



Leon County

Board of County Commissioners

301 South Monroe Street, Tallahassee, Florida 32301
(850) 606-5302 www.leoncountyfl.gov

Purchasing Division
1800-3 Blair Stone Road
(corner of Miccosukee and
Blair Stone Roads)
Tallahassee, Florida 32308
(850) 606-1600

Commissioners

BILL PROCTOR
District 1

JANE G. SAULS
District 2

JOHN DAILEY
District 3

BRYAN DESLOGE
District 4

KRISTIN DOZIER
District 5

MARY ANN LINDLEY
At-Large

NICK MADDOX
At-Large

VINCENT S. LONG
County Administrator

HERBERT W.A. THIELE
County Attorney

May 14, 2014

RE: RFP Title: Request for Proposals for Tourism Research Services
ITN No: BC-05-20-14-29
Opening Date: Tuesday, May 20, 2014 at 2:00 p.m. Eastern Time

ADDENDUM #1

Dear Vendor:

This letter serves as Addendum #1 for the above referenced project.

1. Questions submitted by vendors are answered in the attachment to this addendum for your consideration.
2. Exhibit 1 – STR Report has been added to this solicitation for vendor reference. This exhibit is attached to this addendum and may also be downloaded in Excel format from the County Purchasing Website at <http://www.leoncountyfl.gov/purchasing/plans&specs>.

Acknowledgment of this addendum is required as part of your bid submittal. Failure to acknowledge this addendum may result in rejection of your bid.

Should you have any questions, feel free to call me at (850) 606-1600.

Sincerely,

Shelly Kelley, PMP
Purchasing Director

SWK

Enc.

Answers to Vendor Submitted Questions
RFP BC-05-20-14-29

Question #1:	Are in-person interviews (intercept surveys) required for the portion of survey completes or can we suggest other methodologies?
Answer:	The RFP stipulates that other methodologies may be suggested and submitted.
Question #2:	How large is your in-house inquiry/visitor list? Also is this list primarily emails, phone numbers or both?
Answer:	The opt-in database is 18,839. The list is only email addresses.
Question #3:	Does the Leon County Board or any partner organizations such as Visit Tallahassee subscribe to Smith Travel Research (or any other lodging market performance report) that they would be able share with the contracting firm(s) for the sole purpose of completing the economic impact and value of tourism segment of the RFP?
Answer:	We do receive a monthly Smith Travel Research (STR) Report for Leon County that includes approximately 85% of all properties. The most recent STR Report is attached to this addendum as Exhibit 1 and may also be downloaded in Excel format from the County Purchasing Website at http://www.leoncountyfl.gov/purchasing/plans&specs .

Exhibit 1 - STR Report



United Kingdom
Blue Fin Building
110 Southwark Street
London SE1 0TA
Phone: +44 (0)20 7922 1930
Fax: +44 (0)20 7922 1931
www.strglobal.com

United States
735 East Main Street
Hendersonville
TN 37075
Phone: +1 (615) 824 8664
Fax: +1 (615) 824 3848
www.str.com

Visit Tallahassee

For the Month of March 2014

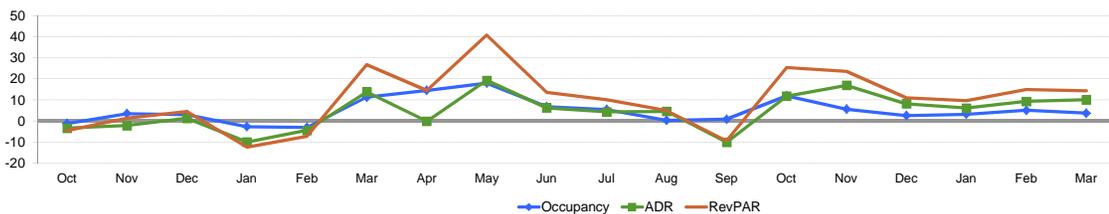
Date Created: Apr 17, 2014

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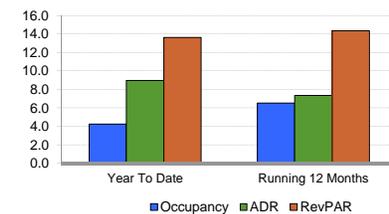


