM tours, working with VISIT FLORIDA Partners to secure complimentary or discounted travel means, lodging, meals, and activities whenever possible. Proposed itineraries, including itemized costs, shall be submitted to VISIT FLORIDA in advance of any press trip(s) and must be pre approved by VISIT FLORIDA.
- Arrange airfare and/or ground transportation for journalists and/or content creators, send approved itineraries and updates, and advise of expectations.
- Provide staff to attend FAM tours in representation of VISIT FLORIDA.
- Follow up with journalists and/or content creators to secure coverage to include in Selected Vendor's monthly reporting.
- Provide to VISIT FLORIDA a wrap-up report within 30 days following conclusion of each FAM tour, unless a different deadline is specified by VISIT FLORIDA, which shall include, but shall not be limited to, FAM highlights, goals and objectives, estimated budget, return on investments, and any other relevant information.

4.2.5 Florida Huddle UK and Ireland

The selected vendor will coordinate and implement the media and content creator component of Florida Huddle UK, as well as media desksides and the evening event, providing VISIT FLORIDA and Partners an opportunity to network with key media and content creators from the United Kingdom and Ireland. In furtherance of this goal, Contractor shall:

- Provide a list of target consumer and trade media and content creators to VISIT FLORIDA at least three (3) months in advance for VISIT FLORIDA's approval.
- Secure a minimum of fifty (50) top journalists and content creators for the event, desksides and Huddle, sixty (60) days prior to the events, and submit to VISIT FLORIDA a final list two (2) business days prior to the mission and reception
- Develop materials, including but not limited to, event materials, signage, handouts, promo items, for VISIT FLORIDA to approve at least three (3) weeks prior to the mission and reception.
- Secure venue, speakers, event equipment, talent, decorations, and food and beverages necessary for the event.
- Develop and submit a PR section of briefing book to VISIT FLORIDA and participating partners at least five (5) business days prior to events for VISIT FLORIDA's final approval.
- Secure four (4) Partners for Desksides and ten (10) partners for event.
- Provide a minimum of two (2) staff to represent VISIT FLORIDA during events.
- Provide to VISIT FLORIDA a wrap-up report within 30 days following conclusion of the mission and reception, unless a different deadline is specified by VISIT FLORIDA, which shall include highlights, a list of participating Partners, a list of participating journalists and/or content creators (including first and last name, publication/company name or social handle, title and email address), estimated budget, return on investment, and any other relevant information.

4.2.6Content Partnership Campaign

The selected vendor will manage and facilitate selected media representative's press visit to Florida per the agreement with the media outlet and its scope of deliverables, including editorial content and paid media on social channels for amplification.

Selected vendor will:

- Recommend media representatives/outlets and/or content creators to VISIT FLORIDA.
- Negotiate deliverables and contract details with media outlets and/or content creators.
- Develop and plan itineraries for trips, working with VISIT FLORIDA Partners to secure complimentary or discounted travel means, lodging, meals, and activities whenever possible. Proposed itineraries, including itemized costs, shall be submitted to VISIT FLORIDA in advance of any trip(s) and must be pre approved by VISIT FLORIDA.
- Report on coverage and/or any other return on investment relating to content creator trips must be included in Selected Vendor's monthly reporting.

4.2.7 Content Creator Campaigns

VISIT FLORIDA will identify and contract with qualified content creators to create and publish Florida content germane to VISIT FLORIDA's goal of increasing travel and tourism to and within Florida. A qualified content creator must cover multiple destinations throughout the state. Selected Vendor shall coordinate and facilitate a minimum of five (5) content creator trips to various regions of Florida per fiscal year.

The selected vendor shall:

- Secure a minimum of (2) destination Partners to host the content creators three (3) months prior to the campaign.
- Vet and recommend top content creators to VISIT FLORIDA.
- Negotiate deliverables and contracts with content creator(s). The contract deliverables shall be submitted to VISIT FLORIDA in advance of any trip(s) and must be pre approved by VISIT FLORIDA.
- Develop and plan itineraries for content creator trips, working with VISIT FLORIDA Partners to secure complimentary or discounted travel means, lodging, meals, and activities whenever possible. Proposed itineraries, including itemized costs, shall be submitted to VISIT FLORIDA in advance of any trip(s) and must be pre approved by VISIT FLORIDA.
- Arrange airfare and/or ground transportation for content creators, send approved itineraries and updates, and advise of expectations.
- Follow up with content creator(s) to secure coverage/deliverables resulting from the campaign.
- Report on social media coverage and/or any other return on investment relating to content creator trips must be included in Selected Vendor's monthly reporting.

