

## GVB RESPONSE TO QUESTIONS FOR

### GVB RFP 2019-001

#### TOURISM DESTINATION MARKETING REPRESENTATION SERVICES IN JAPAN

March 12, 2019

**Question 1. SEEKING CLARIFICATION IN SECTION 1.1. SCOPE OF WORK: GVB SEEKS TO RETAIN A PROFESSIONAL TOURISM DESTINATION MARKETING AGENCY ("AGENCY") THAT HAS EXTENSIVE EXPERIENCE WORKING IN THE TRAVEL INDUSTRY WHO IS NOT A VENDOR OR HAS AN INTEREST IN TOUR WHOLESALE, TRAVEL AGENCY OR THE AIRLINES. IF WE PROPOSE IN COOPERATION WITH A TRAVEL AGENCY, WILL WE BE DISQUALIFIED?**

**GVB RESPONSE:** Yes. This is the primary reason for the re-issuance of this solicitation.

**Question 2. WE WOULD LIKE TO INQUIRE ABOUT WHEN THE DATE FOR THE PRESENTATION ON GUAM WILL BE AFTER THE RFP'S HAVE BEEN SUBMITTED?**

**GVB RESPONSE:** GVB currently has April 22-23 tentatively scheduled; however, it could be sooner or later depending on the amount of submissions and the time needed to evaluate and complete the necessary administrative review to determine the top offerors who be invited to the presentation portion of this procurement activity. See Section 1.11 Presentation by Offerors in the RFP.

**QUESTION 3. IN SECTION 2, THE OFFEROR ARE (SIC) REQUIRED TO COMPLETE 2 COMPREHENSIVE MARKETING PLAN. PLEASE CONFIRM THAT THE OFFEROR NEEDS TO SUBMIT: (1) MARKETING PLAN FOR LEISURE TRAVELERS; AND (2) MARKETING PLAN FOR GROUP/MICE TRAVELLED?**

**GVB RESPONSE:** Yes, that is correct.

**QUESTION 4. AS FOR PUBLIC RELATION METRICS, COULD YOU CONFIRM WHETHER OUR UNDERSTANDING IS CORRECT OR NOT (SIC). FOR EXAMPLE, WHEN PR ARTICLE ON MG WITH 1 PAGE 200 TEXTS, CIRCULATION 80,000, CPM 800.**

**GVB RESPONSE:** Yes, per the Offeror's proposal.

**QUESTION 5. IN "1.1. SCOPE OF WORK. GVB SEEKS TO RETAIN A PROFESSIONAL TOURISM DESTINATION MARKETING AGENCY ("AGENCY") THAT HAS EXTENSIVE EXPERIENCE WORKING IN THE TRAVEL INDUSTRY WHO IS NOT A VENDOR OR HAS INTEREST IN TOUR WHOLESALE, TRAVEL AGENCY OR THE AIRLINES..." - BECAUSE OF THIS, WE WOULD LIKE TO ASK A FEW QUESTIONS TO CLARIFY THE PROCESS AHEAD OF US:**

- (1) **ABILITY TO COMPETE.** IN 1.1 SCOPE OF WORK ABOVE, DOES THE UNDERLINED SECTION MEAN THAT A TRAVEL AGENT, OR A MEMBER OF A BUSINESS GROUP UNDER A TRAVEL AGENT, IS NOT ELIGIBLE TO TAKE PART IN THIS PROPOSAL PROCESS?

