



**Addendum Date: August 15, 2023**

**ADDENDUM 2 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 answers to additional questions submitted.

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. 1.3.3 As part of this procurement process, Offerors are informed that awards made for this solicitation, if any, shall be done through the HlePRO and shall therefore be subject to a mandatory .75% (.0075) transaction fee not to exceed \$5,000 for the total contract term. The mandatory fee (.75%) is applicable for awards by Hawaii government agencies only. This transaction fee is payable to NIC Hawaii (formerly known as Hawaii Information Consortium), the vendor administering HlePRO. Refer to the "Instructions" tab in the HlePRO solicitation for more details. The mandatory transaction fee shall be at the Contractor's sole cost and expense. Do we need to pay \$5,000 to submit a proposal? Or do we need to pay money if we win? Please clarify.**

The mandatory .75% transaction fee shall be at the Contractor's sole cost and expense, which is not to exceed \$5,000 for the total contract term. This fee is not required to submit a proposal.

- 2. Referring to Page 7, section 1.4 of the RFP: It states: oral Presentation with Priority Listed Offerors September 8, 2023. As this is due to take place in Hawaii, will HTA cover any costs of the trip, such as ground arrangements or hotel?**

No, the offerors shall cover all costs of the trip. An offeror shall have at most 5 people for Round 2 oral presentation.

- 3. Referring to Attachment 7, page 9, Financial Statement. Can we submit our financial statements, or must we complete the template provided? It asks for a lot of detailed/confidential information.**

The offeror must use the RFP attachment templates provided in the solicitation.

- 4. Referring to Attachment 1, tab Program A. Do we need to complete all the tabs from 'Program A' to 'Program E'?**

It depends on the number of programs you propose; you may add or delete Program tabs.

- 5. Does HTA have a preferred budget split between the geographic regions?**

Offerors shall propose budget allocations between different geographic regions.