



September 29, 2020

**ADDENDUM 1 TO RFP 21-11
FOR
VISITORS' SATISFACTION AND ACTIVITIES SURVEY FOR CY 2021-2023**

RFP 21-11 and all the associated forms are available at <https://www.hawaiiitourismauthority.org/rfps/>

This Addendum includes:

- Changes and/or Additions to the RFP
- Answers to specific RFP questions submitting in writing prior to the question deadline.
- Answers to more general questions about VSAT.

Note: This addendum will only answer unique questions that were not already addressed in the RFP. If your question does not appear here, it may be for one of the following reasons:

- The question was already addressed in the RFP.
- The question asks the HTA to provide answers to the items being requested in the RFP (such as the budget), or for information about the market or destination that a successful applicant would be expected to know.
- The question is too general and doesn't focus on the RFP requirements or on the specific services requested in this RFP.

Note: A new version of the RFP is not forthcoming. All changes are documented in the Addendum(s). Applicants must refer to the Addendum(s) to know of the changes.

QUESTIONS TO RFP CONTENT AND SCOPE OF WORK

1. How many different versions of the survey instrument are there currently (based on island visited or activities)?
 - *There are 6 versions of the survey forms with island specific questions, one form for each of the following Hawaiian Islands: Oahu, Kauai, the island of Hawaii, Maui, Molokai and Lanai.*
2. What is the average survey length? How many OE questions are there for coding?
 - *The average survey length is about 20 minutes.*
 - *There are 15 open-ended questions in which all written responses require coding and processing.*
3. How many languages are currently being used? Are there additional languages not currently being used that should be considered? Will we need to translate from scratch, or assume only minor changes from the most recent version, and have access to the translated questionnaires?
 - *The 2020 survey forms are in English, Japanese, Korean and Chinese. The winning contractor will be provided with the latest version of the survey forms in all languages.*

The contractor shall finalize the 2021 survey form in English and translate the form into other languages as needed, based on the sampling frame approved by HTA.

4. Have incentives been used in the past? What were they and how were they managed?
 - *Most of the time, there was no need to incentivize visitors to participate in the survey. Occasionally for certain markets, key chains have been used as small incentive to improve participation rate, and was paid for by the contractor. Offerors can propose the type of incentive to be used (if any). Costs of the incentive are to be included in the proposed budget. If used, please itemize these costs.*

5. In previous years, what was the complete rate for surveys?

2018 Response Rates:

MMA	Completed	Margin of Error ±	Response Rate
U.S. West	8,348	1.07	16.66
U.S. East	8,409	1.07	18.11
Japan	5,435	1.33	38.39
Canada	5,384	1.34	29.05
Europe	1,527	2.51	25.90
Oceania	2,228	2.08	22.53
China	806	3.45	16.10
Korea	1,603	2.45	43.67
All MMAs	33,740	.53	22.28

*Margins of error are presented at the 95 percent level of confidence.

2019 Response Rates:

MMA	Completed	Margin of Error ±	Response Rate
U.S. West	9,998	.98	18.77%
U.S. East	9,520	1.00	17.24%
Japan	6,652	1.20	47.47%
Canada	6,420	1.22	30.97%
Europe	1,779	2.32	24.44%
Oceania	2,316	2.04	25.83%
China	1,241	2.78	31.33%
Korea	1,362	2.66	34.68%
All MMAs	39,288	.49	23.48%

*Margins of error are presented at the 95 percent level of confidence.

6. Would HTA be willing to send the survey link to travelers rather than the link coming from a third-party vendor?
 - *No. The contractor chosen for this project shall be conducting the survey on HTA’s behalf and will send links to the survey to selected participants.*

7. Can names and emails of travelers be sent in an excel file to avoid manual transcription?
 - *No. image files containing names, addresses and emails of travelers are provided to the contractor on a weekly basis in graphic .tif format.*

8. What is the current ratio of sampling sources and is there a need to maintain the previous ratios?
- *Applicants shall propose the visitor markets/countries to be sampled and the minimum number of survey forms to be collected based on the applicant's determination of a representative sample. The methodology should yield at least a combined total of thirty thousand six hundred (30,600) completed Statewide survey forms and Island survey forms each year. The sample should provide acceptable results which will be reported on a quarterly and annual basis.*
9. Are the tables in Excel deliverable the same as the SPSS syntax tables? That is, are tables created in SPSS and converted to Excel?
- *The tables in Excel deliverables are formatted for publication (See the 2018 companion tables in Excel posted on the HTA website <https://www.hawaiitourismauthority.org/research/visitor-satisfaction-and-activity/>), whereas tables straight from SPSS are not as attractive.*
10. If the International Departure Survey and Island Surveys are already being conducted at departure lounges at Hawai'i's airports, would that create difficulties with a contractor obtaining permission to also conduct the Visitor Satisfaction Survey at the airport? Are there any COVID-19 related restrictions on fielding at the airport?
- *We are not aware of any restrictions. However, HTA will not be approving any new fielding at airports while traffic volumes remain low.*
11. The RFP states that it is open to in-state applicants only. Are there any preclusions for subcontracting out of state?
- *The applicant is welcome to propose out-of-state subcontractors. However, it is absolutely necessary that there be no delays in data processing. This could be providing assurances that your subcontractor will have an office or officers located in Hawai'i.*
12. Does HTA have any additional industry insight as to the visitor industry in Hawai'i for 2021 and beyond? How will that affect required number of surveys by MMA and island? If visitors from certain MMA are still not allowed to travel to Hawai'i in 2021, how should that be factored into the contract?
- *HTA is hopeful that by January 2021 travel to Hawai'i will resume, albeit at lower numbers compared to previous years. If Hawai'i is closed to out-of-state visitors and the Contractor is not able to field visitors, the contractor shall not bill the HTA for that month.*
 - *In the event that the contractor is not able to achieve the quota for the quarter for certain markets, the contractor shall attempt to correct the low response rates in the following months and will try to catch up to the required rate as soon as possible. If the contractor is not able to achieve the quota for a given market, HTA will need to determine if the results are useful. If the results cannot be used the contractor shall not bill HTA for that market. The contractor shall work with the HTA to continuously monitor response rates and refine the sampling plan as needed for the survey throughout the duration of the Contract.*
13. Will templates for the infographics and reports be provided to the contractor?

- No.

14. What is the total budget for the contract?

- The STATE Is looking for the best value. HTA is asking contractor to propose a budget.

15. Could HTA please provide the current contract prices for 2019 and 2020?

- We will not be offering that information as part of this RFP package.