



OPCMR

ADDENDUM I SCOPE OF SERVICES

The following delineates the tasks to be performed by the Contractor:

Service provider will perform the following tasks:

- Completes a minimum of 72 interactions with retail or corporate travel agents and meeting & incentive planners per month
- Educates travel professionals on the destination, promotions and programs
- Creates and maintains agent & meeting planner data base for follow up and direct mail
- Maintains CRM Program for the assigned region
- Keeps a monthly calendar detailing local areas of concentration for sales calls.
- Communicates trends, competition best practices, and market overview information, in a monthly report to DOT Commissioner, Assistant Commissioner-Marketing and Director of Sales by the 15th of each month
- Participates in a minimum of 5 local tourism and business associations
- Organizes a minimum of two sales Blitz/VI calling in assigned territory annually.
- Develop relationships with Hotel & Airline Sales Representatives in Contractor's area and plan joint meetings & sales calls when possible
- Participate in trade and consumer shows in designated area
Funding for these events will be covered via the Atlanta office. Expenses for pre-approved travel will be submitted with an invoice.

Tour Operator/Wholesale Support

- Completes at least one presentation annually to each tour operator and airline reservations centers in your designated region of FL, DE, MD, VA, DC, NY, WV, NC, SC and KY.
- Provide and fact checks content of wholesale websites for continuity
- Shops destination and wholesale websites for other destination offers and provides this information to the DOT Commissioner and Director of Sales

9

RFP No. _____
Contract No. P103DOTT20

Contractor's Initials: KVNC



OPCMR

- Develop relationships with Tour Operator Sales Staff in assigned area and plan joint calls when possible
 - **Consortia Support**
- Develop relationships with Consortia Companies and provide the DOT Commissioner and Director of Sales with opportunities to partner
- Proof and fact check content for Consortia websites monthly and provides updates to the DOT Commissioner and Director of Sales.
 - **Customer Care**
- Handle and schedule site inspections, follow up with customer service issue
- Organize at least one travel agent fam trip from designated markets annually
- Follow up with customer service requests
 - **Sales & Financial Reports**
- Development of an annual budget for designated territory which must be approved by the Director of Sales & Commissioner of Tourism
- Prepare an annual sales action plan for designated territory
- Prepare and transmit monthly financial and sales report to Commissioner and Assistant Commissioner-Marketing
 - **Group & Incentive**
- Develop a database of agencies that promote group travel
- Conduct a minimum of one group/incentive presentation twice monthly
 - **Participation in Local Travel Organizations**
- Join & actively participate in CTO Chapter if applicable (TBD based on USVI reinstatement)
- Join local Chamber of Commerce
- Identify & participate in outside sales representative organizations (OSSM & ETA)
- Membership and interaction is required for trade organizations ex. CLIA, TIPS and ACT

Additional Requirements

- Contractor will conduct sales activity throughout the United States. Key areas included but not limited to are Florida, North Carolina; South Carolina; Virginia; Delaware; Maryland; New York, Kentucky; West Virginia and Washington, DC.
- Contractor is expected to travel to these states, at least once per month, on a rotating basis. Sales activity will include but not be limited to, sales calls, webinars, in-market events, and travel agent luncheons/dinners/receptions.
- Contractor will work with the Director of Sales in identifying those key markets to conduct said activity. A specific outline of quotas and performance evaluation are outlined above within this contract.