



Addendum Date: March 22, 2023

**ADDENDUM 1 TO RFP NO. RFP 23-02
for
HAWAII TOURISM DESTINATION BRAND MANAGEMENT & MARKETING
SERVICES FOR THE CANADA MAJOR MARKET AREA**

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

This Addendum includes:

- RFP 23-02 Hawaii Tourism Destination Brand Management & Marketing Services for the Canada Major Market Area Pre-Proposal Conference Power Point.
- RFP 23-02 Hawaii Tourism Destination Brand Management & Marketing Services for the Canada Major Market Area answers to questions asked at the Pre-Proposal Conference and via HlePro.

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. Will we be able to see a list of who is responding to this RFP?

It will be available only after the RFP is awarded.

2. Can you tell us if the current incumbent agency is participating in the search / will be defending the business?

A list of offerors will be available only after the RFP is awarded.

3. Who/what do you consider as the primary competitors of Hawaii Tourism?

Offerors shall provide an overview and analysis of Hawaii's competition in their proposal. See BMP Outline Section A "Overview/Market Analysis" (RFP Exhibit A).

- 4. Is there a separate media agency who plans and places media? Are the budgets provided (\$1MM annually), inclusive of production or is that the budget for agency fee?**

There is no separate media agency for this RFP. The funds made available by the HTA via this procurement should cover all costs, including production and agency fees.

- 5. Can you provide a perspective for what the media budget is?**

The media budget is up to the Offeror to propose.

- 6. Are the fees outlined inclusive of media, production and agency retainer fees?**

Yes. The funds made available by the HTA via this procurement should cover all costs.

- 7. Can you provide more information on what you're looking for on the Marketing Plans?**

Please see BMP Outline (RFP Exhibit A).

- 8. How many agencies will go to Round 2?**

Please see Section 4.4 of RFP 23-02: The evaluation committee will select no more than three (3) Offerors from the highest ranked proposals who will advance to Round 2. These selected Offerors will be referred to as "Priority Listed Offerors."

- 9. Just want to confirm will this recording be sent to everyone?**

No, a recording will not be shared. Instead, the presentation deck is available along with submitted answers to questions HTA received regarding this RFP in this Addendum 1.