**GVB RESPONSE:** See GVB Response to QUESTION 1.

- (2) **DIFFERENCES WITH THE PREVIOUS RFP PROCESS.** *OUR COMPANY* TOOK PART IN THE PREVIOUS PROPOSAL AND PRESENTATION AND INVESTED CONSIDERABLE RESOURCES AND FUNDS TO THIS PROCESS. AS A RESULT OF FAIR COMPETITION, WE UNDERSTAND THAT WE DID LOSE THE COMPETITION. NOW, HOWEVER, WITHOUT A CLEAR EXPLANATION THE PREVIOUS WINNER DID NOT IN FACT TAKE ON THE ROLE, AND A SECOND BIDDING HAS NOW BEEN ANNOUNCED. WITHOUT UNDERSTANDING THE REASONS BEHIND THIS SITUATION, OR THE REASONS WHY... WE ARE CONCERNED THAT WE CANNOT COVER THE RISKS INVOLVED WITH, AND THEREFORE OUR UNEASE ABOUT ONCE AGAIN TAKING PART IN THE PROPOSAL/PRESENTATION PROCESS.

**TO HELP US WITH THIS, WE WOULD APPRECIATE YOUR ANSWER TO THE FOLLOWING:**

- (a) **WHY THE FIRST-ROUND WINNER DID NOT IN FACT TAKE ON THIS ROLE. WE DO UNDERSTAND THAT THERE MAY BE SOME REASONS WHY YOU WOULD BE UNABLE TO ANSWER THIS QUESTION, BUT, IF POSSIBLE, THIS INFORMATION COULD BE HELPFUL.**

**GVB RESPONSE:** On January 28, 2019, GVB issued a Notice to Offerors (available on the GVB website) advising the reasons why the previous solicitation was cancelled in the best interest of the territory of Guam and GVB. We clarified the ambiguity and reissued the solicitation with a clearer representation of GVB's position that a marketing representative for the Bureau must not be affiliated with a travel agency.

In the interest of fairness and transparency to all participants, once the error on our end was discovered, it was determined by the President and CEO then to reject all submissions and cancel the solicitation until the issues were corrected before reissuance.

- (b) **WHAT ARE THE MAJOR DIFFERENCES BETWEEN THE CURRENT RFP AND THE PREVIOUS ONE? AFTER REVIEWING THE NEW RFP, IT SEEMS TO BE LARGELY THE SAME CONTENT AS THE ORIGINAL, ALTHOUGH THERE ARE SOME SLIGHT DIFFERENCES IN THE ORDER AND COMPOSITIONS OF THE ITEMS. WE DO SEE THAT THE EVALUATION CRITERIA HAVE CHANGED; IF THERE ARE OTHER MAJOR AREAS OF DIFFERENCE, WE WOULD VERY MUCH APPRECIATE YOUR POINTING THESE OUT TO US.**

**GVB RESPONSE:** See response to QUESTION 5 (2)(a) above.

- (3) **CONTENT.**

- A. **WHILE THE EVALUATION CRITERIA HAVE CHANGED, ARE WE CORRECT IN UNDERSTANDING THAT THERE WILL BE NO EVALUATION BASED ON A LOCAL PRESENTATION?**

**GVB RESPONSE:** No, you are not correct in your understanding. GVB will follow the same procurement format, which will include a presentation of the top offerors projected to be held around the 3<sup>rd</sup> week in April. See GVB response to QUESTION 2.

- B. WE UNDERSTAND THAT THE GUAM VISITORS BUREAU'S FISCAL YEAR RUNS FROM OCTOBER TO SEPTEMBER; THE RFP IS FOR A ONE-YEAR PERIOD FROM JUNE 1. SO HOW SHOULD WE SEE THE FISCAL YEARS FOR THE THREE YEARS—2019, 2020, 2021—THAT ARE DESCRIBED IN THE FRP (SIC)?**

**GVB RESPONSE:** GVB receives funding through legislative appropriations each fiscal year (October 1 through September 30) and cannot obligate funding beyond that timeframe.

The first term of the contract will run from June 1 through September 30, 2019 for FY2019; therefore, the amount for that first year will be prorated accordingly.

For each renewable year thereafter, the contract shall be reviewed and revisited by both parties (Year 2: October 1, 2019 - September 30, 2020; Year 3: October 1, 2020 - September 30, 2021). Renewal is subject to availability of funds for each succeeding fiscal year and is dependent on satisfactory performance by the contractor.



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**PILAR LAGUAÑA**  
President and CEO