



Hawai'i Tourism Authority

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NEWS RELEASE

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HTA Release (12-02)

HTA ANNOUNCES INTENT TO RELEASE RFP FOR PRE-VISIT EXTERNAL DESTINATION MARKETING SERVICES FOR NORTH AMERICA AND CANADA LEISURE MARKET

HONOLULU, HAWAII—I—The Hawai'i Tourism Authority (HTA), the state's tourism agency, is preparing for a Spring 2012 release of a request for proposals (RFP) for qualified applicants to provide fixed-priced, pre-visit destination marketing representation services for the leisure market in North America, including Canada, which will drive incremental visitation and revenues for the state of Hawai'i and exceed established visitor related targets on a calendar year basis. The RFP to be issued (RFP No. HTA-12-03) will include the following:

- Integrated activities with the travel trade (retail and wholesale) and consumers through multi-faceted, traditional and non-traditional means;
- The development and facilitation of partnerships or other relationships with Hawai'i's visitor industry; and
- The development, deployment and management of an integrated annual tourism marketing program that will drive visitation from leisure travelers and increase visitor expenditures for the Hawaiian Islands.

The new contract to be awarded under this RFP will replace an existing contract that terminates on Dec. 31, 2012, with a period of performance under the new contract through Dec. 31, 2014. The desired date to award a contract under this RFP is Aug. 1, 2012.

Inquiries regarding the RFP cannot be answered until the official RFP is released. To indicate preliminary interest or to receive notice of the RFP's official issuance, please email Mr. Winfred Pong: wpong@hawaiitourismauthority.org.

Established in 1998, the Hawai'i Tourism Authority, the state's tourism agency, is responsible for strategically managing tourism to optimize benefits for Hawai'i that integrates the interest of visitors, the community and visitor industry. Tourism is our state's leading economic driver and largest employer and the HTA continually works to ensure its sustainability well into the future. For more information on the HTA, please visit www.hawaiitourismauthority.org, find us on [Facebook](#) or follow us on [Twitter](#) (@HawaiiHTA).

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