



Addendum Date: April 18, 2022

ADDENDUM 1 TO RFP NO. 22-07 FOR CAMPAIGN EFFECTIVENESS STUDIES FOR USA AND JAPAN MARKETS

STATE OF HAWAI'I

HAWAI'I TOURISM AUTHORITY

DEPARTMENT OF BUSINESS, ECONOMIC DEVELOPMENT & TOURISM

This Addendum includes:

• RFP 22-07 Answers to questions submitted in writing prior the question deadline.

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. The Scope of Work includes the preparation and submission of comprehensive written reports and presentations of research findings per market. Is the expectation for the "presentations" to be conducted in-person in Hawai'i? What other in-person and/or virtual meetings and travel requirements are anticipated?
 - a. Presentations may be conducted in person or virtually via Zoom or other virtual meeting platforms. If CONTRACTOR elects to present in person, CONTRACTOR shall bear all travel costs. HTA will not reimburse CONTRACTOR's travel costs.
- **2.** Compensation is described as a not-to-exceed, fixed-price contract of \$270,000 for conducting Calendar Year 2023 studies. Is this amount intended to cover the initial contract period of twenty-four (24) months, as described in Section 2.07? Is there addition budget allocated for each potential one-year extension period, or are we to assume these extension periods are included in the initial \$270,000 amount?

- **a.** A maximum of \$270,000 is allocated to cover the CY23 studies. Offeror shall propose a budget amount for the CY23 studies not-to-exceed \$270,000. There will be additional budget allocated for each potential one-year extension period. The exact budget amount for each of the CY24, CY25, and CY26 studies is subject to the availability of HTA funds. Offeror shall propose a budget amount for each individual year for the CY24, CY25, and CY26 studies.
- **3.** The Term of Contract is described as an initial contract period of twenty-four (24) months, July 1, 2022 to June 30, 2024. How does this correspond to the not-to-exceed Compensation described in Section 2.06?
 - **a.** The initial contract period of 24 months (July 1, 2022 to June 30, 2024) is to cover the CY23 studies with a maximum budget amount of \$270,000. Offeror shall propose a budget amount for the CY23 studies not-to-exceed \$270,000.
- **4.** For each of the quarterly tracking surveys, is the sample of 1,500 desired for the USA and Japan markets combined or for each?
 - **a.** Sample size is 1,500 per quarter per market.
- **5.** In the ROI and associated reporting, is the desire to have the data segmented by USA and Japan markets individually or also as a combined analysis with the two markets in aggregate?
 - **a.** Data shall be segmented by market.