



Hawai'i Tourism Authority

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NEWS RELEASE

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HTA Release (11-26)

HTA SELECTS CONTRACTORS FOR OCEANIA AND OTHER ASIA MARKETS

HONOLULU—The Hawai'i Tourism Authority (HTA), the state's tourism agency, today announced the selection of marketing contracts in the Other Asia market with AVIAREPS Marketing Garden (Holding Company) and the Oceania market with The Walshe Group Pty Ltd. Other Asia will focus on the major market areas of China, Hong Kong, Korea, Singapore and Taiwan and Oceania on Australia and New Zealand.

“We are pleased to continue working with AVIAREPS and The Walshe Group,” said Mike McCartney, president and CEO of the Hawai'i Tourism Authority. “The new contract for Hawai'i Tourism Asia and Hawai'i Tourism Oceania will integrate marketing strategies to better compete in a global marketplace and are consistent with the objectives of the HTA's Strategic Plan, to invest in initiatives that support our people, place and culture.”

AVIAREPS Marketing Garden (Holding Company), based out of Tokyo, Japan has been working with the HTA since 2004. Managing director Michael Merner leads Hawai'i Tourism Asia through offices in Shanghai, Beijing, Korea and Taiwan.

The Walshe Group Pty Ltd. has been working with the HTA since 2004. The Hawai'i Tourism Oceania offices are led by Darragh Walshe in New Zealand and Helen Williams in Australia.

Both contracts commence on January 1, 2012 and will end on December 31, 2013. The HTA will have the option to extend the term for an additional three-year period from January 1, 2014 through December 31, 2016. The one-year contract value for the Other Asia market is \$1.95 million and Oceania is \$1.1 million.

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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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