



INTEGRATED COMMUNICATIONS, ADVERTISING, AND EVENT SUPPORT SERVICES
GVB RFP 2025-002

GVB RESPONSE TO QUESTIONS

January 8, 2025

GVB OFFICIAL RESPONSE TO QUESTIONS POSED BY 12:00 P.M. ON JANUARY 2, 2025:

Received via email from Big Fish Creative on January 2, 2025 @ 9:59AM:

1. Are there any insights or data from recent visitor feedback surveys that we should consider in our strategy?

GVB RESPONSE: No. Please refer to the recently posted Industry Recovery report, which is a tactical plan to urgently reverse substantial declines in visitor arrivals and restore market share. It can be found on our website <https://www.guamvisitorsbureau.com/>

2. Are there any upcoming events or campaigns for FY25 that we should prioritize in our planning?

GVB RESPONSE: Please refer to the recently posted Industry Recovery report, which lists a schedule of events planned for FY2025. It can be found on our website <https://www.guamvisitorsbureau.com/>

3. Who will the contractor report to, and how will decision-making and approvals be structured?

GVB RESPONSE: The following individuals will lead and manage the meetings, but are not limited to:

- A. Director of Destination Development
- B. Director of Global Marketing
- C. GVB Senior Destination Specialist
- D. GVB Public Information Officer
- E. GVB Information Technology Administrator
- F. GVB Contract Procurement Administrator

In their respective capacities, the above individuals shall provide the contractor with proper guidance and approval (as required) to execute assignments and tasks, as needed.

4. What is the projected annual budget cap or range for this contract?

GVB RESPONSE: There is no budget ceiling or cap on funding appropriated for this contract. Monies appropriated will be determined, as needed, based on the objectives and initiatives determined to be executed, but are subject to the availability of funds.

5. What is GVB's ideal timeline to award and execute the contract?



GVB RESPONSE: February 2025.

6. The RFP states, “Manage all daily activities through GVB’s customer relationship management (CRM) system.” Could you please clarify what specific tasks or responsibilities are expected under “Managing” daily activities within the CRM system?

GVB RESPONSE: The contractor is expected to collaborate with the GVB IT Administrator, Public Information Officer and Membership Coordinator in the management of the CRM. Activities include but are not limited to the development of messaging intended to GVB’s membership-at-large, media representatives (local, national and international), and specifically targeted consumer groups in-market. Other activities include managing event announcements, maintaining member/partner published digital information served via the global websites and member/partner special promotions.

Received via email from Ruder Integrated Marketing Strategies on January 2, 2025 @ 11:25AM:

7. Does GVB expect the contractor to identify or recommend events, or will the contractor be required to execute events that have already been planned for 2025?

GVB RESPONSE: GVB’s expectation for the contractor is to have the capacity to propose, conceptualize and create events, activities, campaigns, programs, etc. GVB also expects the contractor to execute events and activities that have been planned and developed by the Bureau.

8. How many total events are planned for 2025? Can GVB provide a list and calendar of planned and approved 2025 events?

GVB RESPONSE: Roughly 5 to 7 events. A sample listing of these events can be found on the GVB website within the Industry Recovery report https://www.guamvisitorsbureau/sites/default/files/12-23-24_master_gvb_-_guam_tourism_sitrep_and_recovery_plan.pdf

9. What are the upcoming events and campaigns for FY25 that the contractor should prioritize in its planning?

GVB RESPONSE: A sample listing of activities, events and campaigns can be found on the GVB website within the Industry Recovery report https://www.guamvisitorsbureau/sites/default/files/12-23-24_master_gvb_-_guam_tourism_sitrep_and_recovery_plan.pdf

10. Can GVB clarify for which events do the “packet pick-up” and “managing admissions” items refer to?

GVB RESPONSE: The events are not limited to the Guam Ko’ko’ Road Race and Ko’ko Kids Fun Run, the Guam Micronesia Island Fair and the Guam BBQ Block Party.

11. What will the winning local contractor’s relationship be in interfacing with source market vendors/agencies?



GVB RESPONSE: Only when instructed, the contractor will work to develop, share and engage with GVB's source market vendors, agencies and representatives required resources and/or material to maximize the Bureau's efforts when executing strategic initiatives, which rely heavily on communicating and executive brand messaging and/or the promotion of events, campaigns, activities or programs.

12. Are there any specific tasks required of the contractor to support the source market agencies and work? If so, can you elaborate on the anticipated tasks?

GVB RESPONSE: The Contractor must develop and create materials as resources for our source markets to utilize for promotional purposes and/or execution purposes.

FOR EXAMPLE: Guam Ko'ko' Road Race Event Promotional flyer. The contractor develops creatives for a promotional flyer in which our market representatives can translate and promote to GVB source markets.

13. Can GVB elaborate on and specify the KPIs associated with the project?

GVB RESPONSE: Visitor volume, revenue generated (TAF), airline seat capacity, occupancy rates, length of stay, return, visitation and social media engagement are just a few of the essential KPIs, which measure the success of the contractor's ability/efforts.

14. Will the RFP evaluation committee be comprised of GVB staff and management, or will outside external evaluators be recruited and assigned?

GVB RESPONSE: The selection of evaluators is at the discretion of the Acting President and CEO. Please refer to Section II of the RFP (2.1 Evaluation Committee).

15. Who from GVB will be attending regular meetings with the contractor to manage the work? Who from GVB will be the main POC for the project?

GVB RESPONSE: See response to #3 above.

GERALD S.A. PEREZ
Acting President and CEO

*** NOTHING FOLLOWS ***

