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## **Hawai'i Tourism Authority Announces Resumption of Visitor Education and Brand Management in Europe** *Proposals due August 25*

**HONOLULU** – The Hawai'i Tourism Authority (HTA), the state agency responsible for holistically managing tourism and The Hawaiian Islands brand, is resuming its work in Europe as an important visitor market for Hawai'i. HTA has issued a Request for Proposals (RFP 23-04) to procure visitor education and brand management and marketing services for the Europe major market area.

As part of its strategic plan, HTA began providing support in the Europe market in 1998 when the organization was established. Due to the global COVID-19 pandemic, HTA ended its contract for Europe in 2020 when tourism was at a near standstill. In 2019, visitors from Europe spent \$268.1 million, generating \$31.29 million in state tax revenue (directly, indirectly and induced) for Hawai'i.

HTA, with the support of its board of directors, will resume its focus on Europe in 2024 with a new contract that will complement the current visitor education, brand management and marketing efforts of HTA's Global Marketing Team in the United States, Canada, Japan, Korea, China and Oceania (Australia and New Zealand). This decision was based on input from HTA's leadership team and Hawai'i industry partners, as well as data from the Tourism Economics Marketing Allocation Platform, which synthesizes information and provides recommendations based on realizable return, market costs, market risks, and constraints.

Another key emphasis will be to drive visitor spending into Hawai'i-based businesses as a means to support the economy, including supporting local businesses, festivals and events; purchasing Hawai'i-grown agricultural products; and promoting Hawai'i-made products in-market in partnership with HTA, the state's Department of Business, Economic Development & Tourism (DBEDT), and the private sector.

The brand marketing will be targeted to mindful travelers with an emphasis on lifetime trip expenditures and increasing per person, per day expenditures in alignment with the Key Performance Indicators (KPIs) established in [HTA's 2020-2025 Strategic Plan](#): increased average daily visitor spending, increased total visitor spending, increased visitor satisfaction, and increased resident sentiment toward tourism.

The contract will commence on January 1, 2024, and will end on December 31, 2025, with an option to extend for an additional three years or parts thereof.

Interested applicants are strongly encouraged to participate in HTA's pre-proposal conference via Zoom to be briefed on the procurement process and to ask questions. The pre-proposal conference will be held at 8 a.m. HST on July 28. Proposals are due to HTA by 2:00 p.m. HST on August 25.

HTA will use the Hawai'i State eProcurement System (HlePRO) at [hiepro.ehawaii.gov](http://hiepro.ehawaii.gov) to issue the RFP, receive all offers, and issue any addenda to the RFP. Inquiries regarding the RFP should be directed to [procurement@gohta.net](mailto:procurement@gohta.net).

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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.hawaiitourismauthority.org](http://www.hawaiitourismauthority.org) or follow @HawaiiHTA on [Facebook](#), [Instagram](#), and [Twitter](#).

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