



**Destination Marketing Services in the Philippines
GVB RFP 2025-004**

**GVB RESPONSE TO QUESTIONS
and
AMENDMENT NO. 1**

January 17, 2025

GVB OFFICIAL RESPONSE TO QUESTIONS RECEIVED ON OR BEFORE 12NOON ON JANUARY 15, 2025:

EMAILED QUESTION RECEIVED FROM TRISHA LOREN CADA AT 10:07 P.M. ON JANUARY 14, 2025.

1. Under Section 1.7, it mentions “refer to Section 1.3 for electronic submission information”. However, upon reviewing Section 1.3, I was unable to find any relevant details. Could you please clarify if electronic submission is possible? If so, would it be acceptable to send the proposal via email with a hard copy to follow?

GVB RESPONSE: That reference was inserted during the time the mail system was impacted during the pandemic. See Amendment No. 1.

2. In Section C.1, under “C. Budget Planning for Project Execution” in Section 2.2, it states that “The budget amount for this exercise is TWO HUNDRED FIFTY THOUSAND USD (\$250,000.00) and should not include retainer or contractual fees.” Could you kindly provide examples of what is excluded from this budget amount or clarify what is meant by “retainer or contractual fees”?

GVB RESPONSE: As stated, the budget amount for the exercise is \$250,000.00 USD, excluding retainer or contractual fees. Retainer or contractual fees refer to the monthly pricing agreement between GVB and the Offeror for the services provided by the Offeror under the agreed scope of work.

3. Guam-CNMI Visa Waiver. Is there an update regarding Governor Leon Guerrero’s request to President Biden to include the Philippines in the Guam-CNMI visa waiver program?

GVB RESPONSE: No.

4. Visa assistance for Filipinos. Does GVB have an existing program to assist Filipinos with their visa applications? If so, could you share the success rate to tourists applying for visa applications to visit Guam?

GVB RESPONSE: No. GVB does not bypass the U.S. Embassy’s tourist visa application process.

5. Filipino non-US visa holders from neighboring countries. Is there a policy that allows Filipino non-US visa holders from other countries to enter Guam?

GVB RESPONSE: Filipinos holding passports from countries included in the U.S. Visa Waiver Program or the Guam CNMI Visa-Waiver Program are permitted to enter Guam, provided they meet all requirements for travel to the United States. For further details, visit the Department of State or the U.S. Customs and Border Protection websites.

6. Partner Agencies in the Philippines. Do you currently have any partner agencies in the Philippines, such as travel agencies, or others?



GVB RESPONSE: GVB collaborates with airlines, travel associations and other tourism-related agencies in the Philippines. Relevant information will be provided to the Awardee upon the contract's finalization.

7. Marketing Strategies and Campaigns. Are you running any campaigns or can you share results or data from your current/previous marketing efforts?

GVB RESPONSE: Information regarding any current or previous marketing campaigns will be provided to the Awardee upon the contract's finalization.

EMAILED QUESTIONS RECEIVED FROM CHESKA DIZON AT 11:51 A.M. ON JANUARY 15, 2025.

8. KPIs in rebuilding Instagram page and inquiry on the loss of the first page.

GVB RESPONSE: GVB requests the Offeror to propose realistic yet optimistic KPIs for rebuilding its Instagram following. The original GVB Instagram page for the Philippines had approximately 7,000 followers before being disabled due to an unspecified and unsupported cause.

9. Given that the new agency will be coming in late into the FY, is the expectation to propose a 1-year sales and marketing plan, or only until the end of FY2025?

GVB RESPONSE: The Offeror is expected to present a sales and marketing plan covering the period up to the end of the fiscal year 2025, which is September 30, 2025.

10. On page 10 of the RFP, under GVB objectives, it is stated that the goal is to reach 21,000 visitors to Guam from the Philippines for FY 2026. Is there a set goal on the number of visitors for FY 2025?

GVB RESPONSE: GVB has established a moderate target of 15,700 visitors and an optimistic target of 17,000 visitors for FY 2025.



AMENDMENT NO. 1

January 17, 2025

GVB RFP 2025-004 Destination Marketing Services in the Philippines

To correct Section 1.7 of the Request for Proposal

Section 1.7 in this RFP is amended to read:

1.7 DELIVERY OF PROPOSALS

Original submission may be delivered to GVB as described in Section 1.3. All proposals shall be sealed and delivered or mailed to:

ATTN: GERALD S.A. PEREZ
GVB Acting President and CEO
401 Pale San Vitores Road
Tumon, Guam 96913

Mark package(s): YOUR COMPANY NAME
SUBMISSION IN RESPONSE TO
GVB RFP NO. 2025-004
DESTINATION MARKETING SERVICES IN THE PHILIPPINES
CONFIDENTIAL DOCUMENT ENCLOSED

Note: Please ensure that if a third-party carrier (Federal Express, Airborne, UPS, USPS, etc.) is used, that it is properly instructed to deliver your proposal only to GVB at the address noted above and that the COVER of the package clearly identifies your company name and solicitation number and title. To be considered, a proposal must be received and accepted by GVB before the RFP closing date and time.

GERALD S.A. PEREZ
Acting President and CEO

*** NOTHING FOLLOWS ***