



**HĀLĀWAI PAPA ALAKA'I KŪMAU O KE KE'ENA KULEANA HO'OKIPA O HAWAII'
REGULAR BOARD MEETING OF THE HAWAII TOURISM AUTHORITY**

**HĀLĀWAI HŌ'EA KINO A KELEKA'A'IKE
HYBRID IN-PERSON & VIRTUAL MEETING**

**Pō'ahā, 26 'Okakopa 2023, 9:30 A.M.
THURSDAY, OCTOBER 26, 2023 AT 9:30 A.M.**

Kikowaena Hālāwai O Hawai'i
Papahale 3 | Lumi 313 A
1801 Alaākea Kalākaua
Honolulu, Hawai'i 96815

Hawai'i Convention Center
Third Floor | Room 313 A
1801 Kalākaua Avenue
Honolulu, Hawai'i 96815

E ho'olele ʻiwa ʻia ka hālāwai ma o ka Zoom.

Meeting will be live streaming via Zoom.

<https://us06web.zoom.us/j/84990582040>

*E noi ʻia ʻoe e kainoa me kou inoa. E ʻoluʻolu, e hoʻokomo i kou inoa piha akā hiki nō iā ʻoe ke hoʻohana i ka inoa kapakapa e like me kou makemake. E noi ʻia ʻoe e hāʻawi mai i kāu helu leka uila. Hiki nō ke hoʻopihapiha penei, ****@****mail.com*

You may be asked to enter your name. The Board requests that you enter your full name, but you may use a pseudonym or other identifier if you wish to remain anonymous. You may also be asked for an email address. You may fill in this field with any entry in an email format, e.g., [**@****mail.com](mailto:****@****mail.com).**

**Kelepona / Call In: (669) 444-9171
Helu Hālāwai / Webinar ID: 849 9058 2040**

Hiki i ka lehulehu ke hōʻike manaʻo ma o ka palapala a i ʻole ma o ka waha. E kau palena ʻia ka hōʻike manaʻo waha (ma ke kino a i ʻole ma o ka Zoom) he ʻelima minuke ka lōʻihi no kēlā me kēia kumuhana. E kāinoa no ka hōʻike manaʻo waha ma ke pākaukau hoʻokipa ma ka lumi hālāwai. E kāinoa no ka hōʻike manaʻo waha ma o ka Zoom ma o ke pihi "Q&A."

Members of the public may provide written or oral testimony on agenda items. Oral testimony (in-person or via Zoom) will be limited to five minutes for each testifier per agenda item. Signup for oral testimony in-person will be at the registration table in the meeting room. Signup for oral testimony via Zoom will be accepted through the Q&A feature on Zoom.

E hoʻohui ʻia nā palapala hōʻike manaʻo i hiki ma ka pūʻolo hālāwai. No nā palapala hōʻike manaʻo i hōʻea mai ma hope o ka paʻa o ka pūʻolo hālāwai (he 48 hola ma mua o ka hālāwai), e kākaʻahi ʻia nā kope i ka papa alakaʻi a e mākaukau no ka ʻike ʻia e ke anaina ma ka hālāwai. E leka uila ʻia nā palapala iā Carole Hagihara-Loo ma carole@gohta.net, a i ʻole, e lawe kino ʻia i ke keʻena.

Written testimony received ahead of the preparation of the board packet will be included in the board packet. Written testimony received after the issuance of the board packet (48 hours ahead of the meeting) will be distributed to the board and available for public inspection at the meeting. Email written testimony to Carole Hagihara-Loo at Carole@gohta.net, hand-deliver or send via postal mail to the Hawai'i Tourism Authority office, 1801 Kalākaua Avenue, 1st Floor, Honolulu, HI 96815.

PAPA KUMUMANA'O
AGENDA

1. *Ho'omaka*
Call to Order
2. *Kikolā*
Roll Call to Announce Name of Participating Board Members and to Identify Who Else is Present with Board Member if Location is Nonpublic
3. *Wehena*
Opening Protocol
4. *Hō'ike O Nā Hālāwai 'Ae 'Ia*
Report of Permitted Interactions at Informational Meetings or Presentations Not Organized by the Board Under HRS section 92-2.5(c)
5. *'Āpono Mo'olelo Hālāwai*
Approval of Meeting Minutes
 - a. *Hālāwai Papa Alaka'i Kūmau, 28 Kepakemapa 2023*
September 28, 2023 Regular Board Meeting
6. *Hō'ike A Ka Luna Ho'okele Ho'okō*
CEO Report
7. *Hō'ike A Ka Luna Ho'omalū Papa Alaka'i HTA*
Board Chair Report
8. *Kūkākūkā A Ho'oholo No Ke Noi I Ke Kia'āina No Ka Ho'opa'a Manawa O Ka Pōulua 'Oihana Ho'okipa*
Discussion and/or Action on a Request to the Governor to Declare the Tourism Emergency for a Specific Time Period
9. *Hō'ike'ike A Kūkākūkā Na Kilohana No Ka 'Aelike Kāko'o Kahu 'Āina Ho'okipa*
Presentation and Discussion by Kilohana on the Support Services for Destination Stewardship Contract No. 23008
10. *Mo'olelo A Nūhou A Ke Kōmike Ho'okele & Hō'ōia*
Report and Update by the Administrative & Audit Standing Committee of their Meeting Held on October 18, 2023
 - a. *Kūkākūkā A Ho'oholo No Ke Kuleana A Uku****
Discussion and Action on the Role and Compensation of the Hawai'i Tourism Authority's Interim President and CEO, Chief Brand Officer, and Others ***

- b. *Kūkākūkā A Ho'oholo No Ke Kulekele Ho'olilo Kālā Pōulia*
Discussion and Action on Hawai'i Tourism Authority's Emergency Fund Expenditure Policy & Procedures
 - c. *Kūkākūkā A Ho'oholo No Ke Kulekele Kū'ai*
Discussion and Action on the Hawai'i Tourism Authority's Procurement Policy #400-01
11. *Mo'olelo A Nūhou A Ke Kōmike Mo'ohelu Kālā, 'Oihana Kālā, A Kikowaena Hālawai*
Report and Update by the Budget, Finance, and Convention Center Committee of their Meeting Held on October 25, 2023
- a. *Kūkākūkā A Ho'oholo No Ko HTA Mo'olelo Kālā*
Discussion and/or Action on the Recommendation by the Budget, Finance, and Convention Center Standing Committee on HTA's Financial Report for September 2023
 - b. *Kūkākūkā A Ho'oholo No Ko Ke Kikowaena Hālawai Mo'olelo Kālā A Papahana Ho'oponopono*
Discussion and/or Action on the Recommendation by the Budget, Finance, and Convention Center Standing Committee on the Hawai'i Convention Center's September Financial Report and Update on the Hawai'i Convention Center's 6-Year Repair and Maintenance Plan
 - c. *Kūkākūkā A Ho'oholo No Ko HTA Palapala Noi Kālā*
Discussion and/or Action on the Hawai'i Tourism Authority's and Hawai'i Convention Center's Form A Submittal (FY25 Supplemental Budget – Operating Budget Adjustment Request) Submitted to the Department of Business, Economic Development and Tourism (DBEDT)
 - d. *Kūkākūkā A Ho'oholo No Nā Nīnūnē A Mana'o Pili I Ka Mo'ohelu Kālā*
Discussion and/or Action on HTA Budget Issues, Comments, and Suggestions Raised by Legislators, Board Members, Staff, Stakeholders, etc.
12. *Kūkākūkā A Ho'oholo No Ka Luna Ho'omalū O Ke Kōmike Alowelo*
Discussion, Recommendation, and Action on the Assignment of a New Chair for the Branding Standing Committee
13. *Mo'olelo A Nūhou Na Ke Kōmike Alowelo*
Report and Update of the Branding Standing Committee of their Meetings Held on October 12, 2023 and October 23, 2023
- a. *Kūkākūkā A Ho'oholo No Ke Kuleana A Pahuhopu O Ke Kōmike Alowelo*
Discussion and/or Action on the Purpose, Charter, and Description of the Branding Standing Committee

- b. *Kūkā a Ho'oholo no nā Hana a ka Hawai'i Tourism Japan no ka Makahiki 2024*
Discussion and/or Action on Hawai'i Tourism Japan Activities Under the Brand Management & Marketing Services Contract and HTA's 2024 Brand Marketing Plans for the Japan Market
 - c. *Kūkā a Ho'oholo no nā Hana a ka Hawai'i Tourism Canada no ka Makahiki 2024*
Discussion and/or Action on Hawai'i Tourism Canada Activities Under the Brand Management & Marketing Services Contract and HTA's 2024 Brand Marketing Plans for the Canada Market
 - d. *Kūkākūkā A Ho'oholo No Ka Ho'onui Kālā No Nā Mākeke U.S., Moananuiākea, Me Kōlea*
Discussion and/or Action on Funding the Incremental Spend for the US Market, Oceania, and Korea
 - e. *Kūkākūkā A Ho'oholo No Ka Nā'ana I Nā Papahana Hokona 2024*
Discussion and/or Action on the Review of 2024 Marketing Initiatives and Spend, Including Recommendations for Maintaining or Dissolving Programs
 - f. *Kūkākūkā A Ho'oholo No Ka Nā'ana I Nā Ha'awina Kālā*
Discussion and/or Action On The Review Of 2024 Grants Programs, Protocols to Obtain Grants, and 2025 Planning
14. *Hō'ike'ike, Kūkākūkā A Ho'oholo No Ka Ho'okuleana Waha'ōlelo*
Presentation, Discussion, and Action on Resolution No. 2023-3 Delegation of Authority to Present Policy Positions
 15. *Kūkākūkā A Ho'oholo No Ka Hui Kūkā Mo'ohelu Kālā*
Discussion and Action on the Formation of an HTA FY25 Supplemental Budget Permitted Interaction Group (PIG)
 16. *Kūkākūkā A Ho'oholo No Ka Ho'onoho I Ka Hui Kūkā Mo'ohelu Kālā*
Discussion and Action on Assignment of Board Members to the HTA FY25 Supplemental Budget Permitted Interaction Group (PIG)
 17. *Ho'oku'u*
Adjournment

*** *'Aha Ho'okō: Ua hiki i ka Papa Alaka'i ke mālama i kekahi hālāwai kūhelu i kū i ka Hawai'i Revised Statutes (HRS) § 92-4. E mālama 'ia kēia hālāwai kūhelu nei ma lalo o ka § 92-5 (a)(4), § 92-5 (a)(8) and §201B-4(a)(2) no ka pono o ko ka Papa Alaka'i kūkā a ho'oholo 'ana i nā nīnūnē a nīnau i pili i ko ka Papa Alaka'i kuleana me ko ka Papa Alaka'i loio. He hālāwai kūhelu kēia i 'ole paulele 'ia ka 'ikepili a i mea ho'i e mālama kūpono ai i ko Hawai'i 'ano, he wahi i kipa mau 'ia e nā malihini.*

*** Executive Session: The Board may conduct an executive session closed to the public pursuant to Hawai'i Revised Statutes (HRS) § 92-4. The executive session will be conducted pursuant to HRS § 92-5 (a) (2), § 92-5 (a)(4), § 92-5 (a)(8) and §201B-4(a)(2) for the purpose of consulting with the board's attorney on questions and issues pertaining to the board's powers, duties, privileges, immunities, and liabilities; to consider hiring and evaluation of officers or employees, where consideration of matters affecting privacy will be involved; and to discuss information that must be kept confidential to protect Hawai'i's competitive advantage as a visitor destination.

Ma lalo o ka māhele 531.5 o ka Budgetary Control Accounting Manual, Moku'āina 'o Hawai'i, he māhele ka 'aina awakea o ka hālāwai. E mau ana ka hālāwai ma loko nō o ka 'ai 'ana, 'a'ole ho'i ia he wā ho'omalolo.

Pursuant to Section 531.5, of the Budgetary Control Accounting Manual, State of Hawai'i, lunch is served as an integral part of the meeting, while the meeting continues in session, and not during a break.

*Inā he lawelawe a mea like paha e pono ai ke kīnānā, e ho'oka'a'ike aku me Carole Hagihara-Loo ma (808)-973-2289 a ma ka leka uila e like me ka wikiwiki i hiki, 'a'ole ho'i ma hope o ka 'ekolu lā ma mua o ka hālāwai. **E aho ka ho'omaopopo koke i ke noi i hiki ke ho'okō pono i ia noi.** Ua noa pū kēia ho'olaha ma nā kino 'oko'a e like me ka mea pono.*

If you need an auxiliary aid/service or other accommodation due to a disability, contact Carole Hagihara-Loo at (808) 973-2289 or carole@gohta.net as soon as possible, preferably no later than 3 days prior to the meeting. **Requests made as early as possible have a greater likelihood of being fulfilled.** Upon request, this notice is available in **alternative/accessible** formats.

E like nō me ka 'ōlelo o ke Kānāwai Hawai'i i ho'oholo 'ia māhele 92-32.7, 'a'ole e mālama ana ke Ke'ena Kuleana Ho'okipa o Hawai'i i kekahi wahi ka'awale no ka lehulehu a lālā papa alaka'i e nānā a e komo ai i ka hālāwai ma ka ho'ohana i ka 'enehana komo hālāwai, no ka mea, hiki nō i ka po'e o ka lehulehu a lālā papa alaka'i ke nānā a komo pū ma ka hālāwai hō'ea kino.

In accordance with HRS section 92-3.7, the Hawai'i Tourism Authority will not establish a remote viewing area for members of the public and board members to view and participate in meetings held using interactive conference technology (ICT) because there will be an in-person option for members of the public and board member to view and participate in the meeting.

05
Approval of Minutes
of the
September 28, 2023 Regular Board Meeting



Ke'ena Kuleana Ho'opipa O Hawai'i
1801 Kalākaua Avenue
Honolulu, Hawai'i 96815
kelepona tel 808 973 2255
kelepa'i fax 808 973 2253
hawaii tourism authority.org

**REGULAR BOARD MEETING
HAWAII TOURISM AUTHORITY
Thursday, September 28, 2023, 9:30 a.m.**

Hybrid In-Person & Virtual Meeting

Hawai'i Convention Center
Parking Level | Executive Boardroom A
1801 Kalākaua Avenue
Honolulu, Hawai'i 96815

MINUTES OF THE REGULAR BOARD MEETING

MEMBERS PRESENT:

Blaine Miyasato (Chair), Mahina Paishon Duarte (Vice Chair) (Zoom), Kimberly Agas (Zoom), David Arakawa, Dylan Ching, Mufi Hannemann (Zoom), Stephanie Iona, James McCully, Sherry Menor-McNamara (Zoom), James Tokioka (Ex Officio, DBEDT Director), Mike White (Zoom), Sig Zane (Zoom)

HTA STAFF PRESENT:

Daniel Nāho'opi'i, Kalani Ka'anā'anā, Isaac Choy, Caroline Anderson, Ilihia Gionson, Jadie Goo, Iwalani Kaho'ohanohano, Carole Hagihara-Loo, Maka Casson-Fisher, Talon Kishi, Kāhea Kashinoki

GUESTS:

Jennifer Chun, Lawrence Liu, Susan Webb, Lorenzo Campos, Jeffrey Eslinger, Irene Lee, Gaeun Moon, Alex Wong, Dennis Suo, Erin Khan, Bobbie Okamoto, Guillaume Manan, Kylie Butts, Nathan Kam, Jennifer Gaskin, Jacqui Walshe, Shannon McKee, Darraugh Walshe, Andrew Koh, Eric Takahata, Mitsue Varley, Tyler Gomes, Teri Orton, Mari Tait, Noelle Liew, John Reyes

LEGAL COUNSEL:

John Cole

1. Call to Order

Chair Miyasato called the meeting to order at 9:30 a.m.

2. Roll Call to Announce Name of Participating Board Members and to Identify Who Else is Present with Board Member if Location is Nonpublic

Mr. Gionson did the roll call, and all members were confirmed in attendance. Members who attended via Zoom were by themselves.

3. Opening Protocol

Mr. Casson-Fisher did the opening protocol and shared a video, “Ka Na’i Aupuni,” produced in partnership with many organizations, including the HTA.

4. Report of Permitted Interactions at Informational Meetings or Presentations Not Organized by the Board Under HRS section 92-2.5(e)

There was no input on Permitted Interaction Groups.

5. Approval of Meeting Minutes

5.a. August 15, 2023 Emergency Meeting of the Board

Approval of minutes. Emergency Meeting of the Board on August 15, 2023, was proposed, seconded, and carried unanimously.

5.b. August 31, 2023 Regular Board Meeting

Approval of minutes. Regular Board Meeting on August 31, 2023, was proposed, seconded, and carried unanimously.

6. CEO Report

Mr. Nāho’opi’i spoke about the CEO report. He reported on Europe and said they have made progress on that. The Board had recommended increasing their global reach into Europe for the current year. They hired a new staff member and introduced Mr. Kashinoki, the administrative assistant in the Branding department.

He spoke about disaster recovery. The economic situation for the recent DBEDT forecast showed that in terms of growth, they are at 1.8% for 2023. It has been revised at 1.1%. For 2024, it went from 2% to 1.5%. This is from the impact of the Maui wildfires, the restrictions, the decline in travel, and the recovery process. That equates to the businesses not operating currently and accounts for about \$2.7 million per day in lost revenue. With all the components, including visitor income, the loss comes to \$11 - \$13 million per day statewide due to the various issues related to the Maui wildfires. The estimate in terms of arrivals through December will be double-digit declines. Not seeing much in terms of full recovery. The big issue is employment. The impact at a statewide level for unemployment claims is at 8,800 total. The Maui unemployment claims count for 61%.

There has been a drop since August for future bookings. November and December are still lagging compared to the previous year's pace. Even though there was no damage to the south Maui properties, it also affected them.

They continue to work with Maui communities and visitor industries through weekly meetings with West Maui properties and other industry businesses. Board members have also been working diligently with the Mayor and Governor, listening to the needs of the residents and industry partners. Mr. Gionson represented the HTA in a joint information session in Maui County. Mr. Nāho'opi'i asked Mr. Gionson to elaborate on what he had done over the past two weeks.

Mr. Gionson highlighted the HTA's response since the previous meeting. The recovery PIG had been meeting, and they continue to meet with folks on the ground to get the message out. For the last two weeks, he has been helping out. The state and the other counties have been deploying their Public Information Officers to support Maui County to ensure information gets out to the public. The mayor had announced information about reopening phases on West Maui the previous day. Mr. Gionson said the mayor was using input from the community advisory council, Lāhainā residents, and business owners. This body convenes to help channel input into the decision-making.

Mr. Gionson spoke about the Lāhainā Civic Center. Seeing everyone pull together during the disaster was inspiring. Mr. Nāho'opi'i gave a synopsis of what they are doing with the two PIGs. They have been active with weekly meetings, hearing from various industry sectors and residents, and monitoring the issues and causes to work on detailed plans. There have been information briefings from ground sectors, hotels, airlines, and a briefing from the economic recovery task force of the Governor. They continue to schedule meetings and will have another group information from Mary Alice Evans of the task force on Friday with updated information. They will continue gathering information and talking to critical people working on disaster

recovery issues for the long-term focus. There is also the governance PIG, which has met a few times. Currently, they put out a procurement for a company to write the governance study that would then look at the structure and relationship of the HTA Board and the HTA organization with the legislature as a government agency. They will have other discussions to determine a consultant to assist them soon and will report back on that. He gave the floor to Mr. Ka'anā'anā.

Mr. Ka'anā'anā spoke about mālama Maui. He said some of the assets are out and in the field. He showed a video related to this and what was approved for the overarching mālama Maui campaign with the board-approved incremental funds. He highlighted some of the work of Kilohana, visitor education, and post-arrival marketing. The HTA staff approved the assets and will be in the airport, baggage claims, and digital displays. Thanks to the Board, they are happy to have the HTA European team back up and running.

He spoke about Sea Cleaners and thanked everyone related to the project. He showed a video about Sea Cleaners. He highlighted 18 CEP and signature events in August and said they look forward to the Aloha Festival Floral Parade this weekend, which honors the Hawaiian Culture, sharing with visitors through Waikīkī and across the state through other activations. He said they are excited that the Global Marketing Team will be under one roof to discuss important topics facing the islands. There are 427 registrations, and they are getting close to the limit of 450. They will cover important topics related to Maui, destination management, AI, and the application in the industry. The conference details are on the website.

Mr. Nāho'opī'i emphasized the importance of the tourism conference moving toward regenerative tourism. He said they had dedicated speakers, including the Governor, Lieutenant Governor, and the tourism subject matter Chairs. They will end the conference with a well-known international consultant looking at how state offices and DMAPs have changed their roles and what they see as the future of tourism management globally.

Chair Miyasato opened the floor for questions, comments, and observations. Dir. Tokioka mentioned that as tourists return to Maui as of the October 8 opening, the concern was insensitive guests, asking questions about favorite restaurants or talking to someone who had a loss from the fire. He said they should address that topic. They could use the airport announcements to educate visitors and guests on this. He said he could work with DOT to put this on the PA system. Mr. Nāho'opī'i said the staff have been discussing that issue. He asked Mr. Gionson to elaborate on that.

Mr. Gionson said they have done a good job of getting out the word about respectful and compassionate travel being important. He said they now need to educate visitors on what to do, such as supporting local businesses, restaurants, etc. He said it was helpful being on the

ground. They will continue to work on the messaging at airport announcements. Mr. Ching said a sensitive spot would be the bypass road into Lāhainā, where people would stop for pictures. There was enforcement there previously. He asked if that could be a place where they apply respectfulness for more sensitivity. Mr. Nāho'opi'i said Mr. Gionson is familiar with that area.

Dir. Tokioka said dust screens are going up for most of the area, but coming down the Bypass road, the burnt areas are still visible. He said they would have some presence after the opening and continue to have the barriers so people can't stop and take pictures. They are working with communities and high schools to put up messages on the banners on the dust screens, which is all part of the opening process. There were no further comments.

7. Board Chair Report

Chair Miyasato gave some background on himself. He was with Hawaiian Airlines for 38 years started as a flight attendant. Regarding the HTA brand, he spoke about the days when Hawaiian Airlines stood for "Hawaiian always late." As an employee, he was proud of what they did, but after they removed their uniforms, they would not tell people who they worked for as it was not something they were proud of. He said it was not the people but the circumstances that caused issues. He said it was an honor to be in his current role. He spoke about his observations in the first few weeks of being Chair. He read a statement, "A culture is strong when people work with each other for each other. A culture is weak when people work against each other for themselves." He said that is the way he wants to approach being Chair.

He confirmed the following points on what success looks like and to reach the goals they set forth:

- He confirmed that the HTA remains an independent entity as envisioned and conceived.
- The HTA retains lump sum funding.
- The HTA lost procurement exemption.
- The HTA must justify its financial existence annually.
- The Board retains independence, and the CEO reports to the Board through the Board chair.
- The chair (vice-chair) leads and directs the CEO with the expectation that leadership direction flows through to the staff.
- Sunshine law is to be embraced.
- There is a Hawaiian way of governance work.

Chair Miyasato spoke about a few stories during the Lāhainā disaster. He said they need a leader.

He spoke about his focus going forward:

- Meaningful Data, Reports, Dashboards
- Shoring up Organization
- Immediate Resources: Chief Executive Officer and brand Roles are critical to moving forward, which will preclude micromanagement.
- Building Hui.
- Brand-enhancing partners that include a demonstrated understanding of kākou.
- Speaking in one voice as a body.
- Tell the HTA Story.
- Be the Tourism Authority.
- Be the advocate for the brand.

Chair Miyasato said he came across a headline "The breakup of the contract to market the state's tourism industry has prompted queries about management and accountability." He said the challenges they face are not new. He said he and the vice-chair visited with historians, legislators, senators, etc. He asked them to provide history and how and when the HTA functioned well. He said they gave feedback freely from a historical perspective to help them honor the past, honor the present, and get the best possible future for the HTA, to do what's best for the state.

He gave a quick overview of the airline industry's response to the Maui fires. Loss from businesses and tourism was \$11 million per day.

He shared the airline industry's immediate response to the tragedy:

On August 8, at 11:30 p.m. he got a call from acting Gov. Luke on situational awareness. Until August 9 at 4 a.m., she gathered all hands on deck with the airline HIEMA department directors. The immediate crisis was evacuation. By first light, 2,000 visitors were sleeping at the airport. Airplanes being on the ground was a precursor to the busses. He showed how the number of people sleeping at the airport decreased every day. The HTA also offered the HCC, and the plan was not to drain resources in the shelters in Maui but to utilize O'ahu, so a lot of the flow was coming through Honolulu. After the rapid response, their efforts moved to cargo and transport needs. In early August, 23,000 airseats (88 flights) to Maui were canceled due to supply and demand.

He showed a slide with the air seat decline. Airlines dropped prices to bring visitors back. As of September 27, the average fare to Maui was \$64 from the West Coast to stimulate the market. He showed a slide showing where airlines dropped prices to bring visitors back. As of September 27, the average fare to Maui was \$64 from the West Coast to stimulate the market.

Chair Miyasato spoke about where the HTA stands.

He mentioned the proclamations:

- August 8 - strongly discourage travel to Maui
- August 13 - strongly discourage travel to West Maui.
- September 8 - West Maui was open to visitors on October 8.

He spoke about the effectiveness of KĀKOU. The HISLAC team stepped into the void of the industry during COVID. It was a Senate-select COVID committee focusing on building lasting relationships of trust. The relationships, in turn, create opportunities for one voice. The relationship creates an industry seat at the table, a trusted resource for Hawai'i legislative bodies.

Mr. McCully said governance is what the HTA is considering as a PIG. Part of how the HTA has evolved over the last 20 years is the internal communications and the means of working with the staff. He said there is a gap between the Board and the staff, a necessary pledge they must go through. He said Chair Miyasato mentioned that the Board retains independence, and the CEO reports to the Board through the Board chair. The vice-chair leads and directs the CEO with expectations that leadership direction flows through to the staff. He said the governance committee needs to incorporate this in its work moving forward, how the Board will work with the staff, and how that interaction will occur. He reiterated a recommendation he made earlier: that the Board supports the concept of a staff position that directly represents the authority staff to the Board. It would be an administrative position to help the Board effectuate their responsibilities. He said it is difficult for the Board members to keep up with the volume of work, and it is important that they can find out directly what is going on at the staff level. They will be taken to task if the HTA is perceived to have failed its responsibilities. He understood Chair Miyasato's explanation of everything, but it is not in the statutes, and no rules incorporate that.

Chair Miyasato said they will get into the heart of the matter. He does not want to be a dictator. He wants to know the charter, the organization, etc. He said the HTA must take Mr. McCully's suggestion and move it through the proper channels. Mr. Nāho'opī'i said that the discussion could happen in the Administrative Committee once there is a recommendation. Mr. Arakawa said Mr. McCully raised a good point about communication. Mr. McCully appreciated Chair Miyasato taking on the responsibility, and he appreciated his openness.

Mr. Hannemann said Chair Miyasato does not need to feel that he will be held responsible for the rise and fall of the HTA Board, as all of them have constituencies they all represent. He also said that the discussion with Mr. McCully requires a dual referral, and they must all look at the issue. He said Mr. White's committee should have a hand in it. He asked when they would decide on filling the CEO position. Mr. McCully said the only concern is that all the meetings are

fully agendized as they are a large group of people. Mr. Hannemann said they will all benefit from fresh eyes, with Chair Miyasato being new to the HTA.

There were no comments or public testimony.

8. Report and Update by the Budget, Finance, and Convention Center Committee of their Meeting Held on September 27, 2023

a. Discussion and/or Action on the Recommendation by the Budget, Finance, and Convention Center Standing Committee on HTA's Financial Report for August 2023

Mr. Arakawa started with the motion - to approve the HTA's financial report for August 23. Ms. Agas seconded. He asked Mr. Choy to do the presentation for the August transactions. Mr. Gionson did the roll call, and the motion passed unanimously.

b. Discussion and Action on the FY25 Legislative Budget Request

The motion was to approve the FY2025 legislative budget request. Mr. Arakawa made a motion, and Ms. Agas seconded. Mr. Choy gave some highlights. He said they had a robust conversation at the BFCC. He alerted everyone to the fact that the budget is very itemized. It was recommended to him by the BNF director, but he wants the committee members to know they have another chance in December when the briefings start to make any changes. Mr. Arakawa said Mr. Choy is submitting the budget in the same format the legislature asked for over the past two years, which includes listing all contractual obligations and adding administrative costs.

He listed the five steps of review:

- The HTA prepared it.
- Reviewed by the department of business and economic development.
- Reviewed by the Department of Budget and Finance
- Reviewed by the Governor
- Reviewed by the legislature.

The Board will have a chance to go through a detailed review of the submitted budget, two Board members at a time, to comply with the Sunshine Law.

One issue raised was the salaries and bonuses, which the HTA staff will get back to the State departments.

Mr. Gionson did the roll call, and the motion passed unanimously.

c. Discussion and/or Action on the Recommendation by the Budget, Finance, and Convention Center Standing Committee on the Hawai'i Convention Center's August Financial Report and Update on the Hawai'i Convention Center's 6-Year Repair and Maintenance Plan

d. Discussion Regarding an Update of the Meetings, Conventions and Incentives Market Activity and Pace Report, and Hawai'i Convention Center Activity and Local Sales

Mr. Arakawa made a motion to approve the HCC August financial report and update the HCC six-year repair and maintenance plan. Ms. Agas seconded.

Ms. Orton gave some highlights. Mr. Choy gave an update on the repairs. They had two bidders for the RFP for the roof. The losing bidder wanted to do a protest on their bid. They will report on it in the next meeting. The overall roof budget is on track.

Ms. Orton spoke about the August financials. In August, the HCC served as an assistance center that operated under the partnership of the HTA and American Red Cross to support the evacuees from the Maui wildfires. It served nearly three hundred evacuees and provided temporary accommodation until evacuees could find alternate accommodation.

They also successfully hosted a significant amount of local business, including the return of Comicon and the Made in Hawai'i festival, which brought 58,000 attendees. The HCC also welcomed the return of the first international Citywide event, Daito Kentaku, which brought in a little over 3,300 attendees and generated \$41.3 million in economic impact, and \$4.1 million TAT. For the HCC, they generated \$800,000 in food and beverage revenue. Citywide business's economic and financial impacts and the four other Citywide events in the last month have driven a positive financial bottom line. The reforecast for the remainder of the year is at \$5 million compared to the budget at \$6.5 million. Thanks to the Citywide business, they are \$1.5 million ahead of the budget. Ms. Orton thanked Mr. Reyes for his hard work. The ROI is at \$25.91. The ROI for the last two months was \$4.30.

Ms. Orton spoke about the pace report to bring in more of this business. She said they need to draw attention to future business from 2026 onwards. She said they need to support the Visitors Bureau to ensure they have the resources to put business on the books, whether getting additional staff or additional budget funding. Corporate market segments are big spenders and stay in higher-end hotels. Those incentive groups spend a lot of money on their incentive trips. The Board needs to be made aware of that. Mr. Reyes needs to fill this position to ensure these groups come to Hawai'i. They need to find additional funding to support this position as it impacts the HCC.

Mr. McCully asked about the sharp drop off of Citywide's from 2026 or 2027. She said it was related to a structural thing and also due to COVID. She said it takes five to seven years to put association business on the books. In between that, they hope to garner a few corporate events per year.

Mr. Reyes reiterated the impacts of COVID on the Citywide events. He mentioned that Hawai'i has \$150,000 to market to the country. Smaller destinations have \$300,000. He understands everyone has been challenged by staffing cuts, but the way to generate sales is through salespeople. In April, they went from 51 to 59 bookings for Citywide events. The key to filling short-term events is having a sales team. Mr. Arakawa said the most Citywide events happened in 2019 before COVID, so they are playing catch up. The Board needs to support Mr. Reyes and his team. The Board had initially approved the \$800,000 funding to hire a new marketing person, but that was used because the budget was not approved the previous year.

Mr. Gionson did the roll call, and the motion passed unanimously. Mr. Arakawa said at a previous BOD in August that Rep. Quinlan had referred to an email he sent to the HTA regarding the HTA budget being submitted to the Governor then. He said Mr. Nāho'opi'i has transmitted it, and the rest of the Board will be receiving it.

Chair Miyasato went back to the Board Chair's report. Ms. Duarte said she is in New Mexico for the tribal land summit. She wanted the Ho'okahua Hawai'i committee members to know she would call for a meeting soon. The reasons are that Chair Miyasato and herself received a letter from several Lāhainā community leaders and volunteers, which she will circulate among everyone. The essence of the letter is to invite the HTA to participate in their comprehensive planning process because they will be undergoing a multi-month planning process for which they are going to putting forth a vision of regenerative, sustainable Lāhainā economy that is also consistent with the HTA's mantra and speaks to their desire to advance AAEF and explore with them how the HTA can be a strategic partner, so they can rebuild a local economy where regenerative tourism will be an important component.

e. Discussion and Action on HTA Budget Issues, Comments, and Suggestions Raised by Legislators, Board Members, Staff, Stakeholders, etc.

9. Report and Update of the Branding Standing Committee of their Meetings Held on September 15, 2023 and September 27, 2023

a. Discussion and/or Action on the Purpose, Charter, and Description of the Branding Standing Committee

Chair Miyasato started with a discussion and purpose of the Branding Standing Committee, which was deferred to the second BOD. Mr. Zane said they had not been satisfied with the narrative or wording.

b. Discussion and/or Action on Hawai'i Tourism Japan Activities Under the Brand Management & Marketing Services Contract and HTA's 2024 Brand Marketing Plans for the Japan Market

Chair Miyasato made a motion, and Mr. Ching seconded.

Mr. Takahata said Japan is moving in a positive direction.

He highlighted the following points:

- Japan's economic output grew by an annualized 6% in Q2 (third consecutive quarter expansion and the strongest growth since last quarter of 2020)
- Rise in exports with a flood of tourists into Japan
- Weak yen and high inflation slow domestic spending
- Continued recovery is expected.

Mr. Takahata highlighted the competitive landscape for getting Japanese visitors. They are the most Pono travelers, and Hawai'i is up against a lot of competition. Target audiences have not changed. The rate for Japan is 150 yen to \$1, coupled with inflation.

The core brand messaging will pivot for Japan. They had discussions with the Branding Standing Committee the previous day and reported that Mālama will always be in the DNA of how they message Japan. They will pivot to a more aggressive messaging and targeting driving bookings. "Beautiful Hawai'i, travel can make the world beautiful" campaign is designed to change one's outlook on life through travel.

HTJ's strategies will not change. It will continue to do consumer and travel trade. Its PR efforts will be more focused and segmented towards those target audiences. The major programs are to accelerate bookings and continue working with the industry to affect as many consumers as possible. The Beautiful Hawai'i campaign will be on a variety of platforms. In-person initiatives will also continue. For mālama Maui, they will continue to get the Japanese traveler back to Hawai'i. They have raised \$1 million from the travel trade industry that has been donated to Maui. The partnership opportunities are available on their website. The base budget is at \$6.5 million.

Chair Miyasato showed the slide with the incremental funding request. This is to try to maintain their position in Japan. Other destinations are throwing a lot of resources at the Japanese market to win them over.

He mentioned the second pivot, a new “Yapparu Hawai’i” campaign, which means "It's gotta be Hawai’i". The distribution channels will be multi-faceted: digital, travel trade, media, etc. He said they are requesting a return to the 2019 base budget of \$9 million.

Chair Miyasato made an amendment. What was passed was subject to availability of funds, and he wanted to amend it to remove “subject to availability” and approve it as presented. Mr. Hannemann seconded. Mr. McCully said the slide with competitive destination marketing promotions was good information for them to work from.

Mr. Hannemann spoke about competitors' packages to capture the Japanese market. He said he liked what Mr. Takahata presented and supported him in winning over the Japanese market during his travels.

Ms. Iona asked if certain events, such as the golf tournament, would still be happening. Mr. Hannemann said it will still go ahead with the staggered opening. She asked if there were any other activities they could work on to attract the Japanese market. Mr. Takahata said they have a golf promotion in their base budget initiatives. Ms. Iona asked if it could also highlight conventions. Mr. Takahata said in the incremental ask there is a portion dedicated to co-op, which is to work with the biggest and best stakeholders to secure more bookings.

Mr. Arakawa said he supports the proposal, but they have a funding issue and said they will have to cut other programs that have not been identified yet. He said if "subject to funding" is removed he would still vote yes, but with reservations as they do not have a current funding source.

Chair Miyasato suggested letting the staff look at this overnight and prioritize what they could do. He said they need to move quickly on this. He asked to carry the vote. Mr. Hannemann added that it is a matter of priority, and the Japanese are a key international market. He encouraged the staff to keep it a priority. Ms. Iona added to Mr. Arakawa's comment that if the Board could submit the budget request but make a strong message from the Chair, the Board, and Mr. Nāho’opi’i to the Governor. Chair Miyasato said that is communicated in the amendment.

Mr. Nāho’opi’i gave a recap of the process going forward. After the Board approves this, they send it back to the BFCC to work out the implementation specifics because of the funding issue.

Mr. Gionson did the roll call, and the motion passed unanimously, except for Mr. Arakawa who had reservations.

c. Discussion and/or Action on Hawai'i Tourism USA Activities Under the Brand Management & Marketing Services Contract and HTA's 2024 Brand Marketing Plans for the USA Market

Chair Miyasato made a motion, and Mr. Ching seconded. They moved to discussion.

Mr. Talwar said the U.S. economy is doing well. Travel demand within the USA is driven by domestic travel. External travel into the U.S. is not doing well due to the exchange rate. In the state, the economy has been recovering. In the first quarter, GDP came to 97% versus 2019. The labor force recovered to 99% during the first seven months. DBEDT has downgraded its growth projections for both 2023 and 2024. The airlines noticed, and they are driven solely by demand. 2024 versus 2023 is down 9% seats into the destination. Two or three months out it will change again based on demand. In terms of 2023 versus 2022, revenue is down. Looking ahead to 2024, the booking pace is down 10% statewide. Revenue into the state is down 17.3%. They need to look to create more demand. Their core branding message is mālama Hawai'i and continues to be effective with the mindful traveler. Strategically they work with consumers, PR, educating travel trade, etc. The strategies are mālama Hawai'i, to share an invitation and education at the same time. He added the campaign elements of mālama Maui to that. Their concern is that previous visitors went to Lāhainā, but the visitors are now questioning what they will do after the fires, so they need to create more dimension to the brand to show people there are a lot of other facets of the brand of Maui.

For programs, there are paid media, digital, and native programs which appear to be editorial. Throughout all their messaging, they support local expanding the benefit of tourism to the broader community through fashion, retail, music, agriculture, and cuisine. They are also reviewing a brand partnership for 2024 that would allow them to amplify their existing budget by working cooperatively with major retailers across the country. Consumer direct programs are the newsletters, special offers co-op programs, and messaging on the GoHawaii app. Major programs for 2024 in the earned media, on the PR side, include going to New York twice and working with FestPAC. The travel trade team educates travel sellers.

Tourism Cares is an organization everyone in the travel industry knows. The HTA created Meaningful FAM, which it has never done before. Tourism Cares will come to Maui in May 2024. The 2024 BMP budget is \$14,350,000; they are in dire straits with half the budget they used to have. They have an incremental funding request for Maui. They need to go to markets where the demand is soft. They have a \$10 million ask for a program to support the return for

demand flights. This includes in-market events, promotions, paid advertising, social media, PR, etc.

Mr. McCully asked for an Executive Summary of the 142-page deck they provided the staff with. Mr. Ching said that running a business with a post-COVID budget is difficult. He supports incremental funding without reservations.

Mr. Gionson did the roll call, and the motion passed unanimously.

d. Discussion and/or Action on Meet Hawai'i Activities Under the HTA's 2024 Brand Marketing Plans for Meet Hawai'i

Mr. Reyes thanked the GMTs present that handle sales for MeetHawai'i. There are four different departments - Citywide, single property, Oceania, and the service department. Now that they are selling, they need to service, so they are staffing up on their service side for Citywide and single property.

Regarding the market situation, it is all about growth. They have the opportunity; they are positioned and are ready to go. Regarding single property, there is optimism. People want to go to Hawai'i and have their single-property meetings. They have had a team in place for 20+ years. The concern is the competition. Europe, the Caribbean, and Mexico are open and offer all-inclusive deals. There are benefits of having meetings in Hawai'i through increased attendance, etc.

Citywide customer sentiment talks about the HCC roof. For Citywide planners, they have 800 accounts they are going through. They are questioning the roof situation and progress. Regarding Maui's concerns, having meetings in Hawai'i will keep people employed. The concern now is Q4 2023. For 2024, Q1, and Q2, customers want to know if they can have the meeting in Hawai'i. Regarding the target audience, 96% of business comes from the U.S. They are getting great opportunities in Japan and Oceania, so they are focusing there, so there is a global market for MCI.

Regarding core branding messages, having meetings in Hawai'i increases attendance as people are interested in coming. People are more relaxed and open to learning.

The benefit of engaging in mālama Hawai'i through COVID has been successful. Corporate social responsibility programs are part of the landscape. What is resonating with the meeting planners and attendees is the culture of Hawai'i. The Maui message is to be respectful and mindful and continue visiting. Strategy is all about short-term for Citywide and single property especially. They must implement a powerfully aligned statement with the HTA, the HCC, and MeetHawai'i regarding communicating the roof strategy. What came out of the focus of Ms.

Orton's talk at the various meetings is that they need to have a stronger focus on corporate business. They want to close the event gap, increase the Citywide sellers, look at reducing the corporate gap, and get a dedicated person to help with that. They are focusing on 2026 to 2030 for three to four corporate events per year.

The strategies in Maui are about retaining business and finding new opportunities. They are focused on selling, the corporate environment, and the HCC roof schedule. Global MCI is doing a lot with third parties, attending incentive events, seminars, Japan summits, missions, and workshops, so they are working with all the GMTs to ensure they have a collective message about meetings in the marketplace. The 2024 budget of \$4,825,000 includes salaries, benefits, a remote office, programs, travel, and entertainment. There is an additional ask of one plus person. The \$2.6 million has already been approved, of which they get \$600,000. The objective is to retain business in Maui in Q4 of 2023, for Q1 and Q2 in 2024. It will be \$200,000 to retain business in Maui. There were no questions.

