



# Hawai'i Tourism Authority

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## NEWS RELEASE

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HTA Release (11-29)

### HTA TO EXTEND CONTRACT FOR EUROPE

HONOLULU—The Hawai'i Tourism Authority (HTA), the state's tourism agency, announced today the cancellation of the procurement for the Request for Proposal (RFP) for the Europe major market area and will be extending the general sales agency contract with AVIAREPS Tourism.

Since 2009, AVIAREPS Tourism has represented the Europe market through the Hawai'i Tourism Europe offices in Germany and the United Kingdom. The HTA is in the process of negotiating an extension of the current contract as a general sales agency, which ends on Dec. 31, 2011, for a one-year term ending Dec. 31, 2012.

The HTA determined that it would be in the state of Hawai'i's best interest to reevaluate the requirements of the RFP before proceeding with any procurement for Europe. A procurement strategy for future program requirements will be developed to determine appropriate contract needs.

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.hawaiiitourismauthority.org](http://www.hawaiiitourismauthority.org), find us on [Facebook](#) or follow us on [Twitter](#) (@HawaiiHTA).

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