



Addendum Date: April 18, 2022

**ADDENDUM 1 TO RFP NO. 22-07
FOR
CAMPAIGN EFFECTIVENESS STUDIES FOR USA AND JAPAN MARKETS**

STATE OF HAWAII
HAWAII TOURISM AUTHORITY
DEPARTMENT OF BUSINESS, ECONOMIC DEVELOPMENT & TOURISM

This Addendum includes:

- RFP 22-07 Answers to questions submitted in writing prior the question deadline.

This addendum will only answer unique questions that were not already addressed in the 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 AND ANSWERS

1. The Scope of Work includes the preparation and submission of comprehensive written reports and presentations of research findings per market. Is the expectation for the "presentations" to be conducted in-person in Hawai'i? What other in-person and/or virtual meetings and travel requirements are anticipated?
 - a. Presentations may be conducted in person or virtually via Zoom or other virtual meeting platforms. If CONTRACTOR elects to present in person, CONTRACTOR shall bear all travel costs. HTA will not reimburse CONTRACTOR's travel costs.
2. Compensation is described as a not-to-exceed, fixed-price contract of \$270,000 for conducting Calendar Year 2023 studies. Is this amount intended to cover the initial contract period of twenty-four (24) months, as described in Section 2.07? Is there addition budget allocated for each potential one-year extension period, or are we to assume these extension periods are included in the initial \$270,000 amount?

