



# HAWAII TOURISM™

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# 1/3/5 Year Goals

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1-year: Use marketing to recover demand to Maui particularly from the U.S. and Canada as well as target high-spending visitors who can afford to travel despite some economic conditions.

2-year: Managing the destination through island Destination Management Action Plans (DMAPs) and Destination Managers

5-year: Hawai'i has shifted to a successful Regenerative Tourism model



# **Maui Wildfire Recovery**

- Market Recovery

# Maui Wildfire Recovery Actions



Recovery Plan Action	Amount	Status
<b>1a: In early 2024, increase the visibility and call to action for travel to Hawai‘i targeting high-potential markets.</b>		
US Maui Recovery Marketing Program #2	\$900,000	HT USA contract amended.
Canada Maui Recovery Marketing Program #1		HT Canada Contract Amended
<b>1b: Support businesses to continue providing a consistent message that Maui is open for visitors.</b>		
Enhancement of gohawaii.com	\$250,000	HT USA Contract Amended
HTA-subsidized booth space or reduced participation fees at certain domestic roadshows or travel trade events.	\$200,000	HT USA Contract Amended
<b>2: Support and encourage consistent messaging and outreach to Maui residents, visitor industry stakeholders and businesses.</b>		
Develop and air local messages that share that many Maui residents want to return to work full-time.	\$350,000	Mākaukau Maui Campaign
<b>2b: Support and encourage consistent Mālama Maui message to visitors.</b>		
Increase post-arrival visitor communication and education: Develop messaging that is more Maui site-specific and addresses some of the changes post-disaster.	\$300,000	Kilohana Contract Amended

# Maui Wildfire Recovery Actions



Recovery Plan Action	Amount	Status
<b>3: Support Maui small businesses that are experiencing significant reductions in sales because of lower number of visitors.</b>		
Support Maui small businesses and Maui Made products. Promotion of "Maui Made" products during West Coast saturation visits.	\$100,000	Partner identified. Scope in development.
<b>4: Expand tourism product on Maui to provide new activities for visitors and support Maui businesses.</b>		
Create opportunities that allow potential visitors to explore different parts of Maui to see what is available.	---	HT USA contract amended.
Encourage and support capacity building for small businesses.	---	Kilohana technical assistance/capacity building contract.
<b>5: Support providing longer-term housing for wildfire-impacted households living in visitor-type accommodations by appealing to TVR owners.</b>		
Increase communication efforts encouraging out-of-state owners to rent to displaced Lahaina residents.	\$50,000	Lele Aloha & CNHA



## **Brand Management**

- Canada & Japan  
Incremental Funding  
Executed
- Global Support Services  
Awarded
- Meet Hawai‘i Corp.  
Sales Position



## **Destination Stewardship**

- Community Programs Awarded (Agenda #8)
- Visitor Education & Post-Arrival Marketing
- East Maui Tourism Management Pilot Program Announced



## Waioka WAIŌAOAKA

**WAIŌAOAKA**  
This is the best hot water in the land of the low-lying clouds that swirls beneath the blue loam. This is the name of our greater region.

**WHAT'S IN A NAME?**  
In Hawaii, names tell stories of natural phenomena. They carry our history, they lead warning and give guidance.

**WAIŌAOAKA**  
A name that was given by our ancestors to the pond, commonly known as, Waioka. **WAIŌAOAKA** The rising water that swirls suddenly. **Warning FLASH FLOODING DANGEROUS TERRAIN**

**SAVE HAWAII COAST RE-AS HALT IS THE NON-PROFIT**







## **Planning & Evaluation**

- Tourism Workforce Development Plan
- Tourism Quality Assurance Program



## **Office of the President & CEO**

- Staffing
- Governance Study  
Underway
- Crisis Response –  
Airlines and Airports



← ↑ 2 C Bag Claim Information ↑

Restaurant

↑ 2 ↑ ↑







# SPRING TOURISM UPDATE

APRIL 12, 2023

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# Spring Tourism Week: March 4-8



<b>Monday</b> <b>3/4</b>	<b>Tuesday</b> <b>3/5</b>	<b>Wednesday</b> <b>3/6</b>	<b>Thursday</b> <b>3/7</b>	<b>Friday</b> <b>3/8</b>
<p>Internal Partners Meeting</p>	<p>Industry Partners Meetings</p>	<p>HTA Spring Tourism Update <i>8 a.m. – Noon</i></p>	<p>O‘ahu FAM</p>	<p>Tourism Day at the Capitol <i>9 a.m. – 1 p.m.</i></p>
<p>Staff and all major contractors.</p>	<p>By market. Organized by GMTs.</p>	<p>Live stream. Updates on HTA marketing, stewardship, and planning efforts.</p>	<p>Internal partners.</p>	<p>Open to the public. Partnership with HLTA, HVCB, CNHA, NaHHA.</p>





## 2024 Session: Tracking 135 Measures of Interest

### Measures Advancing

Codifying Destination Management (SB3364)

Convention Center Marketing (SB2406)

Convention Center Naming (SB3006)

Enabling Agricultural Tourism (HB2146)

Green Fee (HB2081, HB2406)

Paid State-Funded Internships (SB2286)

Planning for Regenerative Tourism (SB2659)

Smart Destination App (HB2563)

Transferring HTA Cultural Grants to SFCA  
(HB2246, HB2735)

### Measures Not Advancing

Remove DBEDT Director from HTA Board  
(SB2535)

Tour Guide Licensing (HB1816)

Tourism Liaison Officer (SB2763)

Tourism Special Fund (HB1517)

Transfer Convention Center to DAGS (SB2765)

### Budget Request

HTA: \$70 Million, 38 Positions

Governor: \$60 Million, 25 Current Positions



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