4.3 Travel Trade, Sales, and Marketing

The selected vendor will:

- Promote visitation to Florida through travel trade channels and be responsible for product developments and promotions in collaboration with key tour operators/wholesalers, retail travel agencies, online travel agencies (“OTAs”), airlines, traditional and non-traditional industry suppliers, and other distribution intermediaries.
- Provide local market insights and intelligence on travel trade trends, distribution, consumer confidence and competitor analysis.
- Identify new initiatives to promote Florida to consumers and the travel trade industry for future budget planning;
- Identify key travel trade accounts and develop strategies and tactics to cultivate leisure business from the accounts;
- Develop an educational strategy to train tour operators (product development, reservationists, etc.) and retail agents about Florida, including but not limited to road shows, sales missions, workshops, familiarization tours to Florida (“FAM tours”), webinars, and other creative vehicles to effectively communicate Florida’s tourism product offerings and VISIT FLORIDA’s resources for travel planning;
- Attend networking events such as major trade and consumer fairs, roadshows, seminars, and workshops, in the United States, United Kingdom, or Ireland as directed on behalf of VISIT FLORIDA, including but not limited to partner meetings and IPW events;
- Coordinate the Florida stand at major trade and consumer events, including being on-site during stand build days, securing appointments, etc., where applicable;
- Provide support for development of airline relations and activities that support existing airline routes and encourage route development to Florida;
- Promote attendance at Florida Huddle and/or similar events (virtual or in-person) produced by VISIT FLORIDA to key travel trade partners and media;
- Provide assistance in reviewing and editing travel trade and consumer collateral for international publications;
- Provide assistance and recommendations for SEO/SEM strategy that includes, but is not limited to, reviewing ad copy and keywords, relevant articles and translations.
- Develop relationships in the UK and Ireland with key trade media, travel agents, tour operators, airlines, receptive tour operators, government officials, trade associations, and maintain a database of those contacts. Work with partners to increase positive exposure and brand awareness for VISIT FLORIDA. Selected Vendor shall transmit to VISIT FLORIDA the most current version of such database and all contacts following events and/or upon request by VISIT FLORIDA;
- Provide to VISIT FLORIDA on a quarterly basis an updated database of top-producing tour operators, OTAs, retail agents, and other qualified leads.

4.3.1 Scopes of Work

The selected vendor will perform assignments for VISIT FLORIDA, to be assigned via scopes of work under this Agreement. These may include, but shall not be limited to, sales missions, group familiarization tours ("FAMs"), trade shows and events and any other specific scopes of work to be assigned to Selected Vendor by VISIT FLORIDA.

4.3.2 E-Learning Program

The E-learning program is an online educational program with curriculum to provide travel agents and tour operators with valuable information on all aspects of Florida. The program is a valuable tool used to educate trade professionals on the Florida product in order to increase travel and tourism to and within Florida.

The selected vendor will:

- Work with VISIT FLORIDA to promote the e-learning program in prospective markets to travel agents and tour operators.
- Assist in reviewing the overall program throughout the year.
- Assist in maintaining the program and translating materials for the platform as needed.
- Report on e-learning program, including number of downloads of UK and Ireland visitor guides.
- Actively promote VISIT FLORIDA's E-Learning platform, recruit new travel trade to become certified Florida Travel Pros, develop a communications plan to engage with those that have previously completed the program, as well as provide recommendations for how to continually enhance the platform.

4.3.3 UK Warehouse

The selected vendor will coordinate with VISIT FLORIDA's fulfillment and storage provider to ensure the distribution of materials as required for events, road shows, training, etc. in the UK and Ireland.

