



**Addendum Date: March 15, 2023**

**ADDENDUM 3 TO RFP NO. 23-03  
for  
HAWAII TOURISM DESTINATION BRAND MANAGEMENT & MARKETING  
SERVICES FOR THE UNITED STATES MARKET**

STATE OF HAWAII  
HAWAII TOURISM AUTHORITY  
DEPARTMENT OF BUSINESS, ECONOMIC DEVELOPMENT &  
TOURISM

**This Addendum includes:**

- Revisions to Section 2.2 Scope of Work
- Revisions to Section 3.1.3 Content Explanation (2023-2025 Long-Term Vision and Roadmap)
- Revisions to Section 3.1.3 Content Explanation (2023-2025 Partnership Opportunities)
- Revision to Section 3.2.9 Receipt and Register of Proposals
- RFP 23-03 Hawaii Tourism Destination Brand Management & Marketing Services for the United States Market additional answers to questions asked at the Pre-Proposal Conference and from HiePRO
- Revision to a previously answered question regarding the list of Pre-Proposal Conference attendees.

This addendum will only answer unique questions that were not already addressed in the RFP.

*Notes: A new version of the RFP is not forthcoming. All changes are documented in the Addendum(s). Applicants must refer to the Addendum(s) to know of the changes. The yellow highlighted portions below are the changed language from the referenced sections.*

**REVISED ITEM IN SECTION 2.2 SCOPE OF WORK**

Emphasis should be to drive visitor spending into Hawaii-based businesses as a means to support a healthy economy, including supporting local businesses and promoting Hawaii-made products in market, Hawaii festivals and events, agritourism programs, and voluntourism activities in partnership with HTA, DBEDT, the private sector, etc.

**REVISED ITEM IN SECTION 3.1.3 CONTENT EXPLANATION (2023-2025 LONG-TERM VISION AND ROADMAP)**



Offeror shall present a 2023-2025 long-term vision and roadmap for Hawai'i destination brand management and marketing services for the United States market that aligns with HTA's 2020-2025 Strategic Plan. This roadmap will lay out all the strategies and annual milestones to reach the long-term goals for brand management and marketing services. In addition, Offeror shall propose two sets of the 2025 targets for the items defined in Section 2.3. One that shall be based on the base budget (USD \$38,350,000.00) and the other set shall be based on the incremental budget (USD \$51,250,000.00).

### **REVISED ITEM IN SECTION 3.1.3 CONTENT EXPLANATION (2023-2025 PARTNERSHIP OPPORTUNITIES)**

Offeror shall provide a list of partnership opportunities for Calendar Years 2023 to 2025 that includes tradeshows, trade familiarization trips (FAMs), travel trade education, public relations, consumer promotions, and consumer shows along with the following data for each:

- i. Activity
- ii. Date
- iii. Description
- iv. Location
- v. Cost

Offeror shall clearly indicate if the partnership opportunities are funded by incremental budget.

### **REVISED SECTION 3.2.9 RECEIPT AND REGISTER OF PROPOSALS**

Proposals will be received on HiePRO and the Offeror will receive an email directly from HiePRO confirming receipt of the offer. Once the solicitation closes, all proposals and its attachments will be verified by two or more procurement officials, on or after the date and time specified in the procurement timeline RFP Schedule or as amended. The register of proposals and proposals of the Offeror(s) shall be open to public inspection upon posting of award pursuant to HRS § 103D-303, and HAR § 3-122-58.

### **QUESTIONS AND ANSWERS**

1. **Can you provide us with any existing user data from the GoHawaii app?**

Unfortunately, we won't have the existing user data gathered and ready in time for this procurement.



2. **Is it possible to provide a baseline, and source for the metrics provided in the Performance Measures to validate our own findings against?**

HTA does not fully understand this question.

3. **Proposals become public after contract has been awarded - does this mean they become public prior to the end of the protest period and the resolution of any protest filed? By request only or will they be posted somewhere? [Page 31, Section 5.4, 2nd paragraph, 1st sentence]**

HAR 3-122-58 states that the contract file, except for confidential portions, shall be made available for public inspection upon award. However, agencies such as HTA may use HRS §92F-13(3) and §92F-42 as appropriate to avoid the frustration of a legitimate government function.

4. **Is there a recording of the pre-proposal conference call that you would be able to share?**

A recording will not be shared. Instead, the presentation deck was made available along with first submitted answers to questions HTA received regarding this RFP in Addendum 1.

5. **I apologize, I wasn't able to log on until after you started the webinar, can you email or provide info/link to the recording today?**

A recording will not be shared. Instead, the presentation deck was made available along with first submitted answers to questions HTA received regarding this RFP in Addendum 1.

6. **How was the Administrative fee determined at 22%? What is the rationale or justification for the 22% Administrative fee for RFP 23-03 relative to the 15% Administrative fee for RFP 23-08? Will HTA be considering lowering the Administrative cap for RFP 23-03 to be in alignment with RFP 23-08 at 15%? (Section 2.4 COMPENSATION, Page 12)**

RFPs should be considered individually. As for RFP 23-03 we conducted market research and determined, based on the scope called for in this RFP, that 22% was appropriate.



7. **With respect to the difference in the administrative cap of 15% for RFP 23-08 and 22% for RFP 23-03, has HTA determined that RFP 23-03 would be less administratively burdensome to administer than RFP 23-08? If so, please clarify this justification.**

RFPs should be considered individually. As for RFP 23-03 we conducted market research and determined, based on the scope called for, that 22% was appropriate.

8. **Where can I obtain the existing list of partners with HTA in their destination management/destination stewardship proposal. For example, climate balance and ocean stewardship locally and globally; transportation services partners to and from island and on island (ie Roberts Hele, Hoppa On Hoppa Off, Mokulele airlines, etc), and the governmental agencies – ie Department of the Interior; Department of Education; State and Federal Park Authority, etc.**

A list of the partners HTA is currently working with for its Destination Management Action Plans can be found in each of the islands' plans, which can be accessed online. See the Website References (Section 1.10).

#### **CORRECTION TO PREVIOUSLY ANSWERED QUESTION:**

##### **Question 8 in Addendum 1:**

**Will the list of attendees to this pre-proposal conference be made available?**

Yes. Please see Addendum 3, Attachment 1 for a list of the attendees of the pre-proposal conference.