



Addendum Date: October 7, 2022

**ADDENDUM 1 TO RFP NO. 23-01
for
HAWAII TOURISM DESTINATION BRAND MARKETING & MANAGEMENT
SERVICES FOR THE JAPAN MAJOR MARKET AREA**

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

This Addendum includes:

- RFP 23-01 Hawaii Tourism Destination Brand Marketing & Management Services for the Japan Major Market Area Pre-Proposal Conference PowerPoint.
- RFP 23-01 Hawaii Tourism Destination Brand Marketing & Management Services for the Japan Major Market Area 2022 answers to questions asked at the Pre-Proposal Conference.

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. Does the offeror need to factor in the qualitative/quantitative research required for KPI's at the end of the contract?
 - a. Offeror does not need to conduct its own research. HTA will issue its Campaign Effectiveness Study.
2. Are both the Project Managers and Staff assigned to the HTA account, under the contract that will be awarded from RFP 23-01, required to be exclusively dedicated to the HTA account?
 - a. Yes, the Project Manager and all staff assigned to the HTA account are required to be exclusively dedicated to the HTA account. See Section 3.1.3 of RFP 23-01.
3. Do all team members proposed with bios and background need to be current employees? i.e.: Do you make allowances for potential needs to hire-up?
 - a. No, they do not need to be current employees. Please reference page 15 section 3.1.3 of RFP 23-01 regarding Personnel Management and Organizational Capacity.

4. Could you please help us in understanding the process of Intent Submission?
 - a. Registration, through the submittal of an email to procurement@gohta.net with the information specified under section 1.6 of RFP 23-01, is required to submit a proposal. Failure to register will result in rejection of your proposal. By registering your company, any applicable addenda will be sent to you.

5. For outer islands (representing a Maui-based company), would we use the 4.1666% taxation rate or 4.712% for the overall proposal's costs?
 - a. The appropriate tax rate should be determined by the Offeror. Please reference section 3.2.4.

6. If our organization is awarded the contract; were the image and video contents within HTA's database (to which the awardee would have access for purposes of media, content management and creative creation purposes), made with the Japan MMA target market in mind?
 - a. HTA's digital asset library known as Knowledge Bank was developed primarily for the US Market. The HTA seeks to globally align the Hawai'i brand positioning by centralizing its creative assets. For specific creative needs that are not available in the Knowledge Bank, please describe your strategy to work with HTA for the development of these assets.