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Hawai'i Tourism Authority Awards Contract for Island Visitor Education and Brand Management Support Services

HONOLULU – The Hawai'i Tourism Authority (HTA), which is working among communities to manage tourism in a sustainable manner, has awarded a contract for island-based visitor education and brand management support services for Hawai'i Island, Maui, Moloka'i, Lāna'i, O'ahu, and Kaua'i.

As part of the procurement process, HTA issued a Request for Proposals (RFP 24-06) on October 4. After careful consideration by an evaluation committee, the contract was awarded to the Hawai'i Visitors & Convention Bureau.

Guided by HTA and its 2020-2025 Strategic Plan and community-driven Destination Management Action Plans, the awardee will support HTA's comprehensive visitor education efforts, including pre-arrival initiatives of its Global Marketing Team throughout the U.S., Canada, Japan, Oceania, Korea, China and Europe, and post-arrival, on-island visitor education.

The support services include serving as on-island representatives on behalf of HTA for visitor education, visitor industry engagement, and public relations activities; serving as advisors to HTA on the respective islands and The Hawaiian Islands statewide brand; collaborating with HTA's Global Marketing Team to develop and implement familiarization trips and press trips to areas that are welcoming visitors; providing island-based visitor education support during promotions, trade shows, and missions in major market areas, and coordinating with city and county government officials and designated organizations during crisis management situations.

The new contract will begin on January 1, 2024, and will end on June 30, 2024 in alignment with the fiscal year budget cycle, with an option to extend for one additional six-month term, four 12-month terms, or parts thereof. 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. HTA works with the community and industry to Mālama Hawai'i – care for our beloved home. For more information about HTA, visit hawaii tourismauthority.org or follow @HawaiiHTA on [Facebook](#), [Instagram](#), Threads and [Twitter](#).

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