

# Expression of Interest for Public Relations Services

DEPARTMENT OF TOURISM RESPONSE TO WRITTEN QUESTIONS

Posted March 31, 2026

## Question 1

Part II, Company Overview – 3rd bullet. Are you seeking a list of 5 clients who have retainers over \$50,000 per year? Or are you seeking case studies of PR campaigns for 5 clients who have retainers over \$50,000 per year.

**ANSWER: A list of five clients will be sufficient.**

## Question 2

Part II, Potential Conflicts of Interest – can you please provide more information on a possible conflict?

**ANSWER: Representation of a state in West Virginia’s drive markets with similar products and pitches. If potential conflict, please describe how it would be mitigated.**

## Question 3

Part III, Work Samples – In addition to ideas for each section, do we need to include prior work samples for each point (pitching, media engagement activations, big ideas).

**ANSWER: Prior work is not required to be submitted.**

## Question 4

Will you be sharing all of the Q&As on March 31?

**ANSWER: Yes.**

## Question 5

How does West Virginia Tourism define success for earned media coverage? Are both quantitative and qualitative metrics used?

**ANSWER: A balance of both qualitative impact and quantitative reach—but it boils down to meaningful visibility for the state. Success is about getting more eyes on West Virginia in a way that inspires action—whether that’s someone adding the state to their travel list, booking a trip, or simply seeing the state in a new, more compelling light.**



### Question 6

Beyond manual placement tracking, are you open to utilizing media monitoring and tracking tools/vendors?

**ANSWER: Yes.**

### Question 7

What gaps or opportunities has the West Virginia Tourism team identified in its current PR efforts that an external agency could help address most effectively?

**ANSWER: Cadence of pitching story ideas to media, frequency of hosting media and national broadcast opportunities, to name a couple.**

### Question 8

Are there priority geographic markets or audience segments that West Virginia Tourism is most focused on reaching?

**ANSWER: Audiences in our drive markets such as Washington, D.C., Charlotte, NC, Columbus, OH, etc., as well as fly markets like Chicago, IL, New York, NY, Orlando, FL, Tampa, FL and Atlanta, GA, are top priorities.**

### Question 9

The RFP mentions sharing West Virginia's tourism brand with the world. Does the Tourism Department have an AOR relationship with an international PR firm or would this scope include domestic and international PR?

**ANSWER: The Department of Tourism works with Travel South USA and Brand USA to promote the state internationally. This scope would primarily cover domestic PR, with occasional support on international PR.**

### Question 10

How does the PR Agency's scope intersect with influencer engagement and content development programs?

**ANSWER: The Department of Tourism's social AOR oversees content creator programming, but there's potential for collaboration between all of our agencies.**



### Question 11

Are there specific media outlets or platforms where the PR team would like to secure first-time or additional coverage?

**ANSWER: Broadcast coverage and feature pieces in top-tier travel publications are a priority for the Department of Tourism.**

### Question 12

What destinations does West Virginia Tourism consider to be a direct competitor?

**ANSWER: Representation of a state in West Virginia's drive markets with similar products and pitches. If potential conflict, please describe how it would be mitigated.**

