



Addendum Date: July 24, 2026

**ADDENDUM 1 TO RFP NO. 27-05
for
HAWAII TOURISM DESTINATION BRAND MARKETING SERVICES
FOR THE EUROPE MAJOR MARKET AREA**

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

This Addendum includes:

- RFP 27-05 Hawai'i Tourism Destination Brand Marketing Services for the Europe Major Market Area answers to questions submitted on HiePRO.
- Updates to Section 1.9 Website References

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.

QUESTIONS AND ANSWERS

- 1. In the RFP Document, page 10, Section 2.2, paragraph 2 (Scope of Work) MCI marketing is excluded from scope, yet the Travel Trade workstream references supporting HTA's MCI contractor and optimizing Hawai'i Convention Center use — please clarify the boundary between excluded MCI marketing and this leisure-side support requirement.**
 - a. Although the successful RFP awardee will not lead MCI sales and marketing efforts, as these responsibilities are managed by a separate dedicated HTA MCI contractor, the awardee is expected to provide in-market support for MCI-related opportunities. This may include referring qualified MCI leads to the HTA MCI contractor, supporting convention attendee-building efforts as appropriate, and coordinating with the HTA and its MCI contractor to maximize opportunities that support Hawai'i's meetings, conventions, and incentives objectives.
- 2. In the RFP Document, page 12, Section 2.2 (Owned Channel Management) What existing owned channel assets (social media accounts, content calendars, media/trade databases) and access will be transferred from the outgoing Europe MMA contractor, and is a formal transition period built into the September 15, 2026 start date?**
 - a. LinkedIn is currently the only owned social media channel for the Europe MMA. Offerors are encouraged to propose additional social media channels they believe would enhance the effectiveness of their social and digital marketing strategy. Access to LinkedIn will be

transferred from the HTA to the selected contractor at the start of the contract. In addition, Offerors are expected to develop content strategies, editorial calendars, and media and travel trade databases as part of their response.

3. In the RFP Document, page 37, Exhibit A, Section E5 (Industry Collaboration) Please clarify the required minimum 1:2 partner match funding – is this match incremental to the \$1.8M contract value, or must it be sourced by the Contractor entirely outside the contract budget?

- a. All Contractor expenses associated with partnerships must be funded within the \$1.8 million fixed contract price. The required 1:2 partner match must be provided by the partner. For the 1:2 match, at least half of the partner's required contribution must be cash, with the remaining amount provided as either cash and/or in-kind support. For example, if the Contractor contributes \$100,000 toward a partnership from the \$1.8 million contract value, the partner must contribute a minimum of \$200,000. Of the partner's \$200,000 contribution, at least \$100,000 must be cash, while the remaining \$100,000 may be provided as cash and/or in-kind support.

4. In the RFP Document, page 10, Section 2.1, table title (Market Overview and Background) Please confirm whether the Contractor is expected to provide active, always-on services across all five Europe MMA markets—United Kingdom, Germany, France, Italy and Switzerland—or whether activity and budget may be concentrated primarily in the UK and Germany, with the remaining markets supported selectively.

- a. The Contractor is not expected to provide active, always-on services across all five European markets. The primary focus should be on the United Kingdom and Germany. France, Italy, Switzerland, and other European markets may be supported selectively based on relevant opportunities and market conditions. Offerors may propose activities in these additional markets where they believe such activities would support HTA's objectives. Any proposed activities must be accommodated within the fixed contract price.

5. In the RFP Document, page 13, Section 2.4, paragraph 1 (Compensation) Does the \$1,800,000 (tax inclusive) fixed price include all paid media, creative production, content localisation, research, technology/platform fees, FAM costs and third-party activation expenses, or will any of these costs be funded or provided separately by HTA?

