



For Immediate Release: December 30, 2015
HTA Release (15-34)

Hawai'i Tourism Authority Issues RFP to Redesign GoHawaii.com Website

HONOLULU – The Hawai'i Tourism Authority (HTA) announced the issuance of a request for proposal (RFP) seeking a qualified contractor to design, construct and support the redesign of its global GoHawaii.com website(s).

The selected contractor will assist HTA in developing an innovative and effective consumer-focused web presence that successfully positions the Hawaiian Islands as a world-class destination.

To maximize HTA's strategic focus and global outreach, the main goals of the GoHawaii.com website redesign are to:

- Highlight Hawai'i's diverse culture, natural beauty, attractions and events in an authentic and positive presentation
- Inspire travelers to choose Hawai'i for their next vacation
- Provide travel planning information about the Hawaiian Islands
- Be innovative and flexible to stay current with the rapidly-changing tourism industry, associated advancements in technology, and changing demographics and needs of travelers
- Be a relevant, informative and useful resource to Hawai'i's global markets, encouraging interaction and dialogue with website visitor traffic
- Assist in increasing visitor arrivals, expenditures and per-person, per-day spending

HTA is planning to launch the first phase of the new website by September 26, 2016.

The RFP document and information about the process can be found at www.hawaiiitourismauthority.org.

Email submissions must be sent to Chief Procurement Officer Ronald Rodriguez at ronald@gohta.net by January 26, 2016 at 4:30 p.m. HST.

Flash drives also can be delivered to the HTA office located at 1801 Kalākaua Avenue, Honolulu, Hawai'i 96815. RFP inquiries should be directed to Ronald Rodriguez at ronald@gohta.net or (808) 973-2251.

About the Hawai'i Tourism Authority

The [Hawai'i Tourism Authority](#) 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.hawaiitourismauthority.org. Follow updates about HTA on Facebook, Twitter ([@HawaiiHTA](#)) and its YouTube Channel.

###

Media Contacts:

Anthology Marketing Group

Patrick Dugan

O: 808-539-3411/M: 808-741-2712

Patrick.Dugan@AnthologyGroup.com

Ashley Nagaoka

O: 808-539-3479/M: 808-238-1724

Ashley.Nagaoka@AnthologyGroup.com