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## **Hawai'i Tourism Authority Issues RFP Seeking Services for Global Meetings, Conventions and Incentives (MCI) Marketing and Management**

**HONOLULU** – The Hawai'i Tourism Authority (HTA), the state's tourism agency and destination management organization, has issued a Request for Proposals (RFP) for Global Meetings, Conventions and Incentives (MCI) Marketing and Management Services for the Hawaiian Islands. The new contract will engage these services for four years, with an option for a fifth year.

The RFP's scope includes providing marketing and management services to all of the HTA's Major Market Areas, and supporting HTA's vision of Mālama Ku'u Home (caring for my beloved home) through the principles of regenerative tourism. The new contract will have a start date of January 1, 2022, succeeding the current contract which is scheduled to end this year.

HTA will select the proposal determined to be the most qualified and capable of providing these services for both citywide MCI events held at the Hawai'i Convention Center and single property MCI events held throughout the Hawaiian Islands, under the Meet Hawai'i brand, with a special focus on growth in conventions that spread the benefits of a given gathering across more accommodations and venues.

The RFP and all of its associated attachments can be downloaded from the State Procurement Office, Hawai'i Awards & Notices Data System (HANDS), Bidding Opportunities website at <https://hands.ehawaii.gov/hands/opportunities/opportunity-details/20731> or from the RFP page of the HTA website at [www.hawaiiitourismauthority.org/rfps/](http://www.hawaiiitourismauthority.org/rfps/).

The deadline for applicants to submit proposals is December 10, 2021, at 4:30 p.m. HST. Deadlines are noted in the RFP and may be amended as necessary.

Inquiries for the RFP should be directed to Ronald Rodriguez, HTA procurement officer, at 1801 Kalākaua Avenue, Honolulu, Hawai'i 96815, by telephone at (808) 973-2246, or by email at [contracting@gohta.net](mailto:contracting@gohta.net). Email is strongly preferred.

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**About the Hawai'i Tourism Authority**

The [Hawai'i Tourism Authority](#) 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.hawaiitourismauthority.org](http://www.hawaiitourismauthority.org). Follow updates from HTA (@HawaiiHTA) on [Facebook](#), [Instagram](#), [Twitter](#) and its new [YouTube Channel](#).

For more information, contact:

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