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## HTA Issues Three RFPs for Market Research Services

**HONOLULU** – The Hawai'i Tourism Authority (HTA), the state's tourism agency, announced that requests for proposals (RFP) have been issued for the following market research services.

- 16-20: Evaluation of 2016 HTA Festivals and Events
- 16-21: Market Research Study on Potential Visitors from China
- 16-22: Market Research Study on Potential Visitors from Korea

HTA is seeking a contractor for each research study and will select the organization determined to be the most qualified and capable of providing the required data to HTA's research department.

Written proposals responding to the three RFPs are due to HTA by April 18, 2016, with the selected contractor(s) notified by May 15, 2016. All three contracts must begin no later than June 1, 2016.

The RFPs are available to download at [www.hawaiiitourismauthority.org/about-hta/rfps/](http://www.hawaiiitourismauthority.org/about-hta/rfps/).

Inquiries can be directed to Ronald Rodriguez, procurement officer for HTA, at 1801 Kalākaua Avenue, Honolulu, Hawai'i 96815, by phone at (808) 973-2251, or by email at [ronald@gohta.net](mailto:ronald@gohta.net).

### About the Hawai'i Tourism Authority

The [Hawai'i Tourism Authority](http://www.hawaiiitourismauthority.org) is responsible for strategically managing the State of Hawai'i's marketing initiatives to support tourism. HTA's goal is to optimize tourism's benefits for Hawai'i, while being attentive to the interests of travelers, the community and visitor industry. Established in 1998 to support Hawai'i's leading industry and largest employer, HTA continually strives to help ensure the sustainability of tourism's success.

For more information about HTA, please visit [www.hawaiiitourismauthority.org](http://www.hawaiiitourismauthority.org). Follow updates about HTA on Facebook, Twitter (@HawaiiHTA) and its YouTube Channel.

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