



Addendum Date: December 14, 2023

**ADDENDUM 1 TO RFP NO. 24-09
for
HAWAII TOURISM GLOBAL SUPPORT SERVICES
FOR BRAND MANAGEMENT & MARKETING**

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

This Addendum includes:

- Revisions to **Section 1.4** RFP Schedule and Significant Dates, **Section 2.1** Overview and Background, **Section 2.2** Scope of Work, **Section 2.3** Key Performance Indicators & Performance Measures, **Section 2.4** Compensation, **Section 3.1.3** Content Explanation, and **Section 4.5** In the Event of a Scoring Tie.
- A strikethrough to the correction and/or modification made to RFP 24-09 Hawaii'i Tourism Global Support Services for Brand Management & Marketing.
- Revisions to **ATTACHMENT 01** 2024 GSS Budget Plan Worksheets and **ATTACHMENT 02** 2024 GSS Performance Measures Worksheet (*Uploaded to HiePRO*)

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.

Section 1.4 RFP Schedule and Significant Dates

The schedule represents the State's best estimate of the schedule that will be followed. All times indicated are Hawaii'i Standard Time (HST). If a component of this schedule, such as "Proposal Due Date/Time," is delayed, the rest of the schedule will likely be shifted by the same number of days. Any change to the RFP Schedule and Significant Dates shall be reflected in and issued in an addendum. No questions will be received after the Written Questions deadline.

Release of Request for Proposals	December 8, 2023
Pre-Proposal Conference via Zoom – (Register in advance for the Zoom webinar link)	December 15, 2023 @ 9:00 - 10:30 AM HST
Deadline to Submit Written Questions (must be submitted in HiePRO)	December 20, 2023@ 4:30 PM HST
State's Response to Written Questions (will be posted in HiePRO)	December 22, 2023
Deadline to Submit Notice of Intent to Offer	December 27, 2023 @ 4:30 PM HST
Proposal Due Date/Time, Evaluation Period Begins	January 8 @ 2:00 PM HST

Priority Listed Offeror Selection & Notification	Week of January 15, 2024
Oral Presentation with Priority Listed Offerors (if necessary)	Week of January 22, 2024
Best and Final Offer Deadline (if necessary)	Week of January 22, 2024
Notice of Award	Week of January 29, 2024
Start of Contract Performance	February 5, 2024 (estimated)

Section 2.1 Overview and Background

Historically, the HTA contracted with nine global marketing teams (GMTs) - USA, Canada, Oceania, Europe, Japan, Korea, China, Taiwan, and Southeast Asia – to promote Hawai‘i in each respective MMA. Due to the global COVID-19 pandemic and subsequent budget reductions, the HTA currently operates in the USA, Canada, Oceania, Japan, Korea, China, and Europe markets. The Global Support Services support these markets in providing market insights, management and development of creatives and digital assets, and Social Media, website, and application development and maintenance functions. These services together help to ensure the GMTs meet their KPIs.

Current performance measures for existing websites, apps, tools, resources, and other services provided under the Global Support Services contract for Q1-Q3 of 2023 are as follows:

<u>Website</u>	<u>Q1-Q3 2023</u>
<i><u>No. of GoHawaii website unique users</u></i>	<u>5,049,528</u>
<i><u>No. of GoHawaii returning visitors</u></i>	<u>1,183,081</u>
<i><u>No. of GoHawaii website sessions</u></i>	<u>6,258,516</u>
<i><u>Average GoHawaii web session duration (mins)</u></i>	<u>1:41</u>
<i><u>No. of GoHawaii website page views</u></i>	<u>11,426,982</u>
<i><u>No. of GoHawaii web bounce rate</u></i>	<u>66.30%</u>
<i><u>No. of Media.GoHawaii website unique users</u></i>	<u>21,304</u>
<i><u>No. of Media.GoHawaii returning visitors</u></i>	<u>1,856</u>
<i><u>No. of Media.GoHawaii website sessions</u></i>	<u>22,993</u>
<i><u>Average Media.GoHawaii web session duration (mins)</u></i>	<u>0:37</u>
<i><u>No. of Media.GoHawaii website page views</u></i>	<u>31,040</u>
<i><u>No. of Media.GoHawaii web bounce rate</u></i>	<u>78.60%</u>
<u>App</u>	
<i><u>No. of GoHawaii App users</u></i>	<u>25,000</u>
<i><u>No. of GoHawaii App returning visitors</u></i>	<u>3,000</u>
<i><u>No. of GoHawaii App sessions</u></i>	<u>75,480</u>
<i><u>Average of GoHawaii App session duration (mins)</u></i>	<u>3:23</u>
<i><u>No. of GoHawaii App page views</u></i>	<u>1,666,652</u>
<u>Tools, Resources, and Other Services</u>	
<i><u>No. of SharingAloha orders completed</u></i>	<u>68</u>
<i><u>No. of existing assets - KnowledgeBank</u></i>	<u>19,737</u>

The HTA will track Contractor’s performance measures throughout the contract term and will review them against historical data and forecasts for the applicable period to assist in assessing the

appropriateness and the success of the Contractor’s programs and activities.

For additional information on each MMA, please visit www.gohawaii.com.

