

REQUEST FOR PROPOSAL
MVA-RFP-06-2265
REPRESENTATION, PROMOTIONAL AND PUBLIC RELATION SERVICES
FOR THE JAPAN MARKET

Governor Juan N. Babauta and Lieutenant Governor Diego T. Benavente, through the Marianas Visitors Authority (MVA), are requesting for proposals from interested individuals or companies to provide the MVA with representation, promotional and public relation services in Japan for one year, with an option to renew for two (2) years.

The proposals will be evaluated on the proposer's ability and qualifications to perform the following and will be weighted by the percentage figure that follows:

TECHNICAL CRITERIA:

1. Develop a detailed media plan outlining public relation activities to expand and stimulate the CNMI's tourism market in Japan. (20%);
2. Provide timely market information, which affects Japan outbound travelers to the CNMI. This includes, but is not limited to, market information gathering, providing statistical data of outbound visitors, travel trend analysis, competitive market information in relation to other destinations, meeting and consulting with airlines, travel & tour operators and all travel industry members in Japan to better position the CNMI for increased visitor arrivals. Provide written monthly activity reports and other pertinent activities. (10%);
3. Answer all in-country inquiries: phone, fax, mail, e-mail, and disseminate information about CNMI tourist attraction and facilities. (10%);
4. Advise the MVA on the economic conditions in Japan and its influence on investment and travel to the CNMI. (10%);
5. Advise the MVA of all opportunities in Japan relating to advertising and promoting the CNMI and make recommendations to allow the CNMI to receive maximum promotional exposure including ad placements, familiarization tours and public relation activities. Meet with interested travel industry and consumer media members whose coverage could give the CNMI spot exposure and to secure additional positive public relations. (10%);
6. Review draft brochures and materials for accuracy, represent MVA at travel/trade fairs, other travel industry functions and consumer promotions as approved by the MVA. (10%);
7. Coordinate sales promotion seminars with air carriers, tour operators and other travel industry members to insure that current information will be distributed in a timely fashion. Conduct sales calls/in-house sales presentations with potential/related tour operators, retail travel agencies outlets and corporate office locations. Stimulate interest in selling the CNMI as a destination. Provide timely information and materials about the CNMI as directed by the MVA. (20%);
8. Undertake marketing endeavors including the creation and maintenance of an MVA website for Japan. (10%)

COST PROPOSAL:

Price is also a factor that will be considered in addition to the technical merit of the proposal. As proposals become more equal in technical merit, the importance of price will increase. Proposers must submit a list of various proposed formulas upon which the company's fees could be based, to include the overall fee being charged by the company. The government reserves the right to award this project to other than the lowest priced proposal.

OTHER REQUIREMENTS AND INFORMATION:

- The term of the contract will be for a period of twelve months from October 1, 2005 to September 30, 2006, with an option to renew for additional two years. The budget for the approved contract may not exceed \$1,000,000.00 USD for the first year of the contract period.
- Proposals must be received at the Office of the Director, Division of Procurement and Supply, Lower Base, Saipan, no later than 3:00 p.m., Friday, June 3, 2005.
- Proposals may be mailed to the following address: The Division of Procurement and Supply, P.O. Box 10008, Saipan, MP 96950. All proposals must be submitted in English.
- All proposals must be sealed and marked MVA-RFP-06-2265 and submitted with original and three copies.
- Proposals that are submitted from vendors outside of the CNMI must be postmarked by June 3, 2005 and must be received within (7) seven working days from that date. Proposers from outside of the CNMI must notify the Director of P&S in writing, of their intent to submit a proposal not later than 3:00 p.m. (Saipan time) on June 3, 2005, in order to receive this additional seven days for the receipt of the actual proposal documents. This notice of intent to submit a proposal may be any mode of written communication including facsimile (670) 664-1515; or email to procurement@gtepacifica.net.
- Each proposer must disclose any potential conflict of interest in working with the MVA.
- Each proposal must include a bio-data of key personnel and listing of three references for each of those individuals from the proposal company who would be handling the MVA account.
- Applications for local business preference may be obtained from the Division of Procurement and Supply and must be submitted with the proposal if preference is claimed.
- Discussions will be conducted with responsible offerors, who submitted proposals determined to be reasonable susceptible of being selected for award, for the purpose of clarification and ensure full understanding of, and responsiveness to proposal requirements. Offerors will be accorded fair and equal treatment with respect to opportunity for discussion and revision of proposals, and such revisions may be permitted after submission and prior to award for the purpose of obtaining the best and final offer. In conducting discussions, there shall be no disclosure of any information derived from proposals submitted by competing offerors.

