



Addendum Date: July 24, 2026

**ADDENDUM 1 TO RFP NO. 27-04
for
HAWAII TOURISM DESTINATION BRAND MARKETING SERVICES
FOR THE KOREA MAJOR MARKET AREA**

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

This Addendum includes:

- RFP 27-04 Hawai'i Tourism Destination Brand Marketing Services for the Korea 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. Has a space or lot already been sourced and booked for ITOP global festival Jeju and World Island Expo Yeosu?**
 - a. Yes, the event space for Hawai'i has been secured. The successful RFP awardee shall provide staffing support to facilitate Hawai'i's participation at both events and will be responsible for all travel-related expenses incurred by its staff in supporting these events. Travel costs for participants from Hawai'i are not included.
- 2. Should we adapt the attachments (specifically Attachment 1) to complete for all three periods of the campaign or submit for period 1 (Sep 2026 – Dec 2027) only?**
 - a. For Attachment 01, please use the provided template and complete all three tabs. The first tab "Total Budget" should include information for all three contract periods, while the remaining two tabs should be completed for Contract Period 1 only. For other attachments, please provide information for the initial contract period (Period 1) only.
- 3. Is it acceptable to respond as a consortium or joint venture? (this appears in one of the attachments but we just want to confirm it will be OK)**
 - a. Yes.

4. Question 1. Market Performance Data and KPI Baseline Reference: Page 10, Section 2.1; Page 13, Section 2.3 Could HTA provide the approximate actual performance results for the Korea market for the past one to two years?

- a. Actual and preliminary performance results for the KPIs for the past two years (2024 and 2025) are stated in the RFP Section 2.1 and below.

Market Statistics for the Korea MMA

Korea - Total	2024 Final	2025 Preliminary	YOY Change
Visitor Spending (\$mil)	399.7	426.3	7.0%
Daily Spend (\$PPPD)	318.5	321.2	1.0%
Arrivals	150,432	163,509	9.0%
Length of Stay (LOS)	8.34	8.12	-2.6%
Airlift (Scheduled Seats)	278,982	303,973	90%
Average Islands Visited (Per Person)	1.24	1.25	0.3%

5. 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-e-toolkit/
HTA Research	https://hta.hawaii.gov/research/
HTA Resident Sentiment Surveys:	https://hta.hawaii.gov/research/evaluation-performance-measures/