

The materials seem to suggest measures will be put in place to mitigate this, but will we need to account for this reality in our response?

- a. Part of the challenge for the USA contractor is to attract the target markets that align with our values and objectives regardless of pricing and other factors.
37. This is more than an ad campaign; this is active and engaging and ongoing communication. In social that will surface in community management, proactive social listening and response. Will the winning agency be responsible for flagging questions/issues/opportunities not just from potential tourists, but from residents reaching out and seeking tourism-related help?
- a. Yes
38. Are there concrete plans in place to distribute tourism revenue directly to residents or local organizations?
- a. No. Tourism revenues are deposited into the State Treasury and allocated by the State Legislature.
39. In your opinion, what are the essentials for a successful working relationship?
- a. The contractor's ability to maintain the brand integrity and cultural authenticity, have a deep understanding of brand marketing and destination management as it relates to the Hawaiian Islands, and to have open communication with the HTA and community and industry partners.
40. I have gone through much of the research available on your website. There is clearly a wealth of data - but what I am specifically looking for is demographic statistics on visitors, by age bracket (I will take whatever age brackets are defined by HTA !).
- a. More information on demographics is available in the Annual Visitor Research Reports (<link "Annual Visitor Research Reports">
<https://www.hawaii tourism authority.org/research/annual-visitor-research-reports/>
41. Based on the goal "to attract responsible high-value mindful travelers" (BMMP Outline, page 3, #10) the stated Performance Measures (pages 11 – 12, section 2.07, paragraph 2) including average daily visitor spending, total visitor expenditure, do not seem aligned to measure the desired outcomes. Is HTA open to changing/adding new performance measures? What are the chances of new indicators, that more accurately measure the desired outcomes, being implemented, such as: reduction of CO2 per visitor; number of diesel tour buses being replaced with electric buses, click-throughs on QR codes at important cultural/natural sites?
- a. The HTA is open to adding new performance measures to the worksheet.
42. Should the organizational chart show only management positions or include all positions? (Page 17/Section 3/Paragraph 3.11.1.a.ii)
- a. The organizational chart should include all staff that would be allocated to the USA contract.
43. Are the Symphony Dashboards tracking "Total Arrivals" and "Total Expenditure" meeting HTA needs? Is this data used in decision-making and are these part of the core KPIs for the program in addition to increasing "voluntourism"? (Page 9 / Section 2.02 "HTA Strategy" & Page 10 / Section 2.06 "Objective")

