



November 22, 2017

**ADDENDUM 1 TO REQUEST FOR PROPOSAL
FOR
EXPERIENCES OF HAWAII
POST-ARRIVAL MARKETING CAMPAIGN**

RFP NO. HTA 18-09

Note: The questions below may represent a combination or rephrasing of questions asked by various interested parties. The answers provided reflect HTA's good faith effort to provide information necessary to allow for fair and open competition.

- 1) According to the RFP, "The HTA will not be responsible for emails that are not received because the file is too large or because it was delivered to the wrong email address, or deliveries that are not received due to traffic or other delivery complications." Will HTA provide electronic confirmation upon receipt? What are the file size limits?
 - a. Yes, we will send confirmation of receipt via email. Proposals received by HTA before 2:00 p.m. on the due day will receive confirmation before the 4:30 p.m. deadline. Our email has no file size restrictions. If, however, you are concerned that delivery may be timed out due to file size, you may want to, as a backup measure, store your file in the cloud and send us either a link or an invite. In any event, proposals must be successfully received by the deadline.
- 2) Can companies outside the USA apply? If so, does contractor need to be in Hawai'i for meetings? Also, can the required tasks be performed outside the USA?
 - a. Yes, companies outside the USA can apply. Contractor does not need to be in Hawaii for meeting, and required tasks can be performed outside the USA.
- 3) What is the existing annual budget for this program?
 - a. HTA is asking applicants to submit the best value and price for this project.
- 4) What success has the existing campaign delivered to date?
 - a. HTA has not yet conducted our evaluation of the existing campaign.
- 5) What is Hawaii's value proposition?
 - a. Please see the Hawaiian Island branding document (<http://www.hawaiiitourismauthority.org/default/assets/File/tools/Hawaiian%20Islands%20branding.pdf>).

- 6) When will credential be provided?
 - a. Credential will be provided as soon as the contract is executed.
- 7) Will contractual obligations with existing partners extend into the new marketing strategy implementation period or will they end neatly within the new strategic period?
 - a. The contractual obligations with existing partners will end per the contract agreement signed pursuant to this RFP.
- 8) Page 4, paragraph 4: In addition to event promotion, HTA will also be promoting projects and programs. Please provide clarification on what the projects and programs will consist of.
 - a. Projects/programs could include, but not be limited to, tours, activities (e.g. Kona Coffee Living History Farm) or service projects that are supported by HTA.
- 9) Would you be able to provide any further details regarding the HTA-supported programs, projects and events planned for the duration of the campaign [2018-2019]?
 - a. The HTA has identified and will provide, to the winning applicant, the projects and programs for calendar year 2018. Majority of the projects and programs for calendar year 2019 will not be known until late 3rd quarter/early 4th quarter.
- 10) When will the list of events, projects and towns to highlight be released?
 - a. HTA will provide to the winning applicant the list of events, projects and towns to be highlighted once the contract is executed (in January).
- 11) Are you able to provide any information on the towns we are driving awareness to during the duration of the campaign?
 - a. Yes, we will provide, to the winning contractor, information on the towns that we are driving awareness to.
- 12) Are all visitor groups or demographics equally important, i.e. Avid Explorer; East-bound; West-bound; "Boomers."
 - a. We are targeting the avid explorer, and east-bound and west-bound visitors are equally important.
- 13) Page 4, paragraph 3: Please provide clarification on which geographic markets will be targeted:
 - a. All of our geographic markets should be targeted, though majority of visitors is from the U.S. market.
- 14) Solicitation page 6, Work Proposal, Bullet 1/Marketing Plan: What was the total audience reach for this program in 2017?
 - a. We have not received yet the final report containing these numbers.

15) Solicitation page 6, Work Proposal, Bullet 3/KPIs: How were conversions (# of visitors who went to an event/program because of the campaign) calculated in 2017? Was a conversion study conducted?

a. HTA will be asking this question in intercept surveys at events.

16) Solicitation page 6, Work Proposal, Bullet 1/Marketing Plan: Please share the total number of print and online advertisements in 2017.

a. Ads were placed in each edition of Hawaiian Airlines' Hana Hou publication and This Week on Kaua'i, O'ahu, Maui and Hawai'i Island. Monthly ads were also run on the visitor network channel across the state. There were no online advertisements with the exception of an ad running to login to free wifi made available in resort areas.

17) Can you provide examples of past ads that were developed for the arrival market campaigns in the past?

a. An example is provided here:



OCTOBER 20 - 22, 2017

Hawai'i Food & Wine Festival

Lāhainā

Experience the premier epicurean destination event of the Pacific on the island of Maui featuring world-class chefs, master winemakers, and artisan mixology. Treat your palate to mouth-watering international dishes with fine wine pairings at Good Street hood, dine under the stars with an exquisite seven-course meal at Lucky 7, and toe off with celebrity chefs and enjoy our many tastings at Roy's Annual Golf Classic at Kā'anapali Golf Course.

OCTOBER - DECEMBER EVENTS

Wailuku First Fridays
10/6, 11/3 & 12/1, WAILUKU
This cross-a-month memorable community event features live entertainment, street artisans, food vendors, and more.

Maui Ukulele Festival
10/15, MAUI ARTS & CULTURAL CENTER
Enjoy a relaxed afternoon on the lawn with the whole family as acclaimed ukulele musicians fill the air with island music in this free annual festival featuring hula, aia and hula, and island-style food.

Sun Yat-sen Festival
11/10, WO HING MUSEUM
Honoring The Father of Modern China, this cultural celebration includes martial arts demos, art activities, traditional Chinese music, and authentic Cantonese dishes.

Maui Pops Orchestra
12/3, MAUI ARTS & CULTURAL CENTER
A community orchestra promoting Hawai'i-based artists and performers, Maui Pops Orchestra presents "Holiday Pops," a fun, family-oriented musical experience featuring both classical and contemporary music.

For event details, visit: gohawaii.com.

Experiences of HAWAII
HAWAII TOURISM AUTHORITY

END OF ADDENDUM