- The MVA reserves the right to reject any or all proposals and to waive any defects, if it is in the best interest of the government. All proposals will become the property of the MVA.
- Questions may be directed to the Marianas Visitors Authority during working hours of 8:00 a.m. to 5:00 p.m., Monday through Friday, except holidays. Telephone no. (670) 664-3200; Facsimile no. (670) 664-3237; or Email: mva@mymarianas.com; Attn: Vicky Benavente, MVA Managing Director.

/s/ Herman S. Sablan
Director, Procurement and Supply

/s/ Vicky I. Benavente
Managing Director, MVA

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SCOPE OF WORK/ STATEMENT OF MINIMUM REQUIREMENTS

Agency shall provide marketing, internet, and public relation services to the MVA and assist the MVA with its mandate to promote tourism to the Northern Mariana Islands as requested in MVA-RFP-06-2265.

Agency will provide these services after the agency and the MVA mutually agree in writing to the proposed marketing/public relation plan. Agency's services shall include, but not be limited to the following:

1. Make promotional/marketing recommendations that will be used to develop plans to promote the Northern Mariana Islands tourism industry to Japanese tourists;
2. Make recommendations to CNMI to further promote Japan tourism and investment in tourism facilities in the CNMI;
3. Conduct programs to advertise, publicize and promote tourism from Japan to the Northern Marianas Islands, with the objective of increasing the number of visitors from Japan to the Northern Mariana Islands;
4. Secure at least two unpaid programs on the CNMI on Japanese TV;
5. Monitor media coverage of the CNMI and submit summary English translation of all coverage in the form of a clipping report;
6. Study and survey tourist preferences and needs, focusing on the outbound Japan tourism market, and report these findings to MVA;
7. Promote Japan investment in the CNMI;
8. Advise MVA on travel trends and developments in Japan impacting the CNMI tourism industry;
9. Make regular sales calls on travel agents, tour wholesalers, airlines, and tour operators on a national basis;
10. Coordinate meetings for the Japan Marianas Tourism Club on a regular basis;
11. Answer mail and telephone inquiries concerning the Northern Marianas and provide information on the tourist attractions and facilities via a dedicated MVA phone line;
12. Maintain visual materials (positive films and promotional videos) concerning the Northern Marianas for rental use by media and travel trade;

13. Have a brochure display area in Tokyo for consumers and travel trade representatives who are seeking to collect information on CNMI tourism;
14. Advise MVA on the economic development in Japan and its impact on tourism and investment in the Northern Mariana Islands;
15. Maintain current contact with airlines servicing the Northern Mariana Islands, hotel representatives, Guam Visitors Bureau, and other appropriate organizations in order that important information may be gathered, shared and reported to MVA;
16. Coordinate and monitor a media plan with advertising agencies to insure that the Northern Mariana Islands receives the best appropriate exposure, and at the same time to insure that the media plan is implemented within the identified time period;
17. Assign a representative to work with tour operators, airlines, personnel of different magazines, and advertising agencies so the Northern Mariana Islands will receive maximum publicity;
18. Recommend to MVA policies relating to advertising and promotion of the Northern Mariana Islands in Japan;
19. Recommend to MVA advertising and promotional strategies to enable the Northern Mariana Islands to receive maximum promotional exposure to further enhance and improve the Northern Mariana Islands tourism industry;
20. Review draft brochures for accuracy and to insure that the information contained therein furthers the promotion of the Northern Mariana Islands;
21. Provide translation services from English to Japanese, or vice versa, on brochures and documents as requested by MVA;
22. Coordinate and represent MVA on the following trade shows wherein the budget of each is inclusive of contract amount;
 - a. Diving Festival
 - b. Kudos Travel Fair
 - c. Marine Diving Fair
 - d. Osaka Tour Expo
 - e. Nagoya Trade Fair
 - f. Japan Golf Fair
 - g. Shimbashi Koichi Festival
 - h. Domanaka Matsuri Festival
23. Coordinate and represent MVA on other travel industry functions and consumer promotions as approved by MVA;
24. Coordinate media and familiarization trips to the CNMI;
25. Coordinate annual trade seminars in major cities as well as joint sales promotion seminars with the different airlines, tour operators and hotel representatives servicing the Northern Mariana Islands, to ensure that current information on Northern Mariana Island's tourist attractions and

