DISTILLING THE

HTA STRATEGIC PLAN

DRIVERS (STAKEHOLDERS)		CORE AREAS	DELIVERABLES	OBJECTIVES (PILLARS)	GOAL
The needs of HTA's stakeholder groups drives all strategy	engage Stakeholders	HTA's internal division of operations	Measures of effectiveness of all HTA programs, services & products		The ultimate deliverable of HTA's vision & mission
COMMUNITY	COLLABORATIVE	RESEARCH	R E S I D E N T S A T I S F A C T I O N	PRESERVATION OF NATURAL RESOURCES	
GOVERNMENT	COMMUNICATION	BRAND MARKETING & STANDARDS SETTING	VISITOR SATISFACTION	PERPETUATION OF HAWAIIAN CULTURE	MĀLAMA KU'U HOME THROUGH
INDUSTRIES	CULTURAL VALUES	C O M M U N I T Y C O N V E N I N G	AVERAGE DAILY SPEND	C O M M U N I T Y E M P O W E R M E N T	REGENERATIVE
VISITORS	COMPETENCIES	FUNDING & RESOURCE DEVELOPMENT	TOTAL SPENDING	B R A N D M A N A G E M E N T	

To learn more, see the Hawaii Tourism Authority Strategic Plan 2020-2025

See pages 1, 5, 12-13, 15 See pages 20-29 at and pages 20-29 at Guiding Principles Guiding Principles See pages 12, 15, and pages 20-29 at Programmatic Actions See page 3 and pages 20-29 at Objectives

See pages 16 and pages 20-29 at Goal and Strategic Choices See page 7 and pages 20-29 at Goal

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