4.3.4 Sales Calls & Trainings

The selected vendor will:

- Conduct and organize sales calls and trainings with trade throughout the fiscal year;
- Meet with top trade contacts, in person or virtually, to provide information and education on the Florida Product. These meetings should be designed to result in securing a Florida booking package, further developing Florida

product, discussing short/long term partnerships, possible campaigns or integrated trade training plans, co-ops and promotions, upcoming Florida events, etc.

- Create opportunities for Florida Partners to participate when appropriate, such as major airline or trade partner roadshows, conferences or agent trainings and events across the UK that align with VISIT FLORIDA'S strategy for the market.
- Send a recap of listing contacts (company/publication name, journalist or sales personnel first and last name, title, email address, phone number, and summary of interaction) with invoice; and
- Coordinate an annual meeting with UK-based Florida representatives to gauge interest/wants/needs for the coming year and one to roll out plans.

4.3.5 Florida Huddle UK & Ireland

The selected vendor shall plan and execute Florida Huddle UK & Ireland. With VF approval, selected vendor shall:

- Work with VF and event planner to provide guidance on creative, run of show, partner sponsorship opportunities, menus and other event logistics.
- Manage all aspects of recruitment and communication to the market's trade, including tour operators, airlines, travel agents, etc.
- Manage all aspects of the travel agent training component.
- Provide additional staff members to manage the registration desk at the show.
- Provide to VF a report within 15 days following conclusion of the event unless a different deadline is specified by VF, which shall include (but shall not be limited to) event highlights, a list of participating Partners, a list of participating industry professionals (including first and last name, publication/company name, title, email address, telephone number, and physical address), estimated return on investment, and any other relevant information.

4.3.6 Florida Huddle UK & Ireland's Signature Event

Under VF's direction, selected vendor shall plan and execute VF's signature event at Florida Huddle UK & Ireland. Selected vendor shall:

- Promote event to ensure attendance by key in-market travel trade professionals and VF partners;
- Manage all aspects of this event under VF's direction, including but not limited to securing venue, security, production equipment, managing attendees, tickets, and sponsors, freight, decor, catering, and photography;

- Serve as the primary liaison and point of contact for participating VF Partners and sponsors, ensuring timely communication, fulfillment of sponsorship benefits, collection of required assets, and coordination of participation logistics.
- Work with VF to build out sponsorships for the event in a tiered format for maximum partner participation;
- Coordinate necessary production needs for venue working with UK-based companies and including VF in each step of the process for ultimate approval;
- Provide a Run of Show to VF for review and approval at least two weeks in advance of event;
- Assist with securing necessary modes of transportation for VF ;
- Provide, as needed, additional staff for event to ensure seamless production; and
- Provide to VF a report within 15 days following conclusion of the event, unless a different deadline is specified by VF, which shall include (but shall not be limited to) event highlights, a list of participating Partners, a list of participating tour operators (including first and last name, company name, title, email address, telephone number, and physical address), estimated return on investment, and any other relevant information.

4.3.7 Group Trade Familiarization Tour (FAM)

The selected vendor will organize a FAM tour bringing UK andor Irish travel trade to Florida. The educational tour/training shall be a minimum of a four (4) day trip and shall include two (2) or more Florida destinations.

The vendor will:

- Recommend a minimum of five(5) tour operators to VISIT FLORIDA for attendance of the FAM tour/Reverse Mission. VISIT FLORIDA shall approve all attendees.
- Develop proposed itinerary, for VISIT FLORIDA to approve, working with VISIT FLORIDA Partners to secure complimentary or discounted travel means, lodging, meals, and activities, whenever possible.
- Arrange airfare for tour operators, coordinate with DMO partners to arrange meals, lodging, and activities, send approved itineraries and updates to operators, and advise operators of expectations.
- Provide staff to represent VISIT FLORIDA during FAM, and
- Provide to VISIT FLORIDA a report within 15 days following conclusion of each FAM tour, unless a different deadline is specified by VISIT FLORIDA in writing, which shall include, but shall not be limited to, FAM highlights, a list of participating Partners, a list of participating tour operators (including

first and last name, publication/company name, title, email address, telephone number, and physical address), estimated return on investment, and any other relevant information.

