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HTA Issues RFPs for Destination Marketing Management and Meetings Conventions & Incentive Services

HONOLULU – The Hawai'i Tourism Authority (HTA), the state's tourism agency, announced today that requests for proposals (RFP) have been issued for the following:

- External Leisure Destination Marketing Management and Representation in combination with Meetings, Conventions and Incentive Services (MCI) for three major market areas: United States, Canada, and Japan.
- External Global MCI Program Management Services.

HTA is seeking a contractor for each market and a program manager for Global MCI, and will select the organization determined to be the most qualified and capable of providing the required marketing services.

The new contract created by each of the four RFPs will have a start date of January 1, 2017.

The current North America leisure destination marketing management contracts, scheduled to end this year, are being reclassified as contracts separately for the United States and Canada major market areas, and will also incorporate MCI services.

The new contract created by the RFP for Japan will replace the current contract, which is scheduled to end this year.

The new RFPs are available to download at www.hawaii tourism authority.org/about-hta/rfps/. Timelines and deadlines for each market will be noted in the respective RFP and may be amended as necessary.

Inquiries for all RFPs 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.

About the Hawai'i Tourism Authority

The [Hawai'i Tourism Authority](http://www.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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