



October 27, 2017

**ADDENDUM 1 TO
REQUEST FOR PROPOSAL FOR
VISITORS' SATISFACTION AND ACTIVITY SURVEY FOR
CALENDAR YEAR 2018-2020**

RFP NO. HTA 18-06

Note: The questions below may represent a combination or rephrasing of questions asked by various interested parties. The answers provided reflect HTA's good faith effort to provide information necessary to allow for fair and open competition.

- 1) What is the maximum budget allotted for this project for each year and total over the duration of the contract?
 - a. The budget for 2018 shall be no more than \$300,000 and is subject to Board approval and availability of funds. The budget for 2019 and 2020 are expected to be similar and are also subject to Board approval and availability of funds.
- 2) What has the budget been for the past three years? Does HTA expect the budget for this project to be higher than in previous RFPs due to the inclusion of concurrent testing of alternate data collection procedures?
 - a. \$166,400 per year for years 2015, 2016 and 2017.
 - b. The previous contract included the cost of the testing of various data collection procedures. The budget for the 2018-2020 new contract was increased to include the new Island VSAT survey.
- 3) Who is the incumbent and how long have they been conducting this research?
 - a. The current Contractor is Anthology Marketing Group, who has been conducting the VSAT survey since 2015
- 4) Page 4, BACKGROUND section, OBJECTIVE OF THIS SOLUTION, the third paragraph states, "Samples for both the Statewide VSAT and Island VSAT shall be generated from HTA's Domestic Inflight survey, the International Departure survey, and the Island Departure Survey."
 - a. What research firm is currently gathering this information?
 - i. The Domestic Inflight Survey is conducted by SMS Research, Inc.

- ii. The International and Island Departure Surveys are conducted by OmniTrak Group, Inc.
 - b. Will they be providing the image files or will the HTA?
 - i. The Contractors for these projects will be providing the image files on CDs.
- 5) Page 7, A. SCOPE: Overall Project Requirements, paragraph 2d indicates “Meet with the HTA weekly”, are these intended to be in person meetings or are telephone conversations or WebEx meeting acceptable?
 - a. In the planning stages, weekly in-person meetings are preferable. After that, weekly conference calls are acceptable, and in-person meetings as needed.
- 6) Page 8, SCOPE: Data Processing paragraph a indicates that “outliers (must be) appropriately handled”. How do you currently define “outliers” for this project?
 - a. Outliers are results that looks abnormally too large or too small in comparison to past trends. The Contractor need to be able to have cleaning and syntax rules in place to flag these outliers and further research the outliers for the HTA. In some cases, outliers resulting from a small sample size may skew the overall result.
- 7) Page 24, Attachment – 2017 Island VSAT Pretest Recap, were any incentives utilized and, if so, what?
 - a. There were no incentives offered in the Island VSAT pretest.
- 8) What is the extent of the preliminary and final annual report? Is this the narrative report that is posted to the HTA website (most recently “2015 Visitor Satisfaction and Activity Report”)? What is the preferred format for delivery of the annual report (PowerPoint, Word, PDF)
 - a. Preliminary reports are done on a quarterly basis and shall be similar to Quarterly Monitoring reports posted on the HTA website. Quarterly reports shall be submitted by the Contractor in Word. Charts and tables used for the quarterly reports shall also be submitted in Excel. The Contractor shall also submit all data banners, output and syntax in SPSS.

The final annual report shall be similar to the 2015 VSAT & Activity Report posted on the HTA website. The final annual report shall be submitted by the Contractor in Word. Charts and tables used for the annual report shall also be submitted in Excel. The Contractor shall submit final quarterly and annual data banners, output and syntax in SPSS. The Contractor shall also submit an Excel workbook of companion tables of annual statistics, similar to the 2015 VSAT & Activity Report – Companion Tables posted on the HTA website.

These reports can be viewed on the HTA website:

<http://www.hawaiiourismauthority.org/research/reports/visitor-satisfaction/>

9) The HTA RFP covering the current contract specified a mail methodology. What has been the response rate for years 2015, 2016 and 2017 year to date using the specified methodology?

- a. Response rates for the mail contact method are shown in the table below. Through year-to-date 2017, the mail method is not being used by the current Contractor; however, this method remains an option for the current Contractor.

Response Rates from Mailed surveys	U.S. West	U.S. East	Canada	Japan	Europe	Oceania
2015	18%	20%	20%	24%	25%	21%
2016	used web survey		19%	27%	20%	11%
Year-to-date 2017	0%. Used web survey					

10) Have any methods other than mail been used? If so, what markets have they been used in? What have response rates been for non-mail methodologies used?

- a. Email: The current Contractor has used email addresses from visitors who completed the Domestic Inflight Survey and the International Departure survey. These visitors are emailed an invitation and a link to the VSAT survey online.

Response Rates from EMAILS	U.S. West	U.S. East	Canada	Japan	Europe	Oceania	China	Korea
2015	12%	13%	15%	0%	10%	16%	NA	NA
2016	17%	17%	22%	13%	14%	18%	12%	5%
Year-to-date 2017	21%	22%	27%	14%	19%	22%	10%	7%

- b. Intercept airport surveys: used primarily to collected surveys from Chinese (93%) and Korean (91%) visitors.
- c. Refer to the VSAT Documentation 2016 for further details on the survey: <http://www.hawaiiourismauthority.org/about-hta/rfps/rfp-no-18-06/>

11) Is an incentive currently utilized for either method and, if so, what is it?

- a. A key chain is given to Chinese visitors who completed the intercept survey. Incentives are not being offered to visitors from any other markets. Bidders may propose incentives and include the expense in the total cost of the proposal.

12) If we recommend conducting intercepts at the airport(s) will parking be provided for the interviewers or should we build in parking costs?

- a. The Contractor shall be responsible for all costs related to conducting the VSAT survey, to include but not be limited to: survey form design, printing, translation, website design, maintenance, postage, interviewer wages, airport badging and Customs Clearance, parking, incentives, etc.