



Addendum Date: May 3, 2022

**ADDENDUM 2 TO RFP NO. 22-01
FOR
HAWAII DESTINATION BRAND MANAGEMENT & MARKETING FOR THE UNITED
STATES MAJOR MARKET AREA**

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

This Addendum includes:

- Revised 2022 & 2023 BMP Performance Measures Worksheets
- Clarification regarding Agents.GoHawaii.com development and maintenance
- Clarification regarding the GSSMP performance measures for the destination websites
- RFP 22-01 Answers to questions submitted prior to 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.

REVISED 2022 & 2023 BMP PERFORMANCE MEASURES WORKSHEETS

The 2022 & 2023 BMP Performance Measures Worksheets have been revised to include web analytics for the number of unique visitors and the number of sessions.

CLARIFICATION REGARDING AGENTS.GOHAWAII.COM

The winning offeror shall provide website development, maintenance, hosting, licensing, budget management, analytics, reporting, ADA browser compliance, data protection/privacy, cyber security, crisis management including crisis communications and special alerts, communication and collaboration across the HTA, Island Chapters, Global Marketing Team, and other contractors for the Agents.GoHawaii.com site. Please propose the recommended updates which shall be funded from the Calendar Year 2022 budget for the Global Support Services Management Plan.

Please describe strategies for using the Agents.GoHawaii.com site to educate the travel trade (include in the BMP, Section D. Strategies, 2. Travel Trade).

CLARIFICATION REGARDING THE GSSMP PERFORMANCE MEASURES FOR THE DESTINATION WEBSITES

The performance measures for each of the destination websites will be as follows:

- GoHawaii.com: average session duration, number of page views, bounce rate, error rate, uptime percentage
- Media.GoHawaii.com: number of unique visitors, number of sessions, average session duration, number of page views, bounce rate, error rate, uptime percentage
- Agents.GoHawaii.com: number of trade education sessions, number of trade education participants, number of agents completed training program (see BMP Performance Measures Worksheets, Travel Trade)
- SharingAloha.com: error rate, uptime percentage

QUESTIONS AND ANSWERS

1. QUESTION: What is HTA's allocation of the budget between destination marketing and destination management? Is the percentage allocation the same for both June-December 2022 and for CY2023 budgets? (2.10 Compensation, p. 15)

ANSWER: For the Offeror to propose. There are one-time recurring costs and recurring costs. See SECTION 2.10 COMPENSATION

2. QUESTION: Are the Global Support Services costs included in the overall \$16,388,120.00 for 2022 July-December and the \$18,810,000.00 for CY2023? (2.10 Compensation, Recurring & Certain One-Time Expenses Related to the Global Support Service Management Plan, p. 16-17).

ANSWER: Yes.

3. QUESTION: For the GSSMP, would you clarify what you mean by "four separate work plans..."? Is it one plan/timeline/performance measures/budget for each: destination websites, a destination application, social media management and digital assets management? (3.16 Proposal Contents: Global Support Services Management Plan, top of page 25).

ANSWER: Yes, one workplan each for (1) destination websites (2) destination app (3) social media management (4) digital assets management. Also, each workplan should have one section each covering July-December 2022 & January-December 2023.

4. QUESTION: Will there be separate funding in CY2023 and CY2024 to support the continued implementation of the DMAP initiatives started in 2022?

ANSWER: Please refer to Page 17: Section 2.12 Multi-year Contract. The section entitled "Availability of Funds" sufficiently outlines and explains ongoing funding related to the contract being "funded by a separate and respective fiscal year."

5. QUESTION: How are you defining "lifetime value" of a visitor especially in light of the dual emphasis on increasing PPPD and total expenditures? (2.02 HTA Strategy, 3rd bullet, page 11; 2.06 Objectives, 6th bullet, page 13).

