



**GVB OFFICIAL RESPONSE TO
QUESTIONS SUBMITTED FOR**

**GVB RFP 2017-007
TOURISM DESTINATION MARKETING REPRESENTATION SERVICES IN CHINA**

June 20, 2017

1. What are the competitors you have been considered as for Guam?

GVB RESPONSE: Competitors for Guam in the China market include Hawaii, Saipan and other beach resort destinations.

2. What kinds of milestones or activities in the past year that you have done or planned for Guam promotion on marketing/sales, PR and digital media?

GVB RESPONSE: Please refer to our annual report found at <https://www.guamvisitorsbureau.com/research-and-reports/reports/annualreport>.

3. What are the KPIs you usually use for Marketing and sales, as well as digital media, are there any specific number, like how many Chinese travelers we are supposed to lead to Guam by our marketing and sales or PR efforts?

GVB RESPONSE: Please refer to our annual report found at <https://www.guamvisitorsbureau.com/research-and-reports/reports/annual-report> as well as our 2020 Plan at <https://www.guamvisitorsbureau.com/research-and-reports/reports/guam-tourism-2020-plan>.

4. Are there any key target audience in your planning/mind for the coming years?

GVB RESPONSE: Our main targets for China include the FITs, MICE, Family and Honeymoon segments.

5. Are we supposed to do a proposal for 2018 or also for the 2 years after?

GVB RESPONSE: The proposal submitted should focus on FY2018.

6. Are we supposed to register online or apply by anyways to get into the process of evaluation before submitting the proposal? Or we just have to submit the proposal on time before 5pm on 30 Jun?

GVB RESPONSE: There are no registration requirements. All proposals must be submitted by June 30th at 5pm to GVB's office at 401 Pale San Vitores Road, Tumon, Guam 96913. Late submissions will not be accepted.

JON NATHAN DENIGHT
President and CEO