



Addendum Date: April 19, 2022

**ADDENDUM 1 TO RFP NO. 22-01
for
HAWAII DESTINATION BRAND MARKETING & MANAGEMENT
SERVICES FOR THE UNITED STATES MAJOR MARKET AREA**

STATE OF HAWAII
HAWAII TOURISM AUTHORITY
DEPARTMENT OF BUSINESS, ECONOMIC DEVELOPMENT & TOURISM

This Addendum includes:

Timeline revision to RFP 22-01 Hawai'i Destination Brand Marketing & Management Services for the United States Major Market Area, Section 1.06 Procurement Timeline. A deadline time has been added to the following activities (see highlighted changes below):

- Deadline to Submit Intent to Apply – 4:30 p.m. HST
- Deadline to Submit Written Questions – 4:30 p.m. HST

Note: A new version of the RFP is not forthcoming. All changes are documented in the Addendum(s). Applicants must refer to the Addendum(s) to know of the changes.

| RFP 22-01-Hawai'i Destination Brand Marketing & Management Services for the US MMA | |
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| ACTIVITIES | SCHEDULED DATE |
| Release of Request for Proposals | April 15, 2022 |
| Pre-Proposal Conference | April 20, 2022, 8:00-9:30 a.m. HST |
| Deadline to Submit Intent to Apply | April 22, 2022, 4:30 p.m. HST |
| Deadline to Submit Written Questions | April 27, 2022, 4:30 p.m. HST |
| State's Response to Written Questions | May 3, 2022 |
| Proposal Due Date/Time | May 17, 2022, 4:30 p.m. HST |
| Finalists Selected and Notified | Week of May 23, 2022 |
| Finalist Oral Presentations | Week of May 30, 2022 |
| Notice of Award Selection or Non-selection | Week of June 6, 2022 |
| Start of Contract | June 30, 2022 |
| End of Contract | December 31, 2024 |
| End of 2-Year Option if Exercised | December 31, 2026 |