



RESPONSE TO QUESTIONS

OFFICIAL VISITORS GUIDE
2023/2024

OCTOBER 14, 2022
CAMARILLO HOTEL AND TOURISM ASSOCIATION
4001 Mission Oaks Blvd. Suite R Camarillo, CA 93012

INTRODUCTION

The following questions were received by the deadline of October 7, 2022. Please use the following answers to assist with the formation of your proposal to the Camarillo Hotel and Tourism Association (CHTA/Visit Camarillo) Request for Proposal Official Visitors Guide 2023/2024

- 1) Have there ever been any charges to the local community to be included in your marketing materials?
 - No charges to the local community have taken place for inclusion in our marketing materials, but we have received interest from local businesses about being included in such publications.
- 2) Are you open to providing added value to magazine advertisers on your digital channels (similar to the Oakland media kit example we sent)
 - We are open to providing added value through our owned digital channels. We promote many visitor-serving businesses through our owned channels without a fee so we will need to get creative to ensure we are providing a value to our advertisers.
- 3) If so, what channels are available? (Example: Visitors center kiosk, newsletter, social media)
 - Available channels include website, blog, e-newsletter, social media.
- 4) Are any of these owned channels unavailable for added-value integration?
 - Video (YouTube) capabilities would be unavailable.
- 5) Will CHTA provide a clean database of all potential advertisers? Database should include contact info (name of decision maker, email, phone)
 - Yes, we will provide.
- 6) p5, 3rd bullet from the top of the page -- *"All edits are at the discretion of the CHTA, including quantity prior to final approval;"* and bottom of p5 -- *"The exact size and scope of the project may be altered as progress develops"*. Please clarify. We must have a confirmed quantity upon signing SOW. Once we order paper with the printer, the paper stock, magazine dimensions, and quantity cannot be changed. There's a paper shortage in the industry now, so advance planning is crucial. Once we agree upon magazine size, stock, and quantity, this will be written into our SOW with CHTA and locked in with the printer.
 - Apologies for the confusion. Yes, we can decide the paper quantities far in advance and lock those in ahead of time to avoid any delays. Same with the scope of project – this was meant for any additional recommendations provided by the publisher that are not included in the original RFP.

- 7) What kind of maps are needed? How many, and what style does CHTA prefer? ([Illustrated](#) or [practical](#)?)
- An illustrated map with fun colors and graphics would be preferred. This is what we currently have: <https://www.nxtbook.com/nxtbooks/camarillo/pocketguide/index.php#/p/1>
- 8) Can you send us a link to your current image library, please?
- <https://www.dropbox.com/sh/0qoppfdxndc86rg/AABVTEaFbpIVZxngZYBsqkcja?dl=0>
- 9) Does CHTA have a list of local writers and photographers they prefer to use, or can Wanderlust use our vetted vendors? We have tons of contacts in the area :)
- We would be interested in working with your vetted and trusted partners.
- 10) The RFP says the publication is due Spring 2023, but is there a specific date that you'd like to have magazines in hand?
- End of May would be great. Summer is packed with local events and our annual Wings Over Camarillo Air Show which is a high-demand season for us.