



Addendum Date: August 2, 2023

**ADDENDUM 1 TO RFP NO. RFP 24-03
for
HAWAII TOURISM DESTINATION BRAND MANAGEMENT & MARKETING
SERVICES FOR THE EUROPE MAJOR MARKET AREA**

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

This Addendum includes:

- RFP 24-03 Hawaii Tourism Destination Brand Management & Marketing Services for the Europe Major Market Area Pre-Proposal Conference Power Point.
- RFP 24-03 Hawaii Tourism Destination Brand Management & Marketing Services for the Europe Major Market Area answers to questions asked at the Pre-Proposal Conference and via HlePro.

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

Note: 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.

QUESTIONS AND ANSWERS

1. Is the in-person presentation on September 8th, in Hawaii'i?

Yes. The in-person presentation with Priority Listed Offerors is September 8, 2023, in Hawaii'i. Section 1.4 of the RFP (RFP Schedule and Significant Dates) and Section 4.4 (Evaluation and Award Process) provide this and other dates/information.

2. Who would you consider a conflict of interest? Is there another destination that you would find a conflict of interest as you would not want the agency to represent them and HTA?

Although a contractor, as a legal entity, may represent a competing market within the MMA, there shall be no overlap of team members to represent a competing destination. Firewalls and other protections and procedures shall be in place to prevent and prohibit the disclosure of competitively sensitive information to a competitor. Section 3.1.3 (Organization Capacity) provides this information.

3. The Budget plan mentions web development, is this something we need to include?

HTA's contractor for gohawaii.com is responsible for the development, maintenance, analysis, and optimization of the website. Offerors shall develop strategies for using the website to influence travel decisions specific to the market's user habits and culture and to drive traffic to the website. RFP Exhibit A (BMP Outline Item D.7) provides this information.

4. What are you most proud of to date in your transition to regenerative tourism?

We changed the conversation in Hawai'i. We as a community – as residents – changed the narrative for what we want tourism to be and how it provides for Hawai'i. We are now more mindful of the tough issues like loss of biodiversity, climate, etc.

5. Page 7, Section 1.4 Pre-proposal conference Zoom – was this recorded? If so, please may we gain a copy? Alternatively, if a presentation was discussed, please may we receive?

No zoom recording will be provided. However, the presentation is provided as part of this Addendum 1.

6. How many agencies will be shortlisted?

The evaluation committee will select no more than three (3) offerors from the highest ranked proposals who will advance to round 2. Section 4.4 (Evaluation and Award Process) provides this information.

7. Is the incumbent agency being considered?

The HTA is seeking a contractor to provide a full range of comprehensive brand management and marketing services for the Hawaiian Islands in the Europe market. Any interested agencies/companies may submit a proposal and participate in this procurement.

8. Will you consider an agency that subcontracts to other agencies in other markets (e.g. Germany and Switzerland)?

Yes. HTA will consider an agency that subcontracts to other agencies in other markets. If subcontractors will be used for this contract, offerors shall submit a Subcontractor Reference form for each subcontractor and ensure all requirements of the General Conditions outlined in the RFP are followed. RFP Section 3.1.3 (2024 Subcontractor References) provides this information.

9. Is the preferred submission format in Microsoft Word?

Please reference Section 3.1 (Proposal Content) on submission format.

10. What should non-US organizations submit in lieu of a FEIN or SSN number?

Non-U.S. organizations, Form W-8BEN-E shall be submitted by entities and Form W-8BEN Certificate of Foreign Status of Beneficial Owner for United States Tax Withholding and Reporting shall be submitted for Individuals.

11. How would you define your target audiences? Do you have specific target audiences for Europe?

Offerors shall identify specific target regions and segments focused on lifetime value, positive-impact, mindful travelers in the market that will have the greatest return on marketing objectives. RFP Exhibit A (BMP Outline Item C) provides this information.

12. Have you a European incumbent agency?

No. Due to the global COVID-19 pandemic, HTA ended its contract for Europe in 2020 when tourism was at a near standstill.

14. Do you have any learnings from European campaigns that have run previously?

None. The solicitation for the Europe Major Market Area was not active for over 3 years.

15. Are there any European marketing plans available? Any previous marketing strategies you have carried out for the European markets?

HTA will not be providing any prior marketing plans to any offerors.

