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Hawai'i Tourism Authority Awards Contract for Visitor Education and Destination Brand Marketing & Management Services for Japan Market *New Three-year Contract Begins January 1, 2023*

HONOLULU – The Hawai'i Tourism Authority (HTA), the state agency responsible for holistically managing tourism and enhancing The Hawaiian Islands brand globally, today announced it has awarded a contract for visitor education and destination brand marketing and management services for the Japan major market area.

HTA issued a Request for Proposals (RFP) 23-01 for the Japan market on September 26. As part of the RFP process, presentations were made to an evaluation committee comprised of government and industry professionals. The contract was awarded to a.link LLC.

Guided by HTA's mission to Mālama Ku'u Home (care for our beloved home), its [2020-2025 Strategic Plan](#), and the community-driven [Destination Management Action Plans](#), the contractor's work will support a regenerative model of tourism for Hawai'i. Work performance will be measured against Key Performance Indicators (KPIs) in alignment with HTA's Strategic Plan, including increased average daily visitor spending and increased total visitor spending.

HTA will negotiate a three-year contract with a.link LLC which will commence on January 1, 2023, and will end on December 31, 2025, with HTA having the option to extend the agreement for an additional two years.

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About the Hawai'i Tourism Authority

The Hawai'i Tourism Authority is the state agency responsible for representing The Hawaiian Islands around the world, and for holistically managing tourism in a sustainable manner consistent with community desires, economic goals, cultural values, preservation of natural resources, and visitor industry needs. HTA works with the community and industry to Mālama Ku'u Home – care for our beloved home. For more information about HTA, visit www.hawaii-tourismauthority.org or follow @HawaiiHTA on [Facebook](#), [Instagram](#), and [Twitter](#).

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