



Addendum Date: July 28, 2026

**ADDENDUM 1 TO RFP NO. 27-03
for
HAWAII TOURISM DESTINATION BRAND MARKETING SERVICES
FOR THE JAPAN MAJOR MARKET AREA**

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

This Addendum includes:

- RFP 27-03 Hawai'i Tourism Destination Brand Marketing Services for the Japan Major Market Area 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.

1. 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%BBE-toolkit/
HTA Research	https://hta.hawaii.gov/research/
HTA Resident Sentiment Surveys:	https://hta.hawaii.gov/research/evaluation-performance-measures/