

July 6, 2018

Erin Rauch
Assistant Director -
Purchasing Department
George Mason University
4400 University Drive,
Mailstop 3C5
Fairfax, VA 22030

SUBJECT: RFP GMU-1491-18, Virtual Campus Tour

Dear Ms. Rauch,

Below you will find responses to your follow-up questions. Please let me know if you and the committee would like to setup a call to discuss these items further.

1. Are the language costs included in YouVisit's last reply for [Smithsonian-Mason School of Conservation](#) (SMSC) only? Or, is that per campus tour instance?

The pricing for languages on my response was for the SMSC tour. However, the \$1,480 is the price per language and per tour.

2. How many stops are included in the Fairfax campus pricing?

The Fairfax campus currently has 17 tour stops. Our full tours typically max out around 20 tour stops. However, your annual agreement allows you to make a combination of 4 tour stop updates or additions yearly. The Fairfax tour can have more than 20 tour stops but we advise having no more than 18 tour stops because we see a significant drop-off in engagement once visitors reach the 18th stop of a tour.

3. Can the stops be priced individually?

We don't typically price stops individually. Tours are either full or mini tours. If the SMSC tour can't fully utilize the up to 10 tour stops of a mini tour, we can price a shorter up to 5 stop tour for \$5,980.

4. Does each additional campus/location have to be a separate instance, or can additional stops be added to the main tour?

As mentioned earlier, the Fairfax campus can make a combination of 4 tour stop updates or additions annually. We advise against making a tour too long because prospective students might drop-off and miss any relevant content that is at the end of a tour. Furthermore, our current

schools have not added multiple campuses to one tour. Doing so would confuse prospects as to where things are located. This would provide mixed messaging. I like to use Harry Potter movies as an analogy as to why campuses/locations should have their own tours. Imagine the first and second Harry Potter movies being combined into one movies. Viewers would drop-off at some point during a 5-hour long movie and the two different storylines would not fit into one movies.

5. If each campus has to be a separate instance, can we include base pricing for an additional campus so we have the ability to add on more later on?

The pricing for the separate instances for tours would be:

- \$5,980 for up to 5 tour stops
- \$7,980 for up to 10 tour stops

Thanks,

Albert Choute