ANSWER: Customer lifetime value is a projection of the net benefits contributed to the whole future relationship with a customer. The winning offeror shall focus brand marketing to target mindful travelers with emphasis on lifetime trip expenditures, not just one-time trip expenditures; target the right segments who have the propensity to return to the destination, growing loyalty, and lifetime value for Hawai'i.

6. QUESTION: With regard to ARPA funds, does the work need to be *completed* by the end of 2022? For example, would the redesign and platform upgrade for the website need to be finished by year end?

ANSWER: The work related to Calendar Year 2022 needs to be completed by the end of 2022. Specifically, for the GoHawaii.com upgrades, that needs to be completed by year end as part of the 2022 July - December GSSMP budget.

7. QUESTION: Can you please share more about the potential methodology for the study the HTA plans to fund or any existing measurement approach for the defined success metrics? Or is the measurement approach something that we should propose in the RFP?

ANSWER: The measurement approach for the defined success metrics is outlined in the RFP. For Key Performance Indicators (KPIs), the HTA utilizes a resident sentiment study, visitor satisfaction survey, and DBEDT data to measure success. For performance measures, the offeror needs to describe the measurement methodology used to develop the targets.

8. QUESTION: If we submit an "intent to submit" and end up as a subcontractor to a prime who didn't submit an "intent to submit," will that partnership be acceptable?

ANSWER: No.

9. QUESTION: One of the speakers put it beautifully that everyone here has the skills to answer this RFP, but it's more than that. This is a five-year relationship, what would your ideal vendor bring to the table?

ANSWER: The ideal vendor needs to have a deep understanding of community and the ability to find balance with a connection to this place, while creating travel demand in a respectful way with the proper skillset. The ideal vendor is able to have difficult and deep conversations with HTA and once a decision is made by HTA, the vendor is expected to move forward accordingly.

10. QUESTION: Can you please describe if and how the Hawaii Visitor & Convention Bureau will be involved under this new contract?

ANSWER: The HVCB is the incumbent for the current contract. The HTA has the responsibility of issuing an impartial procurement. HVCB also has current contracts for Global MCI, DMAP implementation, and Island Chapter Support Services.

11. QUESTION: Page 14, Section 2.07 Performance Measures, bullets 3-6 under Key Brand Marketing and Management Performance Indicators for the United States MMA: What is source study and the baseline year for bullets 3-6?

ANSWER: The Visitor Satisfaction Study <https://hawaii tourism authority.org/research/visitor-satisfaction-and-activity/> is the current source study being used for bullets 3-4 (Increase percentage for "visitors recall hearing or seeing information about safe and responsible travel" compared to the most recent study; Improve Hawai'i's ratings for "value" and "unique experiences" compared to the most recent study). The baseline for these Key Performance Indicators (KPIs) will be the most recent study available.

ANSWER: The Marketing Effectiveness Study <https://hawaii tourism authority.org/research/other-research/> was the most recent source study being used for bullets 5-6 (Improve score in perceptions of the uniqueness of the destination for prospective visitors compared to the most recent study; Increase percentage of consideration for visiting Hawai'i within the next 12 months compared to the most recent study). The baseline for these KPIs will be the most recent study available.

12. QUESTION: Pages 23-24, Section 3.12 Proposal Contents: Relevant Professional Experience, paragraphs b) Creative Content, c) Case Studies, and d) Performance Measures: Should bidder's creative content, case studies and performance measures examples be confined to recent individuals, organizations, and work? If so, how recent?

ANSWER: The relevant professional experience, creative content, case studies, and performance measures examples should be as recent as possible.

13. QUESTION: Would the same time frame apply to letters included in the Client References attachment? (Page 21, Section 3.09 Submission Content List)

ANSWER: Yes.

14. QUESTION: Pages 24-25, Sections 3.14 Brand Marketing Plan, 3.15 Destination Management Support Plan, and 3.16 Global Support Services Management Plan: If parts of the 2023 plan are the same as the July-December 2022 plan, can we write that this section remains the same as in the 2022 section of the plan, or does HTA prefer that the copy be restated in the 2023 section of the plan? For example: If Target Audience is explained in detail in the 2022 section, would it need to be restated in the 2023 section if the target audience remains the same?

