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FOR IMMEDIATE RELEASE
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HTA Awards Contract for US Brand Management and Global Support Services *New Multi-year Contract Begins June 30, 2022*

HONOLULU – The Hawai'i Tourism Authority (HTA), the state agency responsible for holistically managing tourism, has awarded a new contract for a comprehensive range of brand management and visitor education services for the Hawaiian Islands in the United States market, as well as support services shared by Hawai'i's brand management teams worldwide.

HTA issued a Request for Proposal (RFP) for the United States market on April 15. A list of finalists was determined, and presentations were made to an evaluation committee comprised of HTA, community and industry leaders.

In addition to the in-market activities contracted in previous periods, this Request For Proposals (RFP 22-01) included coordination, communication, and promotion in Hawai'i for initiatives produced by the community through the Destination Management Action Plans. It also included support services for Hawai'i's official travel website, app, social media channels, and creative content used worldwide for branding and visitor education.

The contract was awarded to the Council for Native Hawaiian Advancement.

HTA will negotiate a multi-year contract with the Council for Native Hawaiian Advancement which will commence on June 30, 2022, and will end on December 31, 2024, with HTA having the option to extend the agreement for an additional two years.

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About the Hawai'i Tourism Authority

The Hawai'i Tourism Authority is the state agency responsible for holistically managing tourism in a sustainable manner consistent with community desires, economic goals, cultural values, preservation of natural resources, and visitor industry needs. HTA works with the community and industry to *Mālama Ku'u Home* – care for our beloved home. For more information about HTA, visit www.hawaiiitourismauthority.org or follow @HawaiiHTA on [Facebook](#), [Instagram](#), and [Twitter](#).

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