Addendum Date: July 31, 2026

ADDENDUM 1 TO RFP NO. 27-02
for
GLOBAL MEETINGS, CONVENTIONS, AND INCENTIVES MARKETING AND MANAGEMENT SERVICES FOR THE HAWAIIAN ISLANDS

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

This Addendum includes:

- RFP 27-02 Global Meetings, Conventions, and Incentives Marketing and Management Services for the Hawaiian Islands answers to submitted questions.

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. **The RFP body references Attachment 09 as Contractor References and Attachment 10 as Partnership Opportunities, while the posted attachment filenames are reversed. Please confirm which numbering governs.**

   a. Thank you for bringing this discrepancy to our attention. The attachment filenames were inadvertently reversed. The correct numbering is as follows:
   Attachment 09 – Partnership Opportunities
   Attachment 10 – Contractor References
   Offerors should rely on the corrected attachment numbering above when preparing their proposals. The correct set of attachment filenames corresponds with the attachment documents in HIePRO.

2. **For the MeetHawaii.com requirements, does the Contractor assume existing hosting infrastructure and CMS platform contracts, or is the Contractor responsible for provisioning hosting?**

   a. The Contractor will assume HTA's existing hosting infrastructure and CMS platform contracts for MeetHawaii.com, at least for the initial contract period.

3. **Page 14-15, Section 2.3**
   Section 2.3 identifies arrival-year targets for 2028–2033. Historical data reflects substantial year-to-year variability, and the number of citywide events and HCC per-person-per-day

spending have often been below the future target levels. Please confirm that the 2028–2033 figures are long-term destination targets intended to establish the direction and level of growth sought, rather than minimum guaranteed annual results, and that Contractor performance will be evaluated against the annual sales-production KPI's proposed for 2027–2029.

   a. Contractor performance will be evaluated against the annual sales-productions for 2027-2029 proposed, as well as the Contractor's ability to direct business to the need years, subject to HTA approval.

4. **Page 15/17, Section 2.3 and 2.6:**
   QUESTION: Section 2.3 requires quarterly Activity Measure targets, while Section 2.6 requires all annual sales-production targets to be met. Please confirm that quarterly reports will reflect year-to-date progress toward annual sales-production goals and that quarterly variances will not be treated as missed sales-production targets, provided the annual targets are achieved by the end of the applicable contract year.

   a. Yes. Quarterly reports will reflect year-to-date progress toward the annual sales-production goals. Quarterly Activity Measure targets are intended to track performance throughout the contract period.

5. **Page 15-16, Section 2.4**
   QUESTION: Section 2.4 states that the estimated budgets for 2028 and 2029 may be adjusted based on available funding, while also stating that the scope of work shall remain unchanged and that plans, expenditures, and operations must align with changes in funding, KPIs, and program priorities. If funding is reduced, please clarify whether HTA will make corresponding adjustments to service levels, staffing expectations, deliverables, timelines, quarterly Activity Measures, and annual sales-production KPIs through a written contract amendment.

   a. If funding is reduced, HTA will evaluate the impact of the funding change on service levels, staffing expectations, deliverables, timelines, quarterly Activity Measures, and annual sales-production KPIs, as appropriate. Any change will be implemented through a written change order and/or contract amendment.

6. **Page 17, Section 2.6:**
   QUESTION: Section 2.6 states that all sales-production targets must be met. HTA's 2026–2030 Strategic Plan emphasizes formal partnerships, clearly defined responsibilities, and shared accountability. Since citywide success depends on the coordinated performance of HVCB, HCC, and HTA, can HTA clarify how the responsibilities of each party will be defined and considered when evaluating Contractor performance? Specifically, how will HCC construction timing, facility readiness, client service and satisfaction, and timely decisions or approvals by HTA and HCC be taken into account when they materially affect conversion, retention, or confidence in the destination?

   a. HTA will evaluate Contractor performance based on factors within the Contractor's reasonable control. In assessing performance against sales-production targets as well as Contractor's ability to direct business into the need years, HTA will consider relevant facts and circumstances, including factors that may affect performance, consistent with the respective roles and responsibilities of HTA, HCC, and the Contractor. Such considerations will be made on a case-by-case basis and in accordance with the terms of the contract.

7. **Page 22, Section Three: Proposal Content and Submission, 8. Activity Measures Worksheets**

QUESTION: Are we to provide a worksheet for the initial 2027 contract year only or for every year of the contract term? If a multi-year response is required, please specify whether we are to create additional worksheets for the additional years or create a separate document file for each contract year.

a. The Activity Measures Worksheets shall be completed only for the initial contract period (Period 1). No additional worksheets or separate document files are required for subsequent contract periods at this time.

8. **Page 38, Section Six: Attachments and Exhibits, Exhibit A, "A. Long-Term Vision and Roadmap. Present a long-term vision and roadmap for the global MCI marketing and management services that align with HTA's Strategic Plan."**
QUESTION: Should the road map be through 2030, like the strategic plan?

a. The roadmap should extend through 2029, covering the entire contract period at a minimum. Respondents may include a longer-term outlook.

9. **Page 39, Section Exhibit A.E.11**
QUESTION: Does HTA expect the Budget Plan Worksheets to separately identify costs attributable to citywide and single-property market coverage.

a. Yes. At a minimum, the Budget Plan Worksheets must identify costs attributable to citywide and single-property market coverage for staffing allocations. Please refer to the Budget Plan Worksheets tab labeled "Period 1 Staffing" for the required cost breakdown.