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HTA Release (23-23)

Protest Period For Procurements Ends, No Protests Received

*Awards for Destination Stewardship, U.S. and Canada Brand Marketing & Management Stand,
Contracts To Be Finalized*

HONOLULU – The Hawai'i Tourism Authority (HTA), the state agency responsible for holistically managing tourism in the Hawaiian Islands, announces that the protest period for three major procurements pertaining to destination stewardship and brand management in the United States and Canada markets closed on June 8. With no protests received for any of the awards announced on May 22, the awards are now final. HTA is finalizing contracts with the selected vendors to advance Hawai'i's progress toward regenerative tourism through destination management and visitor education.

"With the procurement protest period behind us, we look forward to continuing our work in destination management and visitor education, advancing us toward a model of regenerative tourism for the good of Hawai'i," said John De Fries, HTA's president and chief executive officer. "My gratitude is extended to the state Administration and the Legislature for their support through this process, and to our HTA staff for their dedication and commitment in advancing the best interests of the Hawai'i visitor industry and the wellbeing of our local communities statewide."

Support Services for Destination Stewardship (RFP 23-08)

HTA issued RFP 23-08 on February 13, 2023, seeking a range of services including post-arrival visitor education; administrative support for HTA community programs; technical assistance and capacity building for community organizations and local businesses; and technology-enabled solutions to manage tourism hotspots.

HTA and the evaluation committee selected the **Council for Native Hawaiian Advancement** for this work on HTA's behalf. The new contract, worth \$27,141,457 for the initial term spanning two and a half years, has an option for two one-year extensions, and is scheduled to begin on June 20, 2023.

Destination Brand Management & Marketing Services: United States (RFP 23-03)

HTA issued RFP 23-03 on February 13, 2023, seeking brand management and marketing services in the United States, Hawai'i's largest visitor source market. The focus is on pre-arrival communications to educate visitors with information about safe, respectful, and mindful travel within the Hawaiian Islands. In 2022, visitors from the United States spent \$16.2 billion in Hawai'i, averaging \$231 per visitor, per day.

HTA and the evaluation committee selected **Hawai'i Visitors & Convention Bureau**, which will continue its work on HTA's behalf as Hawai'i Tourism United States. The new contract, worth

\$38,350,000 for the initial term spanning two and a half years, has an option for one two-year extension, and is scheduled to begin on June 22, 2023.

Destination Brand Management & Marketing Services: Canada (RFP 23-02)

HTA issued RFP 23-02 on March 14, 2023, seeking a contractor to educate Canadian visitors about traveling mindfully and respectfully while supporting Hawai'i's communities. The focus is also on driving visitor spending into Hawai'i-based businesses as a means to support a healthy economy, and promoting festivals and events, agritourism programs, and voluntourism activities. In 2022, visitors from Canada spent \$928.2 million in Hawai'i, averaging \$188 per visitor, per day.

HTA and the evaluation committee selected **VoX International**, which will continue its work on HTA's behalf as Hawai'i Tourism Canada. The new contract, worth \$2,400,000 million for the initial term spanning two and a half years, has an option for one two-year extension, and is scheduled to begin on June 30, 2023.

In alignment with HTA's guiding principle of Mālama Ku'u Home (caring for our beloved home), its [2020-2025 Strategic Plan](#), and the community-driven [Destination Management Action Plans](#) being implemented on each island, the contractors' work will advance a regenerative model of tourism for Hawai'i. Work performance will be measured against HTA's Key Performance Indicators with an emphasis on strengthening resident sentiment.

Contract terms, conditions, and amounts are subject to final negotiations with HTA and the availability of funds.

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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. For more information about HTA, visit hawaii tourism authority.org or follow @HawaiiHTA on [Facebook](#), [Instagram](#), and [Twitter](#).

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