



**GVB RESPONSE TO QUESTIONS FOR**  
**GVB RFP 2018-008**  
**TOURISM DESTINATION MARKETING REPRESENTATION SERVICES IN JAPAN**  
**OCTOBER 23, 2018**

**Question 1.** TIMELINE: PLEASE CLARIFY THE RELATIONSHIP AND TIMING AS BETWEEN EXISTING APPROVED FY2019 GVB BUDGETS AND THE 2019 PLAN REQUIRED FOR THE RFP.

**GVB's Response:** GVB's fiscal year begins October 1<sup>st</sup> and ends September 30<sup>th</sup>. Funding approved for FY2019 will be used for calendar year 2019 starting January 1<sup>st</sup>.

**Question 2.** HAS THE GVB FISCAL YEAR CHANGED OR IS IT STILL 10/1-9/30?

**GVB Response:** See answer to question 1.

**Question 3.** TIMELINE: IS GVB COMMITTED TO COMPLETING ALL PHASES OF THE RFP EVALUATION PROCESS, NEGOTIATION AND CONTRACT APPROVAL PRIOR TO 1/1/19?

**GVB Response:** Yes. Please refer to the timeline on page 6 of the RFP.

**Question 4.** BUDGETS: EXISTING APPROVED BUDGETS, ALLOCATIONS AND COMMITMENTS: DOES THE APPROVED GVB JAPAN BUDGET FOR FY19 FOLLOW THE SAME FORMAT FOR THE SIX (6) BUDGET CATEGORIES OUTLINED IN APPENDIX A-6?

**GVB Response:** Yes.

**Question 5.** BUDGETS: HAVE ALLOCATIONS OR PROVISOS ALREADY BEEN MADE IN THESE CATEGORIES, E.G. ADVERTISING, PR, ETC., AND/OR HAVE ANY CONTRACTUAL COMMITMENTS OR PLACEMENTS ALREADY BEEN MADE FOR JAPAN FOR FY/CY2019?

**GVB Response:** Yes, allocations have been made for FY19 as it started in October.

**Question 6.** BUDGETS: IT IS NOTED A USD 6 MILLION BUDGET. SHOULD RECOMMENDATIONS BE BASED ON THAT BUDGET?

**GVB Response:** Yes.

**Question 7.** STAFFING/TALENT: WILL THE CURRENT ACTING DIRECTOR, HIROSHI, MAINTAIN HIS ROLE FOR HANDLING THE TRAVEL INDUSTRY PARTNERS?

**GVB Response:** Yes.



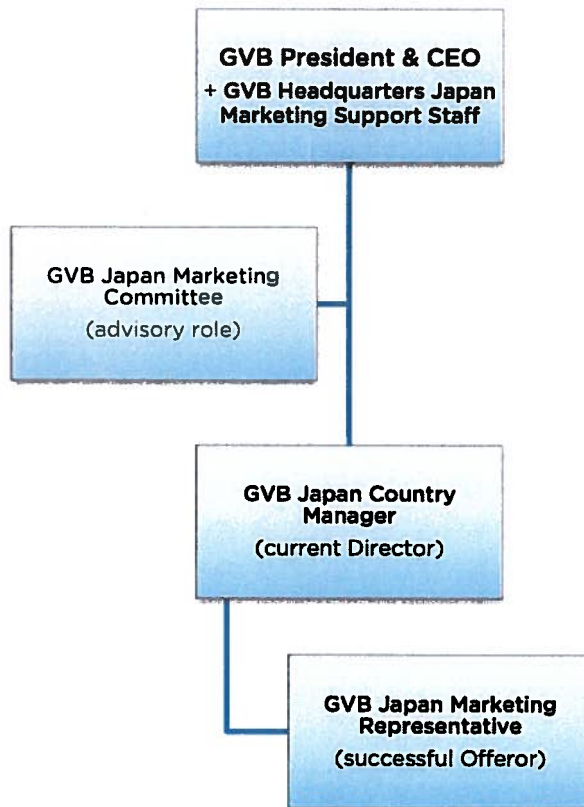
**Question 8. STAFFING/TALENT:** ARE THE CURRENT TEAM MEMBERS AT GVB TO BE CONSIDERED FIRST TO JOIN THE POTENTIAL AGENCY TEAM? HAVE ANY EXPRESSED A DESIRE TO CONTINUE TO WORK ON BEHALF OF GUAM, THRU A CONTRACTOR?

