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Hawai'i Tourism Authority Awards Two-Year Contract for Visitor Education and Brand Management in Europe

HONOLULU – The Hawai'i Tourism Authority (HTA), the state agency responsible for managing tourism and representing The Hawaiian Islands brand globally, has awarded a two-year contract for visitor education and brand management and marketing services in Europe, signaling HTA's return to this major market area following the pandemic.

HTA issued a Request for Proposals (RFP 23-04) for the Europe market on July 25. As part of the RFP process, presentations were made to an evaluation committee comprised of government, and industry representatives. The contract was awarded to Emotive Travel Marketing Ltd., which will operate as a part of HTA's Global Marketing Team as Hawai'i Tourism Europe.

"HTA is eager to rejuvenate our longstanding relationships in Europe and support this strengthening visitor source market to help drive economic recovery for Hawai'i," said Daniel Nāho'opi'i, HTA's Chief Administrative Officer. "We are pleased to welcome Emotive Travel Marketing to our team and look forward to the critical work ahead."

Strategic efforts will educate European visitors about traveling mindfully and respectfully while supporting Hawai'i's communities and economy. Focus will also be placed on driving visitor spending into Hawai'i-based businesses, including supporting local businesses, festivals and events; purchasing Hawai'i-grown agricultural products; and promoting Hawai'i-made products in-market in partnership with HTA, the state's Department of Business, Economic Development & Tourism (DBEDT), and the private sector.

The brand marketing will be targeted to mindful travelers with an emphasis on lifetime trip expenditures and increasing per person, per day expenditures in alignment with the Key Performance Indicators (KPIs) established in HTA's 2020-2025 Strategic Plan: increased average daily visitor spending, increased total visitor spending, increased visitor satisfaction, and increased resident sentiment toward tourism.

HTA's work in the Europe market began in 1998 when the organization was established. Due to the global COVID-19 pandemic, HTA ended its Europe contract in 2020 when tourism was at a near standstill. In 2019, visitors from Europe spent \$268.1 million, generating \$31.29 million in state tax revenue (directly, indirectly and induced) for Hawai'i.

The decision to resume focus on Europe was based on input from HTA's leadership team and Hawai'i industry partners, as well as data from the Tourism Economics Marketing Allocation Platform, which synthesizes information and provides recommendations based on realizable return, market costs, market risks, and constraints.

The new contract will commence on January 1, 2024, and will end on December 31, 2025, with HTA having an option to extend for an additional three years or parts thereof. Contract terms, conditions, and amounts are subject to final negotiations with HTA and the availability of funds.

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About the Hawai'i Tourism Authority

The Hawai'i Tourism Authority is the state agency responsible for representing The Hawaiian Islands around the world, and for holistically managing tourism in a sustainable manner consistent with community desires, economic goals, cultural values, preservation of natural resources, and visitor industry needs. HTA works with the community and industry to Mālama Hawai'i – care for our beloved home. For more information about HTA, visit www.hawaiitourismauthority.org or follow @HawaiiHTA on [Facebook](#), [Instagram](#), Threads and [Twitter](#).

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