Mr. Gionson did the roll call, and the motion passed unanimously.

e. Discussion and/or Action on Hawai'i Tourism Canada Activities Under the Brand Management & Marketing Services Contract and HTA's 2024 Brand Marketing Plans for the Canada Market

Chair Miyasato made a motion, and Mr. Arakawa seconded.

Ms. Webb highlighted a few points about the Canadian market.

Canadians are prioritizing travel. It is now 90% of 2019 outbound travel. 48% focus on sustainable travel. She gave an overview of the airseats in Hawai'i. Air Canada and WestJet are looking at their bookings weekly. She said they are working closely with them for the messaging and marketing to ensure they keep the routes going. Maui is number one for Canadian travelers.

The European countries have spent a fortune on marketing to get the Canadian market back. Portugal is up 53% because of their marketing. For the winter, Mexico and Fiji have been doing a lot of aggressive marketing. Target markets include experience seekers, affluent travelers, snowbirds/retirees, and romantic people.

For core branding messaging, Mālama is the overarching message. Mālama Maui is the focus. They educate the visitor on the value of Aloha, Mālama, Kuleana, and Ho'okipia.

They have a lot of PR plans for 2024, such as group FAM trips and individuals. They also have consumer opportunities doing out-of-home, extensive campaigns in Vancouver and Toronto,

and looking at digital, the number one way Canadians consume the media. Major programs include:

- Cooperative campaigns -Focus on Maui, Spring and Fall seasons, Air Canada, WestJet, and TravelBrands.
- Aloha Canada 2024 - Travel trade, Media, Cultural component.

Their budget is \$1 million for January to December 2024 in their BMP. They have requested additional funding for Maui. Maui is the most important place for Canadians to travel. The message needs to get out quickly for the snowbirds for winter. They are ready to go with their initiatives when they get the go-ahead.

The PR initiatives include two media showing up on Sunday. They will be at the conference doing interviews, then flying to Maui on Tuesday, where they are attending a travel show and interviewing local people in Maui, hoteliers, restaurants, etc. They have other key media coming as well.

She spoke about key partnerships. They are requesting a \$1.5 million budget to help put Maui back in the Canadians' minds.

Chair Miyasato said they approved the base and incremental recommendation, subject to available funds, but to remove the "subject to". Chair Miyasato made a motion, and Mr. Ching seconded. Mr. Gionson did the roll call, and the motion passed unanimously, but Mr. Arakawa had reservations.

f. Discussion and/or Action on Hawai'i Tourism Oceania Activities Under the Brand Management & Marketing Services Contract and HTA's 2024 Brand Marketing Plans for the Oceania Market

Chair Miyasato made a motion, and Mr. Ching seconded.

Ms. Gaskin did the presentation. Inflation has peaked in Australia and New Zealand and is coming down. Unemployment remains low in both markets. The U.S. dollar remains one of the biggest challenges. The outlook for the travel industry for both markets is better than any of the past three years. On Maui, she said they have good support from the media and their trade partners in Australia and New Zealand, and they have already done various initiatives to support Maui to get the message out about returning visitors. For visitor statistics, there was an improvement in 2022, but it will be a while until they recover to the 2019 numbers. Part of that is airlift from both markets. As mentioned by others, the competitive landscape is a strong investment from other tourism boards, particularly California and Fiji. Tourism Australia has

been investing heavily in keeping Australian visitors traveling domestically. Thailand and Singapore have also increased their spending in the Australian market during some of the outdoor consumer campaigns in Sydney. Their target audience is the older couple market, families with school children, and the younger traveler. Repeat guests (60% of the market) are also part of the target audience and the mindful visitor.

The core branding message remains the same - Connection between the visitor, the people of Hawai'i and the land and ocean, Hawaiian Culture, and cuisine. Their strategies are consumer, content, co-ops, and trade. The major programs include We Are Explorers on a video series, 'Act Local,' hosted by an Australian/New Zealand personality. The series will follow the personalities as they travel around The Hawaiian Islands, meeting local people involved in responsible tourism and preserving the environment. Another major program is Hawai'i's Biggest Fan, where they partner with International Traveler magazine. This campaign is aimed at repeat visitors but aims to encourage them to visit a neighboring island, participate in a voluntourism activity, delve deeper into local culture, or shop locally.

Another major program, Month of Lei, would like to use Lei Day and May to bring each distinct island personality to life. They will do this through trade training events with the island chapters in secondary cities throughout Australia and New Zealand. Another program mentioned by Mr. Ka'anā'anā, Sea Cleaners, will be returned the following year to make it bigger. Following the successful 2023 Sea Cleaners initiative, they plan to include all Pacific Rim markets next year.

Their budget is split evenly between consumer direct and trade, with the lowest spend on PR because they focus on earned media wherever possible. For mālama Maui, they have a few campaigns. One is the "We Are Explorers Maui Recovery Campaign" to drive visitation to the island. They are working on a video first Maui recovery campaign, which will include an editorial with their partners, "We Are Explorers," focusing on local voice and perspective and looking at the significance of why it's important to revisit Maui.

Another campaign is Luxury Escapes Co-op.

Another campaign is the Helloworld Global Stars Conference. The Hawaiian Islands haven't hosted an Australian or New Zealand retail chain/travel trade conference from Oceania since 2018. Helloworld is interested in Maui as a destination for their 2024 conference. The opportunity comes with various marketing inclusions leading up to the event. There will be seventy top-selling agents visiting the island. All of the budget used to support the event will be reinvested into the island in the form of hotel, transport, and activity bookings.

Another campaign is the Whakaata Māori/Māori Television. The series features ten indigenous-linked Hawaiian tourism experiences, including some in Maui. The series launches

on free-to-air TV in October, and HTO and Māori TV can extend the broadcast partnership to feature messaging around tourism's positive opportunity to help the Maui recovery. They also propose increasing their visiting media program specifically for the island of Maui. The budget request is \$252,000.

Mr. Hannemann asked what the competitive advantage is over Fiji when pitching Hawai'i. Ms. Gaskin said their competitive advantage is that they are seen as a culturally authentic destination. Fiji is an island destination and resort-based, and it is not as easy to get out and explore authentic local culture, but they have made a bigger effort in the current year, focusing their branding campaign on culture.

Mr. Hannemann asked if New Zealand and Hawai'i could have an opportunity to film something together. Mr. Ka'anā'anā cautioned that they are often warned to stay in their lane given that the creative industries and the film office have that kuleana. Mr. Walshe added that they have partnered with Māori Television and the filming was based around indigenous tourism, showcasing Hawai'i indigenous tourism operators and Māori indigenous operators, which will be airing shortly. They are looking at partnerships with networks that feature in Hawai'i as well. There were no further comments.

Mr. Gionson did the roll call, and the motion passed unanimously.

g. Discussion and/or Action on Hawai'i Tourism China Activities Under the Brand Management & Marketing Services Contract and HTA's 2024 Brand Marketing Plans for the China Market

Chair Miyasato made a motion, and Mr. Hannemann seconded.

Mr. Suo did the presentation. He introduced the HTC team. The market situation with regard to the currency is stable. The GDP growth for the year is 5.1%. The annual inflation rate is 1.2%.

Outbound travel sentiment:

- The millennial market dominates travel trade sales in 2023.
- Beach vacation and nature, arts and culture, family travel, and special experiences are selling best.
- Quality and experiences are valued over low prices.

The number one region in terms of selling is Europe, second is Southeast Asia, North America is third. Independent travel and small group tours are the most popular types of travel now.

Air seats synopsis - there are no direct flights from China to Hawai'i, but there are 24 flights weekly between China and the U.S. From September 30, it will increase to 48 weekly flights.

The ideal connecting flight from China to Hawai'i is through Japan and Korea. Almost 200 flights from China to Japan and Korea every week connect over 20 cities to Honolulu. The average round-trip ticket price for the economy is \$1,500; for business class, it is \$4,000, back to pre-pandemic levels.

In terms of competition, they look at three layers. Europe, Australia, and New Zealand is the first layer. The second layer is Maldives, Bali, Fiji, etc. The third layer is California and Vegas. There are no changes to the target audience.

There are three segments: millennium individualist, family, and affluent and high-net-worth individual. The core branding message is mālama Hawai'i/Maui. They look at a holistic view from the B2C-to-B2C consumer channel to the B2B travel trade. They create demand through the B2C channel, interacting with the B2B trade channel to increase sales. To leverage the messaging, they look at the story angle: natural resources, cultural diversity, geographic uniqueness, and the historical tie between Hawai'i and China.

They have limited resources and budget for strategies, so they are focused on consumer marketing and social media. China's social media landscape is different from all other markets. They keep the message consistent over all platforms. They are leveraging all partnerships with key OTAs, the U.S. Embassy, and Education USA on joint marketing campaigns and road shows. The travel trade also focuses on education, offline and online. The goal is collaborating with their travel industry partners to create a travel package and leverage the joint social marketing programs.

For social marketing for 2024, the impression is 3.8 million, and engagement is 310,000. Total posts are at 832 across all the platforms. For social media marketing, they continue the B2C and B2B WeChat Mini Program, keep up with content maintenance and feed, and the industry monthly newsletter for "What's happening in Hawai'i." He spoke about travel trade education, where they will partner with U.S. Embassy in Beijing, U.S. Consulates, Education USA and Brand USA, Travel and Tourism Roadshows.

He spoke about the travel trade mission for the following year. The trade mission in Beijing and Shanghai will partner with ITB China with industry partners. For mālama Maui, from a consumer, travel trade, industry collaboration, and public relations angle, they are looking at a bundle package to include Maui in the package, because for the Chinese market, the package is mostly O'ahu and Hawai'i Island. For 2024 they will push Maui in the package. For social media, marketing, and travel trade education, they will emphasize Maui as well.

The 2024 budget is \$376,600. For the incremental budget, he spoke about the Maui Key Opinion Leader Fam, where they will create authentic storytelling and are looking to bring

social media influencers to Maui to help them. The Bundled Package will include Maui. The third campaign is working with the SEEC to bring back the Lōkahi Spring World Music Festival, a fund-raising event in February 2024. This will be part of the Maui Recovery plan. Local artists (HSO, Jake Shimabukuro, and others) and overseas artists (China) will be performing. The incremental budget request for the three initiatives is \$100,000.

He spoke about a college fair they attended the previous week. The College Fair in 2023 by Education USA in Beijing marked the largest college fair since 2020. During the fair, 58 U.S. university representatives and 10 U.S. companies in the travel trade sector and financial service sector were there for face-to-face communication, while twelve other institutions interacted with thousands online. The event attracted over 1,200 parents and students in person, with nearly 10,000 additional visitors online. Attendees joined from thirty provinces, and 10% of the online visitors were from outside China. Ambassador Burns' opening remarks emphasized the importance of people-to-people exchange and highlighted that the U.S. welcomes Chinese students for study and travel. He also mentioned that in 2022, nearly 300,000 Chinese students studied in U.S. universities and colleges. So far this year, over 90,300 visas have been issued to students, scholars, and their families by the U.S. Embassy and Consulate, a rise of over 23,000 from previous years. The Ambassador also mentioned on Twitter that education is crucial in maintaining people-to-people ties between the U.S. and China.

Mr. Hannemann said the U.S. commerce secretary recently returned from China, and she reported enthusiastically that they could make headway on the trade front. Trade and commerce are big issues between the U.S. and China. She also intimated that it could increase travel as they ease the tensions on the trade front for the Chinese coming to the U.S.

Mr. Gionson did the roll call, and the motion passed unanimously.

h. Discussion and/or Action on Hawai'i Tourism Korea Activities Under the Brand Management & Marketing Services Contract and HTA's 2024 Brand Marketing Plans for the Korea Market

Chair Miyasato made a motion, and Mr. McCully seconded.

Ms. Lee did the presentation and introduced her team. She highlighted outbound travel. There is pent-up travel demand from Korea. Korean outbound travelers from January to August passed fourteen million people, a 420% increase over the previous year. The quarantine mandate was lifted early last year, so it has been over a year since Koreans traveled abroad. They expect twenty-one million people to travel overseas for the year from Korea. The outbound travel ratio is slightly less than half, so about half of Koreans travel abroad. As seen from the past years, Korea was one of the most resilient countries in terms of outbound travel

during the crisis. Koreans are recovering faster than other Asian countries. Currently, they have longer Chuseok holidays, which is the Korean Thanksgiving. They have up to twelve days of extended holidays that week. 93% of Koreans have said they desire to travel during this holiday, and 71% said they have plans to travel during the holiday. According to the top three travel agencies in Korea, their average bookings increased 900% for the Chuseok holiday compared to the previous year. For the special holiday demand, Hawaiian Airlines is adding extra flights to handle the increase in demand.

Regarding air seat synopsis, she highlighted a new airline planning to fly to Honolulu, Korean Hybrid-Service carrier Air Premia. They operate in two classes: economy and premium economy, similar to the ZipAir model. They will fly from December 31, 2023, to March 4, 2024, for the winter season with four weekly flights. They will apply for regular service once they build up their seasonal flight records.

The target audience is avid travelers, romance travelers, wellness seekers, and outdoor goers. The target geographic area is Busan and Seoul, representing 90% of the travel demand.

The core branding messaging is aiming to promote mālama Hawai'i. They will be adding the mālama Maui message to the overarching brand message. She spoke about the four major campaigns for the following year.

The first one is the Mālama Hawai'i Branding Campaign, which involves three components:

- Co-op Ad Campaign in collaboration with a credit card partner, HTK, to launch Mālama Hawai'i advertising campaign across various platforms, including out-of-home (OOH) and digital channels.
- Co-op with Fair Trade Travel Agent: HTK partners with a fair-trade travel agent known for ethical practices and a commitment to social responsibility to support the development of Maui products that benefit local communities and prioritize environmental protection.
- Development of Mālama Maui 3D Showroom: HTK creates Maui-related content within the Mālama Hawai'i 3D showroom platform, providing valuable Maui travel information to travelers.

The second initiative is My True Aloha Campaign. They plan to do a Maui Promotion with Hawaiian Airlines and OTA partners: HTK partners with Hawaiian Airlines to host Maui promotional events, aiming to boost traffic to Maui. HTK also collaborates with an OTA to maximize demand for flights, hotels, and activities through promotions. Through the campaign they will be working with influencers to create engaging Maui travel content and share their stories as part of this campaign.

The third campaign is the Made in Hawai'i Campaign, where they will promote Made in Hawai'i products and the culinary aspect. To Koreans, food is an important element for overseas travel. They will:

- Create video content and collaborate with influencers to promote Hawai'i food recipes, showcasing the culinary delights of the destination.
- Collaborate with major retail corporations to promote Hawai'i products.
- Team up with trade partners and introduce Made in Hawai'i products for travelers to purchase during their visits to Hawai'i.
- Introduce local food or farms in Hawai'i to travel agents through FAM tours.

The fourth campaign is the Hawai'i Outdoor Campaign. Outdoor demand has grown, and especially golf. The Korean Golf population increased by over 20% during COVID. There is a big demand for overseas golf. For this campaign, they will have the following:

- Maui Outdoor Promotion: Highlight Maui's outdoor attractions through advertorials that travelers can experience and enjoy while in Maui.
- Outdoor Activity Influencer FAM: HTK will partner with influencers passionate about the great outdoors to conduct a FAM trip and share the experience on HTK-owned social channels.
- Golf Promotion: Carry out a series of golf promotions with agents for the Lotte LPGA tournament and invite agents/influencers to visit the tournament.

The BMP budget is \$900,000 for the next year. For the Maui Incremental Funding Request, they propose three programs:

1. Mālama Maui Social Ad Campaign:
2. Let's Go to Maui Trade Campaign
3. Celebrity Golf Filming Project:

HTK will establish a collaboration with an influential celebrity YouTuber to engage the appropriate audience and showcase Maui as a golfing paradise. The content will encompass highlighting golf courses, showcasing Maui's beautiful scenery, unique culture, and culinary delights through the celebrity's social channels.

The incremental budget request is \$120,000.

Mr. Gionson did the roll call, and the motion passed unanimously.

10. Discussion and Action on the Formation of an HTA Budget, Finance, and Convention Center Permitted Interaction Group (PIG)

Chair Miyasato made a motion, and Mr. Arakawa seconded. Mr. Arakawa said this was discussed at the BFCC meeting, and it was relayed that in 2021, an HTA PIG successfully presented a budget and worked with both the ways and means of house finance staff. This resulted in a Bill that was later vetoed, but it resulted in a budget for the HTA, which was very effective.

Mr. Gionson did the roll call, and the motion passed unanimously.

11. Discussion and Action on Assignment of Board Members to the HTA Budget, Finance, and Convention Center Permitted Interaction Group (PIG)

Chair Miyasato showed the recommendations for the committee. Mr. Arakawa asked that the motion passed at the previous day's BFCC meeting be amended.

Mr. Arakawa reiterated that at the committee the previous day, five members of the BFCC were recommended, including himself, Ms. Agas, Mr. McCully, Mr. Miyasato, and Mr. White. There was one position to be recommended at the current meeting. He understood that Ms. Iona was prepared to be added to the PIG.

Chair Miyasato made a motion for the six people, and Mr. Arakawa seconded. Mr. Gionson did the roll call, and the motion passed unanimously.

12. Discussion and Action on the Creation of the 2024 Legislative Permitted Interaction Group

Chair Miyasato made a motion, and Mr. Arakawa seconded. Mr. McCully said the group is of critical importance and said to continue with the group. Mr. Gionson did the roll call, and the motion passed unanimously.

13. Discussion and Action on the Assignment of Board Members to the 2024 Legislative Permitted Interaction Group

Chair Miyasato made a motion for the members of the PIG. Mr. McCully noticed an open slot and asked if Mr. White would be willing to fill the spot. Mr. White agreed to serve. Chair Miyasato mentioned the members: Mr. McCully (Chair), Ms. Menor-McNamara (vice-chair), Ms. Iona, Mr. Miyasato, Ms. Duarte, and Mr. White. Mr. Gionson did the roll call, and the motion passed unanimously.

14. Adjournment

Chair Miyasato adjourned the meeting at 1:16 p.m.

Respectfully submitted,

Sheillane Reyes

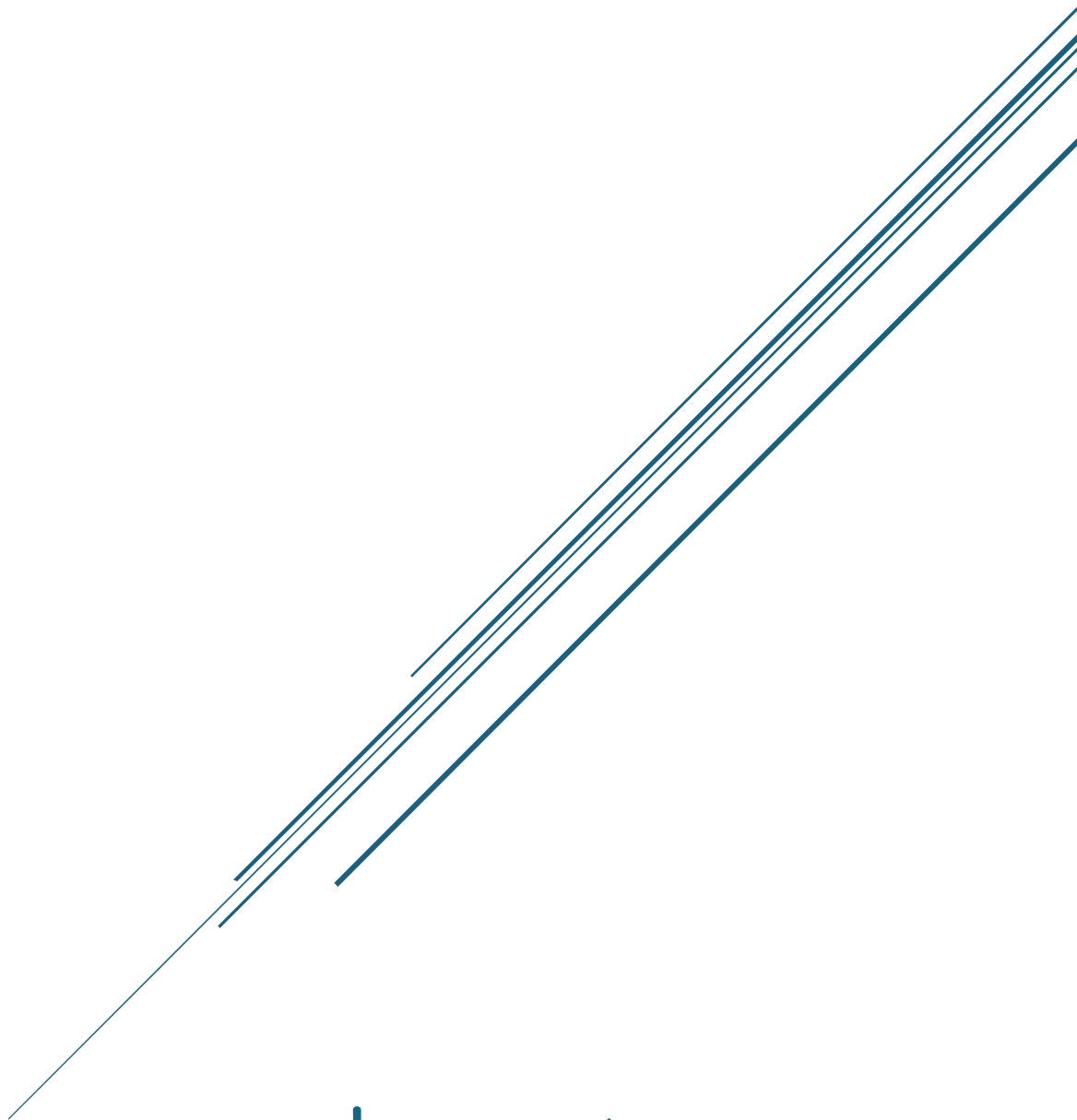
Sheillane Reyes

6

CEO Report

HTA CEO REPORT

OCTOBER 2023



HAWAII TOURISMTM
AUTHORITY

EXECUTIVE SUMMARY

Each month, the Hawai'i Tourism Authority (HTA) provides this report as a resource to the Board and the public to better understand the activities and actions taken by the team in support of the organization's overall mission. HTA's 2025 Tourism Strategic Plan and its four interacting pillars (Natural Resources, Hawaiian Culture, Community, and Brand Marketing) guides the team in the various matters worked on in September 2023. Overall, this report provides insight into the actions conducted by the staff to implement the HTA budget previously approved by the Board.

This report covers a time period when a significant focus of the HTA staff was the emergency response to and economic recovery from the wildfires that destroyed much of the town of Lahaina, Maui on August 8. That response is detailed in the Maui Fire Response & Recovery section of this report.

Through the continued partnership with the Hawai'i Community Foundation, HTA's Aloha 'Āina and Kūkulu Ola programs help to further our mission of Mālama Hawai'i by giving back to those who care for the land and build community capacity through their work. See below for further information about these two important HTA programs.

In the Community pillar, HTA's work with the Hawai'i Visitors and Convention Bureau (HVCB) continues to foster community-based tourism projects that improve and enrich Hawai'i's product offerings with the Community Enrichment Program (CEP) and Signature Events Program (SEP). On June 14, 2023, HTA announced the awarding of \$3.78 million in funding to support 76 community projects, festivals, and events throughout the state as part of its Signature Events and Community Enrichment programs in 2023. See below for the list of the twenty (20) events that took place in September 2023.

In the Brand pillar, the HTA staff is on pause with the Global Marketing Team's incremental funding plans developed for Maui recovery that were approved in September, as funding sources are still being determined. In addition, the calendar year 2024 Brand Marketing Plans that were presented to the Board in September and those presented at the Hawai'i Tourism Conference are available on the HTA website at hawaiiitourismauthority.org.

In the Planning Section, focus was on supporting the Department Operations Center (DOC) when it was stood up for the Maui Brushfires and planning for the economic recovery.

Pursuant to Act 088, HTA's Tourism Research Division (TRD) was transferred to the Department of Business, Economic Development and Tourism's (DBEDT) Research & Economic Analysis Division (READ) effective July 1, 2021, and was renamed the Tourism Research Branch (TRB). TRB published the August 2023 Visitor Statistics press release and monthly reports, air seat outlook for October 2023 – December 2023, the August 2023 Hawai'i Hotel Report, and August 2023 Vacation Rental Performance Report. TRB published the 2022 Annual Visitor Satisfaction & Activity Survey Report and companion tables and the Q2 2023 VSAT Quarterly Update and related infographics. In addition, TRB published weekly updates to the air seat outlook, weekly Future Bookings Report, weekly Brand Health Trend Report, and weekly Brand Health Trends – Responsible Travelers Report.

I. MAUI FIRE RESPONSE & RECOVERY

Pursuant to Hawai'i Revised Statutes 201B-3(a)(23), HTA participates in the state's response to emergencies, and develops and implements emergency measures to respond to adverse effects on the tourism industry. In his Sixth Emergency Proclamation on August 19, Governor Josh Green proclaimed a tourism emergency.

The below report covers HTA's actions in the emergency response as well as the beginning of the economic recovery process. The emergency response is reported below in the two Emergency Support Functions (ESF) to which HTA is assigned.

HTA is also part of the ongoing recovery phase of the disaster, working with state and federal emergency management officials to coordinate tourist activity and economic redevelopment in the region, and enhance messaging on appropriateness of traveling to non-impacted areas in Maui. (*Objective 21b, Joint Incident Action Plan, FEMA-DR-4724-HI*)

HTA Communications

- Drafted and distributed the following email announcements and news releases to over 20,000 recipients including industry partners, local, national, and international media, community organizations, government officials, and the general public:

- Announcement: Hawai'i Tourism Authority Expands Website with Maui Recovery Resources (September 7)
- News Release: Governor Josh Green Declares West Maui Communities to Reopen on October 8 (September 8). Also distributed news release via PR Newswire.
- News Release: Hawai'i Tourism Authority Board of Directors Establishes Permitted Interaction Group to Support Maui Recovery Efforts (September 15)
- News Release: Signature Travel Network's Owners' Meeting Brings \$2 Million to Maui's Economy (September 26)
- Announcement: County of Maui Provides Information on Reopening of West Maui (September 27)

- Provided Kalani Ka'anā'anā (KK) quote and edits to AAA news release, "As Maui Recovers from Wildfires, AAA Offers Guidance for Travelers Planning a Return to The Valley Isle" ahead of West Maui's October 8 reopening. (September 28)

- Shared the following information across HTA's social media pages:
 - Posted information about Governor Green's declaration that West Maui will reopen on October 8. (September 8)
 - Posted HTA's Mālama Maui video message to visitors to keep residents employed. (September 8)
 - Posted about HTA's Hawai'i Tourism Oceania team hosting the Aloha Down Under roadshow during which attendees shared messages of hope for the people of Lahaina and Maui. (September 11)
 - Posted about HTA's Maui Recovery section on its website with expanded resources for visitors, businesses, employees and community members. (September 12)
 - Posted about HTA's Mālama Maui toolkit with official statements, information, assets and images to rebuild Maui travel in a meaningful way. (September 13)
 - Posted about the HTA Board of Directors establishing a Disaster Response Permitted Interaction Group to focus on Maui recovery efforts, including guiding the development of a Tourism Recovery Plan and key learnings for future planning. (September 15)
 - Posted about Hawai'i lawmakers leading a delegation, including Daniel Nāho'opi'i (DN), on a business mission in Tokyo and Hiroshima where discussions were held about Maui recovery efforts and the importance of the Japan market to the Hawaiian Islands. (September 20)

- Posted about HTA's series of messages from the people of Maui on how visitors can mālama Maui. (September 20)
- Posted about the U.S. Small Business Administration loans available to businesses and nonprofit organizations that have been financially impacted by the wildfires. (September 21)
- Responded to questions and media inquiries related to the crisis.

- Developed new Maui Recovery section on HTA website with expanded resources and information geared toward visitors, businesses, employees, and community members. Drafted and uploaded copy and images, and updated section with the latest information throughout the month.

- Drafted and updated talking points throughout the month.

- Met with Stephanie Cardelle of NCL to discuss Maui recovery messaging and publicity opportunities. (September 19)

News Bureau

- Coordinated and assisted with the following interviews and statements, including:
 - TourSaver.com, Scott McMurren: Ilihia Gionson (IG) interview on Maui accommodations and travel costs (September 1)
 - Inspire You & Me Show, Jessica Lani Rich: DN interview on HTA's role in the emergency wildfire efforts (September 2)
 - Associated Press, Audrey McAvoy: IG interview on HTA Maui recovery efforts and what visitors should know (September 5)
 - AFAR, Michelle Baran: IG responses on the need for responsible tourism on Maui (September 5)
 - HAWAII Magazine, Kevin Allen: KK podcast interview on encouraging mindful visitors to return to Maui (September 5)
 - The Points Guy, Becky Blaine: IG responses on how to visit Maui mindfully and the economic impact of the wildfires on tourism (September 7)
 - Scripps News, Jefferson Graham: IG interview on Maui tourism and how officials are urging visitors to return (September 7)
 - Skift, Dawit Habtemariam: IG interview on Mālama Maui campaign and HTA's Maui recovery efforts (September 8)
 - Hawai'i News Now, Ben Gutierrez: DN interview on Governor Green's announcement that West Maui will reopen on October 8 (September 8)

- Morris Columbus Travel, Larry Gelwix: IG interview on the latest information on Maui and what visitors should know (September 9)
 - KHON, Max Rodriguez: IG interview on how the industry is preparing for the October 8 reopening and what visitors should know in advance (September 10)
 - Matador Network: KK responses on how tourism supports Maui businesses and residents, how visitors can travel respectfully, and the current situation (September 7)
 - BBC Travel, Wendy Awai-Dakroub: IG responses on how visitors can be respectful and contribute to Maui recovery efforts (September 11)
 - Vogue.com: IG responses clarifying when visitors will be reinvited to West Maui as deemed appropriate by the Governor and Mayor, and the importance of mindful, respectful visitation (September 13)
 - MSN, Monica Fish: IG responses on what visitors need to know about the reopening plans and traveling mindfully on Maui (September 14)
 - The Independent, Lucy Thackray (United Kingdom): IG interview on how visitor reactions to natural disasters can affect tourism and the importance of mindful, respectful visitation (September 17)
 - LiveNOW from FOX, Julianne Amaya: IG interview on how tourism has been impacted from the wildfires (September 19)
 - Honolulu Star-Advertiser, Allison Schaefer: DN, IG, KK, CA interview on HTA's role and the visitor industry's role in the emergency wildfire response (September 22)
 - Travel Weekly, Ramsey Qubein: IG responses on October 8 reopening of West Maui and what visitors need to know about traveling respectfully and with compassion to support the people of Maui (September 25)
 - Honolulu Civil Beat, Stewart Yerton: KK interview on HTA's wildfire response efforts (September 25)
 - SheBuysTravel.com, Mimi Slawoff: IG responses on jobs dependent on visitor spending and what visitors need to know about traveling respectfully and with compassion to support the people of Maui (September 26)
 - KITV, Diane Ako: IG interview on August visitor statistics and wildfire impacts (September 28)
 - Baxter Media, Bob Mowat (Canada): KK responses on current Maui situation, recovery efforts and what clients need to know about traveling respectfully and with compassion to support the people of Maui (September 28)
- Assisted with the following media relations, including:

- Freelance Writer Joanna Kentolall: Provided information on the Mālama Maui campaign and resources for story pitch. (September 5)
- Spectrum News 1 in Los Angeles, Kim Marshall: Provided information on Maui recovery and messaging, GoHawaii website and Mālama Hawaii program for upcoming segment. (September 7)
- Travel Weekly, Johanna Jainchill: Provided HTA news release on Mālama Maui campaign. (September 12)
- Outside Magazine, Jen Murphy: Fielded inquiry about whether travel bookings are down for the holidays. (September 14)
- Honolulu Civil Beat, Kirstin Downey: Fielded inquiry about the number of visitors on Maui and in West Maui on the day of the wildfires, and percentage of visitors that go to Lahaina typically. Checked with DBEDT, which confirmed the specific data is not available and provided the Symphony Dashboard and July 2023 visitor statistics. (September 15)
- International Travel, Norm Bour: Provided information on current Maui situation and Knowledge Bank library. (September 21)
- Freelancer Jen Murphy: Provided DBEDT resources on economic impact of the wildfires. (September 26)

Economic Recovery

HTA, after listening to the Maui community and visitor industry, is supporting residents who work in the hospitality industry and business owners who count on visitor spending by ensuring that visitors return to Maui.

We are doing so by making the invitation clear: **respectful, compassionate, responsible travel to the island of Maui is welcome and encouraged – more now than ever.**

HTA's Board of Directors approved \$2.6 million in funding to launch the Maui U.S. Marketing Recovery Plan, centered around a new Mālama Maui campaign and prioritizes rebuilding travel demand from the United States market to Maui. The campaign began on August 21 and continues through mid-November. Heartfelt messages continue to be shared by kama'āina (residents) of Maui through an integrated marketing effort that leverages earned, digital and social media. Some of these messages can be viewed on social media platforms like Instagram (<https://www.instagram.com/gohawaii/>) and Facebook (<https://www.facebook.com/Hawaii>).

The campaign will also be amplified through existing partnerships with upcoming sporting events with HTA support Such as the Sentry Tournament of Champions, The

Sony Open, Maui Invitational, and the LA Clippers training camp and pre-season game against the Utah Jazz.

Ongoing efforts to educate travel agents and meeting planners who are critical in educating their clients on mindful and respectful travel will also be enhanced by the campaign. In early September Signature Travel Network held its 2023 Owners' Meeting in Maui at the Grand Wailea, A Waldorf Astoria Resort. Approximately 200 travel agency owners were in attendance at this four-day event. HTUSA's sponsorship included a destination presentation, one-on-one appointments, general sessions, networking events and a day of service to give back to the people of Maui. The results were as follows:

- More than \$400,000 in donations and silent auction proceeds supported the Hawai'i Community Foundation's Maui Strong Fund, Maui Food Bank, and Maui Humane Society.
- An additional \$75,000-\$100,000 from AmaWaterways was raised based on its booking incentive to give \$100 per booking for the next month to the STN Travel Elevates Maui Relief Fundraising Effort.
- More than 7,000 pounds of supplies donated and delivered to Maui charity partners.
- Hundreds of volunteer hours helping to make meals, serve at the Maui Humane Society, and sort through donated items.
- Tens of thousands of dollars was spent at the "Maui Market" at the Andaz Maui on Friday, September 8, supporting local Maui vendors.
- Tens of thousands of dollars in additional cash tips was provided directly to staff that took care of the group at the Grand Wailea, Andaz Maui, and Fairmont Kea Lani.
- A \$2 million infusion into the local economy during the meeting.

Hawai'i Tourism Japan: HTJ as a part of its base contract established a donation system to support Maui and collected donations in Japanese yen from August 27 to September 30, 2023. A total of 101,334,492 yen was collected as of the end of September, and all the money will be donated to the Maui Strong Fund.

HTA continues to work with HIEMA's Community Outreach Lead to establish a volunteer process to meet the needs of conference/meeting planners and others in the visitor industry who are searching for opportunities to volunteer.

An Invitation for Bid was issued on September 12 for planning services to develop a Tourism Recovery Plan. This includes identification of recovery needs and timing, facilitation of in-person meetings and a public community meeting on Maui. SMS Research & Marketing Services, Inc. is the selected vendor for the Tourism Recovery Plan.

II. CHANGE MANAGEMENT PLAN

Regarding filling critical staffing positions, Brand section hired an Administrative Assistant to replace one that left recently; an Account Clerk III position to support accounting is currently in active recruitment. As approved by the Board, the position descriptions for the Planner and Chief Stewardship Officer have been submitted to DBEDT. The two new positions require a request for reorganization and redescription of positions. The process is lengthy and requires multiple approvals. By end of October, all programs such as the Island Destination Managers, implementation of DMAP activities, and the Services for Destination Stewardship contract will be managed together by Kalani. Kalani will continue to administratively oversee the Brand section until a new Chief Brand Officer is hired, but as noted in reorganization plan, the two Senior Brand Managers will manage the daily marketing services contracts and programs.

In response to statements by the HTA Board that the Board needed more support from the staff, the HTA Executive Assistant position has been redescribed and title changed to HTA Executive Assistant & Board Liaison. The new position description also better aligns with the job responsibilities, qualifications, and experience that Ms. Hagihara has already been providing in her current work.

III. NATURAL RESOURCES PILLAR

Aloha 'Āina (Natural Resources) Program (DMAP Action Item)

For the remainder of 2023 through June 2024, Hawai'i Community Foundation (HCF) will continue to administer the Aloha 'Āina program through CON 21033 S1: HTAxHCF – Implementation of Kūkulu Ola & Aloha 'Āina Programs. Through this supplemental agreement, HTA is providing \$1,350,000 in financial support to 25 community-based

natural resource programs and community entities with an emphasis on ‘āina-kānaka (land-human) relationships and knowledge that manage, preserve, and regenerate Hawai‘i’s natural resources and environment.

Read more about how destination management and stewardship is advancing in our islands on HTA’s Holomua Site: <https://holomua.hawaii tourism authority.org/>

Hawai‘i Green Business Program

HTA has contracted with the Hawai‘i Green Business Program (HGBP) of the Hawai‘i State Energy Office to support efforts that will help to encourage energy and resource efficiency in addition to sustainable and regenerative practices in hotels, businesses, and events. Businesses will be evaluated on whether they fit the criteria that would make them a sustainable company. Hawai‘i Green Business Program’s focus in 2023 is expanding recruiting efforts to smaller businesses and making the program more accessible to smaller entities.

On June 29, 2023, HGBP held it’s Annual Hawai‘i Green Business Awards Ceremony at the Governor’s Ceremonial Chamber. HTA is honored to be recognized by Hawai‘i Green Business Program for our sustainable business and event practices at the 2022 Hawai‘i Tourism Conference and the Hawai‘i Convention Center. These awards highlight our commitment to protecting Hawai‘i’s environment as guided by our natural resource goals outlined in our 2020-2025 Strategic Plan and Destination Management Action Plans. Two other HTA-supported events were also recognized this year, the 2022 Sony Open and the Sentry Tournament of Championships. The HGBP had to postpone the Green Business Forums statewide that were supposed to take place in August. The new dates and locations are as follows:

- October 26 - [Westin Hapuna Beach Resort \(Hawai‘i Island\)](#)
- October 27 - [Kaua‘i Island Utility Cooperative \(Kaua‘i\)](#)
- November 1 - [Prince Waikīkī \(O‘ahu\)](#)

IV. HAWAIIAN CULTURE PILLAR

Kūkulu Ola Program (DMAP Action Item)

For the remainder of 2023 through June 2024, Hawai‘i Community Foundation (HCF) will continue to administer the Kūkulu Ola program through CON 21033 S1: HTAxHCF – Implementation of Kūkulu Ola & Aloha ‘Āina Programs. Through this supplemental

agreement, HTA is providing \$1,350,000 in financial support to 28 community-based programs that enhance, strengthen, and perpetuate the Hawaiian culture through genuine experiences for residents and visitors alike.

Read more about how destination management and stewardship is advancing in our islands on HTA's Holomua Site: <https://holomua.hawaiitourismauthority.org/>

‘Ōlelo Hawai‘i – He Aupuni Palapala: Preserving and Digitizing the Hawaiian Language Newspapers

Over the past several months Bishop Museum has been arranging campus tours for state legislators. These tours highlight the work being done at Bishop Museum. Each tour includes a visit to the Digitization Lab where *He Aupuni Palapala* project staff share their collections knowledge and processes. Staff are also able to comment on the ways in which the work of *He Aupuni Palapala* helps to fulfill both Hawai‘i Tourism Authority’s and Bishop Museum’s strategic objectives.

Bishop Museum emphasizes the ways in which *He Aupuni Palapala* aligns with the Hawai‘i Tourism Authority’s strategic goals including supporting everyday use of the Hawaiian language, increasing understanding and respect for cultural practitioners and cultural resources, and encouraging accurate portrayal of Hawaiian culture in visitor industry experiences. The legislator visits will continue through October and culminate in a legislator day at Bishop Museum in November.

V. COMMUNITY PILLAR

Community Enrichment Program (CEP) & Signature Events Program (SEP) (DMAP Action Item)

HTA has contracted with the Hawai‘i Visitors and Convention Bureau (HVCB) to administer the Community Enrichment Program (CEP) & Signature Events Program (SEP) for 2023. Supplemental 2 for HTA Contract 21038 was executed on March 28, 2023. On June 14, 2023, HTA announced it awarded \$3.78 million in funding to support 76 community projects, festivals, and events throughout the state.