**GVB Response:** Proposed staffing should be made by the Offeror in their proposal as described in items No. (9) and (10) of Section VI - Background and Demonstrated Past Performance - on page 31 of the RFP. Yes, some have expressed a desire to continue to work on behalf of Guam.

**Question 9.** THE GVB'S DECISION TO MOVE FROM A GVB OFFICE TO A THIRD-PARTY TOURISM DESTINATION MARKETING REPRESENTATION SERVICES MODEL IN JAPAN IS A MAJOR SHIFT.

PLEASE CLARIFY THE INTENDED REPORTING RELATIONSHIP BETWEEN THE NEW AGENCY AND THE GVB ORGANIZATION AND IF SO, HAS THAT BEEN DETERMINED AND WHO WILL THAT BE (ONCE PROCUREMENT IS COMPLETED)?

**GVB Response:** Please see the reporting flow chart below.





**Question 10.** WILL THERE BE A SINGLE POINT OF CONTACT AT GVB OR MULTIPLE CONTACTS?

**GVB Response:** Please see response to question 9.

**Question 11.** ARE THERE OTHER CONCURRENT OR CONTEMPLATED CHANGES WITHIN THE GVB ORGANIZATION?

**GVB Response:** No.

**Question 12.** FOR THE PURPOSE OF PROPOSING A NEW JAPAN STAFFING STRUCTURE, SHOULD WE BE INCORPORATING ANY OF THE CURRENT EMPLOYEES OF THE GVB JAPAN OFFICE?

**GVB Response:** Please see response to question 8.

**Question 13.** IN PROPOSING KPIS, WE COULD NOT FIND THE BELOW FIGURES IN THE ANNUAL REPORT AS THE BASE FOR OUR PROJECTIONS. WOULD YOU BE ABLE TO SHARE THESE FIGURES?

- a) HOTEL OCCUPANCY AND ADR SPECIFICALLY FOR JAPANESE VISITORS.
- b) AVERAGE LOAD FACTOR ON DIRECT AIR SERVICES AND CHARTERED SERVICES FROM JAPAN
- c) CURRENT WEB TRAFFIC INFORMATION FROM JAPAN (E.G. TOTAL VISITORS, UNIQUE VISITORS, PAGE VIEWS, AVERAGE TIME ON SITE ETC.)
- d) CURRENT SOCIAL MEDIA TRAFFIC INFORMATION FROM JAPAN (E.G FACEBOOK, INSTAGRAM AND YOUTUBE)

**GVB Response:**

- a) See amendment number 1 for the RFP.
- b) Average load factor on direct air services is 75% for 2018 year-to-date. Average load factor for chartered services is 90%.
- c) Please see below for information available at this time.

Web Analytics (visitguam.jp)			
Month	No of Visitors	Page Views	Session Time Average
Jan-18	37,850	108,669	0:02:08
Feb-18	34,761	97,264	0:02:08
Mar-18	32,995	95,026	0:02:14
Apr-18	27,759	84,176	0:02:16
May-18	30,284	89,166	0:02:15
Jun-18	32,907	89,261	0:02:01



Jul-18	31,576	92,498	0:02:14
Aug-18	37,253	108,121	0:02:13
Sep-18	37,277	100,628	0:01:58

d) Please see information available at this time below. YouTube information is not available at this time.

Total SNS Fans			
Month	Facebook	Twitter	Instagram
Jan-18	17,932	5,029	11,797
Feb-18	18,176	5,268	12,399
Mar-18	18,173	5,304	12,500
Apr-18	23,920	5,346	12,649
May-18	23,945	5,365	12,666
Jun-18	23,964	9,564	12,721
Jul-18	24,029	9,522	12,741
Aug-18	12,741	9,735	13,053
Sep-18	24,103	9,865	13,924

**Question 14.** DELIVERY OF PROPOSAL: CAN WE USE POWERPOINT AND WORD FOR MAKING THE PROPOSAL? ARE YOU EXPECTING TO OBTAIN THE PROPOSAL IN ONLY A4 FORMAT?

