



HAWAII TOURISM AUTHORITY

Addendum Date: February 4, 2025

**ADDENDUM 1 TO RFQ NO. 25-07
for
HTA SPORTS CONSULTANT**

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

This Addendum includes:

- RFQ 25-07 HTA Sports Consultant Pre-Offer Conference PowerPoint (*Uploaded to HlePRO*).
- RFQ 25-07 HTA Sports Consultant answers to questions asked at the Pre-Offer Conference and submitted on HlePRO.

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

QUESTIONS AND ANSWERS

- 1. Regarding the development of a revised sports strategy, what are the key challenges or gaps in the current approach that the HTA is looking to address? What specific outcomes does HTA aim to achieve with the new strategy in terms of economic, social, and environmental impacts?**
 - a. The Hawai'i Tourism Authority (HTA) is looking to address several key opportunities in improving and refreshing its current sports strategy. These include:
 - i. Maximizing economic impact: HTA is seeking to optimize the economic benefits of sports tourism by attracting high-profile events and ensuring that local businesses and communities are directly involved and benefit from these initiatives.
 - ii. Enhancing community engagement: HTA recognizes the importance of community support for tourism initiatives. The revised strategy should prioritize programs that benefit visitors and provide tangible benefits to local residents, fostering a sense of shared ownership and pride.
 - iii. Promoting sustainability: HTA is committed to responsible tourism practices. The new sports strategy will emphasize environmentally conscious events and initiatives, ensuring that the growth of sports tourism does not come at the expense of Hawai'i's natural resources and cultural heritage.

2. How does HTA currently define and measure the success of enhanced brand visibility through sports marketing initiatives?

- a. HTA achieves and tracks the following outcomes and outputs:
 - i. Economic impact from high-profile sporting events
 - 1. Visitors' economic impact
 - a. Per Person Per Day Spend
 - b. Total Direct, in-scope Visitor Expenditures (Direct, Indirect, and Induced)
 - ii. Number of communities reached/served through the sports programs
 - 1. No. of dedicated in-scope visitors
 - a. No. of out-of-state attendees of the event
 - 2. No. of residents
 - a. No. of on-island attendees of the event
 - b. No. of neighbor island attendees of the event
 - iii. Number of youth participation through the sports programs.
 - iv. No. of community give-back opportunities engaged
 - v. Marketing value & exposure

3. What specific metrics or indicators does the HTA prioritize for assessing the economic impact of sports events on the local economy? Are there existing models or frameworks the HTA prefers for this evaluation?

- a. Currently, HTA measures the economic impact of our sporting events with
 - i. Per Person Per Day Spend
 - ii. Total Direct, in-scope Visitor Expenditures (Direct, Indirect, and Induced)
- b. We would like offerors to suggest new opportunities and ways of measuring the economic impact of our sports partnerships.

4. Can you provide more details on how the HTA envisions integrating community feedback into the sports marketing strategies? Specifically, how should the consultant facilitate engagement with community groups and non-profit organizations to align sports events with local cultural values and community needs?

- a. HTA has a dedicated Destination Stewardship team with staff on all islands except Lānaʻi. We can gather feedback from our communities through existing channels and our Destination Management Action Plans and share it with our Sports Tourism Brand manager. The consultant would not be directly responsible for soliciting community feedback. One caveat to that would be in the implementation and fulfillment phase of a sports program, the awarded offeror is expected to engage with community organizations, teams, schools, etc., in executing our approved activities.

5. Could you provide examples of past and current sports partnerships that the HTA considers successful, and describe the key factors that contributed to their success? Additionally, are there examples of partnerships that did not meet expectations?

- a. One example is the partnership with the LA Clippers, which includes their training camp, community give-backs at local schools, bringing their other major sponsors, and the exhibition game. It checks all three pillars of the existing strategy.
- b. There is no specific example of partnerships that do not meet expectations, but we are constantly striving to enhance and iterate on existing new programs.

6. Can you provide a rough estimate of how many inbound inquiries the HTA receives monthly or annually? Is the HTA only interested in “Sports” events or could the scope of the project extend to other areas such as conferences, league events (draft, combines, etc.)? Is the HTA looking to solicit sports properties internationally? Are you able to share the HTA’s Implementation Strategy for Fiscal Year 2025? Over the past 5 years, how were inbound inquiries for these events managed and evaluated internally?

- a. We receive roughly ten (10) proposals monthly.
- b. We are open to doing more, including conferences and league events.
- c. We are interested in international sports properties.
- d. Our FY25 implementation has been a year of transition for us, and this RFQ and the hiring of a new Sports Tourism Brand Manager are intended to get back on track. Significant partnerships for CY2024 include:
 - i. Big West Conference
 - ii. Los Angeles Clippers
 - iii. World Surf League
 - iv. PGA (The Sentry, Sony Open, Mitsubishi Electric)
 - v. LPGA (The LOTTE Championship)
 - vi. IRONMAN
 - vii. Polynesian Football Hall of Fame and All-Star Game
 - viii. Honolulu Marathon
 - ix. Maui Marathon & Half Marathon
 - x. Kaua’i Marathon & Half Marathon
 - xi. Maui Invitational
 - xii. Diamond Head Classic
 - xiii. Hawai’i Bowl
 - xiv. Nā Wāhine o Ke Kai
 - xv. Moloka’i Hoe
 - xvi. International Va’a Federation World Sprints Championship
 - xvii. Queen Lili’uokalani Long Distance Canoe Race
 - xviii. King Kamehameha Awesome Athletes Inclusive Canoe Race
 - xix. Duke Kahanamoku Ocean Festival
 - xx. Garden Island Boogie Board Classic
 - xxi. Hawai’i Adaptive Surfing Championship

- xxii. Hawaiian International Billfish Tournament
- xxiii. And others.
- e. Inbound inquiries were vetted by HTA internally, led by our Sports Tourism Brand Manager and leadership team, and then eventually by the HTA Board of Directors for significant partnerships (\$250,000 or more).

7. Has there been a budget line item allocated for new partnership acquisition?

- a. Yes, in FY25 it was approximately \$2,500,000. We will not know the FY26 until May 2025.

8. Who is part of the RFQ evaluation team?

- a. Evaluator identities are kept confidential during the solicitation process. Offerors who knowingly attempt to contact or otherwise influence any evaluator will be disqualified.

9. The RFQ references 2 new events subject to funding availability. Is the expectation that these partnerships are in-market events?

- a. We are open to exploring all options that make the most sense for the HTA. Ultimately, we will decide which two fulfill the RFQ's expectations based on their alignment with the existing strategy.

10. Has the HTA's research division measured the impact from the current sports partnerships?

- a. HTA no longer has an in-house research team. That team now resides in our parent Department (DBEDT). We did have a contract with a vendor, Vision Insights, who conducted our community and economic impact survey and report for select events. We plan to resume event evaluations in FY 2026 (July 1, 2025, to June 30, 2026).

11. Will the HTA's research division be providing future measurement services in support of the new sports strategy?

- a. We plan to resume event evaluations in FY 2026 (July 1, 2025 to June 30, 2026).

12. How many tourism-related conferences are anticipated in a year for attendance?

- a. We are open and would appreciate offerors' suggestions. We have a cap of \$25,000 of the RFQ related to these expenses.

13. Is there a generic inbox / can an inbox be set up for inbound proposals (e.g., sponsorship@gotha.net) that the provider can access?

- a. Yes.

14. Will KPI criteria be determined together, or is this already set?

- a. We are open to revising and improving our key performance indicators.