The following events took place in September 2023:

SIGNATURE EVENTS PROGRAM:

- 9/9; 9/23; 9/30:** Aloha Festivals 2023 in Waikīkī

COMMUNITY ENRICHMENT PROGRAM:

Statewide

- No statewide projects took place this month

Kaua'i

- 9/1-3:** The Kaua'i Marathon & Half Marathon in Po'ipū, Kōloa, 'Ōma'o, & Kalāheo
- 9/2:** Old Kapa'a Town 1st Saturday Ho'olaule'a Multi-Cultural Celebration
- 9/9:** 2nd Saturday Downtown Lihue Night Market
- 9/24-30:** Kaua'i Mokihana Festival at the Kaua'i War Memorial Convention Hall in Lihue

O'ahu

- 9/2-3:** 41st Annual Okinawan Festival at the Hawai'i Convention Center
- 9/9-10:** 47th Annual Honolulu Intertribal Powwow at Bishop Museum
- 9/17:** Mendokusai at Kumu Kahua Theatre, O'ahu
- 9/24:** 2023 Honolulu Century Ride & Aloha Fun Ride from Kapi'olani Park to Windward O'ahu

Maui

- 9/1:** Hana Arts Presents! - An Events and Workshops Program for East Maui in Hana- Artist Market & Concert
- 9/8:** "Celebrating the Visual Arts of Hawai'i" Hui No'eau Exhibitions – Malama Wao Akua Opening Celebration at the Hui No'eau Visual Arts Center in Makawao
- 9/9:** 2023 Maui Music Festival Series - Duane Padilla Trio at ProArts Playhouse in Kihei
- 9/9:** Hāna Arts Presents! - Bon Dance Festival
- 9/22:** Hana Arts Presents! - An Events and Workshops Program for East Maui in Hana- Artist Market & Concert

Moloka'i & Lāna'i

- No events took place in September

Hawai'i Island

- 8/31-9/4:** Queen Lili'uokalani Canoe Races 50th Anniversary, Kailua-Kona, Kailua Pier
- 9/28:** Island Science Lecture Series at Hawai'i Keiki Museum, Kailua Kona
- 9/1-31:** Volcano Art Center's Niaulani Trail Program at the Volcano Art Center Niaulani Campus

- **9/29-30:** Aloha Shirt Festival, Vintage Era Exhibit and Fashion Week Hawai'i at Outrigger Kona Resort

Communications and Outreach

This section covers communications and outreach not related to the Maui wildfires. Communications and outreach on that topic can be found in the "Maui Fire Response & Recovery" section toward the beginning of this report.

News Releases/Reports/Announcements

- Announcement: Hawai'i Tourism Conference 2023 Registration Open (September 7)
- News Release: Hawai'i Tourism Authority Awards Two-Year Contract for Visitor Education and Brand Management in Europe (September 15)
- Announcement: Sign Up for the GO GBA Forum (September 15)
- Report: Hawai'i Hotel Performance Report for August 2023 (September 19)
- Report: Hawai'i Vacation Rental Performance Report for August 2023 (September 25)
- News Release: Mālama Hawai'i Program Recognized at 2023 Virtuoso Travel Awards (September 28)
- Announcement: Hawai'i Tourism Authority Monitoring Potential U.S. Federal Government Shutdown (September 29)

News Bureau

- Pitched, coordinated and staffed the following in-studio HTA interviews with Daniel Nāho'opi'i to promote HTA's 2023 Hawai'i Tourism Conference and Maui reopening message. Drafted talking points and Q&A.
 - Hawai'i News Now, Howard Dicus (September 26)
 - KHON, Sam Spangler (September 29)
 - Hawai'i Public Radio, Catherine Cruz (September 29)
- Coordinated and assisted with the following interviews and statements:
 - Big Island Now, Nathan Christophel: IG responses on Hawai'i Island tourism and recent Kīlauea eruption (September 18)
 - TRAVELBOOK.de (Germany): IG video message accepting TRAVELBOOK Award on behalf of HTA and the island of Hawai'i in the

category of “Best Region for an Adventure Vacation” to be played during the October 11 award ceremony in Berlin (September 29)

- KHON: IG on HTA support of Aloha Festivals through HTA’s 2023 Signature Events Program (September 30)

- Assisted with the following media relations:
 - National Geographic Traveller, Jacqui Agate (United Kingdom): Provided contact information for Volcano House for article on best wilderness lodges in U.S. national parks. (September 12)

Community Initiatives and Public Outreach

- HTA E-Bulletin
 - Drafted copy, edited, compiled images, created layout and distributed September 2023 HTA e-Bulletin in English. Drafted and added HTA message on the August visitor statistics.

- 2023 Hawai'i Tourism Conference (October 2-3)
 - Drafted and distributed e-blast and social post sharing registration information. (September 7)
 - Finalized logistical information with photographer and videographer.
 - Edited conference information on HTA website and added information to the events page.
 - Vetted qualified media and provided credentials to attend conference.
 - Drafted reminder e-blast sharing session descriptions. E-blast was not issued due to the event registration reaching near capacity. (September 27)
 - Participated in Internal Partners meeting. (September 29)
 - Drafted talking points for Senator Lynn DeCoite, Lieutenant Governor Sylvia Luke and Governor Josh Green (September 29)

- Hawai'i Green Business Program Forums
 - Promoted rescheduled events in September E-Bulletin.

- Republic of Korea Consul General Meeting
 - Provided DN bio. (September 21)

- Go GBA Forum
 - Drafted and distributed e-blast and social post encouraging the public to attend. (September 15)

- Assisted with HTA slides for DN's participation on tourism panel. (September 25)
- HTA Hawai'i Island Community-Based Action Stewardship Program
 - Reviewed and provided edits to Ka 'Ohana O Honu'apo news release to recruit the Ka'ū Hoa Pili 'Āina Training Program Mālama 'Āina Coordinator. (September 29)
- Aloha Festivals (HTA Signature Events Program)
 - Provided edits to Honolulu Star-Advertiser insert on HTA's long-standing support of Aloha Festivals. (September 1)
 - Drafted KHON guest form Q&A for IG live interview during the parade on September 30. (September 29)
- Destination Management Action Plans – Phase 2 Reports
 - Edited copy and created layout for Lāna'i report. (September 20)
 - Edited copy and created layout for Maui report. (September 25)

Issues Management

- Monitored potential U.S. federal government shutdown. Drafted and distributed September 29 e-blast to HTA's distribution list. In further preparation, drafted external holding messaging (e-blast/HTA Alert Page, social media copy and graphic) and internal talking points. The federal government averted the shutdown prior to the Oct. 1 EST deadline.

HTA's Social Media

- Managed social media calendar, drafted copy, sourced images, and scheduled posts on HTA's Facebook, Instagram and Twitter accounts. Also monitored and responded to direct messages and post comments.

Facebook

- Number of followers: 27,999 (+17.1%)
- Engagement rate: 6.2%
- Number of engagements: 3,088 (-74.8%)
- Posts: 33

Instagram

- Number of followers: 10,163 (+34%)
- Engagement rate: 4.9%
- Number of engagements: 1,876 (+81.3%)
- Posts: 40

Twitter

- Number of followers: 43,421 (+6.5%)
- Engagement rate: 2.8%
- Number of engagements: 953 (+79.1%)
- Posts: 34

Linktree

- Views: 76
- Clicks: 47
- Clickthrough rate (CTR): 61.84%

Safety and Security

Visitor Assistance Program (VAP)

- Maui County's program handled 5 cases and helped 85 visitors in September. This included visitors primarily from the U.S. West market and Canada. The industry assisted with \$1,365 of in-kind contributions.
- Hawai'i County's program handled 14 cases in September and provided assistance to 33 visitors. This included visitors primarily from the U.S. West, Cruise and Europe markets. The industry assisted with \$5,445 of in-kind contributions.
- Kaua'i County's program handled 3 cases and provided assistance to 11 visitors in September. This included visitors from U.S. West/East market. The industry assisted with \$400 of in-kind contributions.
- City and County of Honolulu's program handled 51 cases and helped 99 visitors in September. This included visitors primarily from the U.S. West market. The industry assisted with \$10,280 of in-kind contributions.

VI. BRAND MARKETING PILLAR

Major Market Area (MMA)

MMA RFP / Contract Status

- Oceania MMA: The supplemental contract for CON 21019 to cover services for calendar year 2023, has been fully executed. Amendments made to the contract via Supplemental 5 incorporate the Compensation and Payment Schedule from Supplemental 4. Effective as of the date of execution of Supplemental 5, a portion of the funding shall be from the American Rescue Plan Act (ARPA) and State funds. The Scope of Service and Time of Performance remain unchanged. Contractor submitted 2024 BMP, Board & HTA Leadership approved proposed work for CY2024. At the request of HTA Staff, Contractor also submitted a Request for Incremental Funding for Maui Recovery. HTA Board & Leadership approved request, pending final determination of funding sources.
- US MMA: CON 23003 to cover services from July 2023 to December 2025 has been executed, effective June 30, 2023. HTUSA has also begun U.S. Marketing Maui Recovery Plan efforts as approved by the Board in its August Board Meeting and will be starting its Co-op Marketing Program under the EDA grant in November, pending supplemental contract execution.
- Global Support Services: HTA staff is drafting the RFP for this contract and extended the existing contract through December. Currently, with the help of HTUSA, this contract has responded to the Maui fires by updating information on gohawaii.com and the app. Updates have included directing visitors to the HTA's alert page on hawaiiauthority.org, volunteer and give back opportunities, and more recently – a Maui Toolkit that provides resources to those in the industry. In the works now, is consolidating the gohawaii website and app to include updates for Maui on the Maui landing page, and partnering with Kanu Hawai'i to incorporate its dashboard into the Mālama activities available to visitors statewide, which will allow a user-friendly experience for accessing these activities.
- Island Destination Brand Management & Marketing Services: HTA staff is moving forward with finalizing the RFP draft. The RFP timeline intends for the award of this contract to begin work January 1, 2024.

- Europe MMA: HTA staff is in the process of executing the contract to start services on January 1, 2024.
- Canada Incremental Funding for Maui Recovery: HTA staff has prepared procurement paperwork for the contract execution pending final determination of funding sources.

Hawai'i Tourism Conference 2023

Preparations for the Hawai'i Tourism Conference 2023, scheduled for October 2-3, are in full swing. The HTA team has diligently finalized panelist topics, secured speakers and entertainment for the event, and extended invitations to both the community and industry to come together to explore the latest news, upcoming trends, and relevant topics emerging within tourism and hospitality. Event details including how to register can be found on our website at <https://www.hawaiitourismauthority.org/what-we-do/tools-resources/hawai-i-tourism-conference-2023/>.

Sports Programs

- LA Clippers Partnership. The LA Clippers visited O'ahu to host a preseason game against the Utah Jazz. In addition to the game, they also unveiled a new technology lab at Washington Middle School on O'ahu and spent time reading to students at Wilcox Elementary on Kaua'i. Ticket proceeds from the game went to help the continued recovery efforts on Maui.

Brand Team Events/Meetings - (September)

Event Date	Event	HTA Attendee(s)	Non-HTA Attendee(s)
9/11	Island Chapters x Kilohana Meeting	CBO, BM	CNHA, Island Chapters
9/14	HTA x Southwest Airlines	CBO, SBM, BM	Southwest Airlines Representatives
9/17	Sea Cleaners Farewell	BM	Industry Partners, Community Members
9/29	Internal Partner Meeting	CAO, CBO, DP, Director of Tourism Research, SBM, BM, FO, AA	GMT, Industry Partners

VII. PLANNING DIVISION

Destination Management Action Plans (DMAPs)

Below is an update on activities undertaken by the planning section and island chapters and its destination managers to support the implementation of the various DMAPs.

- Caroline Anderson participated on a panel discussion at 2023 Hawai'i Congress for Planning Officials on September 7th with former board member Kimi Yuen, County of Kaua'i's Director of the Office of Economic Development, Nalani Brun, and City & County of Honolulu's Director of the Office of Economic Revitalization, Amy Asselbaye on the topic of destination management.
- Caroline worked on preparing the transition of DMAP implementation projects to Kalani as part of HTA's reorganization with the new Destination Stewardship section.
- HTA and the Island Chapters met with Kilohana to begin the relationship building process and provide a DMAPs messaging presentation on September 11.

Kaua'i DMAP

- Invited to a walk-thru of Grove Farm property. Participated in early discussions of creating a walking trail that will provide visitors and residents an opportunity to walk the trail that is in the heart of Līhu'e while learning about the history of the area and its people.
- Ke Kumu O Hihinui Cultural Center at the Grand Hyatt Kaua'i has built out more cultural workshops and classes which include 'ohe kapala and pua hulu, and is still offering honu presentations weekly. These cultural workshops and classes also include hula, 'ohe kapala, lei making, ukulele, tī leaf, pua hulu, kukui nut lei, arts and artifacts tour, 'ōlelo Hawai'i, sharing documentaries on Hawai'i and Hawaiian culture. 1 Hotel Hanalei Bay is also offering hula classes and lauhala weaving workshops.
- Gave DMAP presentations to Kilohana, HVCB Membership and GMTs; shared Mālama Kaua'i video series and encouraged everyone to share for more education and better awareness of what Kaua'i "is about." Weekend Digital won a 2023 Platinum Viddy Awards for the Mālama Kaua'i Video Series. Viddy Awards recognize excellence in video production.

- World Tourism Day radio campaign on KONG radio and HI95 ran from 9/20 - 9/27. Trivia questions for daily winners focused on sustainability and we partnered with The Cliffs at Princeville (voted #1 Most Eco-friendly Hotel in America by USA Today readers in August 2023) and Holo Holo Charters (the only Kaua'i boat tour company to be certified by the Sustainable Tourism Association of Hawai'i (STAH) and just recently put out their 2022-2023 Sustainability Report).
- Working with cultural practitioners to see what resources they can kōkua with to help with bridging the Hawaiian culture with organizations, local businesses, resorts and hotels. We will start building out a list.
- Met with Mālama Kaua'i Food Hub. Discussed possible partnership to support a food hub voluntourism/farm tour opportunity. Working on scheduling a meeting with Common Ground to join in on their Farm and Food Experience and to see how we can support their agri-tourism efforts.

Maui Nui DMAP

- **Maui:**
 - Monitoring and maintaining a total of 20 mineral-only sunscreen dispensers for free public use through partnerships with Maui Nui Marine Resource Council volunteers, Department of Land and Natural Resources, Pūlama Lāna'i, and Whaler's Village.
 - Partnered with Friends of Twin Falls to install a mineral-only sunscreen dispenser on their property.
 - Kahului Airport advertising campaign paused and will resume around baggage claim and two kiosks at bottom of north elevator October 8.
 - 3-minute Mineral-only Sunscreen TV spot now airing on Akakū stations on channels 54 and 53.
 - Due to fires, continued pause on two-month Spectrum Reach Statewide campaign of 30-second mineral-only sunscreen ads on residential, hotel feed, and local channels. HTA approved this campaign can resume in October.

- Due to fires, continued pause on 30-second mineral-only sunscreen ad campaign with KHNL/KGMB, Statewide and in affluent San Francisco Bay Area zip codes. HTA approved this campaign can resume in October.
 - Executed contracts with three east Maui-based organizations to conduct the East Maui Tourism Management Pilot Program. Finalized press release and Contractors Handbook. Coordinating an in-person Contractors Meeting in Hāna with HTA.
 - Attended Car Rental Managers meeting at Kahului Airport to discuss no longer passing out single use plastic water bottles; installing water refill stations at the Conrack; ensuring new local vendor won't sell single use plastic water bottles. Followed up over email.
 - Met with Inflatable Films to discuss Reef Friendly Landscaping Pilot Program short film. Dependent on Maui Nui Marine Resource Council's grant funds to supplement plans to produce a short film recognizing partners within the Reef Friendly Landscaping Program.
 - Submitted Resident Communciations Plan for HTA approval; met with Teran James Young Foundation to address resident concerns and present MVCB messaging efforts.
 - Initiated meeting between MVCB/HVCB and two Hawaiian Cultural Practitioners to present idea about advocating for Mālama Hawai'i program in hotels. They were in support. Now organizing a breakfast at the MVCB office among Cultural Practitioners in November to present the idea en masse.
 - Forests at Pe'ahi signage for educational self-guided walking tour signs is in progress. In discussions with Twin Falls to supplement educational signage on their highly visited property.
- **Moloka'i:**
- Working with HTA to reschedule the Moloka'i Community Meeting. Task Force Meeting also needs to be scheduled.
- **Lāna'i:**
- Emailed Pūlama Lāna'i to explore striking up the Mālama Lāna'i program by engaging Four Seasons guests in volunteer oportunties (sans boat activity).

- Four new members joined Lānaʻi Advisory Group, including Four Seasons employee, Lānaʻi Chamber of Commerce leadership, Lānaʻi Adventure Park leadership and other community member.
- Contacted Lānaʻi Chamber of Commerce and Lānaʻi Community Association to promote daytrips for their new Saturday Markets, Christmas tree lighting, and other events.
- 3-minute Lānaʻi promotional videos now airing regularly on Akakū channels 53, 54 and 55 featuring Lānaʻi Cat Sanctuary, Lānaʻi City, Lānaʻi Adventure Park and Lānaʻi Guide App.
- Resumed the two-month Spectrum Reach Statewide campaign of :30 second Lānaʻi ads airing on residential, hotel feed, and local channels; campaign features Lānaʻi Cat Sanctuary (Mālama Hawaiʻi partner), Lānaʻi City, Lānaʻi Guide App, and Lānaʻi Adventure Park with messaging from Lānaʻi Advisory Group woven throughout each spot. Content has been edited to omit reference to Lahaina town and Expeditions Ferry.
- Continuing negotiations with social media influencer and his cat to promote volunteering at Lānaʻi Cat Sanctuary, Lānaʻi Guide App, and Lānaʻi City.

Hawaiʻi Island DMAP

- As part of the Hawaiʻi Food Hub Communication Initiative, reviewed proposal from Pacific News Media to Promote Food Hub Systems and Food Hubs on the Island through radio broadcasts. A second informative food hub article, “Hawaiʻi Island Food Hubs Make Getting Fresh, Local Food Easy” was sent out. The article is about Food Hubs in Hawaiʻi, educates locals and resort residents about food hub options the island offers. A press release was sent to a media list of 94. Big Island Gazette immediately picked up the story. PBN is working on an article from first release we have been informed.
- Keaukaha Community Culture Based Contract was received and reviewing final report for contract services.
- HICASP Kealakekua – September 25, fully executed contract received and COI for Hoʻāla Kealakekua Nui, Inc. for Stewardship project at Kealakekua Bay in preparation to start stewardship management program.

- HICASP Punalu'u – September 8, award letter and HVCB Contract executed to HICASP award recipient for Punalu'u Ka 'Ohana O Honu'apo for the amount of \$90,487. The contract date is from September 15, 2023, to February 15, 2023. Reviewed Kealakekua HICASP proposal and sent out draft to HTA and HVCB to review.

- Hawai'i Food Hub Communication Initiative – September 6, “Statewide Hui Helps Island Food Hubs Increase the Use of Locally Grown Food” article on food hub hui promotes local Farmers, Shoppers, Chefs and Grocers and Benefit released. The article promotes Hawai'i Island food hub systems, farmers and food hub hui director sent to media list of 94. IHVB wants to have eight (8) articles by February 2024.

O'ahu DMAP

- OVB's outreach included:
 - Met with Kanu Hawai'i to discuss support of the Pledge to our Keiki on September 1.

 - Volunteered with TIM Alumni at Shidler Day at UH Manoa engaging with students on DMAP on September 7.

 - Met with developer of GoHawaii.com and HTUSA on September 7 to start transition process for Getaroundoahu.com project to be incorporated into GoHawaii.com as a pilot for sustainable transportation content.

 - Met with Mayor's Office on Culture & the Arts to discuss next steps for the Waikiki Historic Trail Marker locations under city jurisdiction on September 21.

 - Gave an O'ahu DMAP update presentation for HVCB members on September 21.

 - Met with HTA and OMPO to discuss transportation management for visitors on O'ahu on September 21.

 - Met with OER to prepare and plan for upcoming October 12 O'ahu Good Food Show on September 25.

VIII. TOURISM RESEARCH

Pursuant to Act 88, the Tourism Research Division (TRD) was transferred to DBEDT's Research & Economic Analysis Division (READ) effective July 1, 2021 and was renamed the Tourism Research Branch (TRB).

TRB issued the August 2023 monthly visitor statistics on September 28, 2023, including monthly arrivals by country, category expenditures for major markets, and monthly visitor characteristics for each major market area. The press release was issued by DBEDT, distributed by HTA, and the files were posted on the Monthly Visitor Statistics page on HTA's and DBEDT's websites.

TRB posted updates to Seat Outlook data tables for October 2023 through December 2023 to the Infrastructure Research Section of the HTA website and the Air Seats Capacity Outlook page of the DBEDT website. This report also includes flight information and comparisons to 2019.

State, market, and island fact sheets were updated with the August 2023 data and were published on the Monthly Visitor Statistics page of the HTA website and the Island Highlights and Market Highlights pages on the DBEDT website.

TRB issued the August 2023 Hawai'i Hotel Performance Report on September 19, 2023. The report and related August 2023 data tables were posted to the Infrastructure Research page of the HTA website. The Hawai'i Hotel Performance Report is produced using hotel survey data compiled by STR, Inc., the largest survey of its kind in Hawai'i.

TRB issued the August 2023 Hawai'i Vacation Rental Performance Report on September 25, 2023. The report and related August 2023 data tables were posted to the Infrastructure Research page of the HTA website and the Vacation Rental Performance page of the DBEDT website. This report utilizes data compiled by Transparent Intelligence, Inc. for DBEDT.

TRB published the Annual 2022 Visitor Satisfaction and Activity (VSAT) Report and Excel data companion tables on September 18, 2023. The VSAT is a survey of visitors to Hawai'i regarding their most recent trip to Hawai'i. VSAT is fielded on a year-round basis and reported quarterly and annually. This report is published on the on the Visitor Satisfaction & Activity Report page of the DBEDT website and on the Visitor Satisfaction and Activity page of the HTA website.

TRB published the Quarter 2, 2023 Visitor Satisfaction and Activity report and related infographics to the DBEDT and HTA websites on September 20, 2023. TRB published the U.S. Traveler Profiles for August 2023 report on August 9, 2023. These reports are based on data for selected traveler profile segments for each market compiled by Vision Insights. The reports are posted on the Other Research page of the HTA website.

TRB continued publishing the weekly Future Bookings Report, which is an evolution of the Weekly Travel Agency Bookings reports. These reports include both travel agency and direct air bookings data from ForwardKeys for U.S., Japan, Canada, Korea, and Australia. These reports are posted on the Other Research page of the HTA website.

TRB continued publishing the weekly Brand Health Trend report, which is an evolution of the Weekly Destination Brand Index Trends reports. These reports include consumer sentiment data from Vision Insights for U.S., Japan, Canada, Australia, and Korea. Trends are tracked for the State and each major island. These reports are posted on the Other Research page of the HTA website.

TRB continued publishing the weekly Brand Health Trends for Responsible Travelers report, which is an evolution of the Weekly Destination Brand Index – Responsible Travelers reports. These reports include consumer sentiment data for people who identify themselves as responsible travelers from Vision Insights for U.S., Canada, Australia, and Korea. Trends are tracked for O’ahu, Maui, Kaua’i, and Hawai’i Island. These reports are posted on the Other Research page of the HTA website.

Starting August 9, 2023, TRB supported DBEDT and HTA emergency operations related to the Maui Wildfires, including staffing the Department Operations Center (DOC) at the Hawai’i Convention Center, providing information to evacuating visitors at the Assistance Center at Hawai’i Convention Center, monitoring flight activity, attending HI-EMA and ESF 6 meetings, and other research tasks.

TRB continues to reply to requests for information from HTA’s Global Marketing Team, industry, media, and the general public. Data requests completed include:

- Additional detailed visitor statistic data for UHERO and DBEDT/READ for their databases, and the monthly data requests.

- Research inquiries routed through DBEDT.

IX. ADMINISTRATIVE

Contracts List: Pursuant to Hawai'i Revised Statutes §201B-7 (9), please note the below contracts executed during the month of September 2023.

Contract No.	Contractor	Description	Contract Amount	Total Contract Value	Start Date	End Date
22022 S2	County of Kaua'i	County of Kaua'i Mobility Hub Study & Plan	\$100,000.00	\$100,000.00	09/26/2023	06/30/2024
23007 S1	Aloha Data Services, Inc.	HTA Board Meeting Minutes	\$40,000.00	\$79,790.40	09/28/2023	12/31/2024
21039 S3	Department of Transportation, Airports Division	Kahea Program Airport Greetings	\$350,000.00	\$1,584,828.00	9/29/2023	9/30/2024
24007	SMS Research Marketing Services, Inc.	Planning Services for a Messaging Strategy and Tourism Recovery Plan	\$99,659.65	\$99,659.65	10/18/2023	1/15/2024
Contract Type: • Sole Source † Procurement Exemption			\$589,659.65			

X. APPENDICES

10

**Report and Update by the
Administrative & Audit Standing Committee
of their Meeting Held on October 18, 2023**

10b

Discussion and Action on Hawai'i Tourism Authority's Emergency Fund Expenditure Policy & Procedures



**Tourism Emergency Special Fund Payment Procedures
for the
Hawai'i Tourism Authority**

Definitions

“Board” means the board of directors of the Hawaii Tourism Authority established in section 201B-2 HRS and any successor thereto.

“Bylaws” means HTA’s Bylaws approved and adopted by HTA’s Board of Directors on November 18, 2021.

“Certificate of Vendor Compliance (CVC)” is a certificate obtained from the State of Hawai'i’s Hawai'i Compliance Express website, which documents clearance with the Internal Revenue Service (IRS), Department of Labor & Industrial Relations (DLIR), Department of Commerce and Consumer Affairs (DCCA), and Department of Taxation (DOTAX).

“Chapter 103D HRS” is the State’s procurement policy.

“Department of Accounting and General Services (DAGS)” is the State’s accounting and payment services department. DAGS provides accounting and payment services to HTA.

“Department of Business, Economic Development, and Tourism (DBEDT)” is an executive department of the State, to which HTA is an attached agency. DBEDT provides administrative support to HTA.

“Financial Accounting and Management Information System (FAMIS)” is the State of Hawai'i’s accounting and payment system.

“HRS” means Hawai'i Revised Statutes.

“HTA” means the Hawaii Tourism Authority.

“Microix” is HTA’s internal document tracking and approval system.

“Tourism Emergency Special Fund (TESF)” is established by chapter 201B-10 HRS.

“Tourism Emergency” is defined by chapter 201B-9 HRS.

Use of Funds

The use of TEF fund shall be approved by the board or approved in writing by the President and Chief Executive Officer of the HTA.

Procurement

All goods and services procured shall follow all HRS103D requirements.

Contract Management

Tourism emergency contracts, agreements, and purchase orders shall be managed as described in the below HTA procedures:

1. Contract Monitoring Procedure 400-20.01
2. Contract Deliverable Procedure 400-20.02
3. Contract Close-Out Procedure 400-20.03
4. Contract Enforcement Procedure 400-20.05

Payment Preparation and Processing

Expenditures paid with TESH funds shall be processed as described below:

1. Pursuant to chapter 201B-10 HRS, funds for the TESH shall be held outside the State Treasury. Funds are currently held in a Trust Fund account and a Business Checking account with the Bank of Hawai'i. Payments using TESH funds shall be made from the BOH Checking Account.*
2. Accounts Payable Documentation Procedure 300-03.01. Key controls include but are not limited to:
 - a. Program managers or designated staff are responsible for substantiating expenditures and invoices. Staff shall approve expenditures as described in, "Expenditure Approval Procedures 300-04.01." Staff shall maintain a contract file that includes items such as but not limited to contract checklists, contract evaluation forms for final payments, CVCs, and a list of expenditures sampled and reviewed for cost-reimbursement contracts as described in, "Payment of Cost Reimbursable Contracts Procedure 300-03.08."
 - b. All payment requests must be processed and approved in Microix before check signing. Approvers include the program manager, program supervisor (Senior Brand Manager, Chief Branding Officer, Director of Planning, Chief Administrative Officer, etc.), Budget Fiscal Officer, Chief Executive Officer (if applicable), and Board Chair (if applicable).
3. Check Signing Procedures 300-03.04. Key controls include but are not limited to:
 - a. Two signatures are required for check payments.
 - b. The below authorizations have been applied in the Microix approval process described in step 2b above:
 - i. Checks above \$25,000 require the President and CEO's signature.
 - ii. Checks above \$50,000 require the HTA Board of Directors Chair's signature.
4. Once approvals are completed in Microix, the Account Specialist will prepare the payment packet, including the invoice, CVC, approval audit sheet printed from Microix.

5. ACH payments - ACH payments must be completed through the Bank of Hawai'i's electronic payment portal. An ACH request is a two-step process:
 - a. Initiate payment – Must be completed by a designated staff member.
 - b. Approve payment – Must be completed by a second designated staff member.
 - i. HTA's Bylaws appoint the Chief Executive Officer, Chief Administrative Officer, Chief Brand Office, Vice President of Finance, and the Budget Fiscal Officer, cumulatively as "fiscal accounts officers," to have the charge and custody to manage all bank accounts opened or maintained on behalf of HTA, as a public entity of the State of Hawai'i. These responsibilities include issuing checks and other payment orders.
6. For check payments - The Account Specialist will obtain two signatures for each check.
**
7. The Account Specialist will file the payment packet and copy of the check.

* Payments processed through FAMIS and paid out of the State Treasury are normally reviewed and approved by DBEDT and DAGS staff. As TESH payments will be made from a BOH Checking Account, DBEDT and DAGS staff will not review and approve payment requests.

** Bank of Hawai'i policies only require one check signature, regardless of the dollar amount. The two-signature requirement is solely a HTA policy.

Prepared by: Talon Kishi, HTA Budget Fiscal Officer

Date: 10/17/23

10c

**Discussion and Action on the
Hawai'i Tourism Authority's
Procurement Policy #400-01**

Procurement Policy



Policy Purpose

The purpose of this policy is to comply with the Hawaii State Procurement Code HRS 103D, it's Hawaii Administrative rules, policies, procedures, circulars and forms.

Policy Provisions

1. The purpose of this policy is to comply with the Hawaii State Procurement Code HRS 103D, it's Hawaii Administrative rules, policies, procedures, circulars and forms.
2. The purpose of this policy is to comply with the Hawaii State Procurement Code HRS 103D, it's Hawaii Administrative rules, policies, procedures, circulars and forms.
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9. The purpose of this policy is to comply with the Hawaii State Procurement Code HRS 103D, it's Hawaii Administrative rules, policies, procedures, circulars and forms.
10. The purpose of this policy is to comply with the Hawaii State Procurement Code HRS 103D, it's Hawaii Administrative rules, policies, procedures, circulars and forms.

Responsibilities

Responsible Officer:
Vice President of Finance

Policy Owner:
Board of Directors

Approvals

Prepared by:

Isaac W. Choy
Vice President of Finance

Date

Reviewed and Recommended for Approval by:

Daniel K. Nahoopii
Interim President & CEO

Date

Policy Approved by:

Blaine Miyasato
Chairman, HTA Board of Directors

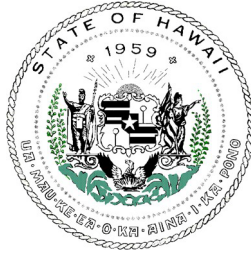
Date

11

**Report and Update by the Budget, Finance, and
Convention Center Committee of their Meeting
Held on October 25, 2023**

11a

**Discussion and/or Action on the
Recommendation by the Budget, Finance,
and Convention Center Standing Committee
on HTA's Financial Report for
September 2023**



The State of Hawai`i
Department of Business, Economic Development, and Tourism
Hawai`i Tourism Authority
Financial Statements
September 30, 2023

These financial statements have been prepared by HTA management (unless otherwise noted) for information purposes only. See notes to the financial statements.

Prepared by: Talon Kishi

Budget and Fiscal Officer

HAWAII TOURISM AUTHORITY

Hawaii Tourism Authority
Selected Management Disclosures
September 30, 2023

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**Hawaii Tourism Authority
Balance Sheet
As of September 30, 2023**

	Tourism Funds	Convention Center Funds	Convention Center Roof Repairs	Tourism Emergency Special Fund	Federal Funds	Total Funds
Assets						
General funds	55,645,097	11,000,000	-	-	-	66,645,097
Special funds (restricted)	15,443,150	36,549,872	-	-	-	51,993,022
Federal grants	-	-	-	-	14,024,372	14,024,372
Generabl obligation bonds	-	-	14,871,000	-	-	14,871,000
Cash and cash equivalents	-	-	-	1,095,806	-	1,095,806
Investments	-	-	-	4,072,870	-	4,072,870
Total assets	<u>71,088,247</u>	<u>47,549,872</u>	<u>14,871,000</u>	<u>5,168,676</u>	<u>14,024,372</u>	<u>152,702,167</u>
Liabilities and Fund Balances						
Fund balances						
Encumbered - General funds	40,755,916	4,595,643	-	-	-	45,351,559
Encumbered - Special funds	8,966,620	3,769,399	-	-	6,450,000	19,186,019
Unencumbered	21,365,711	39,184,830	14,871,000	5,168,676	7,574,372	88,164,589
Total fund balances	<u>71,088,247</u>	<u>47,549,872</u>	<u>14,871,000</u>	<u>5,168,676</u>	<u>14,024,372</u>	<u>152,702,167</u>
Total liabilities and fund balances	<u>71,088,247</u>	<u>47,549,872</u>	<u>14,871,000</u>	<u>5,168,676</u>	<u>14,024,372</u>	<u>152,702,167</u>

Hawaii Tourism Authority
Statement of Revenues, Expenditures, and Changes in Fund Balances
For the Month Ended September 30, 2023
Ending Fund Balance as of September 30, 2023

	Tourism Funds	Convention Center Funds	Convention Center Roof Repairs	Tourism Emergency Special Fund	Federal Funds	Total Funds
Revenues						
HCC Operations	-	1,223,283	-	-	-	1,223,283
Other Income	-	747,445	-	-	-	747,445
Change in fair value	-	-	-	2,443	-	2,443
Interest and dividends, net	79,414	111,619	-	13,933	-	204,966
Total revenues	79,414	2,082,347	-	16,376	-	2,178,137
Expenditures						
Destination management	-	-	-	-	-	-
Planning & evaluation	80,921	-	-	-	-	80,921
Workforce	-	-	-	-	-	-
Perpetuating Hawaiian culture	-	-	-	-	-	-
Sports	-	-	-	-	-	-
Safety & Security	-	-	-	-	-	-
Resident and Industry Communications	59,662	-	-	-	-	59,662
Branding	2,882,032	-	-	-	-	2,882,032
Convention Center Marketing	-	-	-	-	-	-
Administrative	32,029	-	-	1,058	-	33,087
Governance and org-wide*	43,227	-	-	-	-	43,227
Salaries and fringe	205,297	-	-	-	-	205,297
HCC operations	-	-	-	-	-	-
HCC repairs and maintenance	-	-	-	-	-	-
Total expenditures	3,303,168	-	-	1,058	-	3,304,226
Change in fund balances	(3,223,754)	2,082,347	-	15,318	-	(1,126,089)
Fund balances						
Beginning of month	74,312,001	45,467,525	14,871,000	5,153,358	14,024,372	153,828,256
Ending fund balance	71,088,247	47,549,872	14,871,000	5,168,676	14,024,372	152,702,167

* Refer to notes of the financial statements for more information.

Hawaii Tourism Authority
Selected Management Disclosures
September 30, 2023

Summary of Significant Accounting Policies

The Financial Reporting Entity

The Hawaii Tourism Authority (HTA or Authority) was established on January 1, 1999, by Act 156, Session Laws of Hawaii 1998. It was placed within the State of Hawaii, Department of Business, Economic Development, and Tourism, for administrative purposes only. The Authority is responsible for developing a strategic tourism marketing plan and developing measures of effectiveness to assess the overall benefits and effectiveness of the marketing plan and progress toward achieving the Authority's strategic plan goals. In addition, effective July 1, 2000, control and management of the Hawaii Convention Center (HCC) were transferred to the Authority from the Convention Center Authority (CCA) by Executive Order No. 3817. Effective July 1, 2002, the Center, by statute, became the responsibility of the Authority. The Center opened to the public in June 1998 and is used for various events, including conventions and trade shows, public shows, and spectator events. The Center offers approximately 350,000 square feet of rentable space, including 51 meeting rooms.

The Authority is governed by a board of directors comprising 12 voting members, including those recommended by the State Legislature. The Governor of the State appoints the 12 voting members.

Funds

The Authority's major funds are as follows:

Tourism Funds:

- **Tourism Special Fund (TSF)** – The Tourism Special Fund accounts for functions related to developing and promoting the tourism industry. Effective January 1, 2022, pursuant to Act 1 Special Legislative Session 2021, the TSF was sunset and discontinued the ability to expend any new funds. Funds encumbered as of June 30, 2021, can be spent.
- **General Funds** – The 2023 State legislature did not provide HTA an operating budget for fiscal year 2024. As such, the Governor approved the transfer of \$60,000,000 in general funds from Section 5 of Act 164, SLH 2023, to HTA on July 1, 2023. Funds will lapse on June 30, 2024.

Convention Center Funds:

- **Convention Center Enterprise Special Fund (CCESF)** – Under Section 201B-8, the Convention Center Enterprise Special Fund accounts for functions related to the operation and management of the Hawaii Convention Center (HCC). Unencumbered funds are unavailable to spend because the 2023 Hawaii State Legislature did not provide the CCESF an expenditure ceiling to fund the operations of the HCC.
- **General Funds (operations)** – The 2023 State legislature did not provide the HCC an operating budget for fiscal year 2024. As such, the Governor approved the transfer of \$11,000,000 in general funds from Section 5 of Act 164, SLH 2023, for the HCC on July 1, 2023. Funds will lapse on June 30, 2024.
- **General Funds (CIP)** - Pursuant to Act 164, SLH 2023, \$64,000,000 of general funds were provided for long-term repairs of the HCC rooftop terrace deck. HTA is awaiting approval from the Governor to release the funds. Funds will lapse on June 30, 2024.

Hawaii Tourism Authority
Selected Management Disclosures
September 30, 2023

- **General Obligation Bonds** – Pursuant to Act 248, SLH 2022, \$15,000,000 of general obligation bond funds were provided for the temporary repairs of the HCC roof repair and other items. The Governor authorized the release of funds on February 22, 2023. The funds will lapse on June 30, 2024.

Tourism Emergency Special Fund:

- **Tourism Emergency Special Fund** – The Tourism Emergency Special Fund accounts for functions related to maintaining a tourism emergency fund. Per Section 201B-10, revenues prescribed by Section 237D-6.5(b) and all investment earnings are credited to the fund’s assets. Funds are currently held at the Bank of Hawaii. Funds must be exclusively used to respond to a tourism emergency under Section 201B-9. On August 19, 2023, the governor declared a tourism emergency in the sixth emergency proclamation relating to the Maui wildfires. The Authority plans on spending approximately \$2.6M on an emergency marketing campaign for Maui.

Federal Funds:

- **Economic Development Administration (EDA) Tourism Grant** – Official Name: ARPA-EDA Tourism Grant (Non-Competitive ARPA State Tourism Grant for the State of Hawaii) – The Authority was awarded \$14,024,372 on December 8, 2021. Grant rules required the approval of the Grant Administration Plan (GAP) before the commencement of work. EDA approved the Authority’s GAP on March 21, 2023. The Authority will share approximately \$7,200,000 of the grant with the Department of Land and Natural Resources (DLNR) to enhance and develop Hawaii’s outdoor recreational assets. All work must be completed by May 31, 2027, and money spent by September 30, 2027.

Basis of Accounting

The Governmental Funds’ financial statements are reported using the modified-cash basis of accounting.

Governance & Org-Wide Expenditures

Governance and organization-wide expenditures primarily consist of board meeting costs - including board member inter-island travel - audit expenses for the Authority and the HCC, HCC facility insurance, and employee fringe benefits.

Encumbrances

Generally, encumbrances are obligations in the form of purchase orders, contracts, or other commitments that only become liabilities once the performance of the conditions stated in the commitment.

Transient Accommodations Tax (TAT)

Under Section 237D-6.5, \$11,000,000 shall be allocated to the Convention Center Enterprise Special Fund annually. The annual TAT distribution has not been made to HTA as of October 19, 2023.

Investments

The Authority’s investments are reported at fair value.

The TSF and CCESF participate in the State’s investment pool program directed by B&F.

Hawaii Tourism Authority
Selected Management Disclosures
September 30, 2023

Employees' Retirement System of the State of Hawaii (ERS)

On June 30, 2022, management estimated the net pension liability of approximately \$5,733,000 for its proportionate share of the State's net pension liability. An actuarial valuation determined the net pension liability as of June 30, 2021.

For the year ended June 30, 2022, the Authority recognized pension expenses of approximately \$488,000. On June 30, 2022, management estimated the deferred outflows and deferred inflows of resources related to pensions of approximately \$590,000 and \$972,000, respectively. Based on last year's pension expense, management estimates the June 30, 2023, pension expense to be approximately \$500,000.

Hawaii Employer-Union Health Benefits Trust Fund (EUTF)

On June 30, 2022, management estimated the net other post-employment benefits (OPEB) liability of approximately \$4,989,000. An actuarial valuation measured the net OPEB liability as of June 30, 2021.

For the year ended June 30, 2022, the Authority recognized OPEB expenses of approximately \$115,000. On June 30, 2022, management estimated the deferred outflows and deferred inflows or resources related to OPEB of approximately \$212,000 and \$503,000, respectively. Based on last year's OPEB expense, management estimates the OPEB expense for June 30, 2023, to be approximately \$120,000.

Accrued Vacation

On June 30, 2022, management estimated the accrued vacation liability was approximately \$413,000, with a current liability of approximately \$129,000. Based on last year's accrued vacation liability, management estimates accrued vacation as of June 30, 2023, to be approximately \$420,000, with a current liability of approximately \$130,000.

Use of Estimates

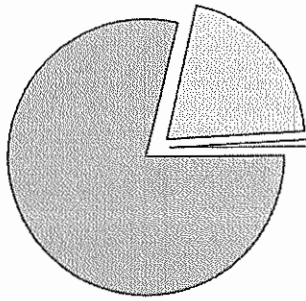
Preparing these financial statements required management to make estimates and assumptions that affect the amounts reported in the basic financial statements and accompanying notes. Actual results may differ from those estimates.

Other Matters

HCC Rooftop Repair RFP – On July 17, 2023, HTA issued RFP 23-12 for the project manager/construction manager contract for the permanent repair of the HCC rooftop. HTA will issue an RFP for the construction portion of the project in the coming months.