facilities are timely given to those with interest in the CNMI and selected travel trade companies;

26. Plan and coordinate joint marketing activities with airlines servicing the CNMI from Japan;
27. Monitor monthly travel statistics of Japan outbound travel and to recommend courses of action necessary to counteract any perceptible tourist traffic decline to the CNMI;
28. Provide office and communication facilities necessary to effectuate all activities required by this Contract;
29. Provide storage facilities for MVA collaterals;
30. Provide other and further assistance as requested by MVA that is necessary to further any and all promotional campaigns;
31. Use best efforts to ensure that the contractor fulfills the needs and interest of MVA and the people of the Commonwealth of the Northern Mariana Islands;
32. Prepare, print and distribute at least four press releases per month concerning tourism to the Northern Mariana Islands to key Japanese media representatives;
33. Prepare, print, and distribute a monthly newsletter;
34. Submit a monthly activity report, in English, detailing the following:
 - a. Number of telephone inquiries received;
 - b. Number of mail inquiries received;
 - c. Number of walk-in visitors;
 - d. Names of tour operators, tour wholesalers, airlines personnel met during the month with a brief summary of such meeting;
 - e. Names and addresses of potential investors with a brief summary outlining the interest such investors have in the Northern Mariana Islands;
 - f. Information of the Japan tourism industry personnel changes, new developments considered by the industry, changes in airline schedules and routes; and
 - g. Recommendations to further promote tourism and investment in the Northern Mariana Islands.
35. Provide the MVA with a set of two master copies of all creative products to be owned by the MVA and can be used in any manner deemed necessary for leveraging tourism in Japan and other travel markets. The agency will ensure that the MVA retains rights to all paid for creative used and designed for by the agency;

36. Provide on a monthly basis the promotional and public relation activities and other relevant information conducted on Japan. This information will be included in our monthly newsletter that is disseminated to our members and public sectors;
37. Provide a detailed summary of the highlights of activities undertaken during the fiscal year to be included in the annual report;
38. Provide ongoing website support and development on current site: www.mymarianas.com
Responsibilities should include but not limited to the following:
 - a. Integrate the online environment with all of MVA's traditional marketing activities as well as enhance MVA's operational structure;
 - b. Develop a graphic look that matches the MVA branding and improves the overall download time of the site;
 - c. Market web-site in Japan to maximize number of hits per month, including search engine optimization, key word registration, internet marketing, links programs, etc;
 - d. Track and monitor the site traffic and users on a monthly basis;
 - e. Provide monthly maintenance of the website including, but not limited to, content and image update; and
 - f. Provide online promotion.
39. Attend general membership meetings held in Saipan and make presentations on market updates;
40. Travel to the CNMI upon request by MVA. The expenses incurred shall be paid by MVA from budgeted funds other than funds allocated under the contract; and
41. Audit and make payment of all charges not enumerated within this scope of work and incurred on MVA's behalf to be paid to subcontractors following the written pre-approval of MVA.