ANSWER: If there are parts of the 2023 plan(s) that remain the same as the 2022 plan(s), you may state the reasoning without having to restate all of the previous information provided.

15. QUESTION: Page 25, Section 3.17 Proposal Contents: Budget Plan Worksheets, paragraphs 5) and 6): No template was provided in the RFP for the 2022 and 2023 GSSMPs. Will HTA be providing July-December 2022 and CY2023 Budget Plan Worksheets for the GSSMP? If not, should we use the BMP templates for those two time periods?

ANSWER: No, the HTA will not be providing budget plan worksheet templates for the Global Support Services Management Plan as it will consist of primarily recurring fixed costs (such as maintenance or annual fees, see pages 16-17 of the RFP, Section 2.10 Compensation). Please create your own templates in Excel format.

16. QUESTION: What does 'Destination application development' reference specifically? Is this a mobile application development?

ANSWER: Yes, please see the current GoHawaii mobile app as a reference. Development and maintenance of a destination mobile app will be the responsibility of the awarded offeror.

17. QUESTION: For the website development, which destination websites does this reference? Do these currently exist, or would we be building net new sites?

ANSWER: The destination websites include the existing GoHawaii.com, including the main English language site as well as Japanese, German, Spanish, Simplified and Traditional Chinese, Korean and French versions; Media.GoHawaii.com; and SharingAloha.com. The GoHawaii.com website needs to be optimized and upgraded (see page 16 of the RFP under One-Time Expenses). There are recurring expenses (such as management, maintenance, hosting, licensing, analytics, ADA browser compliance, special alerts/crisis communications, translations, and event listings support) for GoHawaii.com, Media.GoHawaii.com, and

SharingAloha.com (see pages 16-17 of the RFP). In addition, the winning offeror shall develop and maintain Agents.GoHawaii.com, with upgrades budgeted for Calendar Year 2022 of the Global Support Services Management Plan (GSSMP).

18. QUESTION: What are the objectives or KPIs for each of the sites?

ANSWER: The GoHawaii.com, Media.GoHawaii.com, Agents.GoHawaii.com, and SharingAloha.com websites may require licensing, hosting, maintenance, analytics, and ADA browser compliance. In addition, the GoHawaii.com website shall complete a platform upgrade, visual update, SEO/SEM audit and optimization, personalization optimization, and content updates (see pages 16-17 of the RFP). The GSSMP work plans shall include the proposed targets for the performance measures outlined below and how they will be achieved.

The performance measures for each of the sites will be as follows:

- GoHawaii.com: average session duration, number of page views, bounce rate, error rate, uptime percentage
- Media.GoHawaii.com: number of unique visitors, number of sessions, average session duration, number of page views, bounce rate, error rate, uptime percentage
- Agents.GoHawaii.com: number of trade education sessions, number of trade education participants, number of agents completed training program (see BMP Performance Measures Worksheets, Travel Trade)
- SharingAloha.com: error rate, uptime percentage

19. QUESTION: Is there Google analytics or metrics that we can access for existing sites?

ANSWER: Please see attached Google analytics dashboards as a reference.

20. QUESTION: Would there be new content required?

ANSWER: Yes, the HTA Board has provided approval for content updates (not to exceed \$200,000) and island photo shoots (not to exceed \$600,000).

21. QUESTION: Assumption this would require UX strategy, is that correct?

ANSWER: Yes.

22. QUESTION: For the digital asset management requirement, does this require an integration with their existing digital ecosystem or standalone site?

ANSWER: HTA's digital asset library of licensed creative assets is hosted by Simpleview Digital Asset Manager and accessible to the public. The digital asset library is a standalone site <https://hawaii.barberstock.com/>. Offerors may choose to continue with Simpleview or

propose a different platform as long as it is within the not to exceed amount provided in pages 16-17 of the RFP, Section 2.10 Compensation.