4.3.8 UK Sales Mission

As directed by VISIT FLORIDA, the selected vendor will:

- Assist in the development of a sales mission in a minimum of two (2) identified top-tier cities. Purpose being to train travel agents, tour operators, OTAs and/or airline partners on the Florida product.

With VISIT FLORIDA approval, Vendor will:

- Provide options for mission, including dates and locations to VISIT FLORIDA at least four (4) months before the event for VISIT FLORIDA's approval;
- Secure the attendance of at least 40 trade partners per event;
- Secure partner participation, venue, event equipment, decorations, and food and beverages necessary for each event;
- Provide staff to represent VISIT FLORIDA; and
- Provide to VISIT FLORIDA a report within 15 days following the conclusion of the event held pursuant to this subsection, unless a different deadline is specified by VISIT FLORIDA in writing, which shall include event highlights, a list of participating Partners, a list of participating travel agents (including company name, attendee's first and last name, title, email address, telephone number, and physical address), estimated return on investment, and any other relevant information.

4.3.9 CMCs, Advertising, Digital Marketing, and Promotions

The selected vendor shall conduct the following activities:

- Co-branded Marketing Campaigns (CMCs). VISIT FLORIDA CMCs allow industry partners to leverage the momentum of VISIT FLORIDA's investment for their own marketing efforts to create an impact for Florida. Selected Agency shall coordinateCMC programs that involve leveraging resources with key VISIT FLORIDA industry partners, including tour operators and airlines. All programs must meet VISIT FLORIDA guidelines and procedures and require VISIT FLORIDA's final approval. The vendor will be expected to provide:

    - strategic recommendations for market goals,

- request, review proposals, and provide VISIT FLORIDA a strategic evaluation and recommendation of proposals including expected ROI given the scope of work and budget;
- review and promote partner packages.
- Agency is also expected to liaise campaign execution between the trade partner and VF, and coordinate final reporting and billings.

- Advertising.In addition to trade partnerships, the selected vendor agency will provide strategic consultation on VISIT FLORIDA-owned and -led brand campaigns, including but not limited to providing in-market insights, consumer trends, cultural considerations, and recommendations to support campaign relevance and effectiveness. The selected agency may also provide market-specific guidance on potential partnerships and advertising opportunities as requested, while coordination and execution of CTA partnerships, custom content partnerships, and paid media activities will remain the responsibility of VISIT FLORIDA's designated media agencies.

- Digital Marketing. Selected Vendor shall provide recommendations for content curation on VISIT FLORIDA’s language specific websites in coordination with VISIT FLORIDA’s corporate office. This effort supports the overall market strategy, Florida product awareness and SEO / SEM efforts. Provide assistance and recommendations for SEO/SEM strategies, that includes, but is not limited to, reviewing ad copies and keywords, and relevant articles and translations.

- Promotions. Selected Vendor shall determine strategy for promotions/sweepstakes in conjunction with VISIT FLORIDA for major trade and consumer shows, social media and CMCs and brand campaigns. Promotions allow VISIT FLORIDA industry partners exposure and brand awareness through multiple and varied channels such as print, radio and digital by contributing trip giveaways. The agency must build necessary relationships with key promotion partners including airline and other industry partners.

5.0 RFP Schedule and Process

RFP Schedule:

Activity	Dates
RFP Announced	November 9, 2026
Deadline for Questions to be Submitted	November 20, 2026
Deadline for Response to Questions	December 4, 2026
Proposals Due	December 18, 2026
Evaluation by VISIT FLORIDA	January 15, 2027
Presentations / Negotiations	Week of February 8, 2027
Agency Selection Notification	March 1, 2027

5.1 Questions to VISIT FLORIDA

Interested parties may submit written questions up until 5PM EST of the deadline noted in the schedule. Please submit all questions to jmcgath@visitflorida.org. Please include “UK & Ireland RFP” in the subject line and be as clear and specific as possible when wording the question. Additionally, please be sure to include contact information – Company Name, Name, Title, Telephone, and E-mail address. VISIT FLORIDA may contact the agency to ensure clarity in VISIT FLORIDA’s response based on the question.

VISIT FLORIDA will respond to questions received by the deadline listed in the schedule and will post a copy of each question and response at THIS LINK.

