



REQUEST FOR QUOTE (RFQ)

Project Name: Travel Alaska Ad Efficiency and Visitor Conversion Studies / Research

Timeline: July 1, 2022-June 30, 2024

Budget: Up to \$100,000

Description:

ATIA is seeking quotes from potential research partners / agencies to measure efficiency and effectiveness of digital media by tracking advertising placements and destination visitation as part of Alaska's Travel Alaska destination marketing program. Data may include conversion tracking of visitors who requested vacation planners. Data will be presented in a dashboard format and will be used to make informed decisions regarding future Travel Alaska campaigns and promotions. A two-year contract is preferred.

Travel Alaska program:

The Travel Alaska program is Alaska's statewide destination marketing program, managed by the Alaska Travel Industry Association (ATIA). ATIA is Alaska's leading statewide trade association for travel and tourism. Please see more information at TravelAlaska.com – our main traveler consume website and Alaskatia.org

Response:

Please submit via email no more than a two-page document outlining your quote and cost estimates, including your proposed budget, brief project approach, project personnel, and suggested timeline. **All responses are due on or before, 5:00pm Alaska time, Wednesday, June 1, 2022.** Responses and questions can be sent to Wendy Swenson at wswenson@alaskatia.org