**GVB Response:** Please see section 1.3 RFP Submission Criteria in the RFP.

**Question 15.** ON PAGE 29: COULD YOU DEFINE AND SPECIFY, "LOW AND SHOULDER SEASON"?

**GVB Response:** Low season is defined as the time of a year when a destination receives fewest visitors. Shoulder season is a travel period between peak and off-peak seasons. Low periods are April, May, June, September, October and November. Shoulder period for Guam includes the month of July.

**Question 16.** ON PAGE 29: COULD YOU DEFINE AND SPECIFY YOUR UNDERSTANDING ON NEXT GENERATION TRAVELER?

**GVB Response:** New and young travelers.



**Question 17.** RFP DOCUMENTS: WE COULD NOT OPEN THE FILE NAMED "GVB RFP 2018-008 SMP-GROUP MICE-ATTACHMENT 2- SCHEDULE". COULD YOU SUGGEST WHERE WE CAN GET THIS FILE?

**GVB Response:** Please attempt to download again and open with Microsoft Office Excel.

**Question 18.** GROUP MICE KPI WORK SHEET: COULD YOU TELL US THE DEFINITION OF "AVERAGE LOAD FACTOR"?

**GVB Response:** Load factor is an airline industry metric that measures how much of an airline's passenger carrying capacity is used.

**Question 19.** ATTACHMENT 3: ARE YOU EXPECTING US TO INPUT MONTHLY EXPENDITURE FOR THE ACTIVITY WHICH WILL BE HELD ON THE MONTH? OR WE SHOULD INPUT TEXT COMMENTS FOR THE ACTIVITIES, WHICH WILL BE HELD ON THE MONTH?

**GVB Response:** Please input text comments for the activities, which will be held on the month.

**Question 20.** [sic] ON PAGE 47: IT SEEMS THAT MALE 18-39 IS NOT YOUR PRIMARILY TARGETS. WE UNDERSTAND THAT THIS IS BECAUSE OF PAST TRAVELER'S TREND. BUT, IF YOU HAVE ANY ANOTHER REASONS, PLEASE LET US KNOW.

**GVB Response:** No response.

**Question 21.** ON PAGE 52: COULD YOU DEFINE AND SPECIFY WHO WILL BE "3RD PARTY"?

**GVB Response:** Represents clients and handles various aspects of meeting management.

**Question 22.** ON PAGE 56: COULD YOU TELL US MONTHLY CURRENT FOLLOWER, REACH BY IMPRESSION, ENGAGEMENTS, CLICK AND VIEWS FOR FACEBOOK IN ORDER FOR US TO ESTIMATE MOM GROWTH %

**GVB Response:** Please see response to question 13d.

**Question 23.** ON PAGE 56: COULD YOU TELL US MONTHLY CURRENT FOLLOWERS, ENGAGEMENTS, AND ENGAGEMENT PER FOLLOWER FOR INSTAGRAM IN ORDER FOR US TO ESTIMATE MOM GROWTH %?

**GVB Response:** Please see response to question 13d.



**Question 24.** ON PAGE 56: COULD YOU TELL US MONTHLY CURRENT VIDEO VIEWS, VIDEO MINUTES VIEWED, CHANNEL SUBSCRIBER GAINS, AND TOTAL VIDEO ENGAGEMENTS FOR YOU TUBE IN ORDER FOR US TO ESTIMATE MOM GROWTH %?

**GVB Response:** Data not available at this time.

**Question 25.** IS THE PROPOSED BUDGET THE MAXIMUM? CAN THE PROPOSAL BE LESS OR MORE?

**GVB Response:** Please see section V - Budget/Expenditure Plan.

**Question 26.** WHO DOES GVB VIEW AS THEIR TOP 5 COMPETITORS IN THE JAPAN MARKET?

**GVB Response:** Please see APPENDIX A-7: Competitors List of the RFP.

**Question 27.** IS GVB PLANNING TO ATTEND THE TOURISM EXPO 2019 IN OSAKA NEXT YEAR?

**GVB Response:** Yes.

**Question 28.** WILL GVB KEEP THE CURRENT TOKYO OFFICE OR IS THE NEW REPRESENTATIVE RESPONSIBLE FOR PROVIDING OFFICE SPACE?

**GVB Response:** The successful Offeror will be responsible for providing the office space.

  
JON NATHAN DENIGHT  
GVB President & CEO