The question and answer process is “blind.” The identity of the person and/or agency submitting a question will be kept confidential while the RFP is ongoing (even from VISIT FLORIDA team members) and will be known only to VISIT FLORIDA's Procurement Officer who will work with the VISIT FLORIDA team to gather information and post answers.

5.2 Proposal Submission Process

Proposals must be submitted no later than close of business (5 PM EST) on the date specified in the schedule above. Proposals submitted after that deadline may be rejected and not considered. All proposals should be submitted electronically via Box. Click here to upload.

Please note, agencies submitting confidential information which is exempt from Florida's Public Records Act should mark the information confidential at the time of submission and should submit two copies, a clean copy and a copy with the confidential information redacted (for more information, please review the section on confidentiality and public records at the end of this document).

VISIT FLORIDA will notify each agency that their proposal has been received via email within two business days. Please be sure to include an email address with your proposal and identify the name of your agency in the comment box.

VISIT FLORIDA will evaluate written proposals. VISIT FLORIDA's procurement officer may contact vendors during this period to obtain further clarification to assist with the initial evaluation. Vendors which were not selected to proceed to the presentation / negotiation phase will be notified at that stage.

All inquiries should be directed to VF's procurement officer:

Justin Mcgath
Manager, Contracts and Procurement
jmcgath@visitflorida.org
Subject Line: VISIT FLORIDA UK & Ireland RFP

5.3 Initial Evaluation, Presentations, Negotiations, Award and Contracting

VISIT FLORIDA will evaluate written proposals and notify vendors selected for presentations. VISIT FLORIDA's procurement officer may contact vendors during this period to obtain further clarification to assist with the initial evaluation. Vendors which were not selected to proceed to the presentation phase will be notified at this stage.

The proposed account team lead must attend presentations. VISIT FLORIDA will provide preparation instructions and a presentation agenda ahead of the presentation. Agencies may be asked to complete an exercise or sample assignment in advance of the presentation.

VISIT FLORIDA will conduct final negotiations with one or more vendors, select one or more vendors for an award, and execute a contract.

6.0 Proposal Format and Content

To ensure timely and fair consideration of your response, respondents are being asked to adhere to a specific response format, which is described in the following table. Proposals should be submitted as a PDF file and be no more than 15 pages. VISIT FLORIDA may ask clarification questions and request additional information from respondents. Respondents should read each section carefully and ensure that proposals contain all requested information.

No.	Proposal Section	Content
1	Authorization Letter and Signature	Include a letter signed by an authorized agency representative with authority to negotiate on behalf of the agency. **The letter should include a statement of acceptance of VISIT FLORIDA's standard terms and conditions or proposed alternative terms.** (Please note that many of the terms contained in VISIT FLORIDA's standard terms and conditions are either non-negotiable or are required by special provisions of Florida law that apply to VISIT FLORIDA.)
2	Table of Contents	No explanation required.
3	Executive Summary	High-level summary of the most important aspects of your proposal, including a short explanation as to your qualifications.
4	Firm Overview	Respond to Section 6.1 of this RFP.
5	Firm Capabilities	Respond to Section 6.2 of this RFP.
6	Pricing	Respond to Section 7.0 of this RFP.

6.1 Agency Overview

- Provide company legal name, parent company, and ownership structure, mailing address, address, main phone number, and email address.
- Provide primary contact.

- Provide senior staff biographies, including links to their social media profiles as appropriate and include their locations.
- If different from above, please provide proposed project team's staff biographies, including links to social media profiles as appropriate and include their locations.
- Provide a brief background on your company. Include information that makes your business qualified for this project. Provide specific examples of any similar products.
- Indicate whether you have experience working with tourism clients and provide examples.
- Provide contact information for at least **two current clients and two former** clients that VISIT FLORIDA can contact. If possible, please include travel industry or destination marketing clients as references. For each reference, please indicate the following:

    - Contact Name and Title;
    - Contact Vendor Name;
    - Contact Phone Number and Email Address;
    - Industry of Client;
    - Service Description;
    - Length of Relationship; and
    - Brief explanation regarding the end of the business relationship, if applicable.

