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April 8, 2020

**ADDENDUM 1 TO RFP 21-05
FOR
HAWAII TOURISM INBOUND DESTINATION MARKETING MANAGEMENT
SERVICES IN THE OCEANIA MAJOR MARKET AREA**

RFP 21-05 and all the associated forms are available at <https://www.hawaii tourism authority.org/rfps/>.

This Addendum includes answers to questions posed in writing prior to the question deadline.

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.

1. Is there an incumbent currently providing these services?
 - Yes. The current contract, number CON 16024, had a start date of January 1, 2016. The contactor is the Walshe Group Pty Ltd.
2. Are the services in this RFP continually needed, even beyond the term of the resulting contract, and therefore may be bid out again?
 - Yes, the Oceania major market area is a target market for Hawaii. Agency priorities are subject to review and modification by the State of Hawaii and the HTA Board of Directors.
 - Contracts are often executed for one year with options to renew, but, by statute, the contract as-a-whole may not exceed five years. At a minimum, the services must be re-bid every five years if they are to continue.
3. We would not typically provide a strategy as part of an RFP response as we firmly believe in spending time with our clients to fully understand their requirements. Please can you confirm that your expectations from our response are to understand how we would approach the BMP?
 - The solicitation we have issued is an RFP, Request for Proposal. This differs from an RFQ, a Request for Qualifications, where all we need is for the applicant to demonstrate qualifications and past experience.
 - The HTA is a small government agency formed to manage tourism for the state of Hawai'i. Our goal is to find contractors with comprehensive knowledge of Hawai'i and of the target market, and who have the best ideas for reaching out to that target market.
4. Is the requirement for the dedicated HTA Project Manager to be based in Australia?
 - No. The winning applicant must open an office in Australia if they do not already have one (RFP 4.07). The organization's home office, however, could be anywhere (RFP 2.02).

5. What does success look like? What are the key attributes that you are looking for from a successful partner?
 - The four pillars for brand marketing are resident satisfaction, visitor satisfaction, average daily visitor spending, and total visitor spending. Please see the Hawai'i Tourism Authority Strategic Plan 2020 – 2025, available online at: <https://www.hawaiitourismauthority.org/media/4286/hta-strategic-plan-2020-2025.pdf>
 - The associated forms and spreadsheets that are required to be filled out for the RFP— budget plans, performance measures, leisure schedules, MCI or MICE—also provide a template of how we measure success.
6. Do all the subcontractors also need to be a holder of the CVC. (Section 2.02 Applicant Qualifications)
 - No.
7. *“The fixed price is inclusive of all aspects of the contract. Staffing and office expenses, exclusive of contractor profit/retainer, must be included in the fixed amount and may not exceed twenty-two percent (22%) of the total fixed price.”* Is the 22% fee?
 - The fixed price needs to be all inclusive. The 22% is a cap for administrative costs including staffing and office expenses. This cap is to ensure the responsible spending of taxpayer dollars. Please see the BMP spreadsheet for how to break out your costs, including Contractor's Retainer/Profit.
8. Please detail what the budget needs to cover? i.e. Strategy, Creative, Production, Media spend, PR, Production, Research, Trade Marketing, Site/Social management, etc.
 - Refer to Brand Management outline and budget template.
9. Does the project fixed price include in market media buys?
 - Yes. The fixed price includes everything. It is understood that media buys will, at first, be based on estimates. Contract management will necessarily involve making adjustments over time within the fixed price limits.
10. Would we be able to obtain 2019's media plan (digital and traditional) with spending prior to the proposal deadline?
 - We are not providing that information as part of the RFP package.
11. Can you provide samples of previous campaigns and/or RFP responses? What previous campaigns have worked (and what hasn't) in terms of demographics, tactics and messaging? Samples of previous campaigns and/or RFP responses?
 - We are not providing that information as part of the RFP package.
12. Does the HTA have research relating to a traveler's persona that can be shared with the bidding organizations?
 - We are searching for contractors who know their market and who can recommend traveler personas for that market area and be able to explain and defend those recommendations.

- 13.** Do you have any data available regarding destination features that have the highest appeal for the overall Hawaiian Islands as well as the specific islands of O‘ahu, Maui, Hawai‘i Island, Kaua‘i, Lāna‘i, and Moloka‘i?
- We are seeking applicants with deep and extensive knowledge of the Hawaiian Islands. Some general tourist information about the Hawaii Islands is available at <https://www.gohawaii.com/>.
- 14.** What are the key metrics and KPIs you follow for awareness, familiarization, and understanding for consumer and trade?
- Please refer to performance measures requested in the RFP.
- 15.** *“In addition to meeting the requirements of the RFP, the proposal must pass a threshold judgment of whether it fills the needs of the service being solicited. If the proposal is evaluated to be unfit it may be put aside as nonresponsive. This judgment may be made by HTA prior to scoring, or it may be made during the scoring process by the evaluators themselves.”* Can you please provide examples of what may fail the threshold judgement?
- Satisfactory completion of all the elements of the RFP response. Capacity to do the work as demonstrated. Relevant experience in tourism marketing. Demonstrated understanding of Hawaiian culture. Demonstrated knowledge and understanding of the major market area.
- 16.** Procurement Officer Statement to Applicants:
- There is a wealth of information about HTA’s markets and programs available on the HTA website, <https://www.hawaii tourism authority.org/>, including extensive research.