

XNA FULL-SERVICE MARKETING RFQ

QUESTIONS AND ANSWERS

QUESTION 1: Should the SOQ include pricing estimates for website design and ongoing content management, or will digital services be scoped separately post-selection?

ANSWER: Respondents should include general pricing structures and cost estimates for typical services (e.g., hourly rates, fee schedules, or sample campaign budgets) as outlined in Section 2(A) of the RFQ. These estimates are for comparison and planning purposes only and are not binding proposals. Final compensation will be negotiated with the selected firm(s) following selection.

QUESTION 2: Will the Authority provide existing branding assets and messaging guidelines, or should we propose creative direction from scratch?

ANSWER: The Authority will provide existing branding assets and messaging materials to the selected firm(s). Respondents may propose creative direction and concepts that build upon or complement existing brand standards.

QUESTION 3: Is there a preferred CMS or hosting environment for the airport's website?

ANSWER: No specific content management system or hosting platform is required. Respondents may indicate preferred platforms or demonstrate flexibility to work within the Authority's existing website infrastructure.

QUESTION 4: Will selected firms be expected to support both business and leisure campaigns concurrently, or will initiatives be assigned individually by task order?

ANSWER: Selected firm(s) should anticipate supporting both business and leisure marketing initiatives. Assignments will be issued on a task-order basis by mutual agreement depending on project scope and timing.

QUESTION 5: Is familiarity with XNA and the Northwest Arkansas region considered a weighted evaluation factor, or simply a contextual advantage?

ANSWER: Familiarity with XNA and the Northwest Arkansas region is one of the evaluation criteria listed in Section 2(B) of the RFQ. While not assigned a specific numeric weight, such familiarity will be considered advantageous during evaluation.

QUESTION 6: Is Northwest Arkansas National Airport looking for a complete redesign or ongoing maintenance and content updates on the current site?

ANSWER: The Authority anticipates a combination of both. The selected firm(s) may be asked to propose a refreshed or redesigned website that improves user experience and aligns with current branding, as well as to provide ongoing content updates and maintenance following launch. The final scope will be determined during contract negotiation based on the selected firm(s)' recommendations and the Authority's priorities.

QUESTION 7: Which CMS platform is currently being used, and do you plan to continue with it?

ANSWER: The Authority's current website operates on a commonly used content management system. The Authority is open to continuing with the existing CMS or considering an alternate platform if a respondent can demonstrate clear advantages in security, usability, or long-term sustainability.

(Note: The specific CMS will be confirmed with the selected firm(s) during contract scoping.)

QUESTION 8: Is hosting and support part of the contract scope?

ANSWER: Yes. Hosting, maintenance, and technical support should be included as optional or add-on components within the respondent's proposed services. The Authority reserves the right to determine whether those functions will be performed by the selected firm(s) or maintained under existing arrangements.

QUESTION 9: Should campaign strategy include social-media management and paid campaigns (Meta, Google, LinkedIn, etc.)?

ANSWER: The Authority anticipates that paid digital advertising, including paid social-media campaigns on platforms such as Meta, Google, LinkedIn, and similar channels, will be included within the scope of services. Organic (non-paid) social-media management of the Airport's owned channels is not part of this procurement. Respondents may outline paid-media capabilities, targeting strategies, and reporting methods as part of their campaign planning approach.

QUESTION 10: For cost estimates, should agencies provide hourly rates per role, fixed monthly retainers, or sample campaign budgets (for comparison)?

ANSWER: Respondents may provide any combination of the above that best represents their pricing structure. At a minimum, the Authority requests hourly rates by role and sample campaign budgets for comparison, as noted in Section 2(A) of the RFQ. Fixed retainers may also be included if typical for the firm(s)' service model.

QUESTION 11: Could you share XNA's average media spend or budget range?

ANSWER: The Authority's overall marketing expenditures fluctuate annually based on operational needs and available funding through the Air Service Incentive Program (ASIP). Under this program, \$100,000 is allocated to support the marketing of each new route added during the year. Accordingly, total marketing investment varies depending on new service announcements and other campaign priorities. For calendar year 2025, the Authority's total marketing spend, including general media buying, ASIP support, and agency fees, is approximately \$500,000. This

figure is provided for comparison and planning purposes only; final compensation and scope will be negotiated with the selected firm(s) following evaluation.