- List any existing clients that could be considered a conflict of interest to VISIT FLORIDA. List all destination marketing and tourism industry clients, and any other clients that may compete with VISIT FLORIDA. Please include any conflict mitigation strategies in place. A potential conflict will not disqualify a respondent, however, VISIT FLORIDA may exclude a proposal from consideration at any point in the review or negotiation process should the conflict(s) of interest be deemed unacceptable.
- If applicable, indicate the number of years and nature of your experience in the tourism industry and include any specific knowledge of Florida tourism and familiarity with Florida travel destinations.
- Proposals must provide evidence of financial stability. The agency must document sufficient financial resources to perform all services outlined in this RFP. Audited or reviewed financial statements are required for the three most recent years of operations. Please also provide the Agency's Dunn & Bradstreet number so that a report can be requested by VISIT FLORIDA.

6.2 Agency Capabilities

Overall Market Insights and Strategy Recommendations

- Please share market trends, triggers and insights that help shape your market strategy. May include insights on:
    - Connecting flights
    - Competitors
    - Partners investing in the market
    - Travel trends
    - Consumer trends
    - Media trends
    - Trade trends
    - Product counseling
    - Sentiment
- Provide the following strategic recommendations based on market research and your insights:
    - Strategic Approach: Summarize the market strategy in a 2-3 sentence elevator pitch.
    - Overall Goals: Have a primary and secondary goal that may include:
        - Increase or Maintain Market Share
        - Visitation
        - Dispersion
    - Target Audiences: Income Level + Age Demographic + Travel Composition
        - Ex: AB+ Millennial Families
    - Target Markets: Target Markets for CONSUMERS based on research. Note if markets may differ by PR and trade.
    - Consideration Periods
    - Target Booking Seasons
    - Target Travel Seasons
    - Key Themes: What activities do we want to showcase in our marketing based on our strategy? No more than 3 per audience.
    - Messaging/Content Focus

Travel Trade

- Provide examples of marketing and trade campaigns that represent work the agency has done in the respective markets. Include results.
- Provide examples of sales and trade development programs and/or initiatives the agency executed in the respective markets for which the Agency is bidding.Include results.
- Provide an example of a trade program or marketing initiative the agency executed that included co-op partners / client partners
- Provide an example of a FAM the agency has executed with travel trade professionals in order to promote a destination.

- Provide an example of the agency management of an in-market event for a destination client. Include attendance numbers (guests/partners), staff responsibilities, partner recruitment process, project timeline overview and list any outsourcing needed to support planning efforts (i.e. event planning company, event production).

Public Relations

- Provide an outline of what Public Relations initiatives your agency believes to be of utmost importance for Florida to remain top-of-mind and innovate in-market. Include budget, timeline, number of each tactic, examples of specific media and creators you would engage with, your exposure goal and media value goal.
- Provide an example to demonstrate the agency's success in launching content creator efforts. Include campaign details such as the agency's decision making process, budget levels, any additional media support and results.
- Provide an example of a recap report the agency distributed to clients with content creator results and public relations activities.
- Provide an example of a press release that is GEO-optimized. Include an explanation of how you optimized it for GEO, what the timely hook is and which outlet you would pitch this to. Include your email pitch.
- Provide an example of the agency's organization and planning a media reception. Include budget levels, attendance count, and staff involvement.
- Provide an example of a media FAM. Include the agency's process during the selection of the media that would attend the FAM.
- Provide information on how the agency tracks earned media.
- Provide information on the tool used by the agency for clipping services in each market for which the Agency is bidding.
- Provide an example of an editorial calendar. Include explanation of timing.
- Provide an example of a recap report the agency distributed to clients with public relations activities.
- Provide an example of the agency's ability to provide an experiential activation for a client. Describe the goal, measurement of success, timeline, results, and any obstacles. Include budget levels, consumer count, and staff involvement.
- With the changing media landscape, please share the priority media outlet types by percentage (i.e. print - 15%, online - 50%, etc.).

CMC

- Provide an outline of what CMC initiatives your agency believes to be of utmost importance for Florida to remain top-of-mind and drive conversion in-market.

Include examples of specific media channels, target audiences, and partner packages you would leverage to meet these goals.