- a. The \$1,800,000 fixed contract price is inclusive of all activities and associated expenses executed by the Contractor for the Europe MMA. No additional expenses, including paid media, creative production, content localization, research, technology/platform fees, FAM costs, or third-party activation expenses, will be funded or reimbursed separately by HTA. The Contractor will, however, be provided full access to HTA's Knowledge Bank asset library, which includes existing creative assets such as photography and b-roll for the State of Hawai'i and the "Hawai'i Stays With You" campaign. These assets may be utilized, as appropriate, in support of the Contractor's activities.

6. In ATTACHMENT 02 Activity Measures Worksheet (Activity-measure expectations) Does HTA have preferred or minimum activity measures by workstream that Offerors should use in Attachment 02, or may Offerors define their own measures and quarterly targets based on the proposed Brand Marketing Plan?

- a. No, the HTA does not provide preferred or minimum activity measures by workstream.

Offerors shall set quarterly targets based on the proposed Brand Marketing Plan.

7. **In the RFP Document, page 37, Exhibit A, Section F, paragraph 2 (Major Campaigns and Programs) “Hawai’i Stays With You” is stated to continue through December 31, 2027, or as directed by HTA. Should Offerors assume this platform will continue for planning purposes through the 2028 and 2029 option periods, or propose an adaptable approach for those years?**
 - a. Offerors can choose to continue planning for “Hawai’i Stays With You” for 2028 and 2029 or propose an adaptable approach for those years. During the initial contract period (Period 1), the Contractor shall evaluate the effectiveness of campaign messaging within each target market and present findings and recommendations to HTA. HTA may also conduct independent third-party research to assess the overall effectiveness of the global campaign. Based on the results of these evaluations, HTA may modify the existing campaign or develop a new global campaign for 2028 and 2029.
8. **Available audience and brand research (no reference to RFP) What existing HTA or DBEDT research will be made available to the successful Contractor, particularly UK- and Germany-specific audience segmentation, brand-health, intent-to-travel and responsible-travel message-recall data?**
 - a. All HTA and DBEDT research on <https://hta.hawaii.gov/research/> will be available to the successful contractor.
9. **HlePRO pricing fields (no reference to RFP) For the HlePRO fields “Unit Price in US Dollars” and “Total Line Item Price,” what quantity and unit should Offerors enter? Should the Total Line Item Price represent the full \$1.8 million maximum contract value across the initial and two option periods, or only the \$500,000 initial contract period from September 2026 through December 2027?**
 - a. The unit should always be US Dollars. “Total Line Item Price” should represent the full \$1.8 million maximum contract value.
10. **In Exhibit A (Brand Marketing Plan Outline), Section A, it states the Brand Marketing Plan should present a "long-term vision and roadmap for Hawai’i destination brand marketing services for the Europe major market area, with primary emphasis on Germany and the United Kingdom." Please confirm: does HTA expect the Market Analysis, Target Audience, and Strategies & Tactics sections to include substantive, market-specific content for Italy, France, and Switzerland (e.g., dedicated market analysis, distinct target audience data, and tailored tactics per market), or is a lighter-touch/consolidated treatment of Italy, France, and Switzerland acceptable given the stated primary emphasis on Germany and the UK?**
 - a. No, the HTA does not expect Market Analysis, Target Audience, and Strategies & Tactics sections to include substantive, market-specific content for Italy, France, and Switzerland. The offeror should focus on Germany and the United Kingdom. Additional markets may be proposed by the offeror.
11. **Presentations - please confirm if the presentations for shortlisted agencies will be virtual/via Teams?**
 - a. Presentations will be virtual.
12. **“The fixed price shall be inclusive of all other costs necessary to perform the scope of work.” -**

please confirm if there is a separate third-party budget for activity e.g. press/FAM trips, events, media or brand partnerships etc.

