



This communication is being sent to you as instructed by Mrs. Joann G. Camacho, GVB General Manager.

COMBINED QUESTIONS & ANSWERS FOR TOURISM DESTINATION REPRESENTATION SERVICES IN CHINA

08/22/11 GVB Q&A FOR RFP 2011-012

Question #1:

Can you please send me your strategic 5 year plan?

GVB Response:

You may find our 5-year plan on our website (www.visitguam.org) under About GVB.

Question #2:

What have you done to develop the China market?

GVB Response:

Please see our annual reports posted on our website.

Question #3:

3. What is the budget for China market 2011-12?

GVB Response:

Government of Guam Procurement Policy does not allow us to discuss funding at this stage of the RFP process.

Question #4:

What is the Chinese, Japanese, Korean arrivals in the last 5 years?

GVB Response:

Please see our annual reports posted on our website under Downloads.

Question #5:

Do we need to submit you the monthly retainer fee in the proposal or we can negotiate later?

GVB Response:

Either is allowed. If selected as the best offeror, GVB will contact and start the negotiation process of the RFP.

Question #6:

BTW, it is very difficult to log on the website: www.visitguam.org.



GVB Response:

Please try and access our main website through our China site at www.visitguamusa.com.cn.

Question #7:

In page 1, line 10, about the fee, when shall we transfer the US\$ 25.00 fee to GVB? Can you email us the relevant invoice?

GVB Response:

The US\$25.00 fee is payable by interested companies that come to the GVB office to obtain a copy of the RFP. Those interested companies overseas may download the RFP from our website (www.visitguam.org). You can also access our English website through our China site at www.visitguamusa.com.cn

Question #8:

In page 9, about the item “Best and Final Offer”, can we have the information of the annual budget of GVB or the expense of the latest years for reference? So we can make proper proposal according to this price data.

GVB Response:

In accordance with the Government of Guam Procurement regulations we are unable to discuss funding at this stage of the RFP.

Question #9:

Will GVB participate in the CIBTM 2011 scheduled from August 31st to September 1st in Beijing? If so, can we have the opportunity to have a face to face talk with you or somebody about the proposal?

GVB Response:

GVB is not participating in the CIBTM 2011.

Question #10:

Can you clarify what is the expectation about marketing for Micronesia?

GVB Response:

As stated in our RFP under the “Scope of Work” section; #5, major emphasis/focus will always be on Guam as the main destination but marketing may be provided to all or part of Micronesia. Meaning, our representative in the country can include the Micronesia region in their marketing activities should GVB head office agree that doing so will result in more awareness of Guam and more Chinese visitors to Guam.

Question #11:

Is there budget reference that you can provide from your other representation offices such as Hong Kong or Taiwan?

GVB Response:

Government of Guam Procurement Policy does not allow us to discuss funding at this stage of the RFP process.

Question #12:

Can you provide some details regarding your previous efforts in China and staffing or service delivery in China? It is our understanding that you do or have had staff operating in China for the past several years. Why are you considering working with a new company or developing a new service structure for you in China?



GVB Response:

Yes, you are correct. We have a marketing representative contracted, for the past several years, with office in Shanghai. The RFP process is a Government of Guam Procurement required by law. In regards to previous efforts in China, you can find the GVB annual report on our website.

Question #13:

Approximately how many Chinese visitors arrived in Guam in the past 12 months?

GVB Response:

Again, you can look at the Chinese visitor arrival information on our website.

Question #14:

Do you have any information that can be shared regarding the possible visa waiver program that might be implemented in the future?

GVB Response:

This matter is still being sought by our local government leaders and the US federal government in Washington DC.

Question #15:

Do you have specific approved budget allocations for general management, marketing, advertising, promotions, internet and media communications? Or are you exclusively looking for our recommendations regarding these items for possible consideration on a project or module basis? In this case, we assume that you are only looking for an overall general management proposal with a budget, and then just recommendations for marketing, advertising, promotions, internet and media communications without a budget. Please confirm.

GVB Response:

Per our Procurement regulations, we are unable to discuss funding. Please refer to the RFP information regarding the necessary information proposers need to submit with their proposal.

Question #16:

Can we request a pre-proposal conference to discuss these items, is there a specific procedure for requesting a pre-proposal conference and can this conference be conducted by telephone?

GVB Response:

As per the RFP, GVB will determine if a pre-proposal conference is necessary and will schedule if so. For any questions regarding the RFP, we have provided a Q&A time period.

Question #17:

The RFP requests a proposal for standalone office space in Beijing, Shanghai and Guangzhou? Are we correct in understanding that you wish to develop an independent office with unique and dedicated staff to be overseen by our company and yet reporting directly to you?

GVB Response:

The RFP states that we are looking for a Tourism Destination Marketing Representation Services in China with an office located in Beijing and ideally, branch offices in other cities, such as, Shanghai and Guangzhou. The designated staff to oversee the contractual services for GVB will need to communicate regularly with the GVB head office on Guam, Marketing Department.



Question #18:

Our company maintains offices and staffing in Beijing and Shanghai. However, we do not presently have staffing and office space in Guangzhou. However, we can establish such. Does this preclude us from qualifying for the contract?

GVB Response:

No.

Question #19:

In respects to the primary module efforts outlined in the RFP, which are of most importance to Guam? Advertising and promotions? Marketing and Internet development? Tour operator and travel agent sales development? FIT and ex-pat tourism development? Essentially we're asking if you are looking more for an advertising and PR company or for a sales company.

GVB Response:

GVB is looking for a Tourism Destination Marketing Representation Services in China which as stated includes all the activities you have mentioned.

Question #20:

Will you be sharing questions and answers with all of the bidders?

GVB Response:

Yes, as required by our Procurement Policy.

NO OTHER QUESTIONS

/s/

Joann G. Camacho
General Manager

