



AMENDMENT NO. 1 FOR

GVB RFP NO. 2018-008

TOURISM DESTINATION MARKETING REPRESENTATION SERVICES IN JAPAN

October 23, 2018

GVB hereby amends APPENDIX A PROPOSAL OUTLINE & CONTENTS,  
APPENDIX A-5: Leisure and Group/MICE KPI Worksheet as follows:

**APPENDIX A-5: Leisure and Group/MICE KPI Worksheet**

(The electronic copy of the Leisure and Group/MICE KPI worksheet in Excel is included in the packet for this RFP on the GVB website at [www.guamvisitorsbureau.com](http://www.guamvisitorsbureau.com) (click on the link to GVB RFP No. 2018-008).

**Key Performance Indicators (KPIs): Provided by Offeror**

**(a) Sales Measures**

• **Visitor Arrivals**

- Leisure target goal pax
- Group/MICE target goal pax
- Total arrivals goal pax

• **Overall Visitor Spend**

• **Average Length of Stay**

• ~~Hotel Occupancy and Rate~~

• **Airline Targets**

- Regular airline
  - Annual number of airlines seats
  - Average load factor
- Charter airline seats
  - Annual number of charter flight seats
  - Average load factor

  
**JON NATHAN DENIGHT**  
**GVB PRESIDENT & CEO**