- How does the agency envision a successful CMC presence driving and protecting overarching goals? Support the vision with an example of how the agency managed communications and expectations to ensure both parties remained a priority without compromising the overarching goal.
- Provide an example to demonstrate your agency's success in launching fully integrated marketing campaigns in market. Include campaign details such as the agency's decision-making process, budget levels, integration of partner packages, additional media support, and results.
- Provide an example of a campaign brief or media plan and an explanation of how you optimized the media mix for that region, the primary CTA's, and how partner packages were utilized to maximize reach and budget.
- Provide an example of the agency's organization and execution of a large-scale consumer marketing event or partner activation in relation to a CMC. Include budget levels, attendance, and partner involvement.
- Provide information on how the agency tracks paid media performance, campaign attribution, and overall return on investment (ROI/ROAS) for both the primary client and participating partners.
- Provide information on the tools and platforms used by the agency for media buying, campaign analytics, and performance reporting.

Case Studies

Please provide two (2) Case Studies that show relevant experience to the stated objectives, needs and scope of work detailed in this RFP. Case studies should include trade, PR or CMC tactics as outlined in section 4. Case studies should be in the following format:

- Client Requirements
- The challenge, goals, budget and objectives
- Strategy development to achieve goals and objectives
- Approach selected and rationale for approach
- Metrics selected and rationale for selection
- Value delivered against chosen metrics
- ***How does the case specifically apply to VISIT FLORIDA?***

6.3 Agency Experience and Proposed Account Structure

- How would the agency assign account support and account management and team structure for VISIT FLORIDA?

- How many employees would be devoted to the VISIT FLORIDA account? What are their credentials and experience? What percentage of time would each employee devote to the VISIT FLORIDA account?
- If you would subcontract with other agencies, respond to the following:
  -What services will be subcontracted?
  -What percent of services will be subcontracted?
  -Where are the subcontractor(s) located?
  -How will the agency manage the subcontractor(s) so that VISIT FLORIDA has outstanding representation?
  -How will the agency work with Florida industry partner representatives?
  -Does the agency have experience working with in-country representatives from Visit U.S.A. and/or Brand USA? If so, please provide a brief explanation.
  -Detail the process for training and onboarding a new client, such as VISIT FLORIDA. What does the agency require from VISIT FLORIDA to onboard as an agency?
- Describe your level of expertise with developing marketing campaigns that extend beyond working with travel trade and public relations services.
- Provide an example to demonstrate the agency's ability to coordinate an integrated effort when the agency was not the lead agency, but a collaborator. Describe the goal, measurement of success, timeline, results, and any obstacles.

7.0 Pricing Information

VISIT FLORIDA requests that each agency provide **detailed** pricing for account management and fees for services outlined in the RFP. **Pricing must be fully comprehensive and complete.** Explain how you approach a pricing structure: hourly, milestones, retainer or another model. Additional information and backup detail should be included as appropriate with your proposal.

8.0 Evaluation Criteria

Written proposals will be evaluated with the following criteria in mind:

- Pricing Information and Value
- Depth of Tourism Industry Knowledge
- Overall Insights and Strategy Recommendations
- Trade Capabilities
- Public Relations Capabilities
- CMC Capabilities
- Quality and Experience of Proposed Team

- Client Services & Project Management
- Relevancy of Case Study
- Proposal Format

9.0 RFP Terms and Conditions

VISIT FLORIDA may adjust the specifications of this RFP throughout the process. This RFP does not constitute an offer by VISIT FLORIDA to contract, but rather represents a definition of the specific services being sought and invites vendors to submit proposals. Issuance of this RFP, the vendors' preparation and submission of proposals and the subsequent receipt and evaluation of any such proposals by VISIT FLORIDA does not commit VISIT FLORIDA to award a contract to any vendor. Vendors, by submitting a proposal, agree that any cost incurred by it in responding to this RFPor participating in the RFP process, is to be borne solely by the vendor. The issuance of this document and the receipt of information in response to this RFP will not in any way cause VISIT FLORIDA to incur liability or obligation to respondents, financial or otherwise, and VISIT FLORIDA will not reimburse or in any way compensate respondents for expenses incurred in connection with their response to this RFP.