- a. There is no separate third-party budget for activities under this contract. The \$1,800,000 fixed contract price is inclusive of all activities and associated expenses necessary to perform the scope of work for the Europe MMA. Expenses associated with activities such as press/FAM trips, events, paid media, and brand partnerships must be accommodated within the fixed contract price. The Contractor will, however, be provided full access to HTA's Knowledge Bank asset library, which includes existing creative assets such as photography and b-roll for the State of Hawai'i and the "Hawai'i Stays With You" campaign. These assets may be utilized, as appropriate, in support of the Contractor's activities.

13. "Page limit. The body of the proposal must not exceed the page limit outlined" - does this refer to Items 1-6 Proposal Part 1 i.e. 50 pages for this section in total?

- a. Yes, items 1-6 shall be no more than fifty (50) pages in total.

14. Which destinations does HTA consider to be its main competitors/conflicts of interest?

- a. Offerors are expected to conduct a Market Analysis that provides a comprehensive overview of the market conditions, including the competitive landscape, key competitors, and factors affecting competition within the global travel market.

15. What does HTA consider to be its biggest tourism challenge?

- a. Offerors are encouraged to read the HTA 2026-2030 Strategic Plan (<https://hta.hawaii.gov/wp-content/uploads/2026/06/HTA-Strategic-Plan-2026-2030-ADA-Single-Pages.pdf>) which details the HTA's guiding principles, challenges, opportunities, and priorities.

16. With reference to the below, due to GDPR contact details cannot be shared, will this be an issue? - Develop and maintain an electronic media database accessible by HTA. - Develop and maintain an electronic database of top-producing tour operators accessible by HTA

- a. HTA recognizes that the sharing of certain contact information may be subject to GDPR and other applicable data protection requirements. Contractors are expected to develop and maintain the required media and tour operator databases and to provide HTA with access to relevant information to the extent legally permissible. Where GDPR or other applicable requirements restrict the sharing of individual contact details, the Contractor shall obtain prior consent and provide only information that is legally permissible to share.

17. What other markets are included in Europe Major Market Area beyond the UK and Germany? How does HTA envisage this working if priorities change throughout the year?

- a. The Europe MMA encompasses all countries within Europe. While the Contractor's proactive activities and primary market focus are expected to be concentrated in the

United Kingdom and Germany, the Contractor is expected to provide appropriate responsive support across the broader Europe MMA. This includes responding to relevant inquiries and opportunities from press/media, travel trade, and other industry contacts throughout Europe. Offerors may also propose activities in other European markets where they identify opportunities that support HTA's objectives, provided such activities are accommodated within the fixed contract price. Should market priorities change during the contract period, HTA will work with the Contractor to adjust strategies and tactics, as appropriate, within the scope and terms of the contract.

18. What is the weighting for UK vs Germany when considering the budget?

- a. There is no prescribed overall budget weighting between the United Kingdom and Germany. Offerors are expected to develop an appropriate budget allocation between the two primary markets based on market conditions, target audience, competitive dynamics, and anticipated return on investment.

19. 'Manage and maintain existing social media platforms' - which social media platforms are you referring to?

- a. LinkedIn is currently the only owned social media channel for the Europe MMA. Offerors are encouraged to propose additional social media channels they believe would enhance the effectiveness of their social and digital marketing strategy.

20. With regards to the below, what training to you envisage occurring prior to an agreement being in place? - Any activity, such as training and orientation, that occurs prior to the execution of an agreement with the selected Contractor shall be at the Contractor's sole cost and expense.

- a. The HTA does not execute any training prior to signing the contract. The training referenced here is that which is executed by the contractor to ensure they are fully staffed and operational at the start of the contract.

21. Will costs for the below be covered within the budget by HTA? - Also, the Project Manager or designee is required to attend HTA's conferences in person in Hawai'i at least twice annually for approximately one (1) week each time.

- a. Attendance at the HTA's conferences must be covered within the fixed contract price.

22. Regarding the below, would redacted sample pay stubs or a statement confirming compliance with applicable employment and payroll legislation be sufficient, rather than individual employee pay records? And is this only required upon appointment and not within our proposal? - In addition, as part of "paycheck transparency," Contractors and Subcontractors are required to: provide detailed information from their worker's pay stubs, including overtime, hours worked, and deductions.

