



GVB RFP 2025-011
Integrated Marketing & Community Engagement
July 25, 2025

GVB RESPONSE TO QUESTIONS RECEIVED FOR THIS SOLICITATION:

1. Are there any additional insights or data from recent visitor feedback surveys that GVB can share with us?

GVB RESPONSE: Please refer to our Guam Visitors Bureau website at <https://www.guamvisitorsbureau.com/research/studies/exit-surveys>.

2. Would GVB be able to provide a list of events or campaigns for FY25 and FY26 that we should include in our planning?

GVB RESPONSE: Please refer to our visitguam website, which lists a schedule of events planned for FY2025/FY2026 at <https://www.visitguam.com/events/featured-events/>.

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 not limited to, the Director of Global Marketing, Director of Destination Development, GVB Senior Destination Specialist, GVB PIO, GVB Information Technology Administrator and the GVB Contract Procurement Administrator. 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 to fund this contract. Monies appropriated will be determined as needed based on the objectives and initiatives determined to be executed, subject to the availability of funds.

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

GVB RESPONSE: GVB intends to complete the procurement process for this project as soon as possible, which should go into effect upon signing the contract and is subject to the approval of the Board of Directors.

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: Vendor 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, development of messaging intended for 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.

7. We are considering submitting a response to RFP 2025-011 and would like to better understand the anticipated budget for the first year. This will help us determine whether we can service your needs appropriately. Given Guam's unique location and requirements, we want to ensure that any proposal we submit is realistic and financially viable.

GVB RESPONSE: See response to #4.

It is highly recommended that all potential offerors read through the entire Request for Proposals to fully understand what is required for this service.



GERALD S.A. PEREZ
Acting President and CEO