



January 22, 2018

**ADDENDUM 1  
TO REQUEST FOR PROPOSAL FOR  
MARKETING EFFECTIVENESS STUDY FOR CALENDAR YEAR 2018-2020**

**HTA RFP NO. 18-08**

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 budget for this study?
  - a. The HTA is asking for the best available budget for this work. We recommend including an itemized budget that allows the HTA to estimate adjusted costs through the reduction or expansion of listed services.
- 2) Is there a minimum sample size for each contract year, including for the re-contacts?
  - a. Applicants should propose a sample size of completed surveys that will yield statistically significant results and fit within their budget. A larger sample size is always preferred.
- 3) Do we understand this correctly --- that there will be emails sent twice each year to the four markets (US West, US East, Canada and Japan) for the three contract years and a subsequent re-contact two years later for each market for each of those years?
  - a. The Marketing Effectiveness Study (MES) has previously been conducted as a panel study. Applicants may include email as part of their methodology. Participants for MES shall be recruited twice a year for each of the three contract years. Respondents who indicated that they intend to visit Hawai'i shall be re-contacted approximately two years after they participated in MES. Re-contacts shall be conducted for all six study "waves."
- 4) How far apart (in terms of weeks or months) will the emails need to be sent biannually for each contract year?
  - a. MES is usually conducted in the spring and the fall.
- 5) How many reports are required for the contract years?
  - a. 15 reports are required.
    - i. 2018 Spring
    - ii. 2018 Fall

- iii. 2018 Annual
- iv. 2018 Spring Re-contact
- v. 2018 Fall Re-contact
- vi. 2019 Spring
- vii. 2019 Fall
- viii. 2019 Annual
- ix. 2019 Spring Re-contact
- x. 2019 Fall Re-contact
- xi. 2020 Spring
- xii. 2020 Fall
- xiii. 2020 Annual
- xiv. 2020 Spring Re-contact
- xv. 2020 Fall Re-contact

6) US respondents – is this JUST East and West coast, or ALL US? If East / West – can we clarify definitions by state?

a. See table for breakdown:

<b>U.S. West</b>	<u>Pacific Region</u> Alaska California Oregon Washington
	<u>Mountain Region</u> Arizona Colorado Idaho Montana Nevada New Mexico Utah Wyoming
<b>U.S. East</b>	<u>W. North Central Region</u> Iowa Kansas Minnesota Missouri Nebraska N. Dakota S. Dakota
	<u>W. South Central Region</u> Arkansas Louisiana Oklahoma Texas
	<u>E. North Central Region</u> Illinois Indiana Michigan Ohio Wisconsin

<b>U.S. East (continued)</b>	<u>Mid Atlantic Region</u> New Jersey New York Pennsylvania
	<u>New England Region</u> Connecticut Maine Massachusetts New Hampshire Rhode Island Vermont
	<u>East South Central Region</u> Alabama Kentucky Mississippi Tennessee
	<u>South Atlantic Region</u> Washington D.C. Delaware Florida Georgia Maryland N. Carolina S. Carolina Virginia West Virginia

- 7) The RFP states that the household income qualification for the respondents of Japan is ¥399,000 or higher. Is this correct?
- a. The correct minimum amount for Japanese respondents is ¥3,999,000 (approximately US \$40,000).
- 8) By 'Leisure trip of 500+ miles' is this to have been taken within the past year? What is the time frame on this?
- a. Respondents should have taken a leisure trip of 500+ miles in the last 12 months prior to participating in MES.
- 9) Does 'Leisure trip of 500+ miles' mean for both markets it can be within the country, and is the round trip total (e.g., 250 miles there and back)?
- a. The leisure trip can be in-country. 500+ miles is the one-way distance.
- 10) Survey expansion to Australia, New Zealand and South Korea – I can make the assumption that definitions are roughly equivalent to US / CA / JP our initial thought would be:
- Australia – 75000 AUD + Leisure trip 500+ miles in P12M (past 12 months)
  - NZ – 75000 NZD + international trip in P12M
  - South Korea – 3,000,000 KRW + international trip in P24M
- Are these the right thresholds you're looking for??

- a. Those parameters would be acceptable for MES. Inclusion of Australia, New Zealand, and Korea will be determined by the overall proposal budget of the successful applicant.

[END]