QUESTION 12: Is there an incumbent agency currently under contract?

ANSWER: Yes, there is an agency currently under contract until December 31, 2025.

QUESTION 13: We noticed a budget range of \$20K–\$40K mentioned in an industry Facebook group. Can you confirm whether that represents the annual budget for this contract?

ANSWER: That figure is not official and does not represent the Authority's anticipated contract value. As described above, the Authority's total marketing investment for 2025 is approximately \$500,000, inclusive of ASIP route-marketing funds and media buying. This number is offered solely for comparison and context; actual scope and compensation will be determined through negotiation with the selected firm(s).

QUESTION 14: Could you elaborate on the key target audiences and geographic markets prioritized in your paid media campaigns?

ANSWER: Our paid media campaigns primarily target travelers within Northwest Arkansas, Southwest Missouri, and Northeast Oklahoma. These audiences represent our core and extended catchment areas and align closely with our passenger base. Messaging and placements are tailored to reach both leisure and business travelers, emphasizing convenience, nonstop destinations, and regional accessibility

QUESTION 15: Approximately what proportion of your annual paid media budget is dedicated to supporting ASIP new route promotions and what other major campaign types are currently managed year-round?

ANSWER: Our annual paid media budget is revised as new ASIP opportunities arise, so the proportion dedicated to ASIP route promotions varies by year. Beyond ASIP-related campaigns, we manage ongoing, year-round initiatives focused on air service awareness, brand visibility, and seasonal travel demand generation.

QUESTION 16: Have the ASIP markets for 2026 been finalized and if so, would you be able to share which markets will be supported?

ANSWER: The ASIP markets for 2026 have not yet been finalized, and no new ASIP-supported markets have been identified at this time.

QUESTION 17: What metrics or KPIs do you typically use to evaluate the effectiveness of your paid media campaigns?

ANSWER: We measure campaign effectiveness by cross-referencing industry-standard marketing metrics—including impressions, click-through rates, engagement, and conversions—

with aircraft load factor data. This allows us to evaluate both digital performance and how marketing correlates with route utilization and passenger demand.

QUESTION 18: How do you currently track the origin markets of travelers? Do you rely primarily on airline-reported data or use other sources?

ANSWER: We track traveler origin markets using a combination of airline-reported data and third-party analytical tools. This multi-source approach provides a more comprehensive understanding of travel behavior and geographic market performance.

QUESTION 19: Is funding for new website development allocated separately or included within the existing \$500K marketing budget?

ANSWER: The \$500K figure referenced is not a fixed 2026 marketing budget, but rather an estimate used to gauge pricing through this RFQ process. Website development budget will be evaluated after receiving SOQs and be considered within overall marketing investments.

QUESTION 20: What are the core business objectives driving the redesign or development of a new website?

ANSWER: The website redesign is driven by a goal to enhance usability for passengers while maintaining all necessary airport, operational, and partner information. The focus is on simplifying navigation, improving mobile responsiveness, and creating a more intuitive and visually modern user experience.

QUESTION 21: Do you have a target launch timeline or specific milestones established for the new website project?

ANSWER: A specific launch timeline has not yet been established. Key milestones and scheduling will be defined following vendor selection and project scoping.

QUESTION 22: As part of this engagement, are you seeking public relations support at the state or national level?

ANSWER: Public relations is not included within the scope of this RFQ.

QUESTION 23: How are proposals to be submitted? If electronically, what is the email address or portal instructions? If a printed proposal is desired, what specific address should be used?

ANSWER: Proposals may be submitted in any format preferred by respondents. The Authority does not require a specific method. Electronic or printed submissions will both be accepted. Please email Olivia.Tyler@flyxna.com for email submissions. Printed submissions can be delivered to 1 Airport Blvd., Ste. 100 Bentonville, AR 72713.