23. QUESTION: Is ongoing analytics and marketing / spend evaluation in scope as part of this RFP?

ANSWER: Yes.

24. QUESTION: Should the \$1.3M in one-time expenses be budgeted in FY2023? Just to clarify, is it the taxes only that the contractor is responsible for or the underlying expense as well? (2.10 Compensation – Recurring & Certain One-Time Expenses Related to the Global Support Services Management Plan – RFP Page 16)

ANSWER: No, the one-time expenses for GoHawaii.com optimization and upgrades (\$1,328,120) shall be expended by December 31, 2022, with all related work to be completed by December 31, 2022. The contractor will be responsible for the expenses, inclusive of taxes.

25. QUESTION: What is the recurring fee for GoHawaii in 2023 or FY2024 and beyond? (2.10 Compensation – Recurring & Certain One-Time Expenses Related to the Global Support Services Management Plan – RFP Page 16)

ANSWER: The estimate for recurring fees for GoHawaii.com for Calendar Year 2023 January through December is not to exceed \$310,000. Funds for subsequent years of the multi-year contract shall be subject to the passage of a budget appropriation of public funds by the Legislature, and subsequently to the approval of an allotment of the budgeted funds by the Governor, through the Director of the Department of Budget & Finance, State of Hawai'i, and final allocation and approval by the HTA Board of Directors (see page 17 of the RFP).

26. QUESTION: What options will the committee have to deal with outliers as it pertains to the scoring/selection process? (4.03 Proposal Evaluation Criteria and Scoring Guide – RFP Page 29)

ANSWER: Please refer to Section 4.05 for information related to the evaluation and award process. Section 4.03 states "The Evaluation Committee will then score the proposals of the priority-listed offerors using the criterion and scoring guidelines described in Section 4.03 of the RFP. All evaluator scores will be totaled and averaged to produce a final score for each proposal. Proposals will be ranked based on final scores." Additionally, the evaluation scores are weighted as outlined in Section 4.03.

27. QUESTION: What options will the committee have to deal with potential conflicts pertaining to the selection committee? (4.04 Evaluation Committee – RFP Page 31)

ANSWER: Please refer to Section 4.04 for information related to the evaluation committee and “potential conflicts.” Section 4.04 states “All evaluation committee members are required to sign an attestation declaring that they have no personal, business, or any other relationships that will influence their decisions in the evaluation, review, or selection process. They are also sworn not to disclose any information on the process.”

28. QUESTION: It appears as though the Island Chapters are trade names of HVCB. The RFP asks about the ongoing relationship with the Island Chapters. If another contractor other than the incumbent is awarded, what does HTA anticipate the relationship with the Island Chapters would look like? (2.05 Scope of Work – RFP Page 12, 3.16 Proposal Contents: Global Support Services Management Plan – RFP Page 25, Exhibit B – HTA Travel Protocol – RFP Page 41)

ANSWER: The successful bidder for Hawai‘i Destination Brand Marketing and Management Services for the United States Major Market Area shall work in partnership with the Island Chapters. The Island Chapters are currently funded out of the Island Chapters Support Services contract that ends on December 31, 2022.

29. QUESTION: Are there separate contracts/funding from HTA to the Island Chapters to support and amplify their work?

ANSWER: Yes, the Island Chapters are currently funded out of the Island Chapters Support Services contract with HVCB. HVCB also has current contracts for Global MCI, DMAP implementation, and Island Chapter Support Services.

30. QUESTION: What does HTA envision the relationship will look like between the successful bidder and the MCI Contractor? (2.06 Objectives – RFP Page 13)

ANSWER: The successful bidder for Hawai‘i Destination Brand Marketing and Management Services for the United States Major Market Area shall work in partnership with the HTA’s Global MCI contractor and assist with securing MCI group business with a special focus on the state-owned Hawai‘i Convention Center and citywide convention growth.