Exhibit 1 - STR Report

Monthly Percent Change



Overall Percent Change



Occupancy (%)	2012			2013									2014					
	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar
This Year	54.2	54.2	46.1	49.4	61.8	67.4	61.8	59.5	63.1	56.1	63.6	52.2	60.7	57.3	47.4	51.1	64.9	70.0
Last Year	54.8	52.3	44.7	50.8	63.6	60.5	54.0	50.4	59.0	53.1	63.3	51.7	54.2	54.2	46.1	49.4	61.8	67.4
Percent Change	-1.1	3.6	3.1	-2.6	-2.9	11.4	14.6	18.1	6.9	5.6	0.4	0.9	12.1	5.7	2.7	3.3	5.2	3.8

Year To Date				Running 12 Months		
2012	2013	2014		2012	2013	2014
58.1	59.4	61.9		53.8	55.3	58.9
56.4	58.1	59.4		54.2	53.8	55.3
3.1	2.2	4.3		-0.9	2.9	6.5

ADR	2012			2013									2014					
	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar
This Year	94.68	90.00	72.49	76.01	79.84	86.90	86.03	88.21	77.00	72.89	78.98	83.57	105.93	105.31	78.47	80.75	87.36	95.73
Last Year	97.93	91.91	71.52	84.34	83.50	76.31	86.07	73.93	72.45	69.81	75.49	92.89	94.68	90.00	72.49	76.01	79.84	86.90
Percent Change	-3.3	-2.1	1.4	-9.9	-4.4	13.9	0.0	19.3	6.3	4.4	4.6	-10.0	11.9	17.0	8.2	6.2	9.4	10.2

Year To Date				Running 12 Months		
2012	2013	2014		2012	2013	2014
81.17	81.46	88.78		81.09	80.96	86.93
78.15	81.17	81.46		76.46	81.09	80.96
3.9	0.4	9.0		6.1	-0.2	7.4

RevPAR	2012			2013									2014					
	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar
This Year	51.31	48.79	33.43	37.57	49.30	58.58	53.17	52.45	48.55	40.86	50.22	43.59	64.33	60.34	37.16	41.23	56.74	66.98
Last Year	53.68	48.10	31.98	42.81	53.10	46.19	46.44	37.23	42.73	37.07	47.81	48.02	51.31	48.79	33.43	37.57	49.30	58.58
Percent Change	-4.4	1.4	4.5	-12.2	-7.1	26.8	14.5	40.9	13.6	10.2	5.0	-9.2	25.4	23.7	11.2	9.7	15.1	14.3

Year To Date				Running 12 Months		
2012	2013	2014		2012	2013	2014
47.17	48.39	54.99		43.60	44.79	51.23
44.05	47.17	48.39		41.47	43.60	44.79
7.1	2.6	13.6		5.1	2.7	14.4

Supply	2012			2013									2014					
	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar
This Year	184,946	178,980	184,946	184,946	167,020	181,350	175,500	181,350	175,500	181,350	181,319	175,470	175,739	170,070	175,739	175,739	158,732	178,715
Last Year	177,134	171,180	179,893	179,862	162,456	179,862	174,060	179,862	178,980	184,946	184,946	178,980	184,946	178,980	184,946	184,946	167,020	181,350
Percent Change	4.4	4.6	2.8	2.8	2.8	0.8	0.8	0.8	-1.9	-1.9	-2.0	-2.0	-2.0	-5.0	-5.0	-5.0	-5.0	-1.5

Year To Date				Running 12 Months		
2012	2013	2014		2012	2013	2014
522,180	533,316	513,186		2,120,144	2,163,962	2,105,223
526,140	522,180	533,316		2,146,320	2,120,144	2,163,962
-0.8	2.1	-3.8		-1.2	2.1	-2.7

Demand	2012			2013									2014					
	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar
This Year	100,228	97,013	85,290	91,416	103,138	122,245	108,470	107,822	110,657	101,656	115,282	91,528	106,721	97,443	83,227	89,736	103,092	125,043
Last Year	97,088	89,579	80,438	91,297	103,311	108,855	93,910	90,565	105,575	98,211	117,130	92,525	100,228	97,013	85,290	91,416	103,138	122,245
Percent Change	3.2	8.3	6.0	0.1	-0.2	12.3	15.5	19.1	4.8	3.5	-1.6	-1.1	6.5	0.4	-2.4	-1.8	0.0	2.3