Summary Of Investments

Investment Allocation



0.7%	CASH	36,448.39
20.5%	CASH EQUIVALENTS	1,059,357.49
78.8%	FIXED INCOME	4,072,870.25
100.0%	TOTAL	5,168,676.13

Investment Summary

	Market Value	%	Estimated Income	Current Yield
CASH	36,448.39	0.71	0	0.00
CASH EQUIVALENTS	1,059,357.49	20.50	55,298	5.22
FIXED INCOME	4,072,870.25	78.80	115,188	2.83
Total Fund	5,168,676.13	100.00	170,486	3.30

Schedule Of Investments

UNITS	DESCRIPTION	BOOK VALUE	MARKET VALUE	% OF CATEGORY
	CASH	4,542.32	4,542.32	12.46
	ACCRUED INCOME	31,906.07	31,906.07	87.54
	TOTAL CASH	36,448.39*	36,448.39*	100.00*
	CASH EQUIVALENTS			
	CASH MANAGEMENT			
1,059,357.49	DREYFUS TREASURY OBLIGATIONS CASH MANAGEMENT FUND	1,059,357.49	1,059,357.49	100.00
	FIXED INCOME			
	U S TREASURY OBLIGATIONS			
500.000	US TREASURY NOTES 2.875% 10/31/2023	499,441.73	499,020.00	12.25



Statement Period
Account Number

09/01/2023 through 09/30/2023
BANK OF HAWAII
AGENT U/A DATED 10/31/2018 FOR
HAWAII TOURISM AUTHORITY -
TOURISM EMERGENCY TRUST
FUND

Schedule Of Investments

UNITS	DESCRIPTION	BOOK VALUE	MARKET VALUE	% OF CATEGORY
585,000	US TREASURY NOTES 2.5% 01/31/2024	582,517.13	579,354.75	14.22
500,000	US TREASURY NOTES 2.25% 04/30/2024	495,520.45	490,800.00	12.05
500,000	US TREASURY NOTES NOTE 2.125% 07/31/2024	496,264.78	486,385.00	11.94
500,000	US TREASURY NOTES 2.25% 10/31/2024	483,947.75	483,360.00	11.87
550,000	US TREASURY NOTES 2.5% 01/31/2025	537,296.38	530,150.50	13.02
500,000	US TREASURY NOTES 2.875% 04/30/2025	488,884.38	482,265.00	11.84
525,000	US TREASURY NOTES 4.75% 07/31/2025	523,708.01	521,535.00	12.81
	TOTAL U S TREASURY OBLIGATIONS	4,107,680.61*	4,072,870.25*	100.00*
	Total Fund	5,203,486.49*	5,168,876.13*	100.00*

Hawaii Convention Center
Facility
Income Statement
From 9/01/2023 Through 09/30/2023
(In Whole Numbers)

	Current Month Actual	Current Month Budget	Variance	Current Month Prior Year	YTD Actual	YTD Budget	Variance	YTD Prior Year
Direct Event Income								
Rental Income (Net)	408,528	266,686	141,842	217,010	933,096	713,240	219,857	682,512
Service Revenue	217,540	106,710	110,830	73,936	646,385	275,740	370,645	238,844
Total Direct Event Income	<u>626,068</u>	<u>373,396</u>	<u>252,672</u>	<u>290,946</u>	<u>1,579,481</u>	<u>988,980</u>	<u>590,502</u>	<u>921,356</u>
Direct Service Expenses	<u>283,186</u>	<u>211,564</u>	<u>(71,622)</u>	<u>114,679</u>	<u>910,217</u>	<u>621,655</u>	<u>(288,562)</u>	<u>440,431</u>
Net Direct Event Income	<u>342,882</u>	<u>161,832</u>	<u>181,050</u>	<u>176,266</u>	<u>669,264</u>	<u>367,325</u>	<u>301,939</u>	<u>480,924</u>
Ancillary Income								
Food and Beverage (Net)	986,259	614,873	371,386	138,749	3,496,585	2,046,658	1,449,927	838,819
Event Parking (Net)	87,532	104,432	(16,900)	80,995	301,463	291,737	9,726	227,355
Electrical Services	27,803	28,200	(397)	3,887	50,282	37,400	12,882	5,830
Audio Visual	67,292	20,503	46,789	20,211	173,389	91,537	81,852	76,497
Internet Services	8,171	0	8,171	0	28,246	0	28,246	0
Rigging Services	8,035	0	8,035	49,723	14,488	9,000	5,488	49,723
Total Ancillary Income	<u>1,185,092</u>	<u>768,008</u>	<u>417,084</u>	<u>293,565</u>	<u>4,064,453</u>	<u>2,476,332</u>	<u>1,588,121</u>	<u>1,198,224</u>
Total Event Income	<u>1,527,974</u>	<u>929,840</u>	<u>598,134</u>	<u>469,831</u>	<u>4,733,717</u>	<u>2,843,656</u>	<u>1,890,060</u>	<u>1,679,148</u>
Other Operating Income								
Non-Event Parking	0	433	(433)	564	870	1,299	(429)	648
Other Income	115,363	10,042	105,321	16,012	139,390	30,126	109,264	34,936
Total Other Operating Income	<u>115,363</u>	<u>10,475</u>	<u>104,888</u>	<u>16,576</u>	<u>140,260</u>	<u>31,425</u>	<u>108,835</u>	<u>35,584</u>
Total Gross Income	<u>1,643,337</u>	<u>940,315</u>	<u>703,022</u>	<u>486,407</u>	<u>4,873,976</u>	<u>2,875,081</u>	<u>1,998,895</u>	<u>1,714,732</u>
Net Salaries & Benefits								
Salaries & Wages	519,076	540,893	21,817	402,871	1,520,047	1,619,663	99,616	1,051,328
Payroll Taxes & Benefits	135,069	155,482	20,413	105,029	409,411	466,446	57,035	288,513
Labor Allocations to Events	(94,997)	(70,684)	24,313	(28,047)	(280,247)	(194,122)	86,125	(119,558)
Total Net Salaries & Benefits	<u>559,149</u>	<u>625,691</u>	<u>66,542</u>	<u>479,853</u>	<u>1,649,211</u>	<u>1,891,987</u>	<u>242,776</u>	<u>1,220,284</u>
Other Indirect Expenses								
Net Contracted Services	54,877	36,865	(18,012)	73,842	158,067	119,676	(38,391)	183,708
Operations	24,229	13,099	(11,130)	12,084	88,872	39,297	(49,575)	26,581
Repair & Maintenance	91,638	110,021	18,383	66,457	245,413	330,063	84,650	206,939
Operational Supplies	95,930	76,740	(19,190)	42,973	243,648	236,334	(7,314)	132,422
Insurance	30,151	30,073	(78)	16,905	92,105	92,791	686	59,912
Utilities	221,272	215,073	(6,199)	241,693	728,644	749,267	20,623	786,310
Meetings & Conventions	4,754	804	(3,950)	685	11,004	10,412	(592)	3,242
Promotions & Communications	0	6,266	6,266	2,616	0	18,798	18,798	10,245
General & Administrative	30,658	37,989	7,331	28,985	103,231	115,211	11,980	74,758
Management Fees	19,433	19,433	(0)	19,033	58,300	58,299	(1)	57,100
Other	512	4,733	4,221	2,882	15,970	14,199	(1,771)	5,437
Total Other Indirect	<u>573,456</u>	<u>551,096</u>	<u>(22,360)</u>	<u>508,155</u>	<u>1,745,254</u>	<u>1,784,347</u>	<u>39,093</u>	<u>1,546,654</u>
Net Income (Loss) before CIP Funded Expenses	<u>510,733</u>	<u>(236,472)</u>	<u>747,204</u>	<u>(501,601)</u>	<u>1,479,511</u>	<u>(801,252)</u>	<u>2,280,764</u>	<u>(1,052,205)</u>
CIP Funded Expenses	<u>312</u>	<u>0</u>	<u>312</u>	<u>0</u>	<u>601</u>	<u>0</u>	<u>601</u>	<u>0</u>
Net Income (Loss) from Operations	<u>511,044</u>	<u>(236,472)</u>	<u>747,516</u>	<u>(501,601)</u>	<u>1,480,112</u>	<u>(801,252)</u>	<u>2,281,364</u>	<u>(1,052,205)</u>
Fixed Asset Purchases	<u>7,036</u>	<u>25,000</u>	<u>17,964</u>	<u>57,956</u>	<u>30,074</u>	<u>75,000</u>	<u>44,926</u>	<u>90,715</u>
Net Income (Loss) After Fixed Asset Purchases	<u>504,008</u>	<u>(261,472)</u>	<u>765,480</u>	<u>(559,557)</u>	<u>1,450,038</u>	<u>(876,252)</u>	<u>2,326,291</u>	<u>(1,142,920)</u>

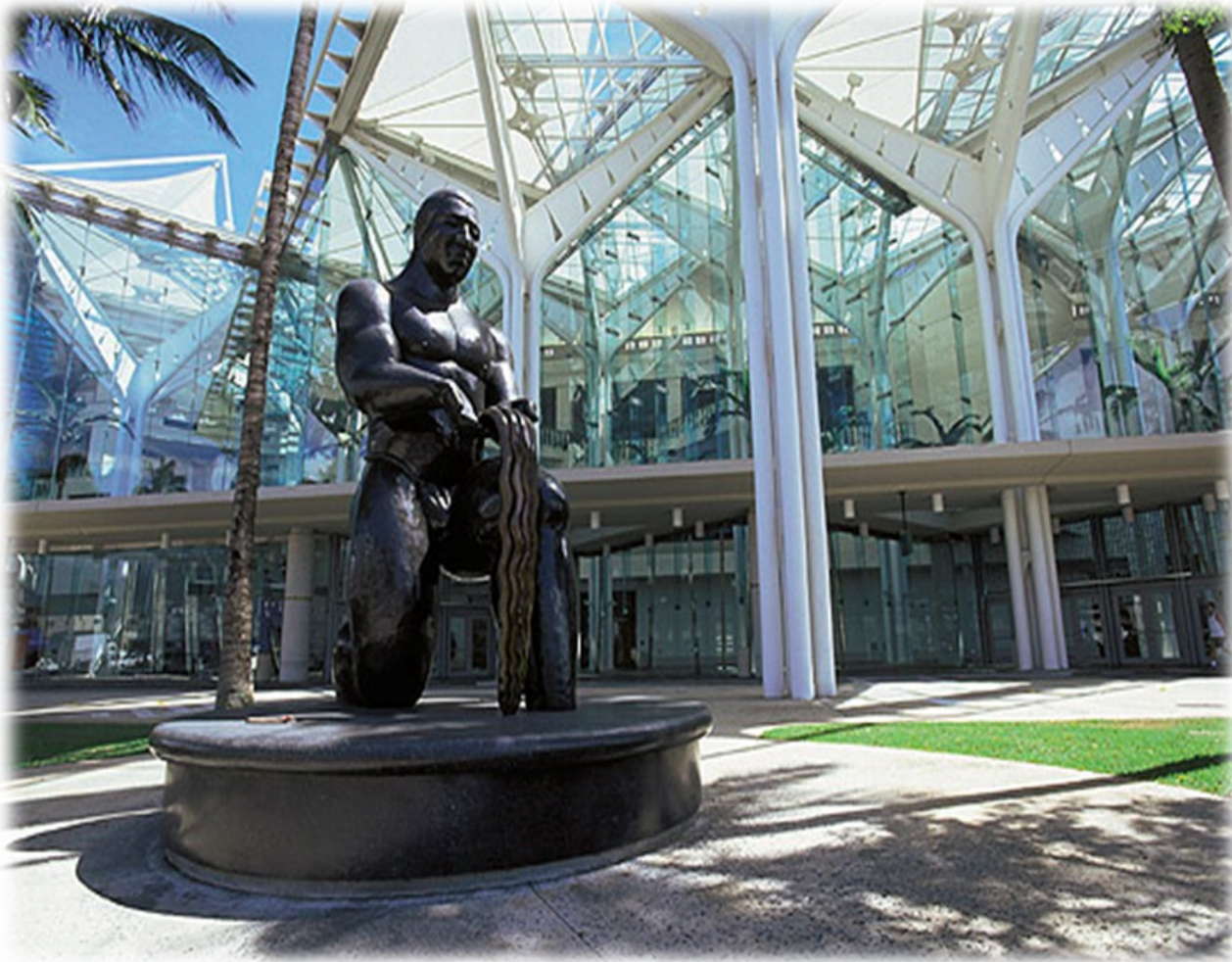
Hawaii Convention Center
 Facility
 Income Statement
 From 09/01/2023 Through 09/30/2023
 (In Whole Numbers)

	Current Month Actual	Current Month Budget	Variance	Current Month Prior Year	YTD Actual	YTD Budget	Variance	YTD Prior Year
Revenues								
Food & Beverage	1,735,257	1,225,530	509,727	308,186	5,317,455	3,931,370	1,386,085	1,514,373
Facility	951,724	557,420	394,303	473,915	2,326,315	1,502,269	824,046	1,355,563
Total Revenues	2,686,981	1,782,950	904,030	782,101	7,643,770	5,433,639	2,210,131	2,869,936
Expenses								
Food & Beverage	1,006,247	831,608	(174,639)	291,999	2,572,521	2,558,870	(13,651)	1,031,083
Facility	1,170,000	1,187,814	17,814	991,703	3,591,738	3,676,022	84,284	2,891,058
Total Expenses	2,176,248	2,019,422	(156,826)	1,283,702	6,164,259	6,234,892	70,633	3,922,141
Net Income (Loss) before CIP Funded Expenses	510,733	(236,472)	747,204	(501,601)	1,479,511	(801,252)	2,280,764	(1,052,205)
CIP Funded Expenses	312	0	312	0	601	0	601	0
Net Income (Loss) from Operations	511,045	(236,472)	747,516	(501,601)	1,480,112	(801,252)	2,281,365	(1,052,205)
Fixed Asset Purchases	7,036	25,000	17,964	57,956	30,074	75,000	44,926	90,715
Net Income (Loss) after Fixed Asset Purchases	504,009	(261,472)	765,480	(559,557)	1,450,038	(876,252)	2,326,291	(1,142,920)

11b

**Discussion and/or Action on the
Recommendation by the
Budget, Finance, and Convention Center
Standing Committee on the
Hawai'i Convention Center's
September Financial Report and Update on
the Hawai'i Convention Center's 6-Year
Repair and Maintenance Plan**

Hawai'i Convention Center



Update for
September 2023
For
(October 2023 meeting)

FY 2024 (July 2023 – June 2024) Citywide Events

Lead ID	Lead Name	Account Name	Lead Type	Market Segment	Contract Room Block Begin	Contract Room Block End	Contract Rooms	Contract Peak Room	Out of Town Attendance	EEI Value	Tax Generation	Source Code
18516	2023 CEC/ICMC Biennial Conference	Cryogenic Engineering Conference/International Cryogenic Materials Conference (CEC/ICMC)	Convention	A: Scientific	07/05/2023	07/15/2023	1537	250	700	\$4,651,493.88	\$544,224.78	Existing Client
18321	INCOSE 2023 Symposium	International Council on Systems Engineering (INCOSE)	Convention	A: Scientific	07/11/2023	07/21/2023	1088	200	500	\$3,183,123.81	\$372,425.49	Cvent
21407	AAU Global Games	Hawaiian AAU	Sports	C: Sports	07/13/2023	07/16/2023	800	200	800	\$2,795,308.30	\$327,051.07	HCC Referral
20988	ICML 2023	International Conference on Machine Learning (ICML)	Convention	A: Technology	07/21/2023	07/30/2023	12666	1870	9,000	\$53,575,694.31	\$6,268,356.23	3rd Party
21176	HIS-Daito Kentaku Hawaii Campaign 2023	H.I.S.	Incentive	C: Real Estate	08/03/2023	08/16/2023	6600	1194	4,000	\$41,394,224.18	\$4,843,124.23	Other
18517	Best Western 2023 Annual North American Convention	Best Western International Inc. (BW)	Convention	C: Franchise	09/12/2023	09/24/2023	7110	1459	2,200	\$15,824,672.67	\$1,851,486.70	Existing Client
6199	PestWorld 2023	National Pest Management Association (NPMA)	Convention	A: Consumer Products	10/13/2023	10/21/2023	5403	1150	3,500	\$19,388,117.77	\$2,268,409.78	Existing Client
8040	ACCP Chest 2023 Annual Meeting	American College of Chest Physicians (ACCP)	Convention	A: Medical, Healthcare	10/25/2023	11/01/2023	15120	3000	6,000	\$56,378,984.13	\$6,596,341.14	Direct Sales Call
19167	Annual Meeting of the Society for Social Studies of Science 2023	Society for Social Studies of Science	Convention	A: Educational	11/04/2023	11/13/2023	2279	500	1,000	\$6,191,018.66	\$724,349.18	Other
20572	Applied Materials 2023 FTC	Applied Materials	Convention	C: High Tech	11/22/2023	12/03/2023	6210	1300	1,300	\$11,813,918.80	\$1,382,228.50	Direct Sales Calls
21620	Hawaiian AAU Grand Prix 2024	Hawaiian AAU	Sports	C: Sports	02/15/2024	02/18/2024	800	200	1,200	\$4,166,998.45	\$487,538.82	Existing Client
11935	AAG Annual Meeting 2024	American Association of Geographers	Convention	A: Scientific	04/12/2024	04/21/2024	6097	1205	8,500	\$47,085,428.87	\$5,508,995.18	3rd Party
20842	Globe Life - AIL Convention 2024	Globelife formerly Torchmark Corporation	Convention	C: Insurance	04/28/2024	05/04/2024	4559	1400	2,500	\$14,162,758.07	\$1,657,042.69	Cvent
21621	Capricorn Biennial Convention 2024	Capricorn Travel Australia Pty Ltd	Convention	C: Business Services, Consulting	05/05/2024	05/10/2024	3948	658	700	\$3,115,680.70	\$364,534.64	Other
19182	CHI 2024 Conference	Association for Computing Machinery (ACM)	Convention	A: Technology	05/09/2024	05/17/2024	9421	1600	3,500	\$19,882,077.38	\$2,326,203.05	Elele Program
18900	2024 NCORE Annual Meeting	The National Conference on Race & Ethnicity in American Higher Education (NCORE)	Convention	A: Fraternal, Service	05/27/2024	06/01/2024	19787	4050	6,000	\$36,193,457.02	\$4,234,634.47	Internet Lead/E-Mail
11914	ASPB 2024 Annual Meeting	American Society of Plant Biologists (ASPB)	Convention	A: Scientific	06/16/2024	07/01/2024	6047	985	1,600	\$8,863,139.55	\$1,036,987.33	Existing Client

FY 24	
Total Bookings	17
Total Contract Rooms	109,472
Total Attendees	53,000
Total EEI Value	\$348,666,096.55
Total Tax Generation	\$40,793,933.30

Source: October 2023 Meet Hawai'i Pace "Definites on the Books FY" Report

Definite Local Bookings for next 3 months

October 2023				
	Start Date	End Date	Description	
			Forecast Attendance	
1	10/05/23	10/19/23	Loading Dock 4 for Audio Visual Services	0
2	10/12/23	10/13/23	2023 PreSchool Special Education Conference	480
3	10/12/23	10/12/23	Oahu Good Food Summit	400
4	10/13/23	10/13/23	Honolulu Board of REALTORS Agent Forum	300
5	10/14/23	10/14/23	Child and Family Service Gala	800
6	10/14/23	10/14/23	Living Your Best Life with Parkinson's	120
7	10/14/23	10/14/23	Hawaii Neurological Society	125
8	10/15/23	10/15/23	Silia Wedding	200
9	10/17/23	10/18/23	Corteva Agriscience Meeting (PestWorld 2023 Affiliate)	10
10	10/17/23	10/20/23	MGK Meeting Room	35
11	10/17/23	10/18/23	Bird Barrier Meeting Room	10
12	10/18/23	10/19/23	Control Solutions, Inc Meeting Space	15
13	10/18/23	10/19/23	Pelsis Meeting	10
14	10/18/23	10/18/23	Tsuruda Organizational Open	225
15	10/20/23	10/20/23	2023 SHRM Hawaii Annual Conference	400
16	10/21/23	10/21/23	2023 Healthcare Association of Hawaii Gala	500
17	10/21/23	10/21/23	Aloha Mata Fest 2023	150
18	10/21/23	10/21/23	EMT I Written Test	500
19	10/21/23	10/22/23	Feather Artwork Workshop #7	20
20	10/22/23	10/22/23	Guan Yin Citta	1,100
21	10/22/23	10/22/23	International Dance Acclaim	200
22	10/23/23	10/23/23	Yadao Organizational Open	300
23	10/24/23	10/24/23	2023 Fall Honolulu National College Fair - NACAC	5,000
24	10/25/23	10/25/23	Healthy Hawai'i Strategic Plan 2030 Summit	250
25	10/26/23	10/26/23	HMSA Annual Meeting	275
26	10/26/23	10/26/23	Yamamoto Organizational	350
27	10/27/23	10/27/23	Ka Huina	250
28	10/28/23	10/28/23	Universal Show Queen Pageant...The Ultimate in Boy Beautiful	1,000

Cont...

Definite Local Bookings for next 3 months

November 2023				
	Start Date	End Date	Description	Forecast Attendance
1	11/01/23	11/02/23	National Association of Attorneys General Training and Research Institute	55
2	11/03/23	11/06/23	Hawaii Food & Wine Festival	700
3	11/03/23	11/05/23	Coin Show Expo 2023	1,000
4	11/03/23	11/03/23	Professional Community Day 2	150
5	11/04/23	11/04/23	Hawaii State Public Charter School Commission	250
6	11/04/23	11/04/23	2023 WSB - Oahu Fall Event	6,500
7	11/04/23	11/04/23	Hawaii Housing Solutions Conference	400
8	11/08/23	11/12/23	Honolulu Mineral, Fossil, Gem & Jewelry Show	10,000
9	11/09/23	11/11/23	Ken Honda: Happy Money Seminar	200
10	11/14/23	11/14/23	Protect Our Waters Conference	200
11	11/14/23	11/14/23	Second Look Meeting	1,200
12	11/15/23	11/17/23	Schools of the Future	1,500
13	11/17/23	11/18/23	Shawn Ray Hawaiian Classic 2023	1,000
14	11/17/23	11/19/23	Hawaii Pacific Model United Nations	350
15	11/18/23	11/18/23	Meeting with the Filipino Community	1,000
16	11/19/23	11/19/23	Maui Invitational Tournament	250
17	11/20/23	11/23/23	TRY Group 2023	100
18	11/25/23	11/26/23	Aloha Region Thanksgiving Tournament	1,500

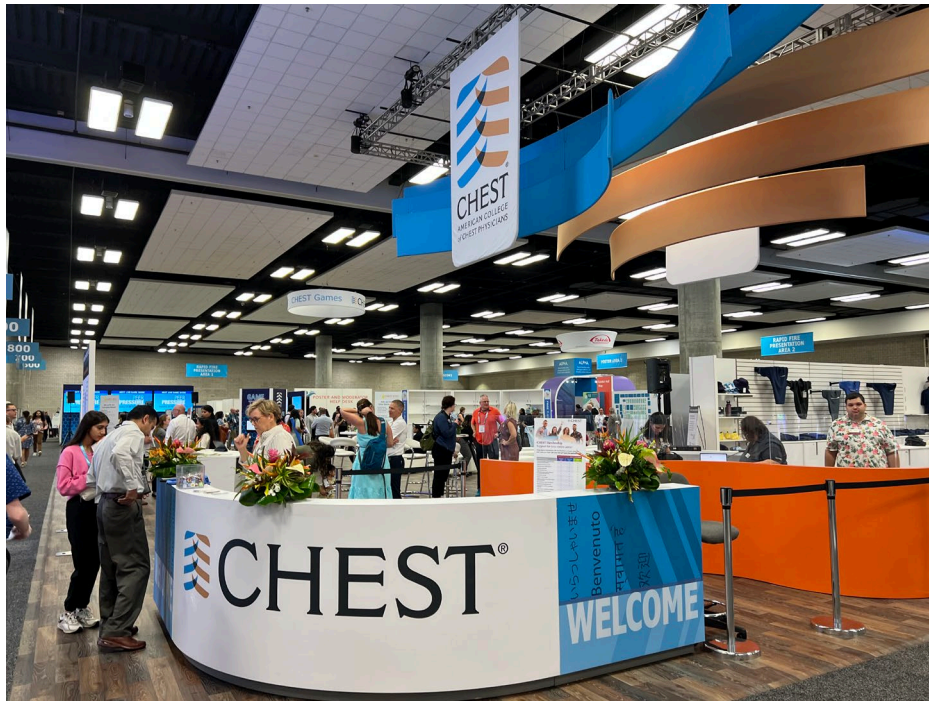
Cont...

Definite Local Bookings for next 3 months

December 2023				
	Start Date	End Date	Description	Forecast Attendance
1	12/01/23	12/06/23	PSI Seminars	400
2	12/01/23	12/03/23	Feather Artwork Workshop #8	20
3	12/03/23	12/03/23	Oahu Church of Christ - Missions Sunday	375
4	12/06/23	12/07/23	Amazon Connect Boot Camp	60
5	12/07/23	12/11/23	2023 Honolulu Marathon Expo	60,000
6	12/08/23	12/08/23	Honolulu Board of REALTORS General Membership Meeting	1,000
7	12/08/23	12/10/23	Meditation Retreat 2023	400
8	12/09/23	12/09/23	Ohana Pacific Health Holiday Paina	300
9	12/09/23	12/09/23	Mrs. Philippines World	300
10	12/12/23	12/12/23	CHDS Pacific Leaders Program Speaker Series	50
11	12/13/23	12/13/23	Advancing a Circular Economy in Hawai'i	200
12	12/14/23	12/14/23	HPU Commencement	2,000
13	12/15/23	12/15/23	DHOJV Employee Christmas Party	175
14	12/16/23	12/17/23	Aloha Region Christmas Festival Tournament	1,500
15	12/16/23	12/16/23	Lei of Stars	300
16	12/16/23	12/16/23	Super Saturday Christmas Festival	1,000
17	12/20/23	12/20/23	MHS Winter Ball	550

Recent Events @ Hawai'i Convention Center

- 2023 Hawai'i Tourism Conference, Oct 2-3, 450 attendees
- CHEST 2023 Annual Meeting, Oct 8-11, 6,000 attendees (CW)
- PestWorld 2023, Oct 17-20, 3,500 attendees (CW)



Upcoming Local/Citywide Events

- 2023 Fall Honolulu National College Fair – NACAC, Oct 24, 5,000 attendees
- Hawaii Food & Wine Festival, Nov 5, 700 attendees
- 2023 Society for Social Studies of Science Annual Meeting, Nov 7-12, 1,000 attendees (CW)



4S 2023 HONOLULU

Sea • Sky • Land • Endangered Ecologies • Solidarities

NOVEMBER 8-11

Carbon Offset Program

- This is a first-of-its-kind Carbon Offset Program that provides meeting organizers with the opportunity to offset the carbon footprint of their meeting.
- Participating events include:
 - CHEST 2023 (42 trees)
 - 2023 International Conference on Machine Learning (36 trees)
 - 2023 Made in Hawaii Festival (12 trees)
 - 2023 Okinawan Festival (11 trees)



CHEST 2023 team @ Gunstock Ranch tree planting

Total Contributions	Partner Trees Planted
\$14,865.24	7,883
<u>HCC Carbon Offset Trees Planted</u>	
187	

8,056
Total Legacy Trees Planted



183.46
MTCO₂e
Carbon Offset

As of August 2023
(total carbon offset costs)

Recent HCC Awards

- EXHIBITOR 2023 Centers of Excellence winner
- 2023 Facilities & Destinations (F&D) Magazine Prime Site Award
- 2023 Smart Stars Best Convention Center – Smart Meetings magazine



GBAC STAR Accreditation



*Gold standard of high-performance in cleaning and maintenance for a hygienic indoor environment.

*Certified during the COVID pandemic reviewing HCC's preparation and response to infectious diseases and biohazard situations.

*Received recertification, involving a stringent 20 point review of procedures and performance standards.

*HCC continues sanitation standards and protocols to ensure a safe environment for guests and staff.

Community Outreach: KCC, HCC and HPU Presentation



Students and staff from Kapi'olani Community College, Honolulu Community College and Hawai'i Pacific University visited HCC for a presentation of our operations and back of house tour.

Repair, Maintenance and Replacement Projects Update

Repair, Maintenance and Replacement Projects

6-Year Plan (page 1)

Project Number	Project Title	Estimated Project Cost	Priority	Prior Expenses to Sept 23	FY24	FY25	FY26	FY27	FY28	FY29	Total
001	Rooftop Terrace Deck Full Repair	\$ 64,000,000	1	\$ 119,663	\$ 1,880,337	\$ 30,000,000	\$ 32,000,000				\$ 64,000,000
011	Ballroom Gutter, Foyer Transom Glass Roof Repair and Soffit Repair	\$ 7,706,791	1	\$ 65,705	\$ 7,641,086						\$ 7,706,791
013	Ballroom Roof Repairs	\$ 2,271,093	1	\$ 25,090	\$ 2,246,003						\$ 2,271,093
012	Parapet Roof Repairs	\$ 3,066,470	1	\$ 22,591	\$ 3,043,879						\$ 3,066,470
003	Kalākaua Kitchen and Atkinson Drywell Renovation	\$ 2,440,752	2	\$ 311,842		\$ 2,128,910					\$ 2,440,752
007	Kitchen Hood Control Panel Replacement	\$ 188,872	1	\$ 117,666	\$ 71,206						\$ 188,872
008	Pantry 348 Walk-in Refrigerator Replacement	\$ 135,443	1	\$ 46,597	\$ 47,166	\$ 41,681					\$ 135,444
009	Slate Tile Repair	\$ 2,142,108	1	\$ 159,818	\$ 1,982,290						\$ 2,142,108
010	Chiller Replacement	\$ 6,884,147	1	\$ 166,562	\$ 6,717,585						\$ 6,884,147
014	Lobby Water Feature	\$ 1,086,810	3	\$ 3,932			\$ 1,082,878				\$ 1,086,810
015	House Sound Audio System Upgrade	\$ 2,973,864	1	\$ 31,164	\$ 2,942,700						\$ 2,973,864
022	Chill Water Pipe Reinsulation	\$ 677,894	1	\$ 197	\$ 667,697						\$ 667,894
023	Air Wall Repairs	\$ 400,000	1	\$ 16,155	\$ 383,845						\$ 400,000
024	Roll-up Door Replacement	\$ 225,000	2	\$ 23,656		\$ 201,344					\$ 225,000
025	Ballroom and Meeting Room Wallpaper Replacement	\$ 203,531	1	\$ 126,771	\$ 76,760						\$ 203,531
026	IT Network Upgrades	\$ 125,000	3	\$ -			\$ 55,000	\$ 70,000			\$ 125,000
027	Ice Machines Replacement	\$ 500,000	1	\$ -	\$ 500,000						\$ 500,000
028	Theatre 310 and 320 Furnishings Upgrade	\$ 750,000	3	\$ -			\$ 375,000	\$ 375,000			\$ 750,000
029	Theatre 310 and 320 Seating Upgrade	\$ 500,000	3	\$ 155			\$ 249,845	\$ 250,000			\$ 500,000
030	FB China and Equipment Upgrade	\$ 3,500,000	1	\$ -	\$ 3,500,000						\$ 3,500,000
031	Ala Wai Waterfall Repair	\$ 1,071,501	3	\$ 2,362			\$ 1,069,516				\$ 1,071,878
036	Water Intrusion Remediation	\$ 400,000	1	\$ 166,165	\$ 233,835						\$ 400,000
037	Exterior Security Camera Upgrade	\$ 231,348	1	\$ 155,504	\$ 75,844						\$ 231,348
041	Children's Courtyard Repair	\$ 329,162	1	\$ -		\$ 329,162					\$ 329,162
042	Kahakai/Atkinson Drywell Rehabilitation	\$ 351,113	3	\$ 775	\$ 350,338						\$ 351,113
043	Air Handler Unit 9 and 10 Replacement	\$ 401,382	3	\$ -		\$ 401,382					\$ 401,382
044	Fire Sprinkler Line Refurbishment	\$ 343,394	2	\$ -	\$ 100,000	\$ 125,000	\$ 118,394				\$ 343,394
045	Escalator and Elevator Refurbishment	\$ 15,865,737	1	\$ 5,028	\$ 6,900,000	\$ 2,640,000	\$ 6,320,709				\$ 15,865,737
046	LED Light Upgrade	\$ 4,781,506	1	\$ 58,765	\$ 4,722,741						\$ 4,781,506

- Current project
- Cumming-managed project
- HCC-managed project
- CM/PM - to be assigned



Repair, Maintenance and Replacement Projects

6-Year Plan (page 2)

Project Number	Project Title	Estimated Project Cost	Priority	Prior Expenses to Sept 23	FY24	FY25	FY26	FY27	FY28	FY29	Total
048	Electrical Harmonics Testing	\$ 100,000	3	\$ -			\$ 100,000				\$ 100,000
049	Main Kitchen Dishwasher Replacement	\$ 421,315	1	\$ 217,818	\$ 203,497						\$ 421,315
050	Main Kitchen Flooring Replacement	\$ 2,046,380	1/3	\$ -	\$ 50,000		\$ 1,996,380				\$ 2,046,380
051	PBX System Replacement	\$ 90,505	1	\$ -	\$ 90,505						\$ 90,505
052	Ride-on Sweeper Replacement	\$ 55,000	1	\$ 100	\$ 54,900						\$ 55,000
053	Forklift Replacement	\$ 175,000	1	\$ 86,702	\$ 88,298						\$ 175,000
054	Boardroom Upgrade	\$ 1,099,549	2	\$ 48,585			\$ 1,050,963				\$ 1,099,548
055	Elevator #2 Upgrade	\$ 250,000	3	\$ -			\$ 250,000				\$ 250,000
058	Kitchen Hood Fire Suppression System Replacement	\$ 341,407	1	\$ 18,770	\$ 322,636						\$ 341,406
060	Lobby Sail Repair and Maintenance	\$ 179,000	1	\$ 41,196	\$ 61,021	\$ 76,783					\$ 179,000
061	ADA Lift (#320) Replacement	\$ 165,000	1	\$ 387	\$ 164,613						\$ 165,000
064	F&B Equipment	\$ 1,266,870	1	\$ 12,640	\$ 1,254,230						\$ 1,266,870
065	Transformer Replacement	\$ 140,297	1	\$ 294	\$ 140,002						\$ 140,296
066	Kitchen Boiler Replacement	\$ 130,000	1	\$ -	\$ 130,000						\$ 130,000
068	3rd Floor Planter Repair and Exterior Planter Repair	\$ 11,048,647	1	\$ 15,441	\$ 4,415,590	\$ 6,617,616					\$ 11,048,647
069	Parking System Upgrade	\$ 528,382	1	\$ 28,382	\$ 500,000						\$ 528,382
070	Parking Garage Floor Sealing	\$ 250,000	1	\$ -	\$ 250,000						\$ 250,000
071	Access Control Upgrade	\$ 2,000,000	1	\$ -	\$ 1,000,000	\$ 1,000,000					\$ 2,000,000
072	Ride-on Scrubber Replacement	\$ 80,000	1	\$ -	\$ 80,000						\$ 80,000
073	Common Area Furniture Upgrade	\$ 200,000	1	\$ -	\$ 200,000						\$ 200,000
074	Ice Rink and Equipment	\$ 500,000	1	\$ -	\$ 500,000						\$ 500,000
075	Exterior Building Painting	\$ 5,876,960	1	\$ -	\$ 5,876,960						\$ 5,876,960
076	Main Kitchen Freezer Repair	\$ 500,000	1	\$ -	\$ 500,000						\$ 500,000
077	Interior Building Painting	\$ 7,000,000	2	\$ -	\$ 7,000,000						\$ 7,000,000
078	Pot Wash Machine Replacement	\$ 35,000	1	\$ -	\$ 35,000						\$ 35,000
079	Digital Signage Upgrade	\$ 6,150,000	1	\$ 20,390	\$ 3,129,610	\$ 3,000,000					\$ 6,150,000
080	Water Remediation	\$ 167,851	1	\$ -	\$ 167,851						\$ 167,851
081	Facility Equipment Replacement	\$ 1,000,000	1	\$ -	\$ 500,000	\$ 500,000					\$ 1,000,000
082	Escalator and Elevator Repairs	\$ 1,000,000	1	\$ 43,956	\$ 300,000	\$ 656,044					\$ 1,000,000
083	FB Room Service Carts	\$ 100,000	1	\$ -	\$ 100,000						\$ 100,000
084	1901 Renovation	\$ 1,500,000	1	\$ -	\$ 1,500,000						\$ 1,500,000
	Legal Retainer	\$ 151,094		\$ 108,213	\$ 42,881						\$ 151,094
	GRAND TOTAL	\$ 168,101,175		\$ 2,269,037	\$ 72,740,906	\$ 47,717,922	\$ 44,668,685	\$ 695,000	\$ -	\$ -	

Repair, Maintenance and Replacement Projects

CUMMING GROUP Priority Projects

- *Kitchen Hood Control Panel and Fire Suppression Upgrade*
- *Slate Tile Repair*
- *Chiller Replacement*
- *Main Kitchen Dishwasher Replacement*
- *Ballroom Roof Repairs*
- *House Sound Audio Upgrade*
- *Ballroom Gutter, Foyer Transom Glass and Soffit Repair*
- *3rd floor and Exterior Planters Repair*
- *LED Lighting Upgrade*
- *Walk-in Refrigerator Replacement*
- *Main Kitchen Flooring Replacement*
- *Exterior Building Painting*
- *Main Kitchen Freezer Repair*
- *Interior Building Painting*
- *Pot Wash Machine Replacement*
- *Digital Signage Upgrade*

Repair, Maintenance and Replacement Projects Completed (since 2019)

- *Gutter Trough, Roof Membrane and Other Roof Repairs; \$8.3M, completed 2020*
- *Boiler Replacement; \$585k, completed 2020*
- *Ala Wai Waterfall Repairs; \$185k, completed 2020*
- *Chiller 4 Repairs; \$55k, completed 2020*
- *#320 Roof Repairs; \$1.4M, completed 2020*
- *Banquet Chairs and Facility Equipment Upgrade; \$2.25M, completed 2020*
- *Cooling Tower Replacement; \$3.2M, completed 2021*
- *Theatre LED Lighting Upgrade; \$77k, completed 2021*
- *Roof Overflow Drain Repairs; \$16k, completed 2021*
- *Jockey Chiller Repairs; \$28k, completed 2021*
- *ADA Lift Replacement, \$71.5k, completed 2021*
- *Emergency Generator Repairs, \$32k, completed 2021*
- *Window Repairs – Vandalism, \$177k, completed 2021*
- *Leak Repairs – December 2021 / January 2022, \$396k, completed 2022*
- *Chiller Repairs – \$69.3k, completed 2022*
- *Trellis Renovation - \$4.7M, completed 2022*
- *Lobby Glass Replacement - \$25k, completed 2022*
- *Security Camera, NVR, Access Control System - \$1.56M, completed 2022*
- *Kitchen AC Compressor Replacement - \$16.5k, completed 2022*
- *Event Stage ADA Ramp - \$41k, completed 2023*
- *Escalator #1 Handrail Replacement - \$64k, completed 2023*
- *Exterior Sign Refurbishment - \$50k, completed 2023*
- *Leak Repair Remediation - \$168k, completed 2023*

Mahalo Nui Loa

A close-up photograph of a sailboat's rigging. The image shows a wooden boom with a pulley block, ropes, and orange floats. The text "Mahalo Nui Loa" is overlaid in the center. The background is slightly blurred, showing other boats and greenery.

11c

**Discussion and/or Action on the
Hawai'i Tourism Authority's and
Hawai'i Convention Center's
Form A Submittal (FY25 Supplemental Budget
– Operating Budget Adjustment Request)
Submitted to the Department of Business,
Economic Development and Tourism
(DBEDT)**

**FY 25 SUPPLEMENTAL BUDGET
OPERATING BUDGET ADJUSTMENT REQUEST
DEPARTMENT OF BUSINESS, ECONOMIC DEVELOPMENT AND TOURISM**

Department Priority: 1

Program ID/Org. Code: BED113-TO
Program Title: Hawai'i Tourism Authority

Department Contact: Talon Kishi

Phone: 808-973-2275

Request Category:

- Trade-Off/Transfer (+)___ (-) ___
- Conversion of Unbudgeted Positions X
- Fixed Cost/Entitlement _____
- Federal Fund Adjustment _____
- 2023 Wildfires Recovery _____
- Health and Safety, Court Orders,
Consent Decrees, Fed Mandates _____
- Full Year Funding for Eligible Positions X
- Second Year Funding X
- Other _____

I. TITLE OF REQUEST:

Description of Request:

The 2023 Legislature did not fund HTA for fiscal years 2024 and 2025. As such, HTA is seeking \$70,000,000 of second year cash flow for HTA. We also request the extension of 25.00 unauthorized positions for FY 25 as indicated in attachment A to this worksheet, of which 24.00 positions are exempt and 1.00 civil service, 20.00.00 positions filled and 5.00 vacant. Lastly, we request approval for 13.00 additional exempt positions for fiscal year 2025, making 38.00 total employees for HTA.

