

	RFP 22-01 Round 1	RFP 22-01 Round 2	RFP 23-03	RFP 23-08
Scope of Work				
Implement a responsible tourism branding communications program to educate visitors across the entire visitor journey including pre-arrival, in destination and post-departure with specific information about safe and respectful /mindful travel.	X	X		
Visitor Education and Post Arrival Marketing & Communication	X	X		X
Foundational Technical Assistance Program				X
Community Tourism Collaborative				X
Tourism Quality Assurance Program				X
Tour Guide Certification Program				X
Management & Administrative Support for HTA Programs:				X
- Resort Area Hawaiian Culture Initiative				X
- Smart Tourism				X
- Aloha 'āina				X
- Community Enrichment				X
- Kūkulu Ola				X
- Signature Events				X
Seeks to improve resident sentiment by communicating initiatives that are being implemented to support the DMAPs	X			
Primary focus on brand marketing in the United States.	X	X	X	
Brand marketing campaigns and programs shall be guided and informed by the Hawaiian values of aloha, mālama, ho'okipa, and kuleana.			X	
Assist HTA in the execution of DMAP and regenerative tourism initiatives.	X	X		
Collaborate and assist where appropriate, with approval by HTA, in supporting DMAP and regenerative tourism initiatives. Work with the community, the visitor industry, and other government agencies on visitor related issues.			X	
Support destination website development, destination app development, social media management, and intellectual property data bank management globally.	X	X	X	
Drive destination brand awareness. Build the brand of the Hawaiian Islands as well as the specific islands of Kaua'i, O'ahu, Lāna'i, Moloka'i, Maui, and Hawai'i Island.	X	X	X	
Take advantage of market insights and intelligence on trends, distribution dynamics, consumer insights, and competitive analysis. Target both current and next generation of mindful travelers.	X	X	X	
Focus brand marketing to target mindful travelers with emphasis on higher/lifetime trip expenditures and increasing per person per day expenditures in alignment with HTA's KPIs. Emphasis should be to drive visitor spending into Hawai'i based businesses as a means to support circular economy.	X "higher"	X "lifetime"	X "lifetime"	
Collaborate with visitor industry to leverage resources and optimize results.	X	X	X	
Maintain the cultural integrity of the Hawaiian language, customs and practices, cultural and historic sites, and imagery in all brand marketing initiatives.	X	X	X	
Increase awareness, familiarization, and understanding of the diversity of Hawai'i's people, place, and culture.	X	X	X	
Implement a responsible tourism branding communications program to educate pre-arrival with specific information about safe and respectful/mindful travel. This program should be coordinated with the HTA's in-destination program to provide a seamless message throughout the entire visitor journey.			X	

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Develop airline relationships with the goal of monitoring and improving/optimizing load factors and to support direct routes as directed.	X "improving"	X "improving"	X "optimizing"	
Focus marketing and enhance tour product development to build a desire to visit during shoulder periods and encourage multi-island itineraries.	X	X	X	
Maintain a balance between travel trade and consumer promotions, backed by research regarding consumer destination travel shopping and buying trends.	X	X	X	
Assist HTA's Global MCI contractor in securing MCI group business with special focus on the state-owned Hawai'i Convention Center (HCC) and citywide convention growth.	X	X	X	
Support local businesses and promote Hawai'i made products.	X	X		
Emphasis should be to drive visitor spending into Hawai'i based businesses as a means to support a healthy economy, including supporting local businesses and promoting Hawai'i made products in market in partnership with HTA, DBEDT, the private sector, etc.			X	
Assist HTA and other designated entities in crisis management and communication related to the visitors and/or visitor industry.	X	X	X	
Explore and support various DBEDT initiatives as directed and approved by HTA.			X	
Ensure that initiatives are metrics-driven.	X	X	X	
Assist HTA in execution of DMAP and regenerative tourism initiatives	X	X		
Destination website development, optimization, and upgrades	X	X		
Destination application development, maintenance, hosting, licensing, analytics, reporting, ADA compliance, data protection, and crisis management and communications	X	X		
Social media content management, analytics, reporting, crisis management and communications	X	X		
Intellectual property data bank, software maintenance, licensing, reporting, consulting, and maintaining assets developed by the HTA, Island Chapters and Global Marketing Team	X	X		

Price (Maximum)				
2022 Base	\$ 22,500,000.00	\$ 16,388,120.00	N/A	
2023 Base	\$ 22,500,000.00	\$ 18,810,000.00	\$ 8,000,000.00	
2023 Incremental	N/A	N/A	\$ 1,250,000.00	
2024 Base	\$ 22,500,000.00	\$ 18,810,000.00	\$ 14,350,000.00	
2024 Incremental	N/A	N/A	\$ 5,650,000.00	
2025 Base	N/A	N/A	\$ 16,000,000.00	
2025 Incremental	N/A	N/A	\$ 6,000,000.00	
Contract Period 1 (May 2023-Dec 2024)				\$ 17,465,000.00
Contract Period 1 Incremental				\$ 2,000,000.00
Contract Period 2 (Jan 2025-Dec 2025)				\$ 10,600,000.00
Contract Period 2 Incremental				\$ 4,000,000.00
Total Base	\$ 67,500,000.00	\$ 54,008,120.00	\$ 38,350,000.00	\$ 28,065,000.00
Total Incremental	N/A	N/A	\$ 12,900,000.00	\$ 6,000,000.00
Total	\$ 67,500,000.00	\$ 54,008,120.00	\$ 51,250,000.00	\$ 34,065,000.00

Legend:
Scope in the original 2 RFPs but not in the new RFPs
Scope in the original 2 RFPs and in either of the new RFPs
Scope in the new RFPs but not in the original 2 RFPs