VISIT FLORIDA shall incur no obligations or liability whatsoever to anyone by reason of the issuance of this RFP or the actions of anyone relative thereto. Only the execution of a written agreement with a vendor related to one or more services described herein will obligate VISIT FLORIDA and then only in accordance with the terms and conditions contained in such agreement. Respondents understand and agree that submission of a proposal and/or participation in the RFP does not create a contractual relationship between any Respondent and VISIT FLORIDA.

Proposals, and any subsequent material submitted, will be considered complete and binding offers by the proposing vendors to contract for a period ending on the earlier of ninety (90) calendar days from their submission and the date the contract(s) is executed with the selected vendor relating to the services covered by this RFP. No action or communication of VISIT FLORIDA other than the execution of a written contract shall constitute acceptance of such offer, and even then shall legally obligate VISIT FLORIDA only in accordance with the terms and conditions contained in the written contract.

VISIT FLORIDA reserves the right to enter into discussions and/or negotiations with more than one vendor at the same time. VISIT FLORIDA may contract with one or more vendors at the same time, with no vendors, or with any party who did not submit a proposal, should it determine that such actions are in its best interest. VISIT FLORIDA reserves the right to reject any or all proposals in response to this RFP, waive any informality or irregularity in any proposal received and to award a contract to the vendor or vendors of its choosing without explanation. VISIT FLORIDA will notify unsuccessful participants upon execution of the contract(s) awarded as a result of this RFP.

Interested respondents must direct any and all communications relating to this RFP to:

Justin Mcgath
Manager, Contracts and Procurement
jmcgath@visitflorida.org
Subject Line: VISIT FLORIDA UK & Ireland RFP

Mr. McGath is the sole contact for vendors. All other VISIT FLORIDA team members, including evaluators, are prohibited from discussing the RFP with vendors outside of the scheduled process.

Proposals must state that the vendor will agree to execute a contract containing VISIT FLORIDA's standard terms and conditions which have been published alongside this RFP (and may be reviewed here), or include a mark-up of those terms with specific language changes that the vendor would require in order to execute a contract. All proposed changes should include explanations of why they are necessary. Many of the terms contained in VISIT FLORIDA's standard terms and conditions are either non-negotiable or are required by special provisions of Florida law that apply to VISIT FLORIDA. Requiring changes to the published terms may therefore place a proposal at a significant disadvantage.

Confidentiality and Public Records: VISIT FLORIDA is subject to Chapter 119, Florida Statutes, Florida's Public Records Act. That means all records sent or received by VISIT FLORIDA in connection with its business must be provided to the public upon request unless specifically made confidential or exempt from such requirement by Florida law.

This requirement includes materials you submit to VISIT FLORIDA in connection with this RFP. Vendors may mark information submitted to VISIT FLORIDA that qualifies as a trade secret or some other exemption under Florida law as "CONFIDENTIAL." Vendors should only mark information "CONFIDENTIAL" if they believe that it satisfies a specific legal exemption to Florida's Public Records Act and should state the specific legal exemption relied upon. Vendors should ensure that confidential information is appropriately marked at the time it is initially delivered to VISIT FLORIDA, as failure to do so may destroy the confidential nature of the information. Vendors submitting proposals containing confidential information should submit two versions, a clean version for VISIT FLORIDA review and a version with all the confidential information redacted. Should VISIT FLORIDA receive a public records request once the RFP has concluded and VISIT FLORIDA has issued an award, it will provide the redacted version and notify the vendor (note: VISIT FLORIDA will not disclose RFP materials while the RFP is ongoing). Should the requester dispute the applicability of the asserted public records exemption, VISIT FLORIDA will notify the vendor which then must take the appropriate course of legal action if it wishes to continue to assert the claimed exemption. For more information on Florida public records laws generally, see the "Sunshine Manual" here: (www.myfloridalegal.com/sun.nsf/sunmanual). Finally, please note that the final contract terms

awarded to the winning vendor or vendors will be a public record and will be posted on the VISITFLORIDA.org website as required by law and VISIT FLORIDA's standard contract terms (which must be agreed to upon submission of a proposal).