II. OPERATING COST SUMMARY

	FY 24 Request			FY 25 Request			FY 26	FY 27	FY 28	FY 29
	FTE (P)	FTE (T)	(\$)	FTE (P)	FTE (T)	(\$)	(\$ thous)	(\$ thous)	(\$ thous)	(\$ thous)
A. Personal Services	-	-	-	38.00	-	3,296,904.38	3,412,296.04	3,531,726.40	3,655,336.82	3,783,273.61
B. Other Current Expenses	-	-	-	-	-	66,618,412.00	68,950,056.42	71,363,308.39	73,861,024.19	76,446,160.04
C. Equipment	-	-	-	-	-	-	-	-	-	-
L. Current Lease Payments	-	-	-	-	-	-	-	-	-	-
M. Motor Vehicles	-	-	-	-	-	-	-	-	-	-
TOTAL REQUEST	-	-	-	38.00	-	69,915,316.38	72,362,352.46	74,895,034.79	77,516,361.01	80,229,433.64

By MOF:

A	-	38.00	-	69,915,316.38	72,362,352.46	74,895,034.79	77,516,361.01	80,229,433.64
B								
N								
P								
R								
S								
T								
U								
W								
X								

**FY 25 SUPPLEMENTAL BUDGET
OPERATING BUDGET ADJUSTMENT REQUEST
DEPARTMENT OF BUSINESS, ECONOMIC DEVELOPMENT AND TOURISM**

III. OPERATING COST DETAILS

A. Personal Services (List all positions)

	MOF	FY 24 Request			FY 25 Request			FY 26	FY 27	FY 28	FY 29
		FTE (P)	FTE (T)	(\$)	FTE (P)	FTE (T)	(\$)	(\$ thous)	(\$ thous)	(\$ thous)	(\$ thous)
HTA Brand Manager, SRNA	A	-	-	-	1.00	-	75,417.66	78,057.28	80,789.29	83,616.91	86,543.50
HTA Director of Planning, SRNA	A	-	-	-	1.00	-	131,865.93	136,481.23	141,258.08	146,202.11	151,319.18
HTA Account Specialist, SRNA	A	-	-	-	1.00	-	65,783.79	68,086.23	70,469.24	72,935.67	75,488.42
HTA Brand Manager, SRNA	A	-	-	-	1.00	-	76,934.22	79,626.92	82,413.86	85,298.35	88,283.79
HTA VP of Finance, SRNA	A	-	-	-	1.00	-	150,835.33	156,114.56	161,578.57	167,233.82	173,087.01
HTA Procurement Specialist, SRNA	A	-	-	-	1.00	-	59,046.30	61,112.92	63,251.87	65,465.69	67,756.99
HTA Brand Manager, SRNA	A	-	-	-	1.00	-	76,934.22	79,626.92	82,413.86	85,298.35	88,283.79
HTA Procurement Manager, SRNA	A	-	-	-	1.00	-	86,195.17	89,212.00	92,334.42	95,566.12	98,910.94
HTA Public Affairs Officer, SRNA	A	-	-	-	1.00	-	153,843.58	159,228.11	164,801.09	170,569.13	176,539.05
HTA Senior Brand Manager, SRNA	A	-	-	-	1.00	-	117,446.20	121,556.82	125,811.30	130,214.70	134,772.21
HTA Executive Assistant, SRNA	A	-	-	-	1.00	-	88,992.10	92,106.82	95,330.56	98,667.13	102,120.48
HTA Brand Manager, SRNA	A	-	-	-	1.00	-	76,934.22	79,626.92	82,413.86	85,298.35	88,283.79
HTA Chief Brand Officer, SRNA	A	-	-	-	1.00	-	175,821.24	181,974.98	188,344.10	194,936.15	201,758.91
HTA Senior Brand Manager, SRNA	A	-	-	-	1.00	-	109,900.70	113,747.23	117,728.38	121,848.87	126,113.58
HTA Budget & Fiscal Officer, SRNA	A	-	-	-	1.00	-	107,737.74	111,508.56	115,411.36	119,450.76	123,631.54
HTA Contracts & Administrative Manager, SRNA	A	-	-	-	1.00	-	64,640.16	66,902.57	69,244.16	71,667.70	74,176.07
HTA Administrative Assistant, SRNA	A	-	-	-	1.00	-	52,209.36	54,036.69	55,927.97	57,885.45	59,911.44
HTA Chief Administrative Officer, SRNA	A	-	-	-	1.00	-	172,382.05	178,415.42	184,659.96	191,123.06	197,812.36
HTA Administrative Assistant, SRNA	A	-	-	-	1.00	-	62,004.83	64,175.00	66,421.12	68,745.86	71,151.97
HTA Brand Manager, SRNA	A	-	-	-	1.00	-	76,934.22	79,626.92	82,413.86	85,298.35	88,283.79
HTA President and CEO - vacant, SRNA	A	-	-	-	1.00	-	271,923.75	281,441.08	291,291.52	301,486.72	312,038.76
HTA Accounting Assistant (formerly Secretary II) - vacant and in process of filling, SRNA	A	-	-	-	1.00	-	66,297.60	68,618.02	71,019.65	73,505.33	76,078.02
HTA Administrative Assistant (Branding) - vacant and in the process of filling, SRNA	A	-	-	-	1.00	-	59,046.30	61,112.92	63,251.87	65,465.69	67,756.99
HTA Planner (Planning) - vacant and in the process of filling, SRNA	A	-	-	-	1.00	-	75,417.66	78,057.28	80,789.29	83,616.91	86,543.50
Chief Stewardship Officer (Destination Stewardship) - vacant and in the process of filling, SRNA	A	-	-	-	1.00	-	175,821.24	181,974.98	188,344.11	194,936.15	201,758.92
HTA Contracts Managers (Accounting) - vacant and need to create position, SRNA	A	-	-	-	1.00	-	41,436.00	42,886.26	44,387.28	45,940.83	47,548.76
HTA Compliance Officer (Accounting) - vacant and need to create position, SRNA	A	-	-	-	1.00	-	62,154.00	64,329.39	66,580.92	68,911.25	71,323.14
HTA Administrative Assistant (Compliance) - vacant and need to create position, SRNA	A	-	-	-	1.00	-	29,523.15	30,556.46	31,625.94	32,732.84	33,878.49
HTA Administrative Assistant (Accounting) - vacant and need to create position, SRNA	A	-	-	-	1.00	-	29,523.15	30,556.46	31,625.94	32,732.84	33,878.49
HTA Administrative Assistant (Accounting) - vacant and need to create position, SRNA	A	-	-	-	1.00	-	29,523.15	30,556.46	31,625.94	32,732.84	33,878.49
HTA Public Information Specialist (Communications) - vacant and need to create position, SRNA	A	-	-	-	1.00	-	37,500.00	38,812.50	40,170.94	41,576.92	43,032.11
HTA Administrative Assistant (Destination Stewardship) - vacant and need to create position, SRNA	A	-	-	-	1.00	-	26,104.68	27,018.34	27,963.99	28,942.73	29,955.72

**FY 25 SUPPLEMENTAL BUDGET
OPERATING BUDGET ADJUSTMENT REQUEST
DEPARTMENT OF BUSINESS, ECONOMIC DEVELOPMENT AND TOURISM**

HTA Administrative Assistant (Destination Stewardship) - vacant and need to create position, SRNA	A	-	-	-	1.00	-	26,104.68	27,018.34	27,963.99	28,942.73	29,955.72
HTA Destination Manager Maui County - vacant and need to create position, SRNA	A				1.00		76,934.00	79,626.69	82,413.62	85,298.10	88,283.53
HTA Destination Manager City & County Honolulu - vacant and need to create position, SRNA	A				1.00		76,934.00	79,626.69	82,413.62	85,298.10	88,283.53
HTA Destination Manager Kaua'i County - vacant and need to create position, SRNA	A				1.00		76,934.00	79,626.69	82,413.62	85,298.10	88,283.53
HTA Destination Manager Hawai'i County - vacant and need to create position, SRNA	A				1.00		76,934.00	79,626.69	82,413.62	85,298.10	88,283.53
HTA Destination Manager Molokai - vacant and need to create position, SRNA	A				1.00		76,934.00	79,626.69	82,413.62	85,298.10	88,283.53
Fringe Benefits											
Subtotal Personal Service Costs		-	-	-	38.00	-	3,296,904.38	3,412,296.04	3,531,726.40	3,655,336.82	3,783,273.61
By MOF											
A		-	-	-	38.00	-	3,296,904.38	3,412,296.04	3,531,726.40	3,655,336.82	3,783,273.61
B		-	-	-	-	-	-	-	-	-	-
N		-	-	-	-	-	-	-	-	-	-
B. Other Current Expenses (List by line item)											
Admin - includes overhead costs such as office supplies, and membership dues for industry associations and databases.	A	-	-	-	-	-	850,000.00	879,750.00	910,541.25	942,410.19	975,394.55
Branding - CON 23003 - USA MMA	A	-	-	-	-	-	15,204,991.00	15,737,165.69	16,287,966.48	16,858,045.31	17,448,076.90
Branding - CON 23004 - Japan MMA	A	-	-	-	-	-	6,500,000.00	6,727,500.00	6,962,962.50	7,206,666.19	7,458,899.50
Branding - New Contract # TBD - Island Chapters	A	-	-	-	-	-	3,200,000.00	3,312,000.00	3,427,920.00	3,547,897.20	3,672,073.60
Branding - New Contract # TBD - Island Support Services	A	-	-	-	-	-	1,375,000.00	1,423,125.00	1,472,934.38	1,524,487.08	1,577,844.13
Branding - CON 21019 - Oceania MMA	A	-	-	-	-	-	1,290,905.00	1,336,086.68	1,382,849.71	1,431,249.45	1,481,343.18
Branding - CON 24004 - Europe MMA	A	-	-	-	-	-	1,000,000.00	1,035,000.00	1,071,225.00	1,108,717.88	1,147,523.00
Branding - CON 23016 - Canada MMA	A	-	-	-	-	-	1,000,000.00	1,035,000.00	1,071,225.00	1,108,717.88	1,147,523.00
Branding - CON 20007 - Korea MMA	A	-	-	-	-	-	433,640.00	448,817.40	464,526.01	480,784.42	497,611.87
Branding - New Contract # TBD - Korea MMA	A	-	-	-	-	-	466,360.00	482,682.60	499,576.49	517,061.67	535,158.83
Branding - CON 24002 - Tourism Conference	A	-	-	-	-	-	300,000.00	310,500.00	321,367.50	332,615.36	344,256.90
Communication & Outreach - CON 20010 - Website Support Services	A	-	-	-	-	-	250,000.00	258,750.00	267,806.25	277,179.47	286,880.75
Communication & Outreach - CON 22001 - HTA Web Support	A	-	-	-	-	-	25,000.00	25,875.00	26,780.63	27,717.95	28,688.08
Destination Management - CON 23008 - Support Services for Destination Stewardship	A	-	-	-	-	-	9,245,852.00	9,569,456.82	9,904,387.81	10,251,041.38	10,609,827.83
Destination Management - New Contract # TBD - DMAP Implementation	A	-	-	-	-	-	1,000,000.00	1,035,000.00	1,071,225.00	1,108,717.88	1,147,523.00
Governance - includes board travel expenses, board meeting costs, and financial audit services	A	-	-	-	-	-	125,000.00	129,375.00	133,903.13	138,589.73	143,440.38
HCC Marketing - CON 22003 - Global MCI	A	-	-	-	-	-	5,500,000.00	5,692,500.00	5,891,737.50	6,097,948.31	6,311,376.50
Natural Resources - MOA 22012 - Hawaii Green Business Program	A	-	-	-	-	-	50,000.00	51,750.00	53,561.25	55,435.89	57,376.15

**FY 25 SUPPLEMENTAL BUDGET
OPERATING BUDGET ADJUSTMENT REQUEST
DEPARTMENT OF BUSINESS, ECONOMIC DEVELOPMENT AND TOURISM**

Natural Resources - New Contract # TBD - STAH	A	-	-	-	-	-	50,000.00	51,750.00	53,561.25	55,435.89	57,376.15
Perpetuating Hawaiian Culture - MOA 21039 - Kahea Airport Greetings	A	-	-	-	-	-	700,000.00	724,500.00	749,857.50	776,102.51	803,266.10
Perpetuating Hawaiian Culture - CON 20195 - Newspaper Translation	A	-	-	-	-	-	500,000.00	517,500.00	535,612.50	554,358.94	573,761.50
Perpetuating Hawaiian Culture - Kona Harbor Greetings	A	-	-	-	-	-	61,000.00	63,135.00	65,344.73	67,631.79	69,998.90
Perpetuating Hawaiian Culture - Kahea Greeting - Kauai Harbor	A	-	-	-	-	-	54,000.00	55,890.00	57,846.15	59,870.77	61,966.24
Perpetuating Hawaiian Culture - Hilo Kahea Greetings	A	-	-	-	-	-	35,000.00	36,225.00	37,492.88	38,805.13	40,163.31
Planning - New Contract # TBD- Product Development Plan	A	-	-	-	-	-	350,000.00	362,250.00	374,928.75	388,051.26	401,633.05
Planning - New Contract TBD - Tourism Strategic Plan Update	A	-	-	-	-	-	300,000.00	310,500.00	321,367.50	332,615.36	344,256.90
Planning - New Contract TBD - Airline Route Development Program	A	-	-	-	-	-	250,000.00	258,750.00	267,806.25	277,179.47	286,880.75
Planning - CON 22004 - Festival and Event Valuations	A	-	-	-	-	-	180,000.00	186,300.00	192,820.50	199,569.22	206,554.14
Planning - New Contract # TBD - Program Evaluation	A	-	-	-	-	-	90,000.00	93,150.00	96,410.25	99,784.61	103,277.07
Planning - CON 21013 - Hawai'i Cruise Industry Consultant Services	A	-	-	-	-	-	89,000.00	92,115.00	95,339.03	98,675.89	102,129.55
Safety & Security - CON 21040 - Visitor Assistance Program O'ahu	A	-	-	-	-	-	370,000.00	382,950.00	396,353.25	410,225.61	424,583.51
Safety & Security - CON 21041 - Visitor Assistance Program Maui	A	-	-	-	-	-	55,000.00	56,925.00	58,917.38	60,979.48	63,113.77
Safety & Security - CON 21042 - Visitor Assistance Program Kaua'i	A	-	-	-	-	-	55,000.00	56,925.00	58,917.38	60,979.48	63,113.77
Safety & Security - CON 21043 - Visitor Assistance Program Hawai'i Island	A	-	-	-	-	-	170,000.00	175,950.00	182,108.25	188,482.04	195,078.91
Sports - New Contract # TBD - PGA	A	-	-	-	-	-	2,038,850.00	2,110,209.75	2,184,067.09	2,260,509.44	2,339,627.27
Sports - New Contract # TBD - LPGA	A	-	-	-	-	-	250,000.00	258,750.00	267,806.25	277,179.47	286,880.75
Sports - CON 24003 - Big West Conference	A	-	-	-	-	-	167,000.00	172,845.00	178,894.58	185,155.89	191,636.34
Travel - Board Meetings and Programs	A	-	-	-	-	-	190,000.00	196,650.00	203,532.75	210,656.40	218,029.37
Other - Opportunity Fund	A	-	-	-	-	-	10,000,000.00	10,350,000.00	10,712,250.00	11,087,178.75	11,475,230.01
Other - FY 2024 Carryover	A	-	-	-	-	-	2,696,814.00	2,791,202.49	2,888,894.58	2,990,005.89	3,094,656.09
Workforce - New Contract # TBD - Workforce Development	A	-	-	-	-	-	150,000.00	155,250.00	160,683.75	166,307.68	172,128.45
Subtotal Other Current Expenses				0			66,618,412	68,950,056	71,363,308	73,861,024	76,446,160
By MOF	A			0			66,618,412	68,950,056	71,363,308	73,861,024	76,446,160
	B			0			0	0	0	0	0
	N			0			0	0	0	0	0
C. Equipment (List by line item)											
Subtotal Equipment				-			-	-	-	-	-
By MOF	A			-			-	-	-	-	-
	B			-			-	-	-	-	-
	N			-			-	-	-	-	-

**FY 25 SUPPLEMENTAL BUDGET
OPERATING BUDGET ADJUSTMENT REQUEST
DEPARTMENT OF BUSINESS, ECONOMIC DEVELOPMENT AND TOURISM**

L. Current Lease Payments (Note each lease)											
Subtotal Current Lease Payments			-			-	-	-	-	-	
By MOF	A		-			-	-	-	-	-	
	B		-			-	-	-	-	-	
	N		-			-	-	-	-	-	
M. Motor Vehicles (List Vehicles)											
Subtotal Motor Vehicles			-			-	-	-	-	-	
By MOF	A		-			-	-	-	-	-	
	B		-			-	-	-	-	-	
	N		-			-	-	-	-	-	
TOTAL REQUEST		0.00	0.00	0	38.00	0.00	69,915,316	72,362,352	74,895,035	77,516,361	80,229,434

**FY 25 SUPPLEMENTAL BUDGET
OPERATING BUDGET ADJUSTMENT REQUEST
DEPARTMENT OF BUSINESS, ECONOMIC DEVELOPMENT AND TOURISM**

IV. JUSTIFICATION OF REQUEST

The legislature did not provide funding to HTA for fiscal years 2024 or 2025 in Act 164 SLH 2023. HTA should receive funding for the agency's mission to develop, coordinate, and implement state policies and directions for tourism and related activities. HTA is requesting \$69,812,515 for FY 2025. Branding contracts will cost approximately \$30.7M, which includes \$15.2M for USA marketing and \$10.7M for international markets. Marketing the Hawai'i Convention Center will cost approximately \$5.5M. HTA also plans to spend \$10.2M on destination management and destination stewardship contracts. The State must remain vigilant and proactive to keep Hawai'i a competitive tourism destination. Each potential visitor to the State must always examine the opportunity cost to visit Hawai'i instead of another destination. With systemic problems such as high cost of living, homelessness, and the degradation of public infrastructure and natural resources, Hawai'i's main economic driver continues to face many headwinds.

The Office of the Auditor's 2018 audit included vital recommendations for HTA's procurement and contract management processes. Five new positions will be assigned to the accounting department. These five new positions will provide HTA's accounting department with the additional human resources required to address the auditor's remarks and to help HTA comply with all applicable laws, rules, and regulations. Two new positions will be required to assist with HTA's destination management and stewardship programs, and one new position for additional support in public affairs.

V. RELATIONSHIP OF THE REQUEST TO STATE PLAN OR FUNCTIONAL PLAN

Refer to the response to IV- Justification above.

VI. INFORMATION SYSTEMS AND TECHNOLOGY

N/A

VII. IMPACT ON OTHER STATE PROGRAMS/AGENCIES

None at this time.

VIII. IMPACT ON FACILITY REQUIREMENTS (R&M, CIP)

N/A

IX. EXTERNAL CONFORMANCE REQUIREMENTS

Following HRS 103D and related HAR requirements.

X. REQUIRED LEGISLATION (Please specify appropriate statutes; i.e., HRS)

None at this time.

XI. OTHER COMMENTS

None at this time.

FY 25 SUPPLEMENTAL BUDGET
 OPERATING BUDGET TRADE-OFF/TRANSFERS AND CONVERSION OF UNBUDGETED POSITIONS
 DEPARTMENT OF BUSINESS, ECONOMIC DEVELOPMENT AND TOURISM - Hawai'i Tourism Authority

Prog ID	Org Code	Cost Element	Program Category - Contract Number - Contract Title	MOF	Psn No.	FTE (P)	FTE (T)	Note 1	
								FY 24 \$	FY 25 \$
BED113	TO	B	Admin - includes overhead costs such as office supplies, and membership dues for industry associations and databases.	A	N/A	N/A	N/A	-	850,000
BED113	TO	B	Branding - CON 23003 - USA MMA	A	N/A	N/A	N/A	-	15,204,991
BED113	TO	B	Branding - CON 23004 - Japan MMA	A	N/A	N/A	N/A	-	6,500,000
BED113	TO	B	Branding - New Contract # TBD - Island Chapters	A	N/A	N/A	N/A	-	3,200,000
BED113	TO	B	Branding - New Contract # TBD - Island Support Services	A	N/A	N/A	N/A	-	1,375,000
BED113	TO	B	Branding - CON 21019 - Oceania MMA	A	N/A	N/A	N/A	-	1,290,905
BED113	TO	B	Branding - CON 24004 - Europe MMA	A	N/A	N/A	N/A	-	1,000,000
BED113	TO	B	Branding - CON 23016 - Canada MMA	A	N/A	N/A	N/A	-	1,000,000
BED113	TO	B	Branding - CON 20007 - Korea MMA	A	N/A	N/A	N/A	-	433,640
BED113	TO	B	Branding - New Contract # TBD - Korea MMA	A	N/A	N/A	N/A	-	466,360
BED113	TO	B	Branding - CON 24002 - Tourism Conference	A	N/A	N/A	N/A	-	300,000
BED113	TO	B	Communication & Outreach - CON 20010 - Website Support Services	A	N/A	N/A	N/A	-	250,000
BED113	TO	B	Communication & Outreach - CON 22001 - HTA Web Support	A	N/A	N/A	N/A	-	25,000
BED113	TO	B	Destination Management - CON 23008 - Support Services for Destination Stewardship	A	N/A	N/A	N/A	-	9,245,852
BED113	TO	B	Destination Management - New Contract # TBD - DMAP Implementation	A	N/A	N/A	N/A	-	1,000,000
BED113	TO	B	Governance - includes board travel expenses, board meeting costs, and financial audit services	A	N/A	N/A	N/A	-	125,000
BED113	TO	B	HCC Marketing - CON 22003 - Global MCI	A	N/A	N/A	N/A	-	5,500,000
BED113	TO	B	Natural Resources - MOA 22012 - Hawaii Green Business Program	A	N/A	N/A	N/A	-	50,000
BED113	TO	B	Natural Resources - New Contract # TBD - STAH	A	N/A	N/A	N/A	-	50,000
BED113	TO	B	Perpetuating Hawaiian Culture - MOA 21039 - Kahea Airport Greetings	A	N/A	N/A	N/A	-	700,000
BED113	TO	B	Perpetuating Hawaiian Culture - CON 20195 - Newspaper Translation	A	N/A	N/A	N/A	-	500,000
BED113	TO	B	Perpetuating Hawaiian Culture - Kona Harbor Greetings	A	N/A	N/A	N/A	-	61,000
BED113	TO	B	Perpetuating Hawaiian Culture - Kahea Greeting - Kauai Harbor	A	N/A	N/A	N/A	-	54,000
BED113	TO	B	Perpetuating Hawaiian Culture - Hilo Kahea Greetings	A	N/A	N/A	N/A	-	35,000
BED113	TO	B	Planning - New Contract # TBD- Product Development Plan	A	N/A	N/A	N/A	-	350,000
BED113	TO	B	Planning - New Contract TBD - Tourism Strategic Plan Update	A	N/A	N/A	N/A	-	300,000
BED113	TO	B	Planning - New Contract TBD - Airline Route Development Program	A	N/A	N/A	N/A	-	250,000
BED113	TO	B	Planning - CON 22004 - Festival and Event Valuations	A	N/A	N/A	N/A	-	180,000
BED113	TO	B	Planning - New Contract # TBD - Program Evaluation	A	N/A	N/A	N/A	-	90,000
BED113	TO	B	Planning - CON 21013 - Hawai'i Cruise Industry Consultant Services	A	N/A	N/A	N/A	-	89,000
BED113	TO	B	Safety & Security - CON 21040 - Visitor Assistance Program O'ahu	A	N/A	N/A	N/A	-	370,000
BED113	TO	B	Safety & Security - CON 21041 - Visitor Assistance Program Maui	A	N/A	N/A	N/A	-	55,000
BED113	TO	B	Safety & Security - CON 21042 - Visitor Assistance Program Kaua'i	A	N/A	N/A	N/A	-	55,000
BED113	TO	B	Safety & Security - CON 21043 - Visitor Assistance Program Hawai'i Island	A	N/A	N/A	N/A	-	170,000
BED113	TO	B	Sports - New Contract # TBD - PGA	A	N/A	N/A	N/A	-	2,038,850
BED113	TO	B	Sports - New Contract # TBD - LPGA	A	N/A	N/A	N/A	-	250,000
BED113	TO	B	Sports - CON 24003 - Big West Conference	A	N/A	N/A	N/A	-	167,000
BED113	TO	B	Travel - Programs	A	N/A	N/A	N/A	-	190,000
BED113	TO	B	Workforce - New Contract # TBD - Workforce Development	A	N/A	N/A	N/A	-	150,000

BED113	TO	B	Other - Opportunity Fund	A	N/A	N/A	N/A	-	10,000,000
BED113	TO	B	Other - FY 2024 Carryover	A	N/A	N/A	N/A	-	2,696,814
Total								-	66,618,412

Note 2

Note 3

Note 1 HTA was not funded by the legislature for FY 2024 in Act 164 SLH 2023. Instead, HTA received a \$60,000,000 appropriation from budget proviso Act 164 SLH 2023 Part III Section 5.

Note 2 The opportunity fund will be utilized in markets with market share impact and retention opportunities. HTA will seek out conditions where these funds will have the greatest return on investment. Per HTA policies and procedures, any expenditure greater than \$250,000 will require Board approval. Setting aside approximately 15% of HTA funds for marketing opportunities and emergencies in the wake of the Maui wildfires will be prudent and serve the best interest of the State.

Note 3 To pay for services rendered at the end of fiscal year 2024.

Cost Element:

- A. Personal Services
- B. Other Current Expenses
- C. Equipment
- L. Current Lease Payments
- M. Motor Vehicles

FY 25 SUPPLEMENTAL BUDGET
 OPERATING BUDGET TRADE-OFF/TRANSFERS AND CONVERSION OF UNBUDGETED POSITIONS
 DEPARTMENT OF BUSINESS, ECONOMIC DEVELOPMENT AND TOURISM - Hawai'i Tourism Authority

Note

Prog ID	Org Code	Cost Element	Item Description / Position Title	MOF	Psn No.	FTE (P)	FTE (T)	FY 24 \$	FY 25 \$
BED113	TO	A	HTA Brand Manager	A	00124319	1.00	-	-	75,417.66
BED113	TO	A	HTA Director of Planning	A	00124312	1.00	-	-	131,865.93
BED113	TO	A	HTA Account Specialist	A	00124329	1.00	-	-	65,783.79
BED113	TO	A	HTA Brand Manager	A	00124324	1.00	-	-	76,934.22
BED113	TO	A	HTA VP of Finance	A	00124313	1.00	-	-	150,835.33
BED113	TO	A	HTA Procurement Specialist	A	00124328	1.00	-	-	59,046.30
BED113	TO	A	HTA Brand Manager	A	00124321	1.00	-	-	76,934.22
BED113	TO	A	HTA Procurement Manager	A	00124326	1.00	-	-	86,195.17
BED113	TO	A	HTA Public Affairs Officer	A	00124311	1.00	-	-	153,843.58
BED113	TO	A	HTA Senior Brand Manager	A	00124316	1.00	-	-	117,446.20
BED113	TO	A	HTA Executive Assistant	A	00124310	1.00	-	-	88,992.10
BED113	TO	A	HTA Brand Manager	A	00124322	1.00	-	-	76,934.22
BED113	TO	A	HTA Chief Brand Officer	A	00124308	1.00	-	-	175,821.24
BED113	TO	A	HTA Senior Brand Manager	A	00124318	1.00	-	-	109,900.70
BED113	TO	A	HTA Budget & Fiscal Officer	A	00124327	1.00	-	-	107,737.74
BED113	TO	A	HTA Contracts & Administrative Manager	A	00124325	1.00	-	-	64,640.16
BED113	TO	A	HTA Administrative Assistant	A	00124314	1.00	-	-	52,209.36
BED113	TO	A	HTA Chief Administrative Officer	A	00124309	1.00	-	-	172,382.05
BED113	TO	A	HTA Administrative Assistant	A	00124330	1.00	-	-	62,004.83
BED113	TO	A	HTA Brand Manager	A	00124320	1.00	-	-	76,934.22
BED113	TO	A	HTA President and CEO - vacant	A	00124306	1.00	-	-	271,923.75
BED113	TO	A	HTA Accounting Assistant (formerly Secretary II) - vacant and in process of filling	A	00125064	1.00	-	-	66,297.60
BED113	TO	A	HTA Administrative Assistant (Branding) - vacant and in the process of filling	A	00124315	1.00	-	-	59,046.30
BED113	TO	A	HTA Planner	A	00124323	1.00	-	-	75,417.66
BED113	TO	A	Chief Stewardship Officer	A	00124317	1.00	-	-	175,821.24
BED113	TO	A	HTA Contracts Managers - vacant and need to create position	A	TBD	1.00	-	-	41,436.00
BED113	TO	A	HTA Compliance Officer - vacant and need to create position	A	TBD	1.00	-	-	62,154.00
BED113	TO	A	HTA Administrative Assistant (Compliance) - vacant and need to create position	A	TBD	1.00	-	-	29,523.15
BED113	TO	A	HTA Administrative Assistant (Accounting) - vacant and need to create position	A	TBD	1.00	-	-	29,523.15
BED113	TO	A	HTA Administrative Assistant (Accounting) - vacant and need to create position	A	TBD	1.00	-	-	29,523.15
BED113	TO	A	HTA Public Information Specialist - vacant and need to create position	A	TBD	1.00	-	-	37,500.00
BED113	TO	A	HTA Administrative Assistant (Destination Stewardship) - vacant and need to	A	TBD	1.00	-	-	26,104.68
BED113	TO	A	HTA Administrative Assistant (Destination Stewardship) - vacant and need to	A	TBD	1.00	-	-	26,104.68
BED113	TO	A	HTA Destination Manager Maui County - vacant and need to create position	A	TBD	1.00	-	-	76,934.00
BED113	TO	A	HTA Destination Manager City & County Honolulu - vacant and need to create position	A	TBD	1.00	-	-	76,934.00

Note 3
Note 3
Note 2 50% of full-year salary
Note 2 50% of full-year salary
Note 2 50% of full-year salary
Note 2 50% of full-year salary
Note 4 50% of full-year salary
Note 4 50% of full-year salary
Note 5
Note 5

BED113	TO	A	HTA Destination Manager Kaua'i County - vacant and need to create position	A	TBD	1.00	-	-	76,934.00	Note 5
BED114	TO	A	HTA Destination Manager Hawai'i County - vacant and need to create position	A	TBD	1.00	-	-	76,934.00	Note 5
BED114	TO	A	HTA Destination Manager Molokai - vacant and need to create position	A	TBD	1.00	-	-	76,934.00	Note 5
Total						38	-	-	3,296,904	

Note HTA was not funded by the legislature for FY 2024 in Act 164 SLH 2023. Instead, HTA received a \$60,000,000 appropriation from budget proviso Act 164 SLH 2023 Part III Section 5. Personnel expenditures for FY 2024 will be approximately \$2,526,480.

Note 2 HTA Contracts Manager (vacant/new position) - To implement the recommendations per the Office of the Auditor's report 18-04, the HTA contracts manager will be responsible for enforcing policies and procedures that ensures HTA's contracting practices align with the best interest of the State and foster appropriate use of public funds.

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Cost Element:

- A. Personal Services
- B. Other Current Expenses
- C. Equipment
- L. Current Lease Payments
- M. Motor Vehicles

FY 25 SUPPLEMENTAL BUDGET
 OPERATING BUDGET TRADE-OFF/TRANSFERS AND CONVERSION OF UNBUDGETED POSITIONS
 DEPARTMENT OF BUSINESS, ECONOMIC DEVELOPMENT AND TOURISM - Hawai'i Tourism Authority

Note 1

Prog ID	Org Code	Cost Element	Program Category - Contract Number - Contract Title	MOF	Psn No.	FTE (P)	FTE (T)	FY 24 \$	FY 25 \$
BED113	TO	B	Admin - includes overhead costs such as office supplies, and membership dues for industry associations and databases.	A	N/A	N/A	N/A	-	850,000
BED113	TO	B	Branding - CON 23003 - USA MMA	A	N/A	N/A	N/A	-	15,204,991
BED113	TO	B	Branding - CON 23004 - Japan MMA	A	N/A	N/A	N/A	-	6,500,000
BED113	TO	B	Branding - New Contract # TBD - Island Chapters	A	N/A	N/A	N/A	-	3,200,000
BED113	TO	B	Branding - New Contract # TBD - Island Support Services	A	N/A	N/A	N/A	-	1,375,000
BED113	TO	B	Branding - CON 21019 - Oceania MMA	A	N/A	N/A	N/A	-	1,290,905
BED113	TO	B	Branding - CON 24004 - Europe MMA	A	N/A	N/A	N/A	-	1,000,000
BED113	TO	B	Branding - CON 23016 - Canada MMA	A	N/A	N/A	N/A	-	1,000,000
BED113	TO	B	Branding - CON 20007 - Korea MMA	A	N/A	N/A	N/A	-	433,640
BED113	TO	B	Branding - New Contract # TBD - Korea MMA	A	N/A	N/A	N/A	-	466,360
BED113	TO	B	Branding - CON 24002 - Tourism Conference	A	N/A	N/A	N/A	-	300,000
BED113	TO	B	Communication & Outreach - CON 20010 - Website Support Services	A	N/A	N/A	N/A	-	250,000
BED113	TO	B	Communication & Outreach - CON 22001 - HTA Web Support	A	N/A	N/A	N/A	-	25,000
BED113	TO	B	Destination Management - CON 23008 - Support Services for Destination Stewardship	A	N/A	N/A	N/A	-	9,245,852
BED113	TO	B	Destination Management - New Contract # TBD - DMAP Implementation	A	N/A	N/A	N/A	-	1,000,000
BED113	TO	B	Governance - includes board travel expenses, board meeting costs, and financial audit services	A	N/A	N/A	N/A	-	125,000
BED113	TO	B	HCC Marketing - CON 22003 - Global MCI	A	N/A	N/A	N/A	-	5,500,000
BED113	TO	B	Natural Resources - MOA 22012 - Hawaii Green Business Program	A	N/A	N/A	N/A	-	50,000
BED113	TO	B	Natural Resources - New Contract # TBD - STAH	A	N/A	N/A	N/A	-	50,000
BED113	TO	B	Perpetuating Hawaiian Culture - MOA 21039 - Kahea Airport Greetings	A	N/A	N/A	N/A	-	700,000
BED113	TO	B	Perpetuating Hawaiian Culture - CON 20195 - Newspaper Translation	A	N/A	N/A	N/A	-	500,000
BED113	TO	B	Perpetuating Hawaiian Culture - Kona Harbor Greetings	A	N/A	N/A	N/A	-	61,000
BED113	TO	B	Perpetuating Hawaiian Culture - Kahea Greeting - Kauai Harbor	A	N/A	N/A	N/A	-	54,000
BED113	TO	B	Perpetuating Hawaiian Culture - Hilo Kahea Greetings	A	N/A	N/A	N/A	-	35,000
BED113	TO	B	Planning - New Contract # TBD- Product Development Plan	A	N/A	N/A	N/A	-	350,000
BED113	TO	B	Planning - New Contract TBD - Tourism Strategic Plan Update	A	N/A	N/A	N/A	-	300,000
BED113	TO	B	Planning - New Contract TBD - Airline Route Development Program	A	N/A	N/A	N/A	-	250,000
BED113	TO	B	Planning - CON 22004 - Festival and Event Valuations	A	N/A	N/A	N/A	-	180,000
BED113	TO	B	Planning - New Contract # TBD - Program Evaluation	A	N/A	N/A	N/A	-	90,000
BED113	TO	B	Planning - CON 21013 - Hawai'i Cruise Industry Consultant Services	A	N/A	N/A	N/A	-	89,000
BED113	TO	B	Safety & Security - CON 21040 - Visitor Assistance Program O'ahu	A	N/A	N/A	N/A	-	370,000
BED113	TO	B	Safety & Security - CON 21041 - Visitor Assistance Program Maui	A	N/A	N/A	N/A	-	55,000
BED113	TO	B	Safety & Security - CON 21042 - Visitor Assistance Program Kaua'i	A	N/A	N/A	N/A	-	55,000
BED113	TO	B	Safety & Security - CON 21043 - Visitor Assistance Program Hawai'i Island	A	N/A	N/A	N/A	-	170,000
BED113	TO	B	Sports - New Contract # TBD - PGA	A	N/A	N/A	N/A	-	2,038,850
BED113	TO	B	Sports - New Contract # TBD - LPGA	A	N/A	N/A	N/A	-	250,000
BED113	TO	B	Sports - CON 24003 - Big West Conference	A	N/A	N/A	N/A	-	167,000
BED113	TO	B	Travel - Programs	A	N/A	N/A	N/A	-	190,000
BED113	TO	B	Workforce - New Contract # TBD - Workforce Development	A	N/A	N/A	N/A	-	150,000

BED113	TO	B	Other - Opportunity Fund	A	N/A	N/A	N/A	-	10,000,000
BED113	TO	B	Other - FY 2024 Carryover	A	N/A	N/A	N/A	-	2,696,814
Total								-	66,618,412

Note 2

Note 3

Note 1 HTA was not funded by the legislature for FY 2024 in Act 164 SLH 2023. Instead, HTA received a \$60,000,000 appropriation from budget proviso Act 164 SLH 2023 Part III Section 5.

Note 2 The opportunity fund will be utilized in markets with market share impact and retention opportunities. HTA will seek out conditions where these funds will have the greatest return on investment. Per HTA policies and procedures, any expenditure greater than \$250,000 will require Board approval. Setting aside approximately 15% of HTA funds for marketing opportunities and emergencies in the wake of the Maui wildfires will be prudent and serve the best interest of the State.

Note 3 To pay for services rendered at the end of fiscal year 2024.

Cost Element:

- A. Personal Services
- B. Other Current Expenses
- C. Equipment
- L. Current Lease Payments
- M. Motor Vehicles

FY 25 SUPPLEMENTAL BUDGET
 OPERATING BUDGET TRADE-OFF/TRANSFERS AND CONVERSION OF UNBUDGETED POSITIONS
 DEPARTMENT OF BUSINESS, ECONOMIC DEVELOPMENT AND TOURISM - Hawai'i Tourism Authority

Note

Prog ID	Org Code	Cost Element	Item Description / Position Title	MOF	Psn No.	FTE (P)	FTE (T)	FY 24 \$	FY 25 \$
BED113	TO	A	HTA Brand Manager	A	00124319	1.00	-	-	75,417.66
BED113	TO	A	HTA Director of Planning	A	00124312	1.00	-	-	131,865.93
BED113	TO	A	HTA Account Specialist	A	00124329	1.00	-	-	65,783.79
BED113	TO	A	HTA Brand Manager	A	00124324	1.00	-	-	76,934.22
BED113	TO	A	HTA VP of Finance	A	00124313	1.00	-	-	150,835.33
BED113	TO	A	HTA Procurement Specialist	A	00124328	1.00	-	-	59,046.30
BED113	TO	A	HTA Brand Manager	A	00124321	1.00	-	-	76,934.22
BED113	TO	A	HTA Procurement Manager	A	00124326	1.00	-	-	86,195.17
BED113	TO	A	HTA Public Affairs Officer	A	00124311	1.00	-	-	153,843.58
BED113	TO	A	HTA Senior Brand Manager	A	00124316	1.00	-	-	117,446.20
BED113	TO	A	HTA Executive Assistant	A	00124310	1.00	-	-	88,992.10
BED113	TO	A	HTA Brand Manager	A	00124322	1.00	-	-	76,934.22
BED113	TO	A	HTA Chief Brand Officer	A	00124308	1.00	-	-	175,821.24
BED113	TO	A	HTA Senior Brand Manager	A	00124318	1.00	-	-	109,900.70
BED113	TO	A	HTA Budget & Fiscal Officer	A	00124327	1.00	-	-	107,737.74
BED113	TO	A	HTA Contracts & Administrative Manager	A	00124325	1.00	-	-	64,640.16
BED113	TO	A	HTA Administrative Assistant	A	00124314	1.00	-	-	52,209.36
BED113	TO	A	HTA Chief Administrative Officer	A	00124309	1.00	-	-	172,382.05
BED113	TO	A	HTA Administrative Assistant	A	00124330	1.00	-	-	62,004.83
BED113	TO	A	HTA Brand Manager	A	00124320	1.00	-	-	76,934.22
BED113	TO	A	HTA President and CEO - vacant	A	00124306	1.00	-	-	271,923.75
BED113	TO	A	HTA Accounting Assistant (formerly Secretary II) - vacant and in process of filling	A	00125064	1.00	-	-	66,297.60
BED113	TO	A	HTA Administrative Assistant (Branding) - vacant and in the process of filling	A	00124315	1.00	-	-	59,046.30
BED113	TO	A	HTA Planner	A	00124323	1.00	-	-	75,417.66
BED113	TO	A	Chief Stewardship Officer	A	00124317	1.00	-	-	175,821.24
BED113	TO	A	HTA Contracts Managers - vacant and need to create position	A	TBD	1.00	-	-	41,436.00
BED113	TO	A	HTA Compliance Officer - vacant and need to create position	A	TBD	1.00	-	-	62,154.00
BED113	TO	A	HTA Administrative Assistant (Compliance) - vacant and need to create position	A	TBD	1.00	-	-	29,523.15
BED113	TO	A	HTA Administrative Assistant (Accounting) - vacant and need to create position	A	TBD	1.00	-	-	29,523.15
BED113	TO	A	HTA Administrative Assistant (Accounting) - vacant and need to create position	A	TBD	1.00	-	-	29,523.15
BED113	TO	A	HTA Public Information Specialist - vacant and need to create position	A	TBD	1.00	-	-	37,500.00
BED113	TO	A	HTA Administrative Assistant (Destination Stewardship) - vacant and need to	A	TBD	1.00	-	-	26,104.68
BED113	TO	A	HTA Administrative Assistant (Destination Stewardship) - vacant and need to	A	TBD	1.00	-	-	26,104.68
BED113	TO	A	HTA Destination Manager Maui County - vacant and need to create position	A	TBD	1.00	-	-	76,934.00
BED113	TO	A	HTA Destination Manager City & County Honolulu - vacant and need to create position	A	TBD	1.00	-	-	76,934.00

Note 3
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Note 2 50% of full-year salary
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Note 5
Note 5

BED113	TO	A	HTA Destination Manager Kaua'i County - vacant and need to create position	A	TBD	1.00	-	-	76,934.00	Note 5
BED114	TO	A	HTA Destination Manager Hawai'i County - vacant and need to create position	A	TBD	1.00	-	-	76,934.00	Note 5
BED114	TO	A	HTA Destination Manager Molokai - vacant and need to create position	A	TBD	1.00	-	-	76,934.00	Note 5
Total						38	-	-	3,296,904	

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- A. Personal Services
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- M. Motor Vehicles

**FY 25 SUPPLEMENTAL BUDGET
OPERATING BUDGET ADJUSTMENT REQUEST
DEPARTMENT OF BUSINESS, ECONOMIC DEVELOPMENT AND TOURISM**

Department Priority: 1

Program ID/Org. Code: BED113-XC
Program Title: Hawai'i Convention Center

Department Contact: Talon Kishi

Phone: 808-973-2275

Request Category:

- Trade-Off/Transfer (+)___ (-) ___
- Conversion of Unbudgeted Positions
- Fixed Cost/Entitlement _____
- Federal Fund Adjustment _____
- 2023 Wildfires Recovery _____
- Health and Safety, Court Orders,
Consent Decrees, Fed Mandates _____
- Full Year Funding for Eligible Positions
- Second Year Funding X
- Other X

I. TITLE OF REQUEST:

Description of Request:

The 2023 Legislature did not provide HTA with an appropriation ceiling for the Convention Center Enterprise Special Fund (CCESF) for fiscal years 2024 and 2025. As such, we are seeking a \$14,000,000 expenditure ceiling for fiscal year 2025 for the CCESF.

