



## **Request for Proposal (RFP)**

### **Production of International Travel Planner for Washington State Tourism**

#### **Introduction**

State of Washington Tourism (SWT) is seeking proposals from qualified vendors to design, produce, and deliver a high-level, inspirational travel planner that encourages international travelers to explore the entirety of Washington State. The planner will be used to promote travel throughout the state in advance of the FIFA World Cup games in Seattle in 2026, to provide essential information, promote responsible travel, enhance the visitor experience, and promote seamless navigation throughout the state. The planner should be designed to be evergreen so that the content may be used over multiple years. This planner will differ from SWT's annual visitor guide in that it is intended to be a short, introductory overview of Washington's visitor offerings that encourages travelers to visit SWT's website for more information. Size, weight and portability will be key to making the travel planner a functional tool.

#### **Objective**

The travel planner should serve as a user-friendly guide that:

- Answers most frequently asked questions by international travelers about how to visit Washington and what to do in the state.
- Provides top-level information on attractions, destinations, and activities across the state.
- Incorporates QR codes linking to more detailed information on State of Washington Tourism's website.
- Offers logistical guidance, including maps, transportation information, seasonality, and travel tips.
- Highlights key destinations, cultural experiences, and itineraries throughout the state.
- Incorporates translation support to cater to an audience of international travelers specific to the World Cup games and to Washington's highest propensity international travelers.

#### **Scope of Work**



The selected vendor will:

**1. Develop Content:**

- Collaborate with State of Washington Tourism to gather and produce necessary content, including statewide attractions, maps, and traveler-specific information.
- Create original content tailored to a broad international audience, ensuring accuracy and cultural sensitivity.
- Include high-level inspirational overviews of Washington's 7 tourism regions and main attractions
- Incorporate three or more multi-region itineraries of 4-7 nights
- Include a 'what to know about Washington' section with information on: climate and seasons, what to wear, transportation and getting around, a drive-times map
- Incorporate QR codes to direct visitors to additional content online

**2. Design and Layout:**

- Develop an appealing, professional design that reflects the branding of State of Washington Tourism
- Ensure the layout is intuitive, accessible, and visually engaging.
- Create a guide that is light-weight and portable to encourage usage.

**3. Multilingual Support:**

- Translate the planner into at least three additional languages to be specified by State of Washington Tourism.

**4. Advertising Sales**

- Create a media kit and sell advertising to relevant tourism stakeholders around the state of Washington to help offset the costs of printing and distributing the guide.

**5. Digital and Print Formats:**



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- Produce the planner in both digital (PDF and interactive web format) and print versions.
- Ensure the digital version is mobile-friendly and easy to navigate.

**6. Printing and Distribution:**

- Oversee the printing process to produce high-quality materials.
- Coordinate with State of Washington Tourism on distribution strategies, including shipping to international representative offices and travel hubs.

**Deliverables**

- Draft and final versions of the travel planner.
- Multilingual translations of the planner.
- Digital files ready for online publication.
- Printed copies (quantity to be determined).

**Timeline**

- RFP Issued: January 6, 2025
- Proposal Submission Deadline: January 27, 2025 5 p.m. Pacific Time
- Vendor Selection: February 3, 2025
- Media kit: February 28, 2025
- Draft Submission: May 15, 2025
- Final Digital Planner Delivery: June 30, 2025

**Budget**

Vendors should provide a detailed cost breakdown, including:

- Content creation
- Design and layout
- Translation services
- Printing and distribution



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- Any additional costs

Max budget available for this project is \$100,000, not including advertising revenue.

**Proposal Requirements**

Proposals should include the following:

- Company background and relevant experience
- Examples of similar projects
- Detailed project plan and timeline
- Plan for producing translated content
- Cost breakdown
- References from previous clients

**Evaluation Criteria**

Proposals will be evaluated based on:

- Quality and creativity of proposed design and content
- Experience with similar projects
- Multilingual capabilities
- Cost-effectiveness
- References and testimonials

**Submission Instructions**

Please submit your proposal electronically to Michelle McKenzie at [michelle@stateofwatourism.com](mailto:michelle@stateofwatourism.com) by January 27, 2025 5 p.m. For any inquiries or additional information, contact Michelle McKenzie.

**Terms and Conditions**

State of Washington Tourism reserves the right to:

- Accept or reject any or all proposals.
- Request additional information from any vendor.



- Negotiate terms and conditions with the selected vendor.

We look forward to receiving your proposals and working together to create an exceptional resource for statewide travel exploration.