



August 18, 2016

GVB RESPONSE TO QUESTIONS RECEIVED FOR

**REQUEST FOR PROPOSAL FOR TOURISM DESTINATION MARKETING
REPRESENTATION SERVICES IN RUSSIA
GVB RFP 2016-013**

AND

AMENDMENT NO. 1

QUESTION 1:

Reference page 7 of GVB RFP 2016-013: "A non-refundable US\$25.00 fee is required for each USB packet." Non-refundable fee is required for USB packet only? Is any fee required in case of delivery of printed version of proposal?

GVB RESPONSE: The reference to a non-refundable fee is for those who obtain the RFP packet at the GVB main office, which is in the form of a USB thumb drive. There is no cost to download the proposal from the GVB website. There is no fee to submit a proposal for this solicitation (refer to Section 1.3 RFP Submission Criteria).

QUESTION 2:

Reference page 12 of GVB RFP 2016-013: "The Agency shall conduct a market survey of the Russia travel industry biannually to determine the nature of travel services presently offered or desired for Guam in Russia." Please specify the volume and criteria of the survey.

GVB RESPONSE: Please refer to Page 9 of the RFP under GVB Responsibilities: GVB will provide to the Agency detailed market share information.

QUESTION 3:

Reference page 15 of GVB RFP 2016-013 (paragraph B(3)): "Develop Point-of-Sale (POS) collaterals such as posters, manuals, Guam general information brochures, maps, power point destination presentation, reports, flyers and pamphlets, displays, and other marketing tools and print materials in support of sales, marketing, PR, advertising and website activities." Please specify what is included into term "develop"? Are we correct in understanding that 'develop' means adaptation of POS provided by GVB for Russian market?

GVB RESPONSE: The term “develop” in this reference is a verb, therefore requiring action. The Scope of Work lists the word ‘develop’ among many other action words for this position. The successful Offeror will work closely with GVB to ensure that their actions represent the goals and objectives as identified in this RFP.

QUESTION 4:

Reference page 15 of GVB RFP 2016-013 (paragraph C(4)): “Prepare media kits to use as sales tools to share with tour agents, airlines, etc., while prospecting for potential visitors to Guam.” Please specify what is included into term “prepare”? Are we correct in understanding that ‘prepare’ means adaptation of media kits provided by GVB for Russian market?

GVB RESPONSE: The term “prepare” in this reference is a verb, and is a synonym to the word “adaptation” as posed in the question. The successful Offeror will work closely with GVB to ensure that their actions represent the goals and objectives as identified in this RFP.

QUESTION 5:

Reference page 23 of GVB RFP 2016-013 (paragraph 1.11): “Offeror shall attach a copy of its Guam business license.” Please specify what document is needed.

GVB RESPONSE: PLEASE SEE AMENDMENT NO. 1 ATTACHED.

QUESTION 6:

Reference page 28 of GVB RFP 2016-013 (paragraph 11): “The Offeror shall include detailed information about any proposed subcontractor it would engage to comply with project requirements.” Our company works with variety of different subcontractors in different directions: production of collateral materials, souvenirs and POS materials, media production, media placement, outdoor advertisement, indoor advertisement, etc. For each specific project, we choose the best price and quality offer. Should we provide detailed information about one or two of the most reliable subcontractors in each field? Please specify.

GVB RESPONSE: Please list subcontractors that your company intends to utilize to fulfill important responsibilities representing GVB, such as website and social media marketing and promotions or handling trade relationships.

QUESTION 7:

Reference page 29 of GVB RFP 2016-013 (paragraph 4): “Offeror shall specify how long the individual/company submitting the proposal has been in the business of providing services similar to those requested in this RFP and under

what company name.” **“Company name” means name of the client or name of the Offeror? Please specify.**

GVB RESPONSE: The answer to this question means the individual or company submitting the proposal who will be the primary contractor for GVB.

QUESTION 8:

Reference page 31 of GVB RFP 2016-013 (paragraph 3.8(D)): **“Submission of cost or pricing data.” Please specify what is “pricing data”? What should the Offeror provide?**

GVB RESPONSE: For submission of your proposal for this RFP, there is nothing to submit in this regard. Only the successful Offeror will be asked to submit their price before negotiations commence.

August 18, 2016

AMENDMENT NO. 1

GVB RFP 2016-013
TOURISM DESTINATION MARKETING
REPRESENTATION SERVICES IN RUSSIA

REVISION: Section 1.11 (page 22 of RFP)

GVB revises the second paragraph of Section 1.11 (pg 22) of the RFP to read:

“Offerors shall attach a copy of the license to do business and no pending legal issues with the government or other private companies. Offeror shall include all current licenses, certifications, and any additional documentation that illustrates the Offeror’s qualifications to perform the services specified in this RFP.”

CORRECTION: Section 1.1 (page 13 of RFP)

GVB corrects Section 1.1 (A) STRATEGIC PLANNING/RESEARCH (4) to read:

(4) Support GVB’s Russian marketing strategy by focusing on affluent experienced Russian travelers, expatriates, corporate/business for group leisure and MICE (Meetings, Incentives, Conventions and Exhibitions), weddings/honeymoon, divers, golfers, educational, and other key niche markets.



JON NATHAN DENIGHT
President and CEO

*** END OF AMENDMENT NO. 1 ***