II. OPERATING COST SUMMARY

	FY 24 Request			FY 25 Request			FY 26	FY 27	FY 28	FY 29
	FTE (P)	FTE (T)	(\$)	FTE (P)	FTE (T)	(\$)	(\$ thous)	(\$ thous)	(\$ thous)	(\$ thous)
A. Personal Services	-	-	-	-	-	-	-	-	-	-
B. Other Current Expenses	-	-	-	-	-	14,000,000.00	14,490,000.00	14,997,150.00	15,522,050.25	16,065,322.01
C. Equipment	-	-	-	-	-	-	-	-	-	-
L. Current Lease Payments	-	-	-	-	-	-	-	-	-	-
M. Motor Vehicles	-	-	-	-	-	-	-	-	-	-
TOTAL REQUEST	-	-	-	-	-	14,000,000.00	14,490,000.00	14,997,150.00	15,522,050.25	16,065,322.01

By MOF:

A	-	-	-	-	-	14,000,000.00	14,490,000.00	14,997,150.00	15,522,050.25	16,065,322.01
B										
N										
P										
R										
S										
T										
U										
W										
X										

**FY 25 SUPPLEMENTAL BUDGET
OPERATING BUDGET ADJUSTMENT REQUEST
DEPARTMENT OF BUSINESS, ECONOMIC DEVELOPMENT AND TOURISM**

III. OPERATING COST DETAILS

	MOF	FY 24 Request			FY 25 Request			FY 26	FY 27	FY 28	FY 29
		FTE (P)	FTE (T)	(\$)	FTE (P)	FTE (T)	(\$)	(\$ thous)	(\$ thous)	(\$ thous)	(\$ thous)
A. Personal Services (List all positions)											
Subtotal Personal Service Costs		-	-	-	-	-	-	-	-	-	-
By MOF											
A		-	-	-	-	-	-	-	-	-	-
B		-	-	-	-	-	-	-	-	-	-
N		-	-	-	-	-	-	-	-	-	-
B. Other Current Expenses (List by line item)											
Convention Center Operations	B	-	-	-	-	-	5,545,696.00	5,739,795.36	5,940,688.20	6,148,612.28	6,363,813.71
Sales and Marketing	B	-	-	-	-	-	1,272,648.00	1,317,190.68	1,363,292.35	1,411,007.59	1,460,392.85
Repairs and Maintenance	B	-	-	-	-	-	7,181,656.00	7,433,013.96	7,693,169.45	7,962,430.38	8,241,115.44
		-	-	-	-	-	-	-	-	-	-
		-	-	-	-	-	-	-	-	-	-
Subtotal Other Current Expenses				0			14,000,000	14,490,000	14,997,150	15,522,050	16,065,322
By MOF											
A				0			0	0	0	0	0
B				0			14,000,000	14,490,000	14,997,150	15,522,050	16,065,322
N				0			0	0	0	0	0
C. Equipment (List by line item)											
Subtotal Equipment				-			-	-	-	-	-
By MOF											
A				-			-	-	-	-	-
B				-			-	-	-	-	-
N				-			-	-	-	-	-
L. Current Lease Payments (Note each lease)											
Subtotal Current Lease Payments				-			-	-	-	-	-
By MOF											
A				-			-	-	-	-	-
B				-			-	-	-	-	-
N				-			-	-	-	-	-
M. Motor Vehicles (List Vehicles)											
Subtotal Motor Vehicles				-			-	-	-	-	-
By MOF											
A				-			-	-	-	-	-
B				-			-	-	-	-	-
N				-			-	-	-	-	-
TOTAL REQUEST		0.00	0.00	0	0.00	0.00	14,000,000	14,490,000	14,997,150	15,522,050	16,065,322

**FY 25 SUPPLEMENTAL BUDGET
OPERATING BUDGET ADJUSTMENT REQUEST
DEPARTMENT OF BUSINESS, ECONOMIC DEVELOPMENT AND TOURISM**

IV. JUSTIFICATION OF REQUEST

The Hawai'i Convention Center is an amazing public asset that will require further investment to revive the HCC into a world-class convention center. Thus far, the legislature has invested \$79M towards the rooftop terrace deck and surrounding areas. Besides the rooftop project, the HCC has a deferred maintenance cost list totaling approximately \$69,000,000. The CCESF has approximately \$34.5M and should increase to \$46.5M by the end of the fiscal year. Increasing the appropriation ceiling from \$11M to \$14M will allow HTA to address the growing list of deferred maintenance projects that have been dismissed due to the lack of an appropriation ceiling. The HCC is both an important economic asset and a public facility for the state. This duality of utility was highlighted during the initial response efforts to the Maui wildfires. The HCC hosted a city-wide event while being prepared to assist and shelter up to 2,000 Maui evacuees. The legislature should prioritize investing in the HCC so that it can continue serving the state.

V. RELATIONSHIP OF THE REQUEST TO STATE PLAN OR FUNCTIONAL PLAN

Refer to the response to IV- Justification above.

VI. INFORMATION SYSTEMS AND TECHNOLOGY

N/A

VII. IMPACT ON OTHER STATE PROGRAMS/AGENCIES

None at this time.

VIII. IMPACT ON FACILITY REQUIREMENTS (R&M, CIP)

Refer to the response to IV- Justification above.

IX. EXTERNAL CONFORMANCE REQUIREMENTS

Following HRS 103D and related HAR requirements.

X. REQUIRED LEGISLATION (Please specify appropriate statutes; i.e., HRS)

None at this time.

XI. OTHER COMMENTS

None at this time.

13

**Report and Update of the Branding Standing
Committee of their Meetings Held on
October 12, 2023 and October 23, 2023**

13a

**Discussion and/or Action
on the Purpose, Charter, and Description of
the Branding Standing Committee**

Branding Standing Committee Charter & Goals

Branding Standing Committee (Quorum: 4 members)

Adopted November 18, 2021; July 28, 2022; August 31, 2023

This standing committee is responsible for the review, evaluation, and recommendation of the Authority's branding and marketing initiatives, programs, and/or activities which support the Authority's vision, mission, goals and objectives including meetings, conventions, and incentive business.

DRAFT

Branding Committee Description:

This standing committee is responsible for the review, evaluation, and recommendation of the Authority's branding, marketing, **and messaging** initiatives, programs, and/or activities which support the Authority's vision, mission, goals, and objectives including meetings, conventions, and incentive business.

Roles and Responsibilities:

HTA Staff, under the direction and oversight of the HTA Board, shall develop through a collaborative process with community, industry, all levels of government, subject matter experts, and contractors the following:

Hawaiian Islands Brand
Individual Island Brands
Brand Guidelines
Annual Brand Marketing Plan & Budget
Key Performance Indicators & Performance Measures

13b

**Discussion and/or Action on
Hawai'i Tourism Japan (HTJ) Presentation
Updated**



HAWAII TOURISM™

JAPAN

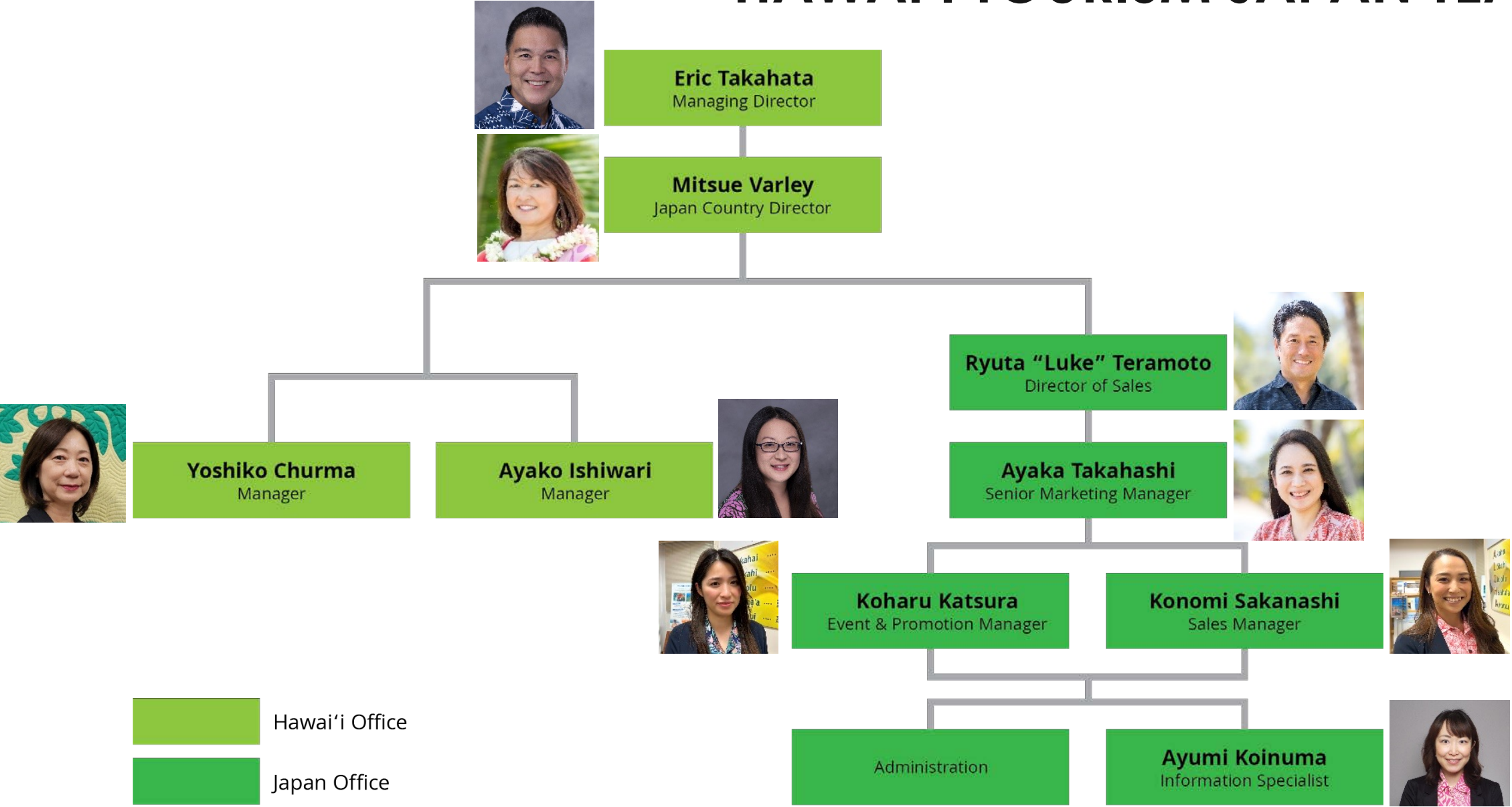
2024

Brand Marketing Plan

Eric Takahata

Managing Director

HAWAI'I TOURISM JAPAN TEAM



MARKET SITUATION





GENERAL ECONOMY

- Japan's economic output grew by an annualized 6% in Q2 (third consecutive quarter expansion and strongest growth since last quarter of 2020)
- Rise in exports with a flood of tourists into Japan
- Weak yen and high inflation slows domestic spending
- Continued recovery expected



OUTBOUND TRAVEL

- Hypersensitive to natural disasters and major crises, HTJ promptly communicates the latest updates on Maui across the Japan market
- Amidst the wildfire crisis, Japanese businesses and residents were inspired to help, resulting in the creation of a platform that accepts gifts in yen, further reflecting Japan's commitment to Hawai'i's future
- Japanese government continues to focus on promotions to drive outbound and overseas travels (e.g. JATA's Passport Campaign)
- Hawai'i remains top desired destination of choice



AIR SEAT SYNOPSIS

- Hawai'i routes currently operated by ANA, JAL, HA, and ZIPAIR
- Airline seat supply recovered to over 60% of 2019 level
- Man power struggles continue for Japan as well as globally
- 2024 expected to recover closer to pre-COVID level

COMPETITIVE LANDSCAPE



Short Haul Destinations

- Hong Kong
- South Korea
- Taiwan
- Thailand
- Singapore
- Guam



Long Haul Destinations

- Europe
- Canada
- Australia

Aggressive campaigns by competing destinations ramp up to capture highly sought after Japanese market share



TARGET AUDIENCE

TARGET AUDIENCE



**Affluent
Traveler**



**Romantic
Couples**



**Experience
Seekers**



**Ethical
Younger
Generation**



**Multi
Generation
Family**

Mindful travelers with annual household incomes of \$75,000+ and total assets worth over \$1 million will be targeted in regions with direct flight access to Hawai'i

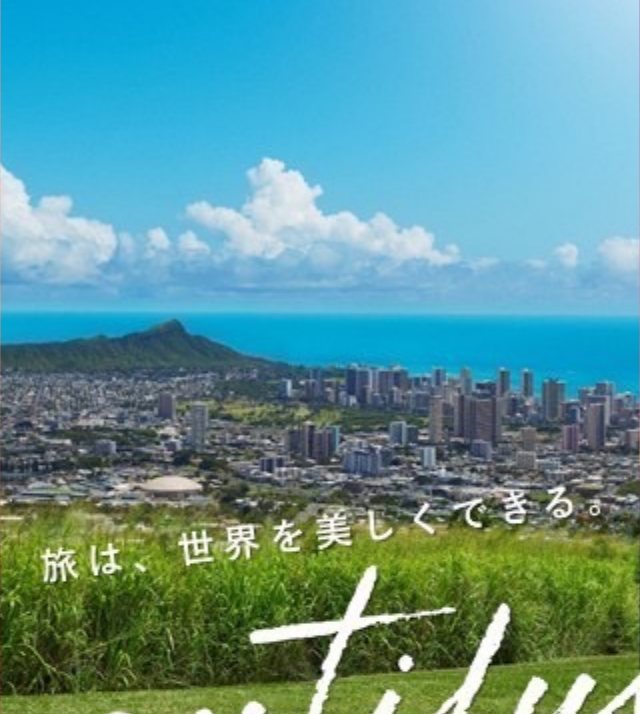
An aerial photograph of a coastal highway built on a steep, green cliffside. The road curves along the edge of the cliff, overlooking the ocean. The water is a vibrant blue, with white waves crashing against the rocky shore. The sky is clear and bright. The overall scene is one of natural beauty and engineering.

CORE BRANDING MESSAGE



CORE BRAND MESSAGE BEAUTIFUL HAWAI'I

- Pivot messaging to focus on driving bookings
- Inspire a deep appreciation of Hawai'i's natural beauty, historical significance, cultural depth and local community under the Mālama Hawai'i initiative
- **“Beautiful Hawai'i, travel can make the world beautiful”** campaign is designed to change one's outlook on life through travel
- HTJ aims to inspire the importance of travel in discovering the true meaning of beauty by connecting visitors with each of the Hawaiian islands at a deeper and more emotional level



旅は、世界を美しくできる。

Beautiful Hawaii



A close-up photograph of a person's hands painting a wooden stick. The left hand holds the stick steady, while the right hand uses a brush to apply dark blue paint. The background is a blurred patterned fabric. A white horizontal line is positioned below the word 'STRATEGIES'.

STRATEGIES



CONSUMER & TRADE

- Pursue a targeted segmentation approach focusing on mindful and high-value travelers in specific geographic regions to raise the quality of visitors to our state
- Implement strategy focused on stimulating demand during off-season periods with top wholesalers
- Collaborate with government organizations and major airlines to accelerate demand and restore suspended flights to Hawai'i



PUBLIC RELATIONS

- Share timely and accurate updates on Maui and other travel related information with industry partners and on all platforms highlighting the reopening of West Maui on October 8
- Ramp up interest to travel to the Hawaiian islands with a focus on island branding through owned and earned media channels
- Showcase Hawai'i's brand appeal over competing destinations



MAJOR PROGRAMS

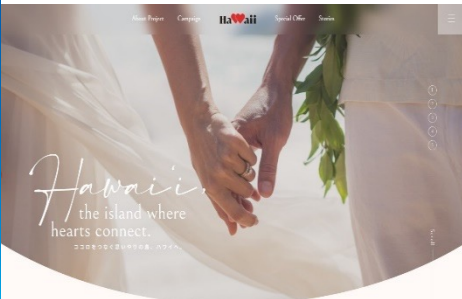
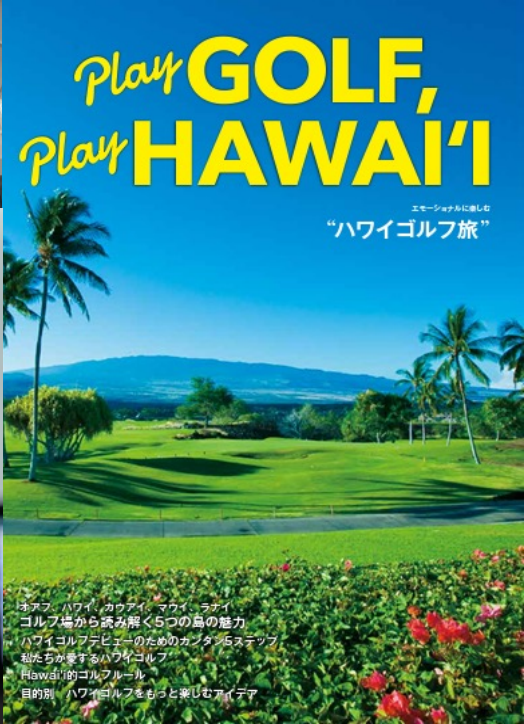


JAPAN MARKET RECOVERY INITIATIVES

- Accelerate Air Access Program
 - Co-op program with airlines to maximize B to C approach
 - ANA A380, JAL KOA, HA Fukuoka & Sapporo
- Industry Partner Program
 - Joint B to C recovery campaign
 - Expedia, HGV including AMEX, JCB, etc.

BEAUTIFUL HAWAI'I/HIGH-VALUE MARKET

- Beautiful Hawai'i campaign to run on train ads, taxi ads, inflight video and cinema ads
- Romance and golf promotions to target high-value visitor segment



TRAVEL TRADE INITIATIVES

Japan Summit and Japan Mission

- Reinforce relationships between suppliers and travel agents, create opportunities to experience the islands to increase booking pace, enhance product development



DIRECT CONSUMER EVENTS

Hawai'i EXPO and JATA Tourism EXPO

- Accelerate summer to fall booking, increase engagement with consumer, enhance island branding, expand awareness of made in Hawai'i products





MĀLAMA MAUI



MĀLAMA MAUI

- Distribute HTA produced content
- Enhance Maui contents on owned media and conduct SNS campaigns to boost organic growth and reach
- Collaborate with media to increase feature on Maui stories
- Designate a special “Mālama Maui” section at events and distribute Maui messaging to event promoters in Japan to garner support at direct consumer events

PARTNERSHIP OPPORTUNITIES



PARTNERSHIP OPPORTUNITIES

Opportunities	Date	Point of Contact
Japan Summit	April	sales@htjapan.jp
Hawaii EXPO	June	hawaiiexpo@htjapan.jp
Tourism EXPO Japan	September	sales@htjapan.jp
Japan Mission	November	sales@htjapan.jp
FAM Tour	Throughout the year	sales@htjapan.jp
Press Tour	Throughout the year	prhtj@htjapan.jp



2024 BMP BUDGET

2024 BMP BUDGET

	Budget
Consumer Direct	\$2,532,000
Public Relations	\$988,000
Travel Trade	\$1,550,000
Administrative	\$1,430,000
Total	\$6,500,000



INCREMENTAL FUNDING REQUEST FOR JAPAN MARKET RECOVERY



JAPAN MARKET RECOVERY

- Steady but slower than expected market recovery due to uncontrollable factors (40% of 2019)
 - JPY/USD exchange rate
 - U.S. inflation
 - High air fuel surcharges
- Competitive destination implementing aggressive initiatives and resources to gain Japanese traveler market share
- Fight to maintain presence and market share as well as fend off competing destinations
- Pivot from Mālama to messaging that inspires and drives bookings to Hawai'i

COMPETITIVE DESTINATION'S INITIATIVES

Hong Kong

500,000 airline tickets
HK\$100 cash voucher



Taiwan

\$150 cash back campaign
Free half day tour



Thailand

20% off tour, 7% off hotel,
3% off airlines



Guam

\$20 off coupon to 5,000
consumers



Marianas

Monthly gift campaign
Up to 70% off on hotel, activity,
restaurant, etc.



NEW CAMPAIGN “YAPPARI HAWAI‘I”
(IT’S GOTTA BE HAWAI‘I!)

旅、始めるなら。
やっぱりハワイ



みんなと行くなら
やっぱりハワイ

とっておきなら
やっぱりハワイ

間違いないね！
やっぱりハワイ

JAPAN MARKET RECOVERY INITIATIVES

Advertising / Digital Marketing



Media tie-up



Industry Partner Collaboration



INCREMENTAL BUDGET & TARGET

Budget Request: \$2,500,000

Target visitor arrivals: Over 1 million

	Budget
Advertising	\$1,000,000
Media tie-ups	\$500,000
Digital marketing	\$250,000
Industry Partner Collaboration	\$750,000
Total	\$2,500,000

MAHALO!

HAWAII TOURISM
JAPAN



13c

Hawai'i Tourism Canada Presentation



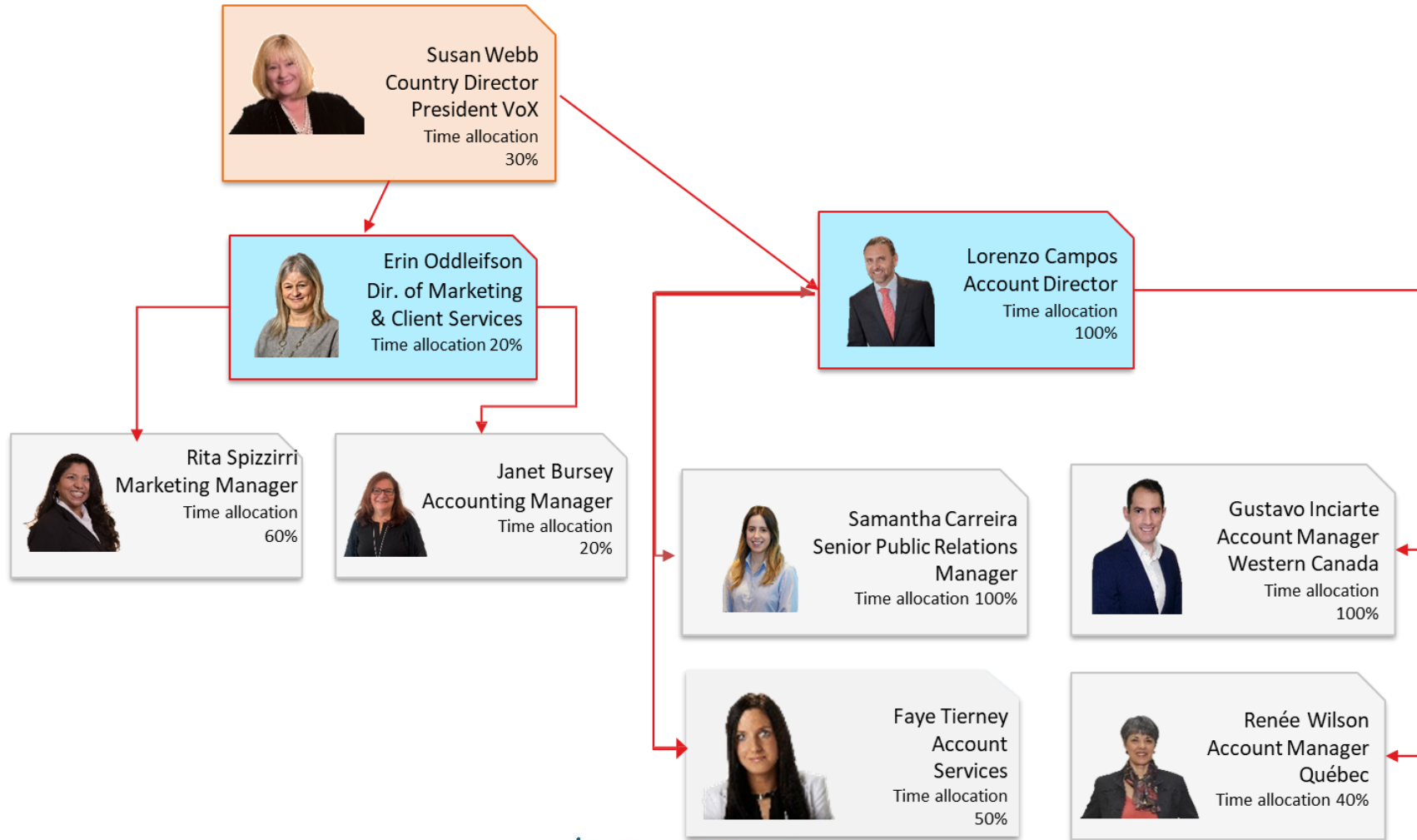
2024 Brand Marketing Plan



Susan Webb
President



HAWAI'I TOURISM CANADA TEAM



MARKET SITUATION

CANADIAN MARKET SNAPSHOT

- Consumer confidence lowest in 3 yrs
- Unemployment record low
- Interest rate holding
- CAD \$0.74 USD
- Now 90% of 2019 outbound travel
- 48% focus on sustainable travel
- 57% **vacation deprived** (Gen Z 74%)
- 72% prioritize travel
- Cultural travel important
- Wellness travel growing



OUTBOUND TRAVEL SENTIMENT

Trip motivators

- Vacation experience 37%
- Spending time with family/friends 31%
- Available activities & attractions 28%
- Favorable weather 25%

- **Travel barrier too Expensive/can't afford it 50%**

- **Active and sustainable travel**



AIR OVERVIEW - SEATS

Route	Frequency	Season
YVR-HNL	1 x day	Year round
	2 x day	Sep – April
YYZ-HNL	1 x day	Dec – March
YVR-KOA	1 x day	Oct – April
YVR-OGG	1 x day	Year round
	2 x day	Oct – April
YYZ-OGG	1 x day	Dec - March



Direct Air Arrivals Hawai'i (Jan – June 2023)
2023p 215,790 (-3.0% seats 2023 vs. 2019)

Route	Frequency	Season
YVR-HNL	2 x day	Oct – April
YYC-HNL	Up to 5 x week	Oct – April
YEG-HNL	Up to 2 x week	Nov – April
YVR-KOA	Up to 6 x week	Oct – April
YYC-KOA	Up to 2 x week	Oct – April
YVR-LIH	Up to 2 x week	Oct – April
YVR-OGG	2 x day	Oct – April
YYC-OGG	Up to 4 x week	Oct – April
YEG-OGG	Up to 2 x week	Nov – April

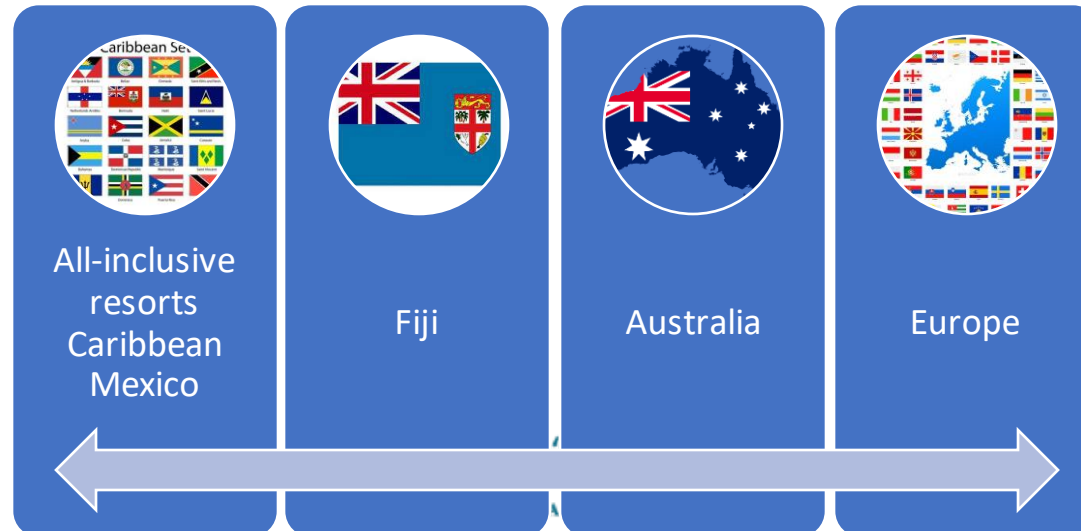


Carriers are reviewing their frequencies every week and adjusting depending on demand

COMPETITIVE LANDSCAPE

- Top international destinations 2023 (Jan – June 2023)
 - France 495,946 (-0.5%)
 - UK 448,343 (+18.2%)
 - Spain 306,153
 - Italy 274,093 (-47.1%)
 - Portugal 248,243 (+53%)

- Mexico 1,349,010 (-6.8%)
- Dominican republic 642,116 (+12.7%)
- Cuba 583,024 (-19.7%)
- Jamaica 208,800 (-7.0%)



TARGET AUDIENCE

TARGET AUDIENCE

- Experience Seekers
- Affluent Travelers
- Snowbird/Retirees
- Romance

Mindful Travelers

High
spending
traveler

High value
traveler

Lifetime
value
traveler



Age range 35-49; Income range \$100k+
Took an international trip in the last 12
months

Age range 50- 64; Income range \$150k+
Took an international trip in the last 12
months

Age range 35-64; Income range \$100k
Took an international vacation by air in
the last 12 months

Age range 64+; Income range \$100k+
Most recent visited destination Hawai'i

CORE BRANDING MESSAGE

STRATEGY

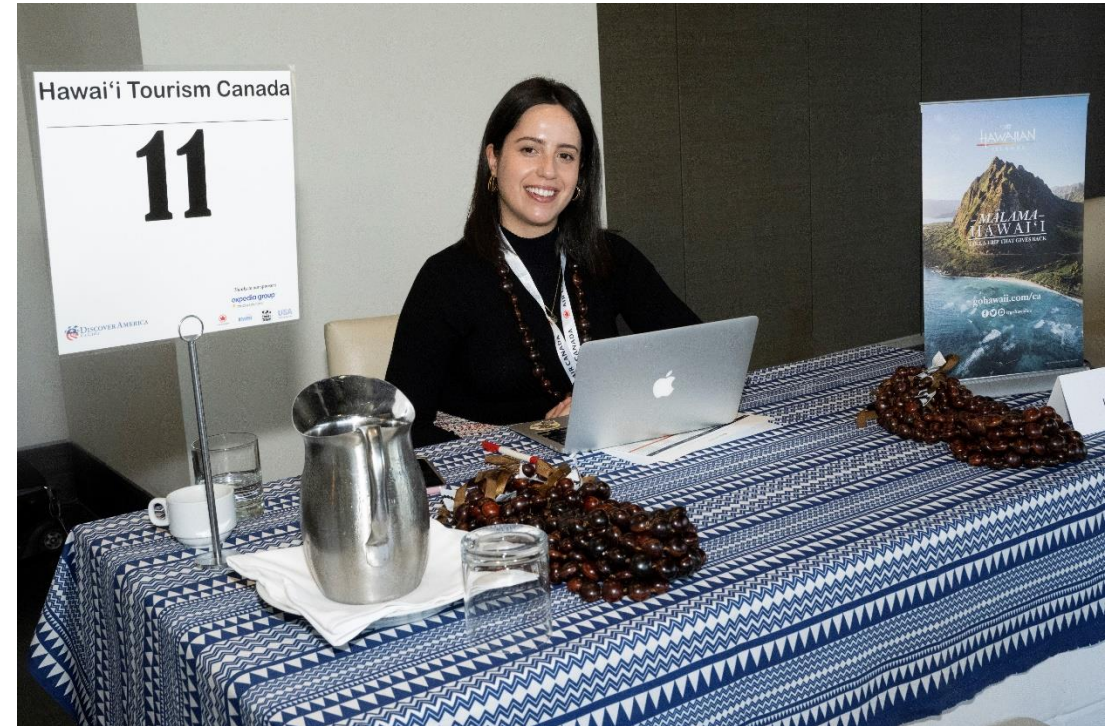
CORE BRANDING MESSAGE

- Mālama is the overarching message
- Mālama Maui is the focus
- Educating the visitor on the value of Aloha, Mālama, Kuleana & Ho'okipia
- Themes for the Messaging will be focused on culture, culinary, romance, wellness, outdoor adventure and family highlighting Maui



PUBLIC RELATION

- Media Fam
- Lei Day Media Blitz
- Year-round Individual Media Visits: Maui preference
- TMAC Conference: June 12-16 in St. John's, Newfoundland
- Discover America Media Day: Fall 2024
- Aloha Canada Media Interviews & Reception



TRAVEL TRADE

- Group fam – Spring 2024
 - Two Islands (Maui & TBD)
- Virtuoso On Tour in
- Air Canada Vacations' product launches
- TravelBrands Agent Appreciation Events
- WestJet Vacations Expos up to 10 Hawai'i partners
- Aloha Canada 2024: Toronto, Montréal, Vancouver
- Participation at IPW 2024
- Travel Trade Magazine campaign
- Educational campaign
- Cooperative campaigns



CONSUMER

- Social Media
 - Canadian channels
 - Organic and paid media
- Digital Campaigns:
 - Advanced TV
 - Connected TV
 - CTV retargeting
 - Linear TV extension
- OOH
 - Public Transit Activations & Takeovers
 - Digital billboards
- Cirque du Soleil



MAJOR PROGRAMS

MAJOR PROGRAMS

- Cooperative campaigns
 - Focus on Maui
 - Spring and Fall seasons
 - Air Canada, WestJet, TravelBrands
- Aloha Canada 2024
 - Travel trade
 - Media
 - Cultural component



MAJOR PROGRAMS

- Product Managers Fam: Spring 2024
 - Maui & TBD
 - Theme: Mālama Maui
- Group Media Fam: Spring 2024
 - Maui & TBD
 - Theme: Arts, Festivals & Culture
- Lei Day Media Blitz: May 2024
 - Toronto & Vancouver



MAJOR PROGRAMS

- Consumer Digital
 - Advanced TV
 - Connected TV
 - CTV retargeting
 - Linear TV extension
 - Broadcast Specialty Shows
 - Video Content
 - Digital Magazines
- Digital Out of Home
 - Public Transit Activations & Takeovers
 - Digital billboards
 - Social engagement
 - Integrated campaigns
 - Call to action



2024 BMP BUDGET



BUDGET: JAN – DEC 2024

Budget Category	Amount
Consumer Direct	\$384,000
Public Relations	\$128,000
Travel Trade	\$268,000
Admin	\$220,000
Total	\$1,000,000

**INCREMENTAL FUNDING REQUEST
FOR**

MAUI RECOVERY

OCTOBER 2023 – JUNE 2024

CONSUMER INITIATIVES

- TV Specialty Channels (30-40M impressions)
 - National Geographic
 - W Network
 - The Morning Show
- Digital (21.63M impressions)
 - ConnectedTV
 - Social
 - Display
 - The Weather Network
 - Google Ads
 - Snowbird Advisor
 - Goway Travel



PR Initiatives

- Individual Media Visits
 - Liz Fleming & Michael Pihach attending HTA Tourism Conference followed by visit to Maui
 - Jim Byers to visit Maui in late October
 - Tiffany Thornton, NUVO Magazine to visit Maui in early November
- Broadcast TV segments – Claire Newell, Jennifer Weatherhead, Jami Savage
- Regular news releases and proactive pitching focusing on how to Mālama Maui
- Expected outcome:
 - Will lead to increased Maui media placements in Q4 and Q1 2024
 - Over 1 million impressions generated from online articles and radio and TV broadcasts



Partnerships

- WestJet
- Air Canada
- Costco Travel
- TravelBrands
- AMA/CAA Travel
- Expedia Canada
- Goway Travel
- Pax News
- Jim Byers
- Travelweek
- Liz Fleming Travel Show
- SnowBird Advisors
- Baxter Media
- Hawai'i partners
- NCL



MAUI EFFORTS TO DATE

- Jim Byers interview with Kalani for OpenJaw
- Baxter interview with Bob Mowatt
- Social media messaging highlighting ways Canadians can support Maui
- CBC Radio interview with Jim Byers
- Toronto Star article in the travel section encouraging Canadians to return to Maui



ALOHA CANADA

Hawaii Tourism Tells Open Jaw: It's Time To Return To Open Areas Of Maui

25.08.23 Jim Byers

If you're a Maui lover and you're wondering if it's the right time to go, the Hawaii Tourism Authority has an emphatic answer for you.

"Yes."

Open Jaw on 23AUG caught up with Kalani Ka'ana'ana, the authority's chief brand officer, for an update on Maui tourism as he was boarding a plane.



Kalani Ka'ana'ana is Chief Brand Officer for the Hawaii Tourism Authority

There have been suggestions in some quarters that it's too early to return to the island, which saw the town of Lahaina burned to cinders earlier this month. At least 115 people are confirmed dead, and the missing persons count could be as high as 1,100.



gohawaica • Follow
Original audio

gohawaica Support the local communities of Maui by exploring the east side of the island. Whether you are Upcountry or on the coast, the towns of Kahului, Wailuku, Kihei, Wailea, Mākena, Pā'ia, Makawao and Hāna each have a unique history and are open to visitors.

Mālama (care for) Maui by supporting local businesses and volunteering.

#MauiStrong #MālamaMaui
4d

TRADE INITIATIVES

- Sales (2M+ impressions)
 - WestJet and WestJet Vacations
 - Costco Travel
 - TravelBrands
 - AMA Travel
- Editorial (1M+ impressions)
 - AMA Travel
 - PAX News
 - TravelWeek
- Education (1,000 trained travel professionals)
 - Branch Up
 - Spoiled Agent
 - Travel Brands



spoiledagent

Your one stop incentive shop.



