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NEWS RELEASE

HTA ANNOUNCES SELECTION OF CRUISE CONSULTANT

HONOLULU, HI —The Hawai'i Tourism Authority (HTA), the state's tourism agency, announced today the selection of Access Cruise, Inc. to provide cruise development consultation services.

Access Cruise, Inc. will assist the HTA in its objective of achieving and exceeding cruise targets with managed visitor distribution to all islands. The contractor will also help to maintain and develop new cruise business, and grow market share against competing destinations.

"Access to the Hawaiian Islands, both air and cruise, is essential for the sustainability of our visitor industry," said George D. Szigeti, HTA president and CEO. "Cruise provides visitors with a unique way to see the Hawaiian Islands and experience the beauty of our natural environment. Coupled with the recent launch of the maritime vessel scheduling system, we hope to maximize the potential of the market."

Through August 2015, there has been 146,486 (-7.5%) visitors who arrived by cruise ships or by air to board cruise ships. In 2014, there were 125 total cruise ships, carrying 243,390 passengers that came to and toured within the Hawaiian Islands.

Access Cruise, Inc. represents a unique array of products and services, including shore excursions, destination services, onboard technologies, product solutions and on-board revenue.

"We offer expansive knowledge of international ports and destinations, and can bring a lot of value to clients and help ports deliver what cruise lines are looking for," said Shannon McKee, founder and president, Access Cruise, Inc.

Access Cruise, Inc.'s contract is for one year, with the option to extend for up to two additional one-year periods.

Established in 1998, the [Hawai'i Tourism Authority](http://www.hawaii tourism authority.org), the state's tourism agency, is responsible for strategically managing tourism to optimize benefits for Hawai'i that integrate the interest of visitors, the community and visitor industry. Tourism is the state's leading economic driver and largest employer and the HTA continually works to ensure its sustainability well into the future. For more information on the HTA, please visit www.hawaii tourism authority.org, find us on [Facebook](#), follow us on [Twitter](#) (@HawaiiHTA) or subscribe to our [YouTube Channel](#).

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