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HTA Expands Hawai'i's Marketing Presence to Hong Kong

HONOLULU – Responding to industry feedback and seeking to capitalize further on the emerging China travel market, the Hawai'i Tourism Authority (HTA) today announced that its tourism marketing efforts are being expanded to include Hong Kong.

Hong Kong has one of Asia's strongest economies and also serves as a gateway to the growing markets in southern China. In addition, at the 2015 Hawai'i Tourism Conference, attendees surveyed by HTA ranked Hong Kong highest of new markets they wanted to see developed for tourism growth.

HTA President and CEO George D. Szigeti said the Hong Kong representation allows HTA to increase Hawai'i's awareness as a travel destination beyond Mainland China.

Szigeti commented, "We are delighted to be expanding the scope of our marketing reach in China to include Hong Kong and believe its citizens will appreciate the opportunity to learn more about Hawai'i as a travel destination. The Hawaiian Islands presents an enticing option for Hong Kong travelers seeking a destination that's authentic and offers a diverse range of options for activities, shopping and cuisine, but also features a strong influence of Chinese culture."

BrandStory Asia, HTA's marketing contractor for Hawai'i Tourism China, will serve as HTA's Hong Kong representative as part of their existing agreement. BrandStory Asia also has offices in Shanghai, Beijing, Guangzhou and Chengdu in China; Taipei, Taiwan; and in Singapore.

About the Hawai'i Tourism Authority

The [Hawai'i Tourism Authority](http://hawaii tourism authority.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.hawaii tourism authority.org. Follow updates about HTA on Facebook, Twitter (@HawaiiHTA) and its YouTube Channel.

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