EARNED MEDIA- PR

- Press Releases
 - Provide media with timely updates
 - Amplify HTA and Governor's messaging
- Media Monitoring
 - Ensuring all Maui coverage is captured
 - Sharing relevant coverage with HTA
 - Updating HTA on Canadian media sentiment
- Ongoing Proactive Pitches
 - CEP events
 - Importance of supporting local businesses
 - Culinary offerings
 - Arts & culture





INCREMENTAL BUDGET

Budget Category	Amount
Consumer Direct	\$908,500
Public Relations	\$35,000
Travel Trade	\$312,500
Sub total	\$1,256,000
Admin Costs	\$244,000
Total	\$1,500,000



**MAHALO!
THANK YOU
MERCI**

13d and 13e
2024 GMT Budget Amounts
Base and Incremental

2024 GMT Budget Amounts

Base and Incremental



GMT	HTA Board Approved 2024 Base Budget	Incremental Funding	U.S. Marketing Maui Recovery Plan (Approved in August Board Meeting)	GMT Totals
HTUSA	\$14,350,000	\$10,000,000	\$2,000,000	\$26,350,000
HTJ	\$6,500,000	\$2,500,000	N/A	\$9,000,000
HTCAN	\$1,000,000	\$1,500,000	N/A	\$2,500,000
HTO	\$1,000,000	\$252,000	N/A	\$1,252,000
HTK	\$900,000	\$120,000	N/A	\$1,020,000
HTC	\$367,600	\$100,000	N/A	\$467,600
Meet Hawai'i	\$4,500,000	\$325,000	\$600,000	\$5,425,000
TOTAL	\$28,617,600	\$14,797,000	\$2,600,000	\$46,014,600



13d.1
2024 Brand Marketing Plan

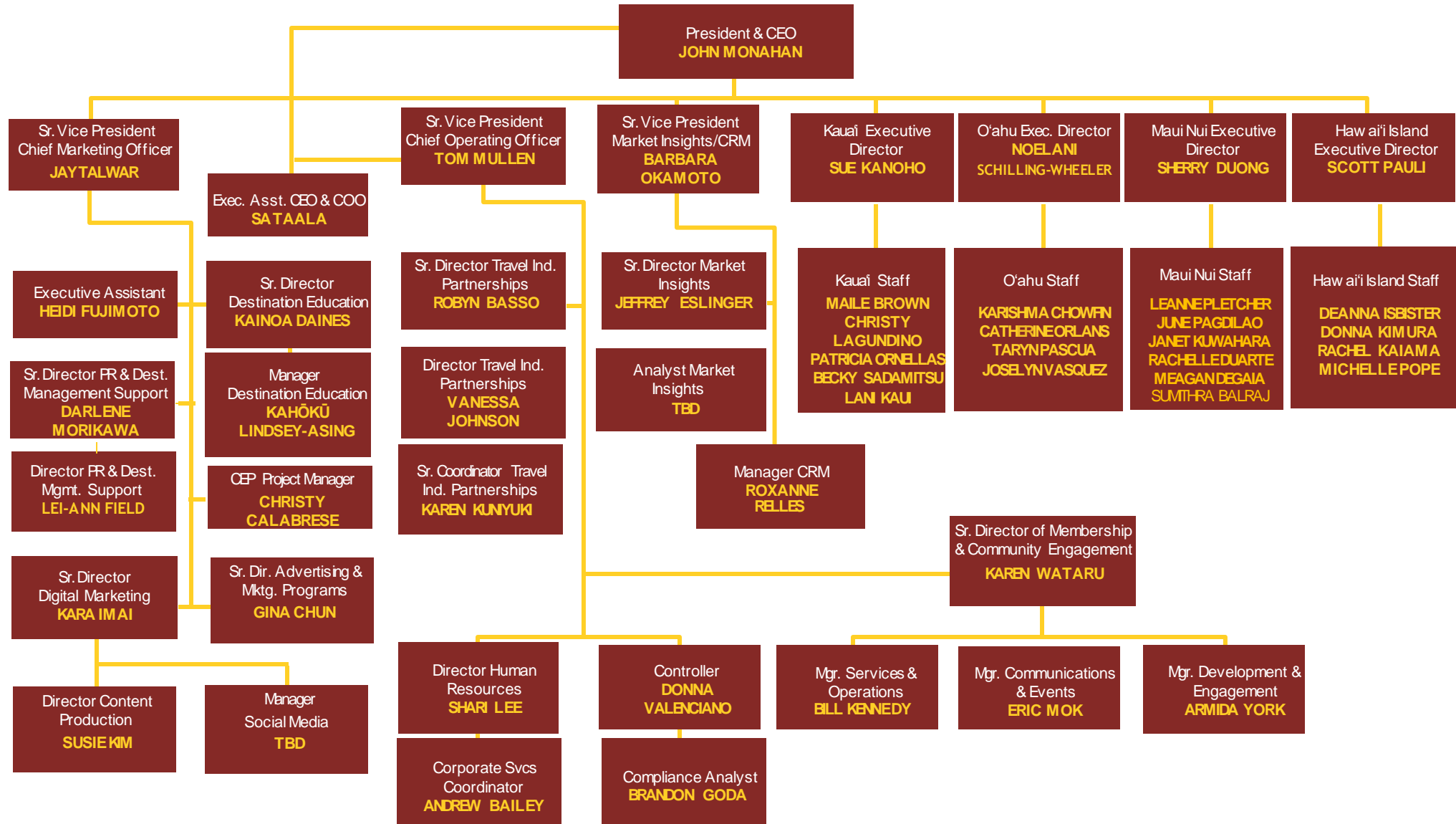


2024 Brand Marketing Plan

Jay Talwar

Chief Marketing Officer, Senior Vice President

HAWAI'I TOURISM USA TEAM



MARKET SITUATION

MARKET SITUATION

OUTBOUND TRAVEL / TRAVEL SENTIMENT

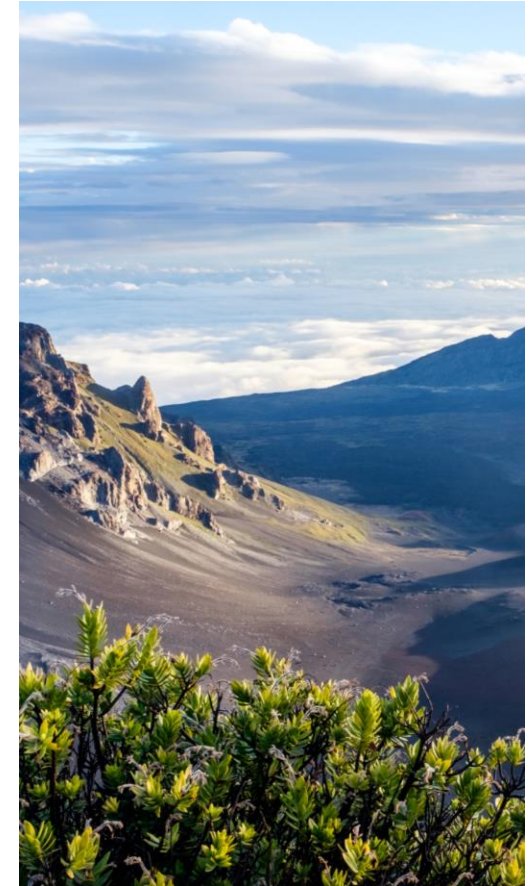
U.S. Economic Downturn Will Be Mild

- Consumers remain inclined to spend but will be more intentional with their purchases—particularly for more expensive, interest rate-sensitive items.
- Travel related spending will remain largely resilient and continue on a positive trajectory, despite elevated inflation for goods and services.
- As a result, domestic travel has fully recovered and is settling into a sustainable pace (+1.4 percent in 2023, +3.1 percent in 2024).
- US travelers state that taking time off to travel is more important than ever; significantly higher than in Q1 (35 percent).
- Domestic leisure travel has been the main driver of the U.S. travel recovery and has recovered to pre-pandemic levels significantly more than Q1 (+29 percent)

MARKET SITUATION

HAWAI'I FORECAST AND PERFORMANCE

- Compared to the same period in 2019:
 - Hawai'i's economy (GDP) recovered to 97 percent in the first quarter of 2023,
 - During the first seven months of 2023, the labor force recovered to 98.8 percent.
- Economic Impact of the Maui Wildfire: The Maui wildfire took the lives of over 100 people, numerous cultural sites, destroyed more than 2,000 homes and more than 800 business establishments, employing about 7,000 employees. The daily total business revenue of those establishments is estimated to be \$2.7 million a day.
- Largely due to the Lahaina wildfire tragedy, DBEDT revised its economic growth projections for 2023 and 2024 downward, from 1.8 percent to 1.1 percent for 2023 and from 2.0 percent to 1.5 percent for 2024.



MARKET SITUATION

U.S. TRANS-PACIFIC AIR SEAT SYNOPSIS 2024 PROJECTIONS

	# of SEATS 2019 Jan-June	# of SEATS 2023 Jan-June	# of SEATS 2024P Jan-June	% Change 24/19	% Change 24/23
O'ahu	2,413,284	2,889,030	2,713,781	11.1%	-6.5%
Maui	1,275,965	1,507,009	1,296,094	1.6%	-14.0%
Kona	581,808	654,810	598,337	2.8%	-8.6%
Kaua'i	481,642	515,569	460,395	-4.4%	-10.7%
Hilo	21,654	1,162		-100.0%	-100.0%
Total	4,774,353	5,567,580	5,068,607	6.2%	-9.0%

MARKET SITUATION

BOOKING PACE



2023 Year-to-Date On the Books vs. YTD 2022

- O'ahu Room Nights -12.1%, **Revenue -2.8%**, ADR +10.6%
- Maui Room Nights -27.4 %, **Revenue -20.2%**, ADR +9.9%
- Kaua'i Room Nights +1.2%, **Revenue +9.4%**, ADR +8.1%
- Island of Hawai'i Room Nights -5.5%, **Revenue -3.8%**, ADRs +1.8%

Hawai'i booking pace down 10% for 2024

- Maui dropped by **-29%**
- O'ahu has maintained pacing
- Kaua'i has seen pickup of **+23%**
- Island of Hawai'i has had a **slight drop** in pace.

2024 Outlook vs 2023

- **Destination Room nights -14.5%, Revenue -17.3%, ADRs -3.3%**
- O'ahu Room Nights -1.9%, Revenue flat, ADR +2%
- Maui Room Nights -44.5%, Revenue -41.6%, ADR +5.1%
- Kaua'i Room Nights +21%, Revenue +19.9%, ADR -1%
- The Island of Hawai'i Room Nights +29%, Revenue +23.8%, ADR -4%

MARKET SITUATION

COMPETITIVE LANDSCAPE



Tourism destinations around the globe are back marketing to U.S. travelers:

- In rank order, the 2023 US traveler is going to these international destinations: Italy, UK, Mexico, France, Canada, Ireland, Japan.
- European countries are among the most popular destinations of the summer, which brings in "Overtourism" concerns and resulting rules and regulations to curb the negative aspects of tourism. These rules often go hand-in-hand with sustainability initiatives, as these destinations see the current trajectory as being unsustainable.

TARGET AUDIENCE

TARGET AUDIENCE

THE MINDFUL HAWAI'I TARGET TRAVELER



The Service-Minded

Values making a difference in the world and is likely to seek a Hawai'i experience punctuated by voluntourism.



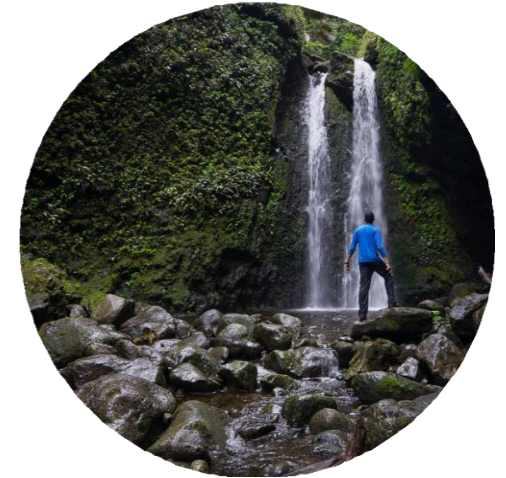
The Culturally Curious

Has a deep interest in learning about other cultures and is likely to seek a visit to Hawai'i that immerses them in local community and cuisine.



The Eco-Conscious

Prioritizes care for the planet and is likely to seek a visit to Hawai'i that favors eco-friendly, sustainable experiences.

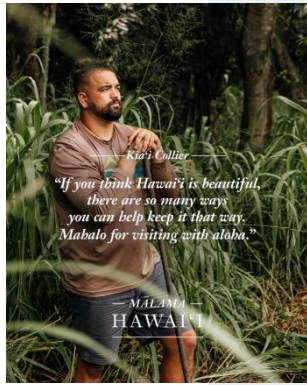


The Unobtrusive Explorer

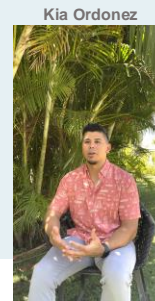
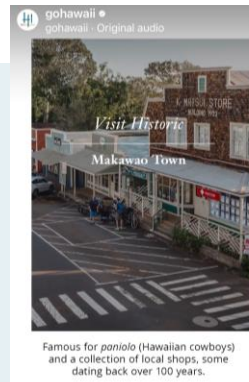
Enjoys adventurous new experiences and is likely to seek a visit to Hawai'i centering on once-in-a-lifetime opportunities, or the great outdoors.

CORE BRANDING MESSAGE

CORE BRANDING MESSAGE



Mālama Hawai'i

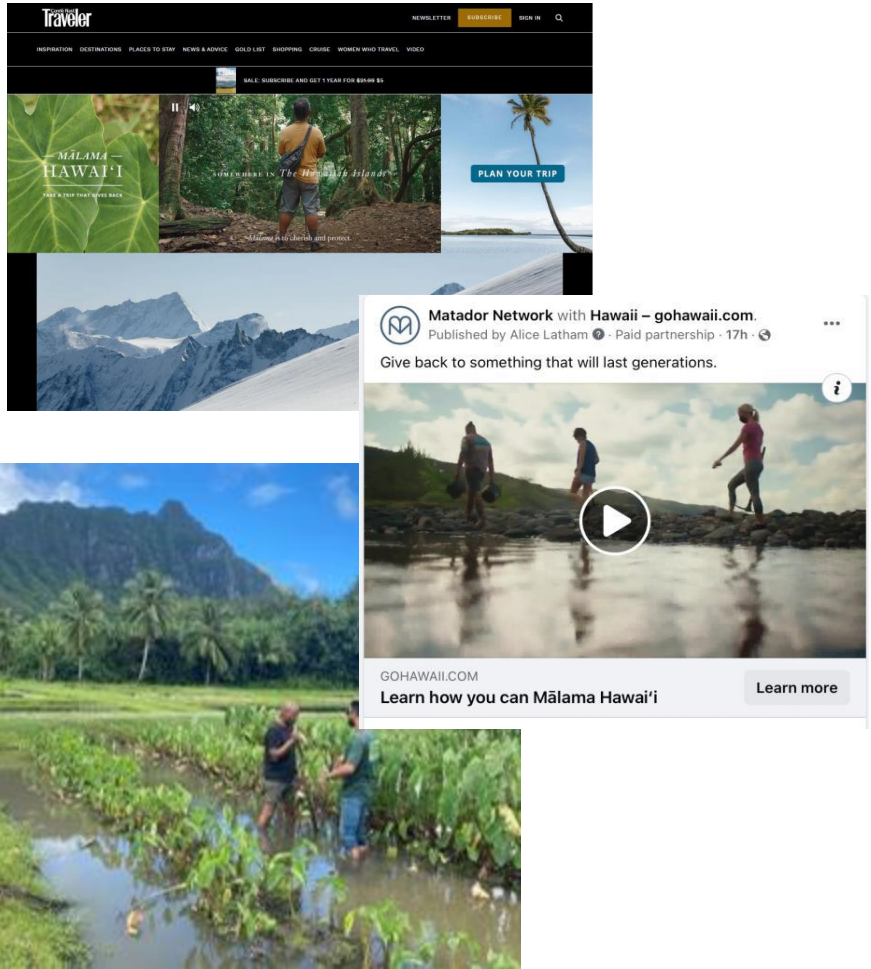


Mālama Maui

STRATEGIES

STRATEGIES

2024



Consumer

Deliver Mālama Hawai'i and Mālama Maui messaging to Mindful Hawai'i Target Travelers (MHTT).

Public Relations

Inspire media to create editorial content that attracts the MHTT and reshapes their perceptions of Hawai'i.

Travel Trade

Educate travel sellers who have MHTTs as clients, so they present Hawai'i in-line with the Hawai'i Tourism Authority's (HTA) branding mission and pillars.

Mālama Hawai'i

Change the perception of visiting Hawai'i from "come, play on our islands" to an invitation that:

- Educates visitors about the beauty of our culture before they visit,
- Shapes their behavior once they visit.

Mālama Maui

Re-create demand for Maui by adding dimension to the existing brand.

- Share the unique and attractive visitor activities and events across the island to have potential for even repeat visitors to realize there is so much more to do on Maui than they were aware of, including recovery volunteer opportunities.
- Doing so will create an opportunity for Maui-based businesses to survive as the messaging will create a desire for visitors to support local.



MAJOR PROGRAMS

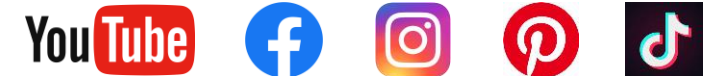
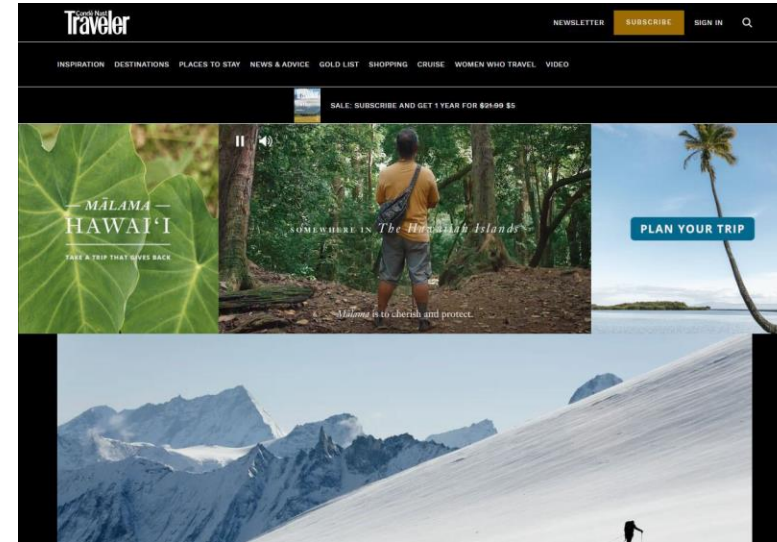
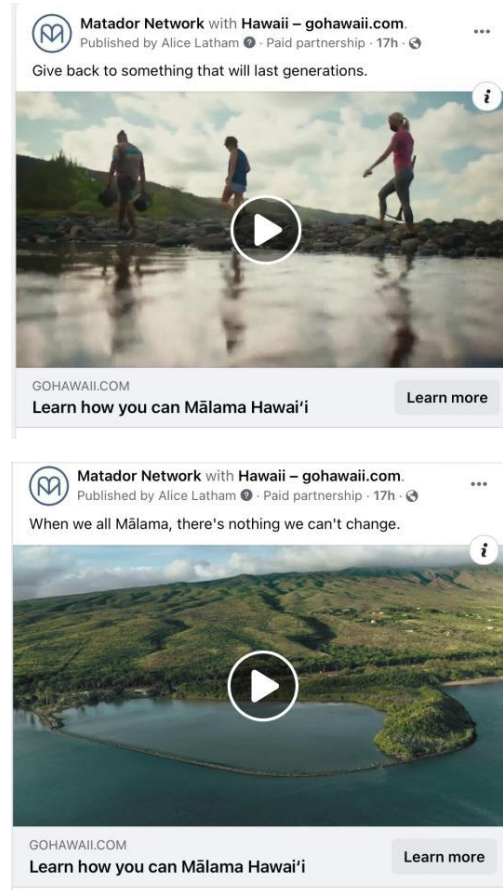
MAJOR PROGRAMS

2024

Paid Media

(Considered List)

- Digital and Paid Media
- Native Programs
- Social Media



MAJOR PROGRAMS

2024

Support Local Initiative

- Fashion
- Retail
- Music
- Ag/Cuisine

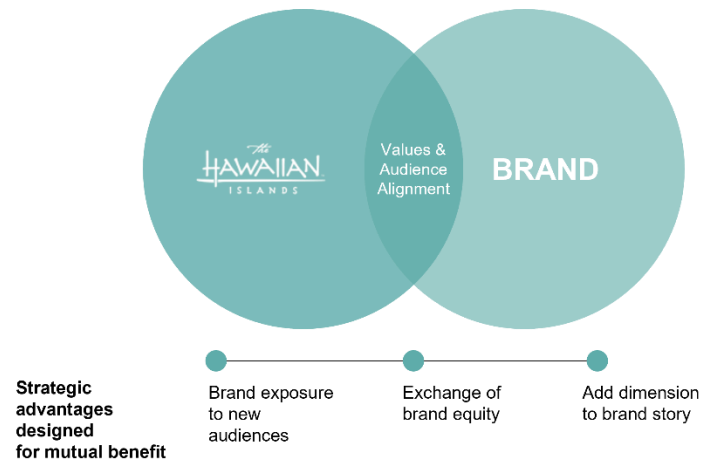


MAJOR PROGRAMS

2024

Brand Partnership

- Currently exploring opportunities
- Integrating Maui based businesses

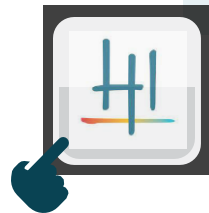
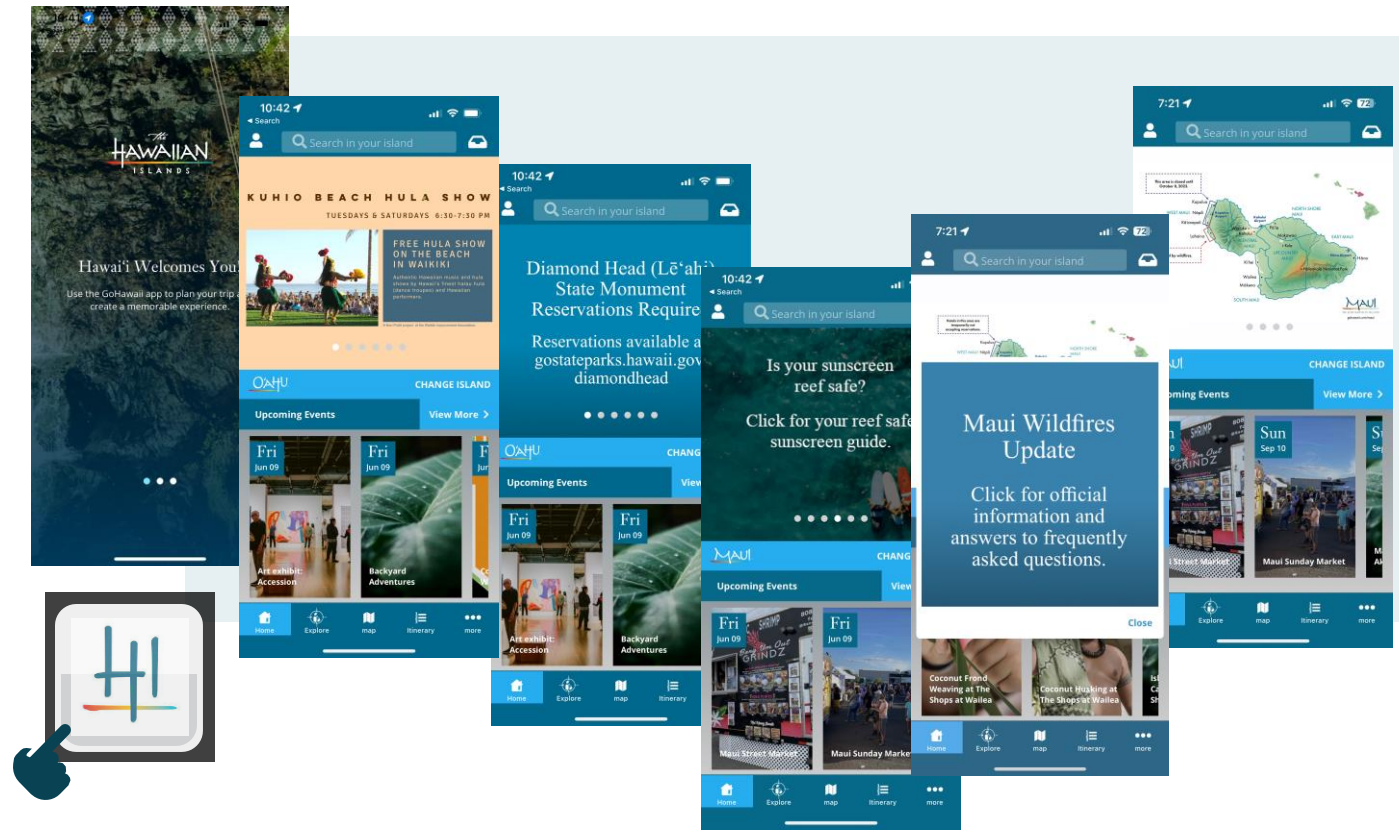


MAJOR PROGRAMS

2024

Consumer Direct

- Newsletters
- Special Offers
- GoHawaii app



Keep it Local. Buy Made-in-Hawai'i.

Searching for genuine gifts and foods from Hawaii to take back home? Look for 'Made in Hawaii' or 'Grown-in-Hawaii' labels on the stuff you buy. And check out these local markets and farmers markets to find them.

[READ MORE](#)



Land Safety

Explore safely, explore smart.

Weddings & Honeymoons

Plan your big day or get away afterward.

Heritage Sites

Learn more about what has shaped Hawaii.

Ocean Safety

Observe these safety tips this summer.

MAJOR PROGRAMS

2024

Public Relations

- International Media Marketplace (IMM) – New York
- U.S. Media Blitz – New York
- FestPAC Press Trips
- Deeper storytelling including a heavy-up on Maui



AFAR

Is Now the Right Time to Travel to Maui? We Asked Locals.

After catastrophic wildfires leveled the western Maui town of Lahainā, the island's residents now say they are in the midst of a second crisis—the economic toll of a steep loss in tourism.



When visitors do come, locals ask that they be mindful of the trauma and devastation the island has been through since early August. ©2024 AFAR.com



Male members of Halau Hī'aka'inanamakalehua practiced their hula kahiko (ancient hula) performance. They used dense, wooden sticks to amplify their chant. In the past, hula provided an opportunity for Hawaiian men to train for combat.

Preserving Hula, the Heartbeat of Hawaii

For 60 years, the Merrie Monarch Festival has contributed to the reclamation of Hawaiian culture, language and identity.

MAJOR PROGRAMS

2024

Travel Trade – Education

- Partnerships
 - Tourism Cares Meaningful FAM – Maui in May
- Wholesale, Consortia, Industry Events
 - Delta Vacations University, Virtuoso Travel Week, ASTA Global Convention
- Consortia Programs
 - New partner: The 1000
 - Support current partners: Virtuoso, Signature Travel Network and Travel Leaders
- Content Development
 - HDS Training Curriculum Update
- In-person & Virtual Education
 - In-market Educational Blitzes - Jan & Mar
- Trade Paid Media
- Leisure Group Business



Help your clients discover the meaning of mālama. agents.gohawaii.com

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HAWAIIAN
ISLANDS



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HAWAIIAN
ISLANDS

what is mālama?

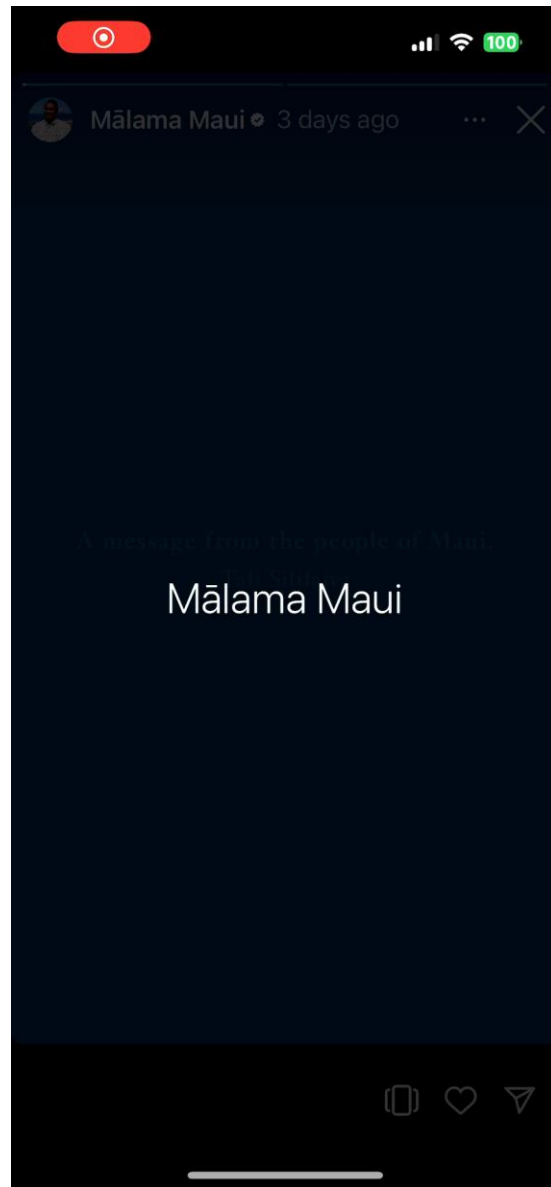
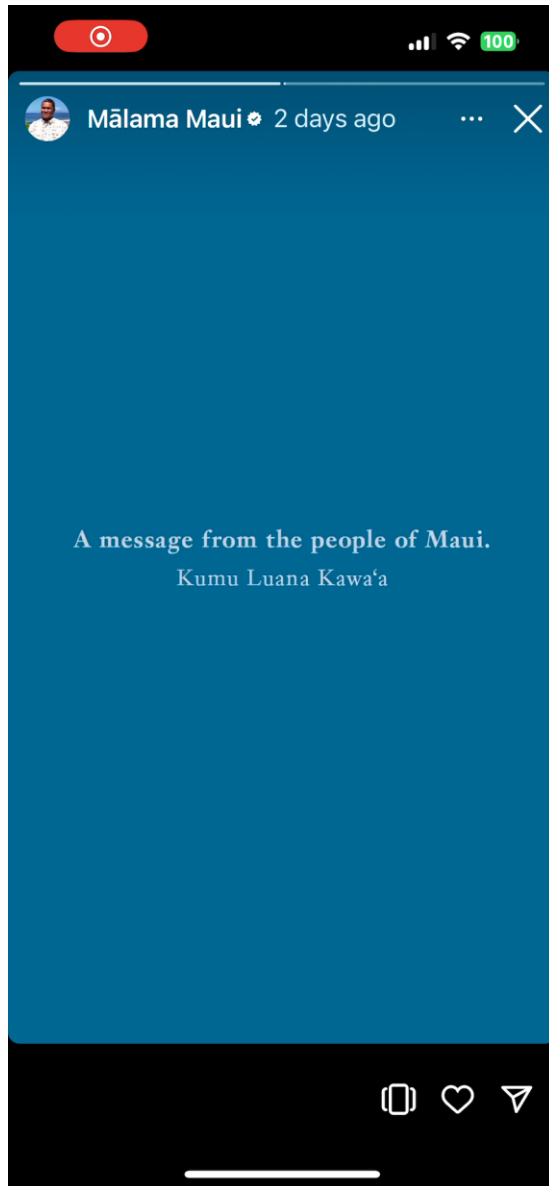
Like so many words in the Hawaiian language, *mālama* has a number of different definitions. It can mean to take care of, to attend and cherish, to preserve and protect, and even to care. *Mālama* is a word that has been used to define our *āloalo* (responsibility) to the 'āina (land), its natural resources and each other for generations. *Mālama* is a *āloalo* that we also share with our guests who visit our home in Hawai'i.



“It's not only about change but about healing. I think that's a big part of our work. We're healing the land, we're healing the people, we're healing ourselves.”

Noelani Lee,
Aquaculture Restoration

MĀLAMA MAUI



MĀLAMA MAUI

- **Social Media Engagement**
Creating Maui-focused social media content through both organic and paid strategies
- **Public Relations**
Pitching Maui stories through ongoing outreach and in-person meetings
- **Brand partnership**
Messaging includes support for Maui
- **Native Media Partnership**
Developing Maui-based content
- **Travel Trade**
Focusing on targeted advisor and consumer communications as well as in-person, virtual and in-destination education to rebuild travel demand to Maui

2024 BMP BUDGET

2024 BMP BUDGET

Budget Category	Amount
Consumer Direct	\$8,689,840
Public Relations	\$1,123,600
Travel Trade	\$1,279,560
Research	\$100,000
Admin	\$3,157,000
Total:	\$14,350,000

**INCREMENTAL FUNDING REQUEST
FOR
MAUI RECOVERY**

MAUI RECOVERY

Market Saturations

Overview

- State and County funds are managed in a manner that most efficiently impacts demand creation in key gateway markets. These public funds are used in a manner that singularly delivers the state and county approved brand proposition and makes it unavoidable in a one-month flight in key gateway markets. All private industry partners – airlines, lodging, restaurants, retail, fashion, activities – independently, in a coordinated program, come in under the branding message and focus on creating sales, thereby increasing demand to Maui and Hawai'i overall.
- Funds required are approximately \$1.75M per month per market. Placing programs in 5-6 key gateway markets requires funding at the \$10M level.



Opportunities

- State and County funds control the brand messaging in a manner consistent with our community's desires. There is no compromise as is necessary with a private industry cooperative partner.
- Target audiences are defined by and completely under the control of the state and county funds, allowing for a singular focus on creating demand with mindful travelers.
- Hawaii, with an emphasis on Maui, based business and cultural partners will participate in-market.
- Airlines will react to the return of demand with a return of the air seats that have recently left.

MAUI RECOVERY BUDGET REQUEST

(REST OF CY23 AND ALL OF CY24)

Market Saturations	Amount
In-Market events and promotions Paid Advertising/Social Media Public Relations initiatives Travel Trade in-Market training and events MCI Coordination	
Total:	\$10,000,000

MAHALO!

13d.2
Branding Standing Advisory Committee



HAWAI'I TOURISM AUTHORITY
BRAND STANDING ADVISORY COMMITTEE

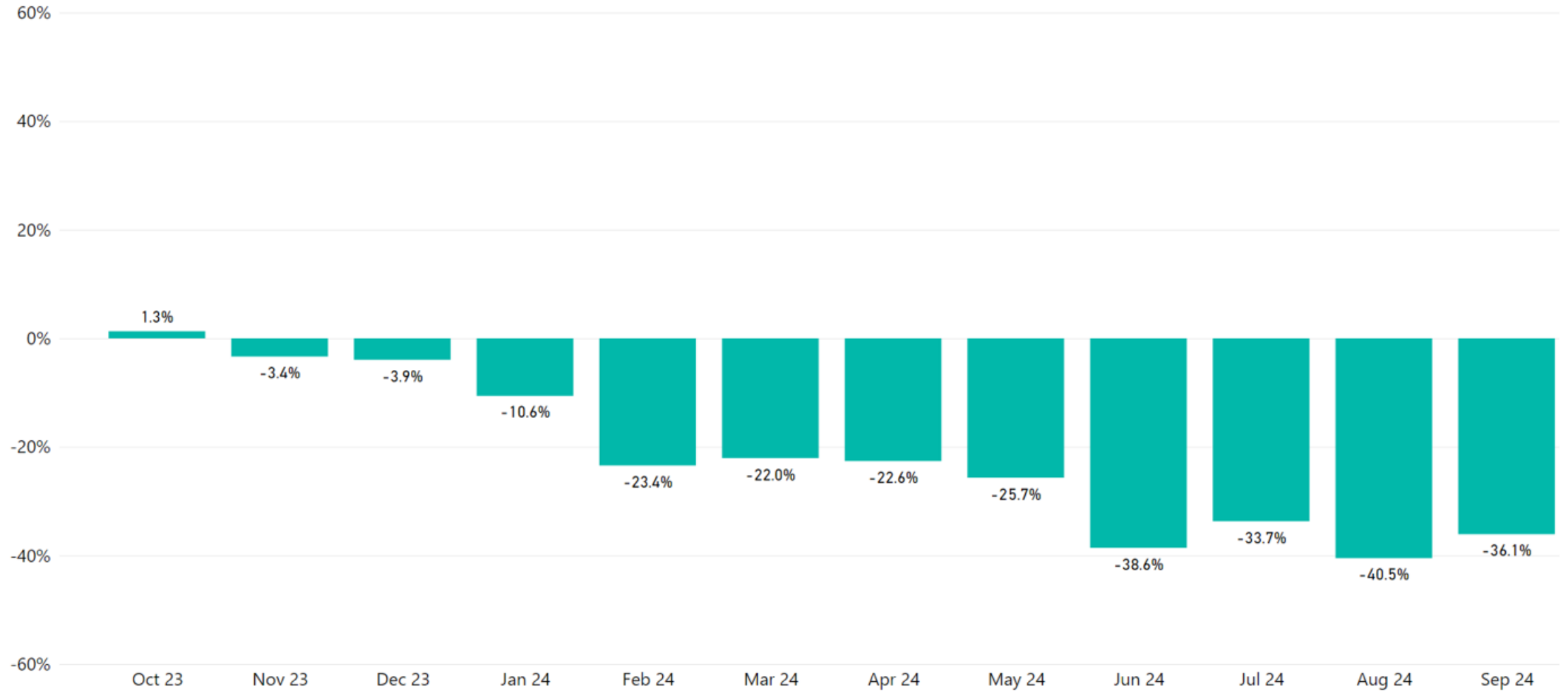
OCTOBER 22, 2023



Agenda

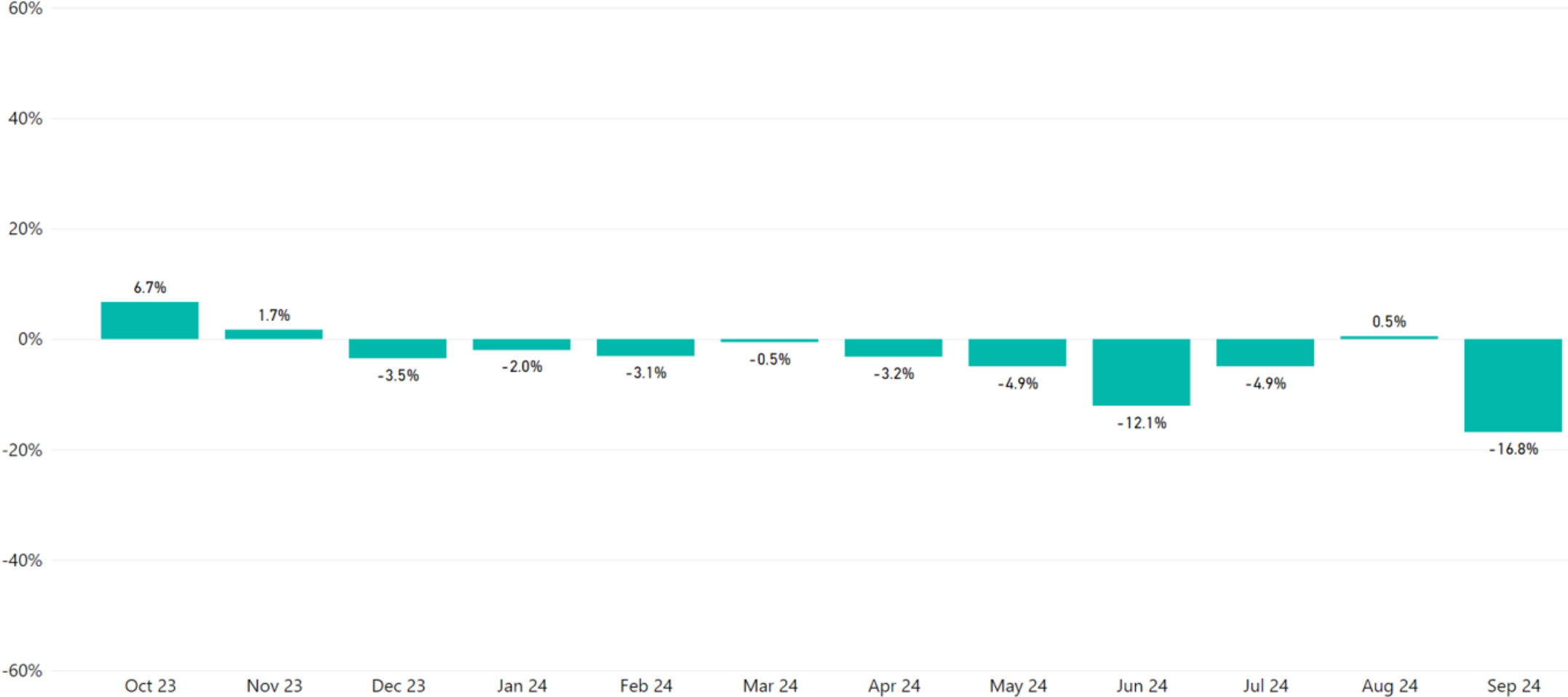
- Travel industry forecast
- US MMA market share
- Market saturation results
- Leisure funding history

Hotel Reservations on the Books Maui Total by Month YOY %Change (October 15, 2023)



Source: HVCB analysis of TravelClick Data

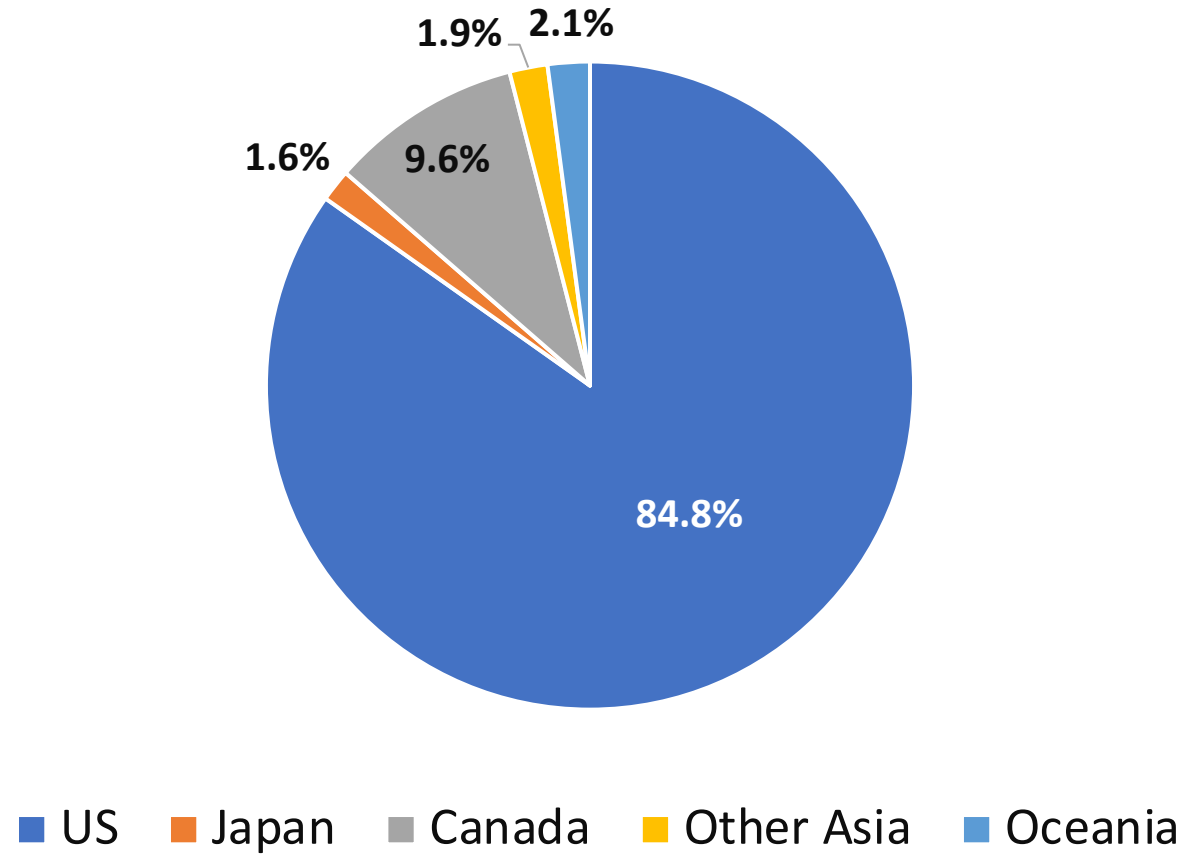
Hotel Reservations on the Books Statewide Total by Month YOY %Change (October 15, 2023)