Year To Date				Running 12 Months		
2012	2013	2014		2012	2013	2014
303,463	316,799	317,871		1,139,938	1,197,246	1,240,677
296,539	303,463	316,799		1,164,297	1,139,938	1,197,246
2.3	4.4	0.3		-2.1	5.0	3.6

Revenue	2012			2013									2014					
	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar
This Year	9,489,831	8,731,578	6,183,090	6,948,673	8,234,734	10,623,280	9,331,869	9,511,295	8,521,077	7,409,569	9,105,041	7,648,566	11,305,222	10,261,589	6,530,744	7,245,749	9,005,839	11,970,105
Last Year	9,508,167	8,233,422	5,753,015	7,700,184	8,626,059	8,307,223	8,083,002	6,695,607	7,648,458	6,855,975	8,841,722	8,594,306	9,489,831	8,731,578	6,183,090	6,948,673	8,234,734	10,623,280
Percent Change	-0.2	6.1	7.5	-9.8	-4.5	27.9	15.5	42.1	11.4	8.1	3.0	-11.0	19.1	17.5	5.6	4.3	9.4	12.7

Year To Date				Running 12 Months		
2012	2013	2014		2012	2013	2014
24,633,466	25,806,687	28,221,693		92,438,439	96,930,256	107,846,665
23,174,217	24,633,466	25,806,687		89,017,792	92,438,439	96,930,256
6.3	4.8	9.4		3.8	4.9	11.3

Census %	2012			2013									2014					
	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar
Census Props	64	64	64	64	64	63	63	63	63	63	63	63	61	61	61	61	61	62
Census Rooms	5966	5966	5966	5966	5985	5850	5850	5850	5850	5850	5849	5849	5669	5669	5669	5669	5669	5765
% Rooms Participants	85.9	85.9	84.3	84.3	84.3	85.9	85.9	85.9	85.9	85.9	84.2	84.2	85.4	83.1	85.4	85.4	85.4	81.8

A blank row indicates insufficient data.

Source 2014 SMITH TRAVEL RESEARCH, Inc.

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Tab 4 - Help

All data is processed by STR using both the current and historical sampling of hotels.

Exhibit 1 - STR Report

For further questions about the methodology used to produce our reports, please email destin@str.com

Average Daily Rate (ADR)

Room revenue divided by rooms sold, displayed as the average rental rate for a single room.

Census (properties and rooms)

The number of properties and rooms that exist in our database for the area(s) or segment(s) shown on the rep

Country

A geographic area that has internationally recognized boundaries, an organized economy, and a sovereign government. It is typically recognized by the International Organization for Standardization (ISO)

Demand (Rooms Sold)

The number of rooms sold or rented (excludes complimentary rooms)

Exchange Rate

The factor used to convert revenue from U.S. Dollars to the local currency. The exchange rate data is obtained from a third party. Any aggregated number in the report (YTD, Running 3 month, Running 12 month) uses the exchange rate of the reporting period.

Market

A geographic area within a country. Markets are defined by STR and STR Global

Occupancy (Occ)

Rooms sold divided by rooms available multiplied by 100. Occupancy is always expressed as a percentage of available rooms.

Percent Change

Amount of growth - up, flat, or down - this period versus same period last year (month or year-to-date). Calculated as $\frac{\text{Current Period} - \text{Previous Period}}{\text{Previous Period}} \times 100$

Revenue (Room Revenue)

Total room revenue generated from the sale or rental of rooms.

RevPAR (Revenue Per Available Room)

Room revenue divided by rooms available.

Sample or % Room Participants

The percent of rooms from which STR receives data. Calculated as $\frac{\text{Sample Rooms}}{\text{Census Rooms}} \times 100$

Sub-Market

A geographic sub-area within a Market. Sub-markets are defined by STR and STR Global

Supply (Rooms Available)

The number of rooms times the number of days in the period.

Twelve Month Moving Average

Measures (Occ, ADR, RevPAR, Supply, Demand, Revenue) are calculated using the sum of the values of the given period divided by 12.

WD (Weekday)

Average of Sunday through Thursday

WE (Weekend)

Average of Friday and Saturday

Year-to-date

Measures (Occ, ADR, RevPAR, Supply, Demand, Revenue) are calculated using the sum of the values from January through the reporting period.