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HTA Awards Marketing Contracts for United States, Canada, Japan and Global MCI

HONOLULU – The Hawai'i Tourism Authority (HTA), the state's tourism agency, announced today the awarding of marketing contracts on behalf of the Hawaiian Islands for the United States, Canada and Japan, and for Global Meetings, Conventions and Incentives (MCI) group business.

HTA issued a Request for Proposal (RFP) for each of the four new marketing contracts on March 10. Based on the quality of proposals, a list of finalists was determined and presentations made to HTA. The winning contractors are as follows:

- RFP 16-14: **United States: Hawai'i Visitors and Convention Bureau, Honolulu**
The Hawai'i Visitors and Convention Bureau (HVCB) receives a two-year contract to provide leisure travel and MCI marketing services, with HTA having the option to extend the agreement with one-year contracts for up to three additional years.
- RFP 16-15: **Canada: VoX International Inc., Ontario, Canada**
VoX International, Inc. receives a one-year contract to provide leisure travel and MCI marketing services, with HTA having the option to extend the agreement with one-year contracts for up to three additional years.
- RFP 16-16: **Japan: a.link LLC, Honolulu**
a.link LLC receives a two-year contract to provide leisure travel and MCI marketing services, with HTA having the option to extend the agreement with one-year contracts for up to three additional years.
- RFP 16-18: **Global MCI: Business Events Hawai'i, Inc., Honolulu**
Business Events Hawai'i, Inc. receives a one-year contract, with HTA having the option to extend the agreement with one-year contracts for up to three additional years.

The U.S. and Japan contracts are for two-year terms, recognizing the significance of the markets and breadth of operations. All of the new contracts have a start date of January 1, 2017.

George D. Szigeti, HTA president and CEO, commented, "HVCB and a.link have done a great job promoting the Hawai'i travel experience in our two largest markets, the mainland U.S. and Japan, respectively, and we are very pleased to be partnering with them going forward. We welcome VoX International and Business Events Hawai'i to our global marketing team. VoX International impressed us with their proposal to revitalize the Canada market. Business Events Hawai'i combines local expertise with international contacts to create new opportunities for group and business travel.

"Over the past nine months we have completed the RFP process to secure HTA's 10 global marketing contractors. In doing so we have established new expectations and measures of accountability to ensure Hawai'i's tourism industry is benefiting from aggressive, forward-thinking marketing and that taxpayer dollars are being used effectively to support the State's largest industry."

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About the Hawai'i Tourism Authority

The [Hawai'i Tourism Authority](#) is responsible for strategically managing the State of Hawai'i's marketing initiatives to support tourism. HTA's goal is to optimize tourism's benefits for Hawai'i, while being attentive to the interests of travelers, the community and visitor industry. Established in 1998 to support Hawai'i's leading industry and largest employer, HTA continually strives to help ensure the sustainability of tourism's success.

For more information about HTA, please visit www.hawaiitourismauthority.org. Follow updates about HTA on Facebook, Twitter (@HawaiiHTA) and its YouTube Channel.

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