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HTA Awards Marketing Contracts for China, Korea, Southeast Asia, and Taiwan

HONOLULU – The Hawai'i Tourism Authority (HTA), the state's tourism agency, has awarded four contracts for inbound destination marketing management services regarding the major market areas of China, Korea, Southeast Asia, and Taiwan.

"We are pleased to be partnering with these specialists who will implement comprehensive plans to attract high-spending travelers from their respective markets," said Chris Tatum, HTA President and CEO. "We also want to extend a sincere mahalo to BrandStory and JWI Marketing for promoting Hawai'i as a premier destination in China and Taiwan over the past years."

The winning contractors are as follows:

- RFP 20-04: **China: ITRAVLOCAL LIMITED**
- RFP 20-05: **Korea: AVIAREPS Korea**
- RFP 20-06: **Southeast Asia: AVIAREPS Malaysia**
- RFP 20-07: **Taiwan: BrandStory Asia**

HTA issued a Request for Proposal (RFP) for each of the four markets on June 17. Based on the quality of proposals, a list of finalists was determined, and presentations were made to HTA and an evaluation committee comprised of hotel, attraction, retail and airline marketing executives.

All four companies will receive a three-year contract commencing January 1, 2020 with HTA having the option to extend the agreement for up to two additional years.

About the Hawai'i Tourism Authority

The [Hawai'i Tourism Authority](http://www.hawaii tourismauthority.org) is the State of Hawai'i agency responsible for strategically managing its support of the tourism industry. Established in 1998 to support Hawai'i's leading industry and largest employer, HTA continually strives to help ensure tourism's sustainability and the benefits it brings to residents and communities statewide.

For more information about HTA, please visit www.hawaii tourismauthority.org. Follow updates about HTA on [Facebook](#), [Instagram](#), [Twitter](#) (@HawaiiHTA) and its [YouTube Channel](#).

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