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Governor

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President and  
Chief Executive Officer

# Hawai'i Tourism Authority

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## NEWS RELEASE - UPDATED

For Immediate Release: April 4, 2011 (11-09)

### HTA TO ISSUE RFP FOR EXTERNAL MARKETING MANAGEMENT SERVICES ON APRIL 5

HONOLULU, HAWAI'I—The Hawai'i Tourism Authority (HTA), the state's tourism agency, announced that it will be issuing a request for proposals (RFP) for external tourism marketing management services on April 5, 2011. Under the following RFPs, the HTA will be seeking fixed-price proposals from qualified applicants to provide regional pre-visit destination marketing representation services and activities that drive incremental visitation and revenue for the state of Hawai'i from various Major Market Areas (MMA) described within the RFP:

- **RFP No. HTA-11-09**
  - Other Asia (China, Korea, Hong Kong, Singapore, Taiwan)
  - Oceania (Australia, New Zealand)
  - Europe (Germany, United Kingdom, France, Italy, Switzerland)
- **RFP No. HTA-11-10**
  - North America Meetings, Conventions and Incentives
- **RFP No. HTA-11-11**
  - Japan

The RFPs will be available beginning April 5, 2011 at the HTA office during normal business hours or online:

Address: Hawai'i Convention Center  
1801 Kalākaua Ave. First Floor  
Honolulu, Hawai'i 96815

On-line: [www.hawaii tourism authority.org](http://www.hawaii tourism authority.org)

Written proposals in response to the RFPs must be received no later than 4:30 p.m., HAST (Hawai'i-Aleutian Standard Time) on June 1, 2011. Selected applicants will be awarded a contract ending on Dec. 31, 2013, with an optional renewal for a three (3)-year contract for the period of Jan. 1, 2014 through Dec. 31, 2016.

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The Hawai'i Tourism Authority was created in 1998 to ensure a successful visitor industry well into the future. Its mission is to strategically manage Hawai'i tourism in a sustainable manner consistent with our economic goals, cultural values, preservation of natural resources, community desires, and visitor industry needs. For more information on the HTA, please visit [www.hawaiitourismauthority.org](http://www.hawaiitourismauthority.org).

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