16. General conditions: How companies outside of the US can comply with 2(e), (g) & (h)? Pages 52 and 53 of the RFP

Hawai'i Compliance Express; <https://vendors.ehawaii.gov/hce/>. Vendors may use HCE, an electronic system that allows Vendors/Contractors/Service Providers doing business with the State to quickly and easily demonstrate compliance with applicable laws. It is an online system that replaces the necessity of obtaining paper compliance certificates from the Department of Taxation, Federal Internal Revenue Service, Department of Labor and Industrial Relations, and Department of Commerce and Consumer Affairs. Please reference Section 5.2, Responsibility of Offerors.

17. General conditions: Can there be a termination notice period for 14(a) (termination for convenience of the state)? Page 56 of the RFP

Pursuant to HAR §3-125-21(1), The procurement officer may, when the interests of the State so require, terminate this contract in whole or in part, for the convenience of the State. The procurement officer shall give written notice of the termination to the contractor, specifying the part of the contract terminated and when the termination becomes effective.

18. General conditions: Would it be possible to add a cap on liabilities? We usually add a cap of around \$4.4m. Let us know if this would be ok.

No. The General Conditions are set by the Attorney General for the State of Hawai'i.

19. Page 10, - 2.2 Scope of Work - Bullet point 1 Primary focus on brand marketing in the U.K., Germany, and Switzerland. Why UK, Germany, and Switzerland?

It was based on input from Hawai'i industry partners as well as data collected for these markets.

- 20. Page 11, – 2.3 KPI & performance measures – bullet point 1 By the end of CY25, Grow Average Daily Visitor Spending over 2019 by xx%. (Target to be proposed by Offeror) Do you have the average daily spend from 2019 from different European markets?**

HTA does not have the Average Daily Visitor Spending from 2019 from different European markets. RFP section 2.1 (Market Overview and Background) provides the overall Europe MMA visitor spending data from 2019 to 2022.

- 21. Page 10, - 2.2 Scope of Work - Bullet point 4 Take advantage of market insights and intelligence on trends, distribution dynamics, consumer insights, and competitive analysis. Target both current and next generation of mindful travelers. Encourage continued repeat travelers to come to Hawai'i. What percentage of past leisure business has been repeated business?**

In 2019, 29% of all visitors from Europe were repeat visitors.

- 22. Page 11, - 2.2 Scope of Work - Bullet point 10 Develop airline relationships with the goal of monitoring and optimizing load factors and to support routes as directed. Has there ever been direct flights from UK and or Germany into Hawai'i?**

For the past 20 years, there has been no non-stop direct flights between Europe and Hawai'i.

- 23. How have you measured ROI from European countries in the past and since COVID has the model changed?**

For this RFP, please reference Section 2.3 for Key Performance Indicators and Performance Measures.

- 24. Page 10, - 2.2 Scope of Work - Bullet point 4 - 8 Increase percentage of “visitors recall hearing or seeing information about safe and responsible travel prior to arrival” compared to the most recent study • Increase percentage of "visitors recall hearing or seeing information about caring for and respecting Hawai'i's culture, people, and environment prior to arrival" compared to the most recent study • Increase percentage of "visitors recall hearing or seeing information about ocean and hiking safety prior to arrival" compared to the most recent study • Increase percentage of "visitors recall hearing or seeing information about volunteer/giving back opportunities prior to arrival" compared to the most recent study • Increase percentage of "visitors recall hearing or seeing information about support local/shop local prior to arrival" compared to the most recent study KPI - recall - when is the most recent study or is this something the winning agency would conduct upon appointment? Can the finds for this be part of the marketing spend?**

HTA will conduct this study. The most recent study for Europe MMA is here:
https://www.hawaiitourismauthority.org/media/5158/vsat_qtr1_2020-final.pdf

- 25. Page 20, - paragraph 2 - certificate of Vendor or proof of application Offeror shall submit a copy of the Certificate of Vendor Compliance from Hawai'i Compliance Express or proof that one has**

been applied for from Hawai'i Compliance Express. Please confirm what the latest date this can be submitted to you.

Vendors/Contractors/Service Providers are advised to register on Hawai'i Compliance Express (HCE) immediately. Although not a requirement for submission, if a Vendor/Contractor/Service Provider is not compliant at the time of award, an Offeror may not receive the award. All certificates must be valid on the date the HTA receives it. Timely application for all applicable clearances is the responsibility of the Offeror. Please reference Section 5.2, Responsibility of Offerors.

26. Where can we find information about the arrivals from the UK, Germany, and Switzerland in the past years?

You can find information about visitor arrivals here:

<https://www.hawaiitourismauthority.org/research/monthly-visitor-statistics/>

27. Is there any market research that can be made available to us about visitors from the target countries?

HTA research reports are available at <https://www.hawaiitourismauthority.org/research/>