



GVB RESPONSE TO QUESTIONS FOR

GVB RFP 2018-006 VISITOR SURVEYS

August 28, 2018

Question 1. HOW LONG IS THE MOBILIZATION PERIOD?

GVB Response: This will be discussed at the preliminary meeting between GVB and the contractor.

Question 2. IS THE ANTICIPATED START DATE OF THE CONTRACT OCTOBER 1, 2018.

GVB Response: Yes.

Question 3. CAN MOBILIZATION COMMENCE PRIOR TO THE START DATE OR IS THE START DATE THE BEGINNING OF THE MOBILIZATION PERIOD?

GVB Response: Mobilization may commence prior to the start date to ensure no interruption in the monthly reporting of the exit surveys.

Question 4. SHOULD THERE BE A DISRUPTION OF AIRLINE SERVICE FOR ANY REASON, WHAT CONTINGENCY PLAN CAN WE AVAIL OF SHOULD A SHORTFALL IN DATA COLLECTION STEM FROM SUCH DISRUPTION?

GVB Response: Any change in airline service throughout the year that may disrupt the data collection process should be discussed with the GVB Research Department to determine the best approach going forward.

Question 5. WHERE IN THE GUAM INTERNATIONAL AIRPORT WILL INTERVIEWS BE ALLOWED TO TAKE PLACE?

GVB Response: By obtaining the proper security clearances for field staff, exit surveys will be conducted throughout the concourse area of the Guam International Airport as departing visitors roam about before catching their respective flights.

Question 6. WHAT INCENTIVES WILL GVB OFFER RESPONDENTS FOR PARTICIPATION?

GVB Response: GVB may provide various items in bulk as incentives for survey participants. These incentives may range from small key chains to Guam branded tote bags and are subject to GVB's approval.

Question 7. ON PAGE 10, SECTION METHODOLOGY: B. SAMPLE SIZE AND FREQUENCY (2) LISTS "CHINA/PHILIPPINES: SAMPLE SIZE – 100". DOES THIS MEAN 100 TOTAL FROM EITHER CHINA AND PHILIPPINES APPORTIONED EQUALLY? OR DOES THIS MEAN 100 RESPONDENTS FROM CHINA AND 100 RESPONDENTS FROM PHILIPPINES?

GVB Response: This means 100 respondents from China and 100 respondents from the Philippines.

Question 8. ON PAGE 11, SECTION METHODOLOGY: C. FIELD WORK (3) STATES THAT ENUMERATORS WILL BE DEPLOYED ACCORDING TO THE SCHEDULE OF APPROXIMATELY 7 DAYS. ARE THE 7 DAYS CONSECUTIVE? OR DOES THE NUMBER OF DAYS REPRESENT THE NUMBER OF 8-HOUR DAYS WE MAY ALLOCATE PER ENUMERATOR TO CAPTURE DATA FROM THE REQUISITE NUMBER OF RESPONDENTS EACH MONTH?

GVB Response: So long as the required sample sizes are achieved, the frequency of the 7-day (1 week) data collection period, whether its consecutive or alternating, shall be at the discretion of the contractor.

Question 9. WILL THE GUAM VISITORS BUREAU PROVIDE A LISTING OF SPECIAL EVENTS ALONG WITH THE INFORMATION GOALS FOR EACH SO THAT WE MIGHT PLAN AN APPROPRIATE APPROACH, ESTIMATE THE COST OF DATA COLLECTION, AND PREPOSITION OUR RESOURCES ACCORDINGLY? IF NOT, WILL THE GUAM VISITORS BUREAU PROVIDE A MAXIMUM NUMBER OF SPECIAL EVENT SURVEYS PER YEAR THE CONTRACTOR WILL BE OBLIGATED TO CONDUCT ALONG WITH THE ANTICIPATED INFORMATION GOALS FOR EACH EVENT?

GVB Response: Yes. GVB will provide a list of signature events and will discuss each event with the contractor, on a case-by-case basis, with sufficient time to plan and execute accordingly.

Question 10. HOW MANY DAYS' NOTICE WILL GVB GIVE THE CONTRACTOR TO PREPARE FOR SPECIAL EVENT SURVEYS? HOW MANY DAYS WILL THE CONTRACTOR HAVE TO COLLECT AND ANALYZE DATA, AND PUBLISH EACH SPECIAL REPORT?

GVB Response: GVB will provide a minimum of 30 days' notice to the contractor for any special event survey. Data shall be collected throughout the full duration of the special event, with a final report expected within 30 days from the end date of the event.



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