- a. Contractors are only required to provide information in Exhibit C upon request after the contract has been executed. This should not be included in the proposal. Yes, as part of “paycheck transparency”, contractors may be required to provide detailed information from their worker’s pay stubs, including overtime, hours worked, and deductions.
- 23. To confirm, no budget can be allocated to media meetings? Does this also extend to attending events such as trade shows on behalf of the client? - Entertainment costs are unallowable and include amusements, social activities, and incidental costs such as meals, beverages, lodging and transportation, and gratuities.**
 - a. Budget within the fixed contract price can be allocated for media meetings provided they are approved by the HTA and adhere to the State’s policies, including the “HTA Travel and Entertainment Policy” in Exhibit D.
- 24. Please confirm whether prior experience working within the Hawai’i tourism industry is a prerequisite for this RFP? If no, please confirm that alternative destination case studies can be put forward to reflect our previous work**
 - a. No, prior experience working within the Hawai’i tourism industry is not a prerequisite for this RFP and alternative case studies can be put forward to reflect previous work. However, the RFP evaluation will assess the Offeror’s understanding of Hawai’i, including the Hawaiian Islands, its people, Native Hawaiian culture, Hawai’i’s diverse multi-ethnic communities, the Hawai’i visitor industry, and HTA, as well as how this knowledge is thoughtfully incorporated throughout the proposal. Offerors should refer to RFP Section 4.2, Criterion #3: Familiarity with Hawai’i Brand and Product.
- 25. The RFP mentions that staff cannot work on competitor destinations. Could HTA kindly advise which destinations would be considered a competitor please?**
 - a. Offerors are expected to conduct a Market Analysis that provides a comprehensive overview of the market conditions, including the competitive landscape, key competitors, and factors affecting competition within the global travel market. HTA will assess potential conflicts on a case-by-case basis and encourages the offeror to disclose any existing destination clients that may present a potential conflict of interest.
- 26. The RFP states that the major markets are Germany and the UK. Could HTA kindly advise if the focus would be 50/50, or if Germany has a greater focus?**
 - a. Offerors are expected to develop an appropriate budget allocation between the two primary markets based on market conditions, target audience, competitive dynamics, and anticipated return on investment.
- 27. Would the markets of Italy, Switzerland and France be considered reactive markets? And does activity (should this take place) sit outside of the budgets mentioned?**

- a. Offerors may propose activities in Switzerland, Italy, France, or other European markets where they identify opportunities. Any proposed or reactive activities in these markets must be accommodated within the fixed contract price; no additional budget will be provided for activity in these or other European markets.

28. The RFP states five main focuses (consumer marketing, public relations, travel trade, partnerships and owned channel management). Could HTA provide any insight into the current budget split amongst these channels?

- a. Offerors are expected to develop an appropriate budget allocation among the major budget categories, drawing on their professional expertise to identify the most effective distribution of resources to promote Hawai'i, achieve the program objectives, and maximize return on investment.

29. In section 2.2 - Partnerships, point a): what do you consider to be 'key distribution partners'?

- a. Key distribution partners are those that play a significant role in promoting Hawai'i and driving visitation from Europe.

30. RFP Section 1.9 Website References

HTA has launched its new website, and the following URLs have been updated accordingly:

HTA Website	https://hta.hawaii.gov/
The Hawaiian Islands Brand Guidelines	https://hta.hawaii.gov/wp-content/uploads/2026/06/2026-thi-brand-guidelines-external-final.pdf
Maemae Toolkit:	https://hta.hawaii.gov/what-we-do/tools-resources/ma%CA%BBema%CA%BB-toolkit/
HTA Research	https://hta.hawaii.gov/research/
HTA Resident Sentiment Surveys:	https://hta.hawaii.gov/research/evaluation-performance-measures/