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**HTA SELECTS FOUR ORGANIZATIONS FOR EXTERNAL DESTINATION  
MARKETING MANAGEMENT SERVICES AND TWO ORGANIZATIONS FOR  
DESTINATION REPRESENTATION SERVICES**

HONOLULU – The Hawai'i Tourism Authority (HTA), the state's tourism agency, has announced that it has selected four organizations to represent the Hawaiian Islands in Oceania (Australia and New Zealand), Korea, China, and Europe (U.K., Germany, France, Switzerland and Italy) with external destination marketing management services. Two organizations were chosen for destination representation services in Taiwan and Southeast Asia.

Beginning on Jan. 1, 2016, AVIAREPS Korea, BrandStory Asia and Hills Balfour will begin as new representation for Hawai'i Tourism Korea, Hawai'i Tourism China and Hawai'i Tourism Europe, respectively.

Hawai'i will also gain representation in the new major market area, Southeast Asia, under AVIAREPS Southeast Asia. Efforts to promote Hawai'i in Southeast Asia will focus primarily on the countries of Singapore and Malaysia, and secondarily Thailand and Indonesia.

"We are pleased to welcome our new partners who will be representing us in Korea, China, Europe and Southeast Asia," said George D. Szigeti, HTA president and CEO. "As we start a new chapter here at the HTA, we are looking to take our efforts to the next level and the selection of these new organizations will improve our presence in their respective regions."

AVIAREPS Korea previously represented Hawai'i in Korea from 2004 to 2014 and Hills Balfour in the U.K. between 2004 and 2008.

The Walshe Group has been working with the HTA since 2004 and will continue to represent the state in Oceania. JWI Marketing will also continue to provide destination representation in Taiwan and has been the HTA's contractor since 2014.

All services will commence on Jan. 1, 2016 and end on Dec. 31, 2016.

The HTA will be holding a marketing update with its new global marketing partners on its 2016 activities Dec. 8, 2015 at the Hawai'i Convention Center. For registration, click [here](#).

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iConnect Communications has held the contract for the Korea market since Jan. 1, 2015, Travel Link Marketing has been representing China since 2014, and AVIAREPS Tourism has been the contractor since 2004. They will continue to represent Hawai'i through Dec. 31, 2015.

"We would like to extend a sincere mahalo to iConnect Communications, Travel Link Marketing and AVIAREPS Tourism for their hard work and dedication in representing the Hawaiian Islands over the years," added Szigeti.

Established in 1998, the [Hawai'i Tourism Authority](#), 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](http://www.hawaii tourism authority.org), find us on [Facebook](#), follow us on [Twitter](#) (@HawaiiHTA) or subscribe to our [YouTube Channel](#).

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