Section 2.2 Scope of Work

- Additional scopes specific for each of the three (3) websites and one (1) application:
 - GoHawaii.com
 - Manage, maintain, and update the GoHawaii website under the HTA’s direction unless proposed alternatives are discussed and approved.
 - Provide analytics on a monthly basis with assumptions and strategies to increase and enhance outcomes of performance measures.
 - Develop the GoHawaii website so that it is relevant and accessible to all markets. If budget allows, update and languages including to include ‘ōlelo Hawai‘i in addition to what currently exists: English, Spanish (Mexico and Spain), French (France and Canada), German (Germany), Korean (South Korea), Chinese (~~Traditional and~~ Simplified), and Japanese (Japan).
 - GoHawaii App
 - Provide analytics on a monthly basis with assumptions and strategies to increase interaction and engagement.
 - Develop the GoHawaii app so that it is relevant and accessible to all markets. If budget allows, update and languages including to include ‘ōlelo Hawai‘i, ~~English,~~ Spanish (Mexico and Spain), French (France and Canada), German (Germany), Korean (South Korea), Chinese (~~Traditional and~~ Simplified), and Japanese (Japan).

Section 2.3 Key Performance Indicators & Performance Measures

- Increase ~~in percentage~~ number of visitors to Hawai‘i users that accessed the GoHawaii website for information
- Increase ~~in percentage~~ number of visitors to Hawai‘i users that accessed the GoHawaii app for information
- Increase creative assets in the digital assets library

Section 2.4 Compensation

Total maximum compensation, inclusive of all tax expenses, is for an amount not to exceed **ONE MILLION FIVE HUNDRED THOUSAND AND NO/100 DOLLARS (\$1,500,000.00 USD)** for this ~~one year term~~ initial contract term.

Recurring & Certain One-Time Expenses Related to the Global Support Services for Brand Management and Marketing

The following section pertains specifically to certain one-time expenses related to the Hawai‘i Tourism Global Support Services. The winning offeror shall be responsible for website, social media, and other digital tools and resources (intellectual property data bank) costs – including applicable management, maintenance, development, licensing, hosting, analytics, and compliance costs – as certain one-time expenses and the winning offeror will be responsible for taxes on these certain one-time expenses.

Calendar Year 2024 February through December

Recurring Expenses

- GoHawaii.com management, maintenance, hosting, licensing, analytics, ADA browser compliance, special alerts/crisis communications, translations, and event listings support (ongoing): ~~not to exceed~~ the

current estimated annual cost is \$380,000 (12 months)

- Media.GoHawaii.com licensing, hosting, maintenance, analytics, and ADA browser compliance: ~~not to exceed~~ the current estimated annual cost is \$30,000 (12 months)
- SharingAloha.com licensing, hosting, maintenance, analytics, and ADA browser compliance: ~~not to exceed~~ the current estimated cost is \$1,500 (12 months)
- Media.GoHawaii.com licensing, hosting, maintenance, analytics, and ADA browser compliance: ~~not to exceed~~ the current estimated cost is \$16,000 (12 months)
- Social media management platforms: ~~not to exceed~~ the current estimated cost is \$148,000 (12 months)
- Knowledge Bank (digital asset library) management and maintenance: ~~not to exceed~~ the current estimated cost is \$123,000 (12 months)
- Video hosting platform: ~~not to exceed~~ the current estimated cost is \$3,300 (12 months)
- Development of creatives and digital assets: ~~not to exceed~~ the current estimated cost is \$500,000 (12 months)
- Destination application management, maintenance, hosting, licensing, analytics, ADA compliance, special alerts/crisis communications, translations, and event listings support (ongoing): ~~not to exceed~~ the current estimated cost is \$30,000 (12 months)
- Air Route Development. Build and leverage relationships with the air carriers, including attending conferences, and assist the HTA with implementing strategies for developing air service to Hawai'i: budget to be proposed by Offeror
- Market insights. Analyze, synthesize, and interpret findings based on research and recommendations to enhance brand management and marketing strategies to enhance the Authority's ability to develop and execute a fully integrated brand management and marketing approach to compete against other destinations and destination stewardship efforts (ongoing): budget to be proposed by Offeror

Section 3.1.3 Content Explanation

2024 Global Support Services Budget Plan Worksheet

Offeror shall submit a budget plan summary for 2024 not to exceed **ONE MILLION FIVE HUNDRED THOUSAND AND NO/100 DOLLARS (\$1,500,000.00 USD)**. In addition, the Offeror shall submit a detailed ~~budget breakdown of an annual and monthly~~ budget plan for ~~Calendar Year~~ February through December 2024. Under no circumstances is the total budget to exceed the ~~base~~ initial contract term value provided in Section 2.4 of this RFP, inclusive of taxes and all expenses. See Attachment 1 for details on what to include in your proposed budget plan. You may use the provided template or create your own.

Section 4.5 In the Event of a Scoring Tie

Should a tie in total average score occur, the tied proposals will be compared, and the one with the higher average ~~GSSMP~~ GSSP score will be ranked higher. If that is a tie, the one with the higher average Overall Capabilities of Firm and Personnel Qualifications – will be ranked higher.