

Integrated Insight, Inc.
Client Services Contract
Addendum A-1 – OIA Research Intercepts

This Addendum A-1 is entered into as of March 19, 2019 between Orlando/Orange County Convention & Visitors' Bureau, Inc. ("Visit Orlando") and Integrated Insight, Inc. ("Service Provider") and is pursuant to, and made a part of and governed by, the Client Services Contract between Visit Orlando and Service Provider dated October 17, 2018 ("Agreement"). In addition to the services to be performed by Service Provider pursuant to the Agreement and any other Addendums now or hereafter existing under the Agreement, Service Provider shall perform and deliver the services and deliverables as specified below and in Addendum B-1.

Client Name: Visit Orlando

Project: Visitor Center Intercepts (see Addendum B-1)

Project Number: 11006

Term: January 1, 2019 – December 31, 2019

Project Fees: \$25,000

Terms:

Wave 1: Easter/Spring Break - \$12,500

Wave 2: Summer - \$12,500


Agreed and Accepted:

Orlando/Orange County Convention & Visitors Bureau, Inc.

By:

Print Name:

Title:

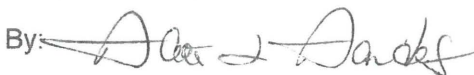

Lacey Henriksen
COO/CEO

Integrated Insight, Inc.

By:

Print Name:

Title:


SCOTT T. SANDERS
PRESIDENT

Addendum B-1

BACKGROUND AND OBJECTIVES

This is a continuation of the 2018 Visitor Center interviews.

Data collection will need to be conducted in two waves with 400-500 completes per wave over a two to three week period:

- Easter/Spring Break
- Summer

Contracted services should include:

- Sample design and edits to the survey
- Managing all aspects of data collection
- Data processing and data file creation

PROPOSED APPROACH

Integrated Insight will conduct the following tasks in support of the project:

- Hire, train, supervise and manage all aspects of data collection at OVC;
- Process survey data after each wave and prepare a data file in SPSS or Excel;

To achieve approximately 400 completed surveys per wave, gather sample within 2-3 weeks, and keep interviewing costs reasonable, we recommend conducting interviews during 19 days each period, ten hours per day. With 70 groups per day, this will require a 30% response rate. In addition, we will have some guests self-administer the survey when volume is at its peak. Given only one interviewer will be present at one time, self-service will not reduce labor costs, but can help increase the number of surveys gathered. With both administered and self-service in play, we hope to achieve 500 surveys per wave. All non-English visitors will be self-administered.

Deliverables will be in the form of a clean .csv or .sav file at the conclusion of field work for each wave. The data file will not include coding of open-end responses, but any open-end responses will be part of the data set.