



**Addendum Date: October 14, 2021**

**ADDENDUM 1 TO RFP NO. 22-01  
for  
HAWAII TOURISM DESTINATION BRAND MARKETING AND MANAGEMENT SERVICES  
FOR THE UNITED STATES MAJOR MARKET AREA**

STATE OF HAWAII  
HAWAII TOURISM AUTHORITY  
DEPARTMENT OF BUSINESS, ECONOMIC DEVELOPMENT & TOURISM

**This Addendum includes updates to the RFP as follows:**

**Paragraph 1.06 Procurement Timeline.** The timeline has been updated to include the Pre-Proposal Conference Date and Time as well as a change to the due date for written questions as follows.

| <b>RFP 22-01</b>                           |   |
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| <b>ACTIVITIES</b>                          | <b>SCHEDULED DATE</b>                   |
| Release of Request for Proposals           | October 5, 2021                         |
| Deadline to Submit Intent to Apply         | October 15, 2021                        |
| Pre-Proposal Conference                    | October 22, 2021, 11:00 a.m. HST        |
| Deadline to Submit Written Questions       | October 25, 2021, 4:30 p.m. HST         |
| State's Response to Written Questions      | Week of October 25, 2021                |
| <b>Proposal Due Date/Time</b>              | <b>November 12, 2021, 4:30 p.m. HST</b> |
| Finalists Selected and Notified            | Week of November 22, 2021               |
| Finalist Oral Presentations                | Week of November 29, 2021               |
| Notice of Award Selection or Non-selection | Week of December 6, 2021                |
| Start of Contract Period                   | January 1, 2022                         |
| End of Contract Performance                | December 31, 2025                       |
| End of 1-Year Option if Exercised          | December 31, 2026                       |

**Paragraph 1.08 Pre-Proposal Conference.** The pre-proposal conference information has been updated as follows:

Date: **October 22, 2021, 11:00 a.m. Hawaii Standard Time**  
Location: Via Zoom teleconference. The meeting link will be emailed to those who have registered by the registration deadline as noted in the Procurement Timeline and as described in paragraph 1.07 of this RFP.