Source: HVCB analysis of TravelClick Data

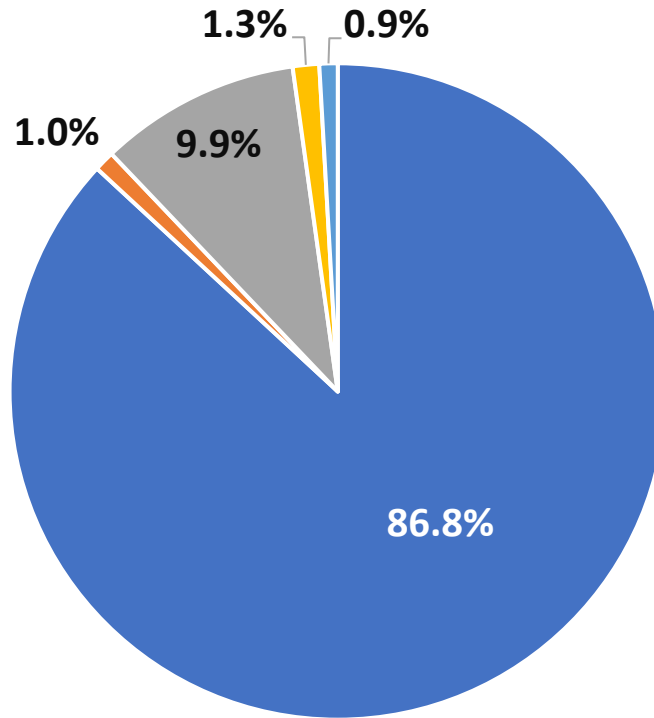
US MMA Market Share - Maui

Maui Air Visitor Arrivals by Selected MMA-2019



Country	Maui Air Visitor Arrivals %
US	84.8%
Japan	1.6%
Canada	9.6%
Other Asia	1.9%
Oceania	2.1%

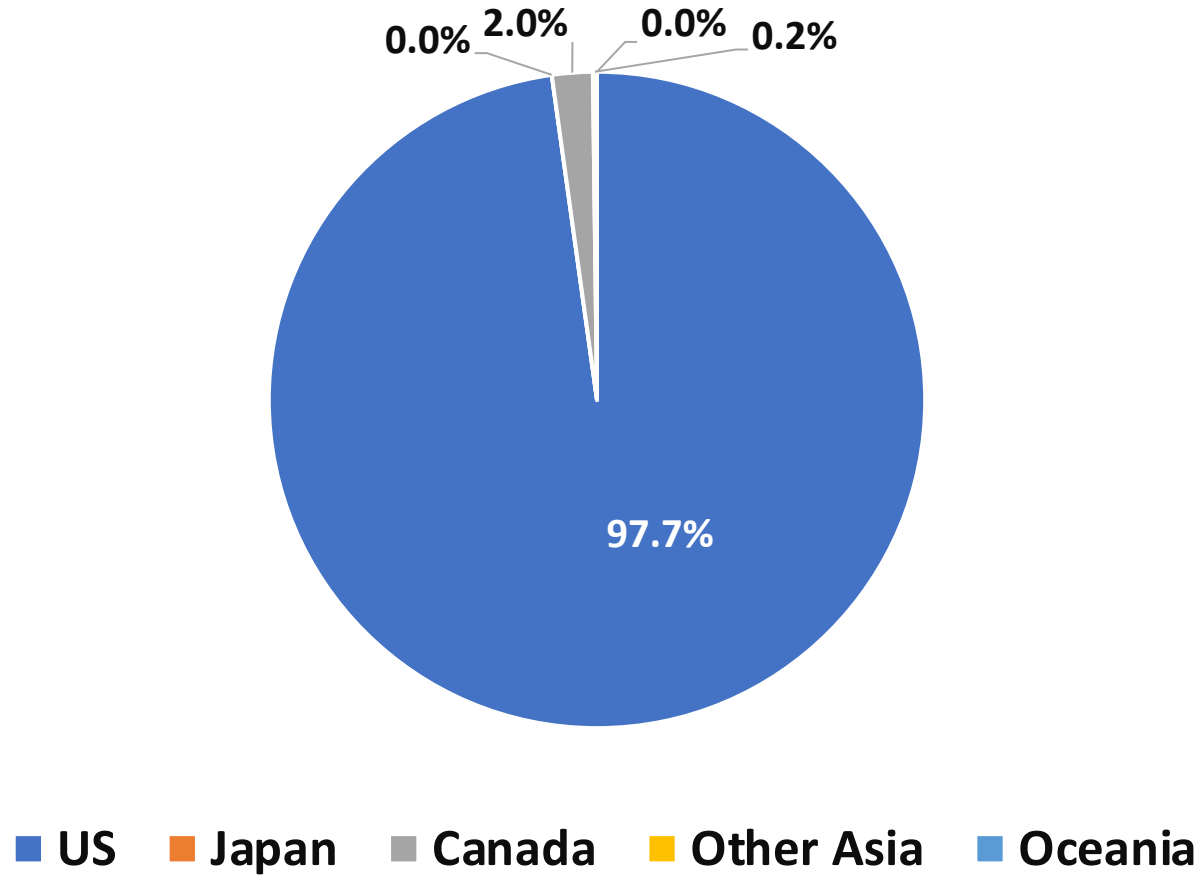
Maui Air Visitor Arrivals by Selected MMA – 2020



Country	Maui Air Visitor Arrivals %
US	86.8%
Japan	1.0%
Canada	9.9%
Other Asia	1.3%
Oceania	0.9%

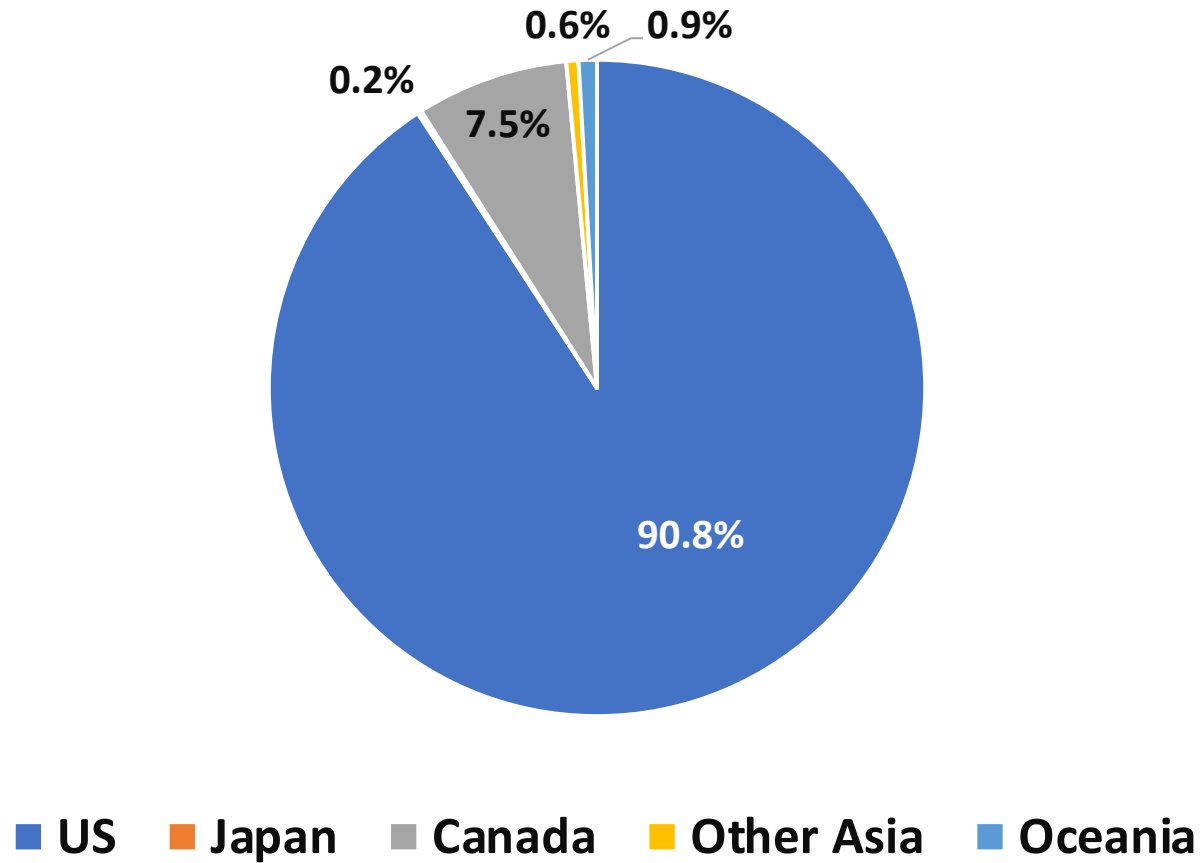
■ US ■ Japan ■ Canada ■ Other Asia ■ Oceania

Maui Air Visitor Arrivals by Selected MMA – 2021



Country	Maui Air Visitor Arrivals %
US	97.7%
Japan	0.0%
Canada	2.0%
Other Asia	0.2%
Oceania	0.0%

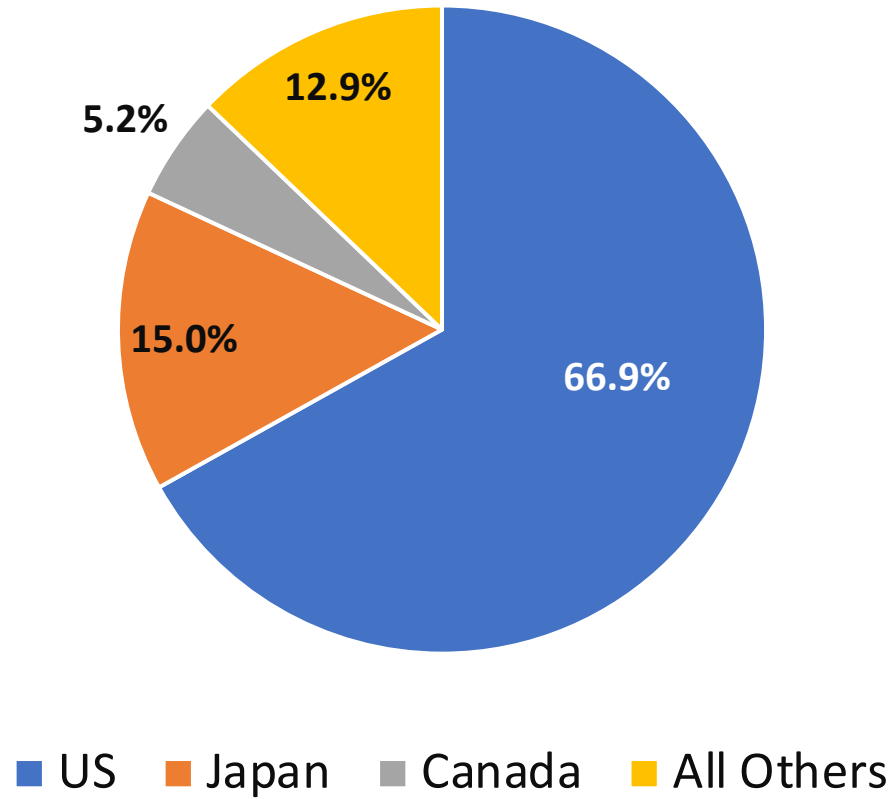
Maui Air Visitor Arrivals by Selected MMA - 2022



Country	Maui Air Visitor Arrivals %
US	90.8%
Japan	0.2%
Canada	7.5%
Other Asia	0.6%
Oceania	0.9%

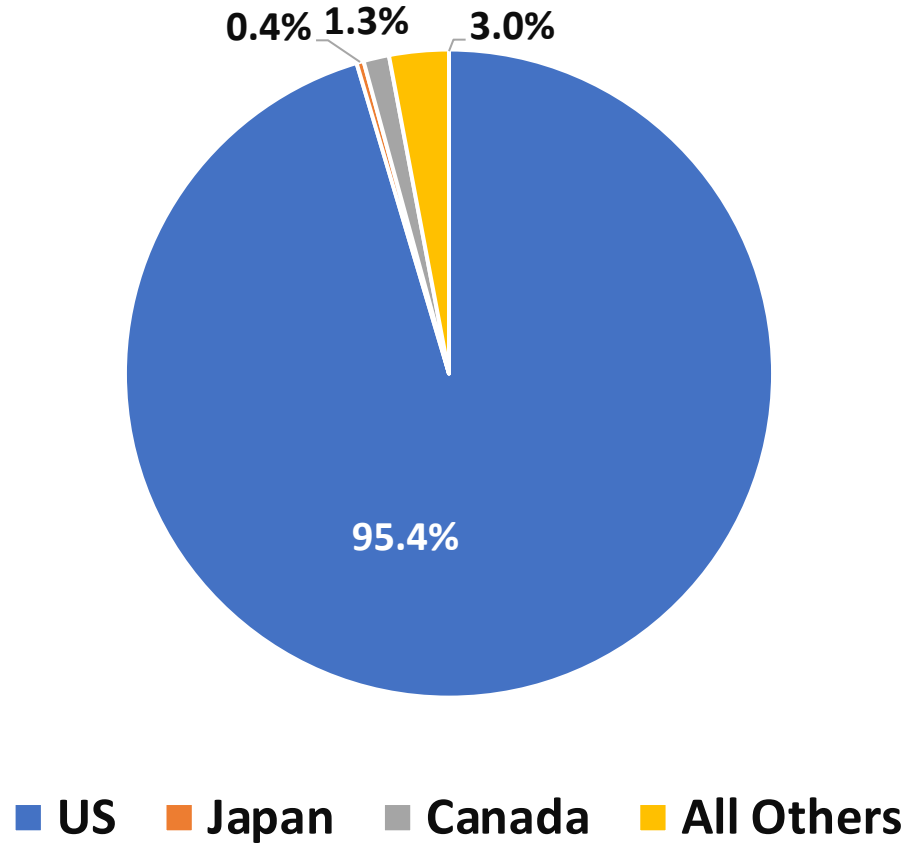
US MMA Market Share – State of Hawai‘i

State of Hawai'i Visitor Arrivals by Selected MMA-2019



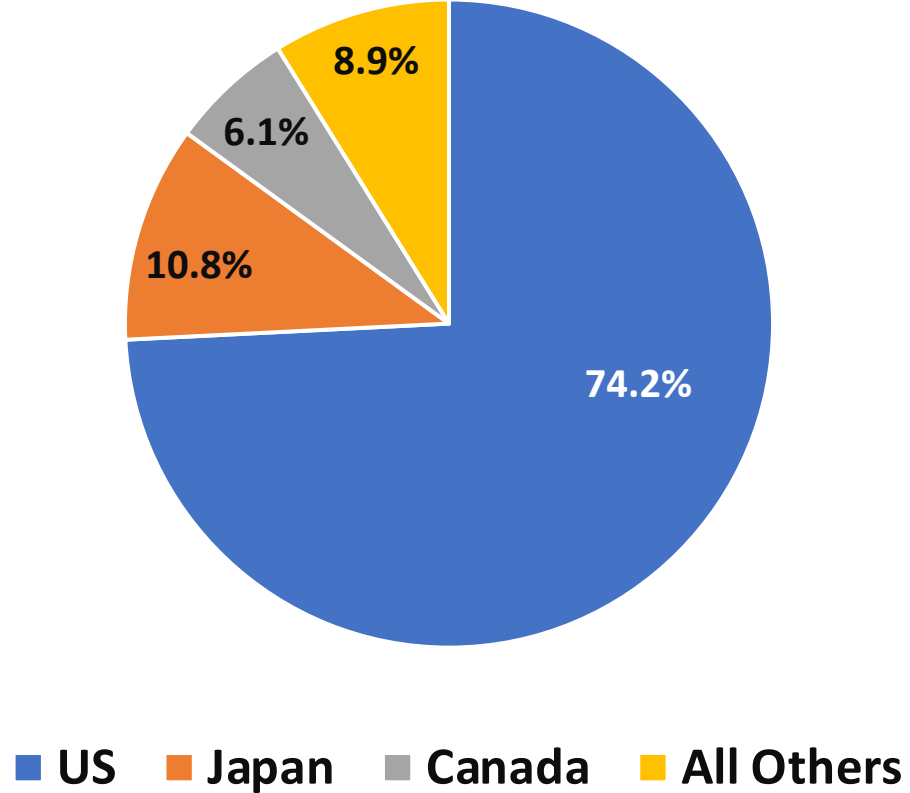
Country	State Air Visitor Arrivals %
US	67%
Japan	15%
Canada	5%
All Others	13%

State of Hawai'i Visitor Arrivals by Selected MMA-2020



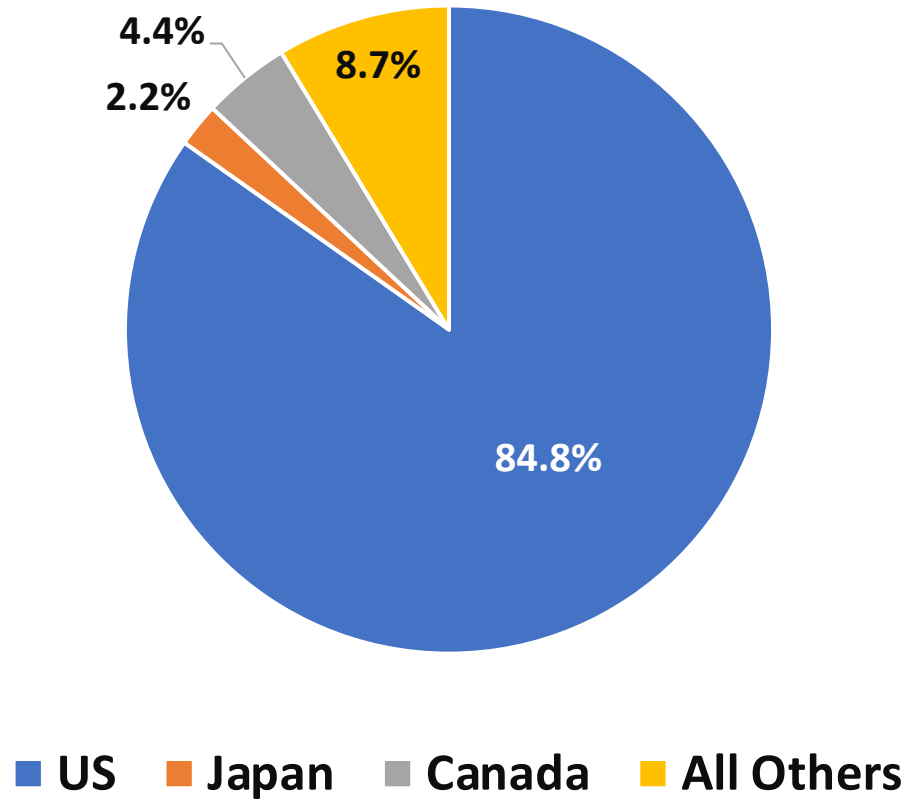
Country	State Air Visitor Arrivals %
US	95%
Japan	0%
Canada	1%
All Others	3%

State of Hawai'i Visitor Arrivals by Selected MMA-2021



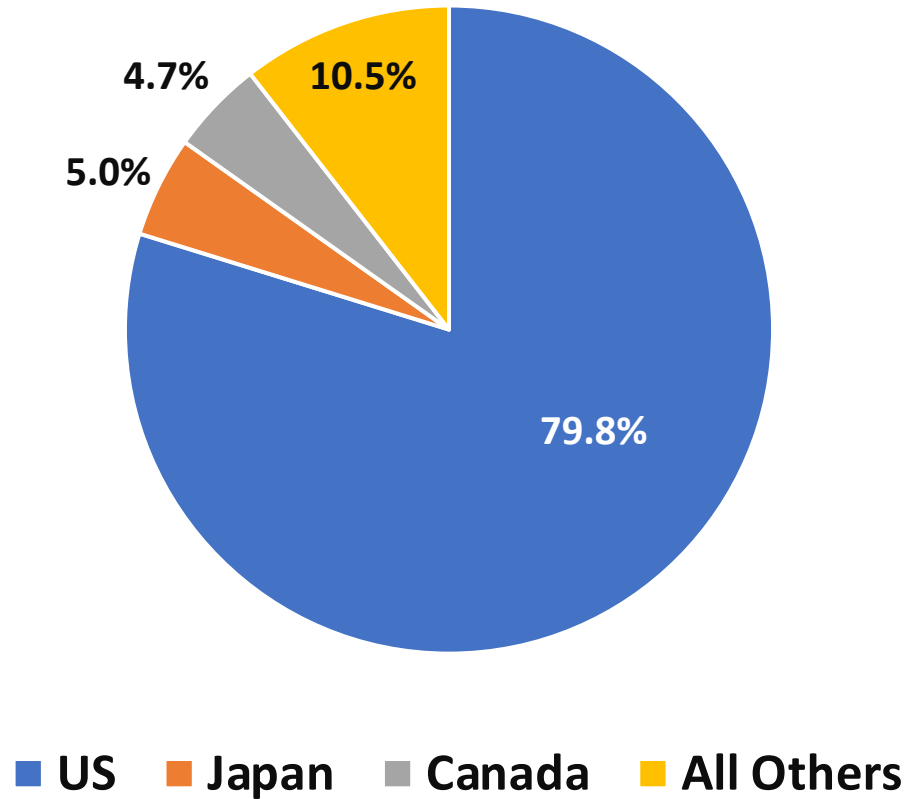
Country	Maui Air Visitor Arrivals %
US	74%
Japan	11%
Canada	6%
All Others	9%

State of Hawai'i Visitor Arrivals by Selected MMA-2022



Country	State Air Visitor Arrivals %
US	85%
Japan	2%
Canada	4%
All Others	9%

State of Hawai'i Visitor Arrivals by Selected MMA-2023 August YTD



Country	State Air Visitor Arrivals %
US	80%
Japan	5%
Canada	5%
All Others	10%

Market saturation results

Market Saturation Impact

October 2010 – April 2011

Blitz Market Growth						
	Expenditures (\$Million)			Arrivals		
	2009/2010	2010/2011	% Change	2009/2010	2010/2011	% Change
Total Blitz Markets	\$1,290.40	\$1,549.80	20.1%	939,274	1,065,231	13.4%
...Los Angeles	\$375.50	\$432.80	15.3%	280,091	304,621	8.8%
...San Francisco Area	\$419.80	\$513.00	22.2%	312,139	360,407	15.5%
...Seattle Area	\$387.90	\$470.60	21.3%	286,688	330,499	15.3%
...Chicago	\$107.10	\$133.40	24.6%	60,356	69,704	15.5%

- Visitor expenditures increased \$259 million (+20.1%)
- Arrivals increased by 125,957 (+13.4%)
- Arrivals outpaced rest of U.S. by 38%
- Expenditures outpaced rest of U.S. by 15%
- Marketing investment \$5.7115 million

Note: San Francisco Bay Area includes arrivals from San Francisco, San Jose, Oakland, and Sacramento metro areas. Seattle Area includes arrivals from Seattle, Bellingham and Portland metro areas. Los Angeles area includes arrivals from Los Angeles, Riverside, and Orange County. Source: Preliminary data from Hawai'i Tourism Authority.

Leisure funding history



US MMA Marketing Investment History

Year	Leisure Expenditures	Change vs. Pr Yr.
2004	\$21,180	NA
2005	\$21,657	\$477
2006	\$22,166	\$509
2007	\$23,509	\$1,343
2008	\$28,887	\$5,378
2009	\$27,656	(\$1,231)
2010	\$30,649	\$2,993
2011	\$31,153	\$504
2012	\$25,779	(\$5,374)
2013	\$23,690	(\$2,089)
2014	\$24,757	\$1,067
2015	\$23,949	(\$808)
2016	\$20,636	(\$3,313)
2017	\$21,485	\$849
2018	\$22,725	\$1,240
2019	\$23,800	\$1,075
2020	\$15,503	(\$8,297)
2021	\$16,886	\$1,383
2022	\$14,022	(\$2,864)
2023	\$18,879	\$4,857
2024	\$14,350	(\$4,529)
2025	\$16,000	\$1,650

Mahalo

Appendix

Los Angeles Market Saturation Executive Summary

Short-of-Sales Impacts

- Short-of-sales impacts are those campaign impacts obtained prior to actual trip-taking, i.e., awareness of the advertising, changes in people's image of Hawaii as a result of the advertising, and changes in intent to visit.
- The Blitz generated substantial awareness in the L.A./Orange County market:
 - A substantial majority of travelers (69%) recalled at least one of the ads or PR event/blogs, which translates into 5.6 million people exposed
 - Almost all of these "aware" travelers remembered some advertising element
 - The Grove PR event and blogs also created a great deal of awareness, with 28% claiming recall
 - It is noteworthy that virtually everyone aware of the event also recalled advertising, i.e., very few recalled just the event
- People's overall impressions of Hawaii as a vacation destination were improved by the campaign -- people aware of the advertising/PR were more likely than those unaware of the campaign to rate Hawaii positively on an overall basis as a "place I'd really enjoy visiting".

Short-of-Sales Impacts

- The blitz helped improve Hawaii's image in specific areas as well:
 - ad exposure created a “lift” in people's impressions of the state in many of the detailed areas measured
 - there were some strong improvements in a few areas that are very important at driving destination interest including:
 - sightseeing options, including festivals, events, historic places, interesting cities/towns
 - uniqueness, especially the scenery
 - excitement
 - affordability, notably the packages available, reasonable accommodations and proximity as a destination
- The blitz was moderately successful at communicating other things as well, such as the opportunities for great shopping, dining, and outdoor recreation, all in a friendly, safe atmosphere.

Short-of-Sales Impacts

- The ad/PR campaign had a positive effect on planned travel to Hawaii:
 - Ad/PR exposure significantly increased intent to visit Hawaii from 53% among those exposed to no advertising/PR to 65% among those exposed.
 - This translates into **an incremental 296,000 planned trips** that otherwise would not have been planned in the absence of the advertising/PR

Conversion

- The ad/PR blitz was successful at “converting” people into trip-takers during the month-long campaign period and over the following 8 months:
 - 26,000 trips that would not have otherwise occurred without the advertising, from September to December 24 ‘09
 - And 6,300 additional “intenders” converted in the period from December 25 ‘09 to May 31 ‘10
- And there is still strong potential for additional conversion:
 - 2,400 people have already booked some aspect of a trip planned for the period from June 1 to Dec. 31, 2010
 - And 8,000 people said they still intend a trip from June 1 to Dec. 31, but have not yet booked anything

Conversion

- People who said they planned a Hawaii trip but had not yet come were asked to explain why they hadn't visited.
- At this stage of the “purchase cycle”, i.e., 9 months after the campaign's conclusion, the main barriers are:
 - Cost/personal financial constraints
 - they simply haven't got around to it yet – they are still planning to come
 - time availability and other personal circumstances unrelated to the destination
- About 1 in 2 intenders specifically indicated that they were no longer interested in Hawaii and/or had chosen another destination.

Conversion

- The 6,300 visitors who converted over the five month period from late December to the end of May spent \$8 million in Hawaii, increasing the campaign's overall economic contribution to the state to \$41.2 million in direct tourism expenditures:
 - these are expenditures that would not have been made without the campaign.
- Expressed another way and relating the visitor expenditures to what was spent in advertising and PR, the campaign yielded \$25 in additional visitor spending for every dollar spent on advertising.

Campaign ROI

- The additional visitors in early 2010 boosted the yield in taxes from the visitor spending by \$861,000, lifting the total tax yield to \$4.4 million.
- Taking the cost of the campaign into consideration, the advertising/PR blitz has returned, over a 9-month period, \$2.68 in taxes to the state treasury for every dollar invested.
- The PR component was a major contributor to the campaign's overall success, accounting for two thirds (65%) of the total ROI generated, or \$1.74 of the \$2.68.
 - The PR event/blogs were also a more efficient generator of travel than the advertising, yielding \$12.53 in taxes per PR dollar spent versus \$1.09 in taxes per ad dollar spent.

Chicago Market Saturation Executive Summary

Short-of-Sales Impacts

- Short-of-sales impacts are those campaign impacts obtained prior to actual trip-taking, i.e., awareness of the advertising, changes in people's image of Hawaii as a result of the advertising, and changes in intent to visit.
- The Blitz generated considerable reach and frequency in the Chicagoland market:
 - A high proportion of area residents (71%) said they remembered at least one of the ads or PR events, the equivalent of 3.8 million people exposed
 - On average, Chicagoans remembered seeing ads on 13.4 occasions over the month-long blitz
 - Awareness and frequency were almost entirely driven by the advertising:
 - Only 2% recalled hearing about or attending any of the PR events
- The campaign significantly improved people's perceptions of Hawaii on the prompted overall image statement "Hawaii is a place I would really enjoy visiting", with 85% agreeing among those ad-exposed versus only 71% agreeing among those who recalled no advertising/events.

Short-of-Sales Impacts

- The campaign improved people’s perceptions of Hawaii on almost every image dimension evaluated in the survey, most particularly for the excitement factor, the top “hot button” that motivates travelers to consider one destination over another.
- The campaign also enhanced Hawaii’s image for other major criteria too:
 - Uniqueness, including the scenery and local customs/traditions
 - Sightseeing variety, such as historic sites, interesting cities/towns, and museums/galleries
 - The worry-free factor – a relaxed, friendly atmosphere
 - Suitability for adults
 - Affordability in term of packages and accommodation
 - Options for entertainment, festivals/events, recreation and shopping
 - Fine accommodations and dining
- The advertising even created a more favorable impression of the state’s “stock in trade” – the great climate and wonderful beaches

Short-of-Sales Impacts

- The campaign had a dramatic effect on intent to visit Hawaii:
 - 53% of those exposed to the advertising indicated they plan a Hawaii trip in the next 2 years compared to only 29% of those unaware of the campaign
- When projected to the population, this difference translates into 247,000 incremental planned trips that otherwise would not have been planned in the absence of the advertising/PR:
 - These trips are fairly evenly divided between trips planned for 2011 and those planned for 2012, a pattern we have seen in earlier research among samples “east of the Mississippi”

Conversion

- To date, the ad/PR blitz has been quite successful at “converting” people into trip-takers during the period from the commencement of the campaign and through the following 7 months:
 - 6,750 trips that would not have otherwise occurred without the advertising, from October '10 to May '11
 - Which is about 9% of actual trips during the period
- And there is still strong potential for additional conversion:
 - An additional 830 people have already booked some aspect of a trip planned for the period from June 1 to Dec. 31, 2011
 - And 66,600 people said they still intend a trip between June of 2011 to the end of 2012, but have not yet booked anything
- This is consistent with the conversion pattern we have observed for Eastern markets in our prior HVCB research, i.e., in Eastern markets, the long-haul nature of a Hawaii trip translates into a long planning cycle in which conversion is spread over a longer period, even up to two years past the ad campaign:
 - In contrast to the LA blitz where we saw a lot of early conversion, and few trips planned for longer in the future

Conversion

- People who said they planned a Hawaii trip but had not yet come were asked to explain why they hadn't visited.
- In this long-haul market at this particular point in time, i.e., relatively soon after the campaign's conclusion, the main reasons for not visiting were:
 - They haven't had the opportunity yet – they are still planning to come
 - The cost factor/affordability, more often referring to the money available for travel in general rather than the notion of Hawaii being too expensive, likely related to the country's current economic circumstances
 - Preference for/choice of another destination
 - The time factor, e.g., “too busy to travel” or “can't get the time off work”

Conversion

- The 6,750 people who converted from “intenders” to actual visitors over the eight month period from campaign start to the end of May spent \$13.2 million in Hawaii:
 - these are expenditures that would not have been made without the campaign.
- Expressed another way and relating the visitor expenditures to what was spent on advertising and PR, the campaign yielded \$7 in additional visitor spending for every dollar spent on advertising.
- The taxes yielded on those visitors’ expenditures amounted to \$1.4 million.

Campaign ROI

- Taking the cost of the campaign into consideration, the advertising/PR blitz has returned, over the first 8 months following the campaign, \$0.81 in taxes to the state treasury for every dollar invested.
- Assuming the additional 830 trips already booked will materialize, those trips should bring in additional spending of \$1.2 million yielding \$177,000 in taxes, and bringing the ROI in taxes fairly close to the break-even point.
- With the expectation that past planning/booking patterns will continue to hold true, we anticipate that the campaign will start to pay a “dividend”, i.e., yielding more in taxes than the investment itself, about a year after the original campaign.

In Summary

- The blitz campaign in the Chicago market did an excellent job at generating interest in visiting Hawaii, and performed as expected in a long-haul market at generating some immediate/short-term conversion.
- Based on the data we gathered in this survey on advance bookings and our past experience, we expect that substantially more conversion will occur over time which will help the campaign more than pay for itself in visitor expenditures and the resulting taxes generated on those expenditures.

13f

Community Grants - Umeke

'Umeke



POWERED BY

HAWAII TOURISM™
AUTHORITY



Info Session: Agenda

1. HTA Strategic Plan
2. 'Umeke powered by HTA
3. *Video – Overview of 2024 HTA Programs*
4. Overview of Request for Proposal
5. *Screenshare – Online Portal Walk-through*
6. Questions & Answers

HTA Strategic Plan 2020-2025



A vertical graphic for the Natural Resources Pillar. The background is a photograph of a rugged, green mountain range overlooking a blue ocean. A circular icon with a bird is positioned in the middle-left. Below the icon, the text reads "NATURAL RESOURCES PILLAR" and "Respect for Our Natural & Cultural Resources".


NATURAL
RESOURCES
PILLAR
*Respect for Our Natural
& Cultural Resources*



A vertical graphic for the Hawaiian Culture Pillar. The background is a photograph of a person wearing a traditional grass hat, seen from behind, walking through a lush tropical forest. A circular icon with a person is positioned in the middle-left. Below the icon, the text reads "HAWAIIAN CULTURE PILLAR" and "Support Native Hawaiian Culture & Community".


HAWAIIAN
CULTURE
PILLAR
*Support Native Hawaiian
Culture & Community*



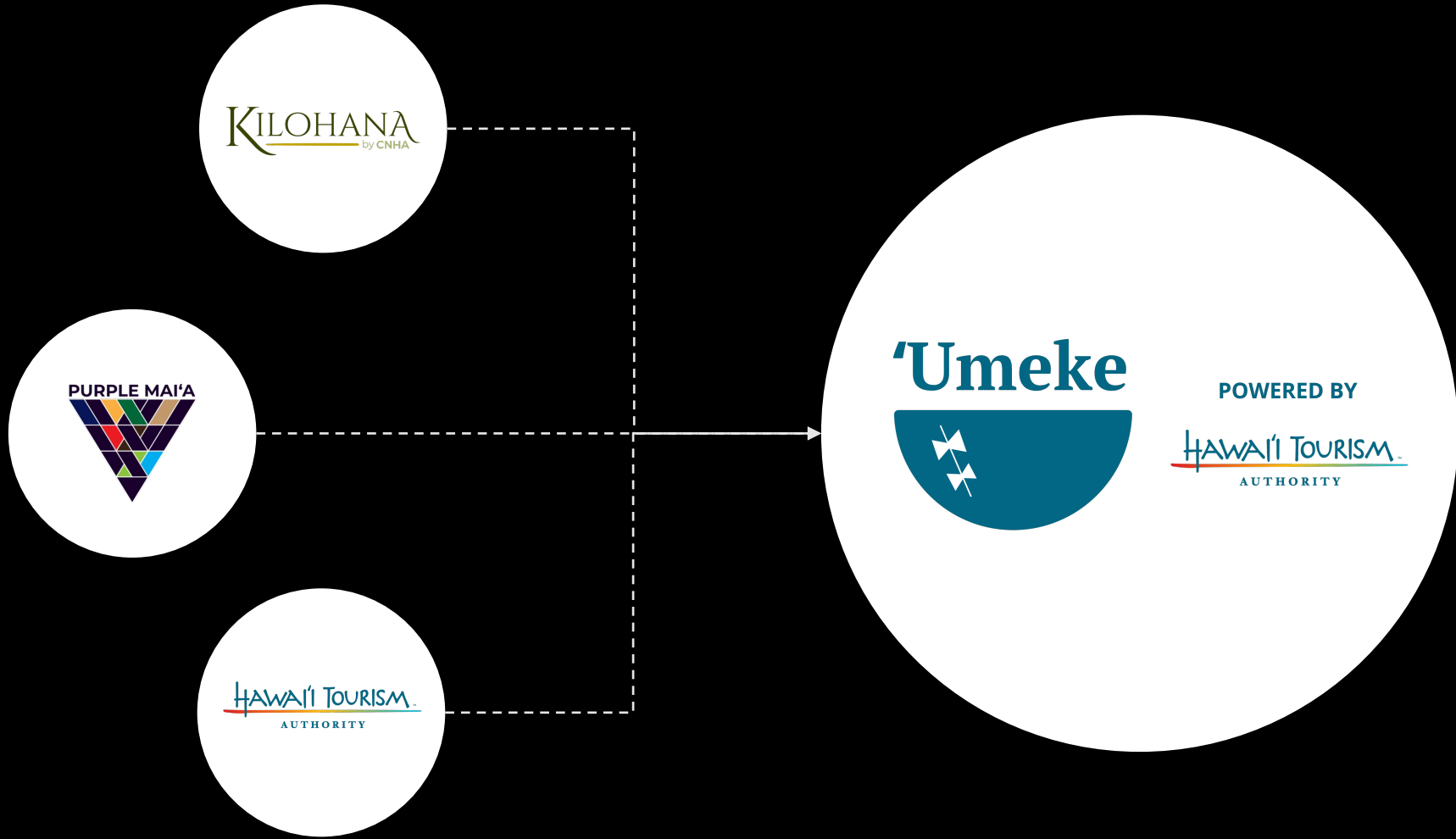
A vertical graphic for the Community Pillar. The background is a photograph of a large crowd of people walking along a path outdoors. A circular icon with a group of people is positioned in the middle-left. Below the icon, the text reads "COMMUNITY PILLAR" and "Ensure Tourism & Communities Enrich Each Other".


COMMUNITY
PILLAR
*Ensure Tourism & Communities
Enrich Each Other*



A vertical graphic for the Brand Marketing Pillar. The background is a photograph of a winding road along a steep, green cliffside overlooking the ocean. A circular icon with a palm tree is positioned in the middle-left. Below the icon, the text reads "BRAND MARKETING PILLAR" and "Strengthen Tourism's Contributions".


BRAND
MARKETING
PILLAR
*Strengthen Tourism's
Contributions*



Recap: 2024 HTA Programs

1

Kūkulu Ola

- Hawaiian Culture
- Reoccurring
- Community-based
- Target Residents & Visitors

2

Kahu ‘Āina

- Natural Resources
- Reoccurring
- Community-based
- Target Residents & Visitors

3

Community Enrichment

- Stand-alone Event/Festival; or
- Align in tourism niche areas
- Honor and perpetuate our diverse community
- Community-based
- Target out-of-state Visitors

4

Signature Events

- Large scale Event
- Extensive Marketing and Media Value
- Attract National and International Participants to Hawai‘i

5

Resort Area Hawaiian Culture Initiative

- Cultural Practitioners
- Musicians
- Authentic Hawaiian experiences in Resort Areas

6

Resort Area Hawaiian Culture Initiative (Maui)

- Cultural Practitioners
- Musicians
- Authentic Hawaiian experiences in Resort Areas of Maui ONLY.

RFPs: Timetable

DESCRIPTION	DATE
Initial RFP release date	October 2, 2023
RFP Informational Briefing	October 10, 2023 & October 12, 2023
Deadline for submission of proposals	November 13, 2023, at 11:59pm HST
Contract award notification (estimated)	Week of December 18, 2023

RFPs: Term, Location, Award Limit

(1 of 3) - Kūkulu Ola & Kahu 'Āina

DESCRIPTION

Project Term	January 1, 2024 to December 31, 2024
Project Location	State of Hawai'i
Award Limit	Up to \$100,000
Match Requirement	None
Entity Eligibility	501(c)(3) or government agency

RFPs: Term, Location, Award Limit

(2 of 3) – Community Enrichment & Resort Area Hawaiian Culture

DESCRIPTION

Project Term	January 1, 2024 to December 31, 2024
Project Location	State of Hawai'i
Award Limit	No limit imposed
Match Requirement	None
Entity Eligibility	501(c)(3) or government agency

RFPs: Term, Location, Award Limit

(3 of 3) – Signature Events

DESCRIPTION

Project Term	January 1, 2024 to December 31, 2024
Project Location	State of Hawai‘i
Award Limit	No limit imposed
Match Requirement	1:1 match, at least 50% in the form of cash.
Entity Eligibility	501(c)(3), government agency, or for-profit entity



RFPs: Non-allowable Expenses

- Real Property
- Capital Improvements
- Fundraising events
- Prize money
- Salaries and fringe benefits
- Endowments
- Merchandising for resell
- Business or organizational start-up plans
- Reimbursement for pre-award expenditures before January 1, 2024.
- Administrative costs outside of salary and fringe benefits: up to 20% of award money may be used for admin costs.

**see program-specific RFP for full list of non-allowable expenses.*

RFPs: Cause for Rejection of Proposal

- Proposal submitted to multiple HTA programs simultaneously.
(Note – okay to submit for a different project to a different program.)
- Failure to cooperate or deal in good faith.
- Late proposals.
- Failure to submit in accordance with the RFP requirements, or failure to supply an adequate response to the RFP.
- Lack of demonstrated experience or expertise.
- Inadequate accounting system or internal controls.
- Failure to meet the terms of agreement on any previous HTA award.

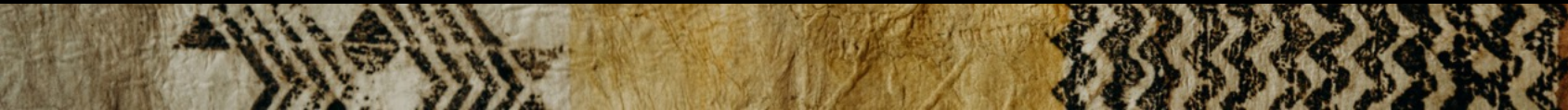
**see program-specific RFP for full list of causes for rejection of proposal.*

Scoring/Evaluation Criteria

DESCRIPTION	POINTS	%
Project Components	1-40	40%
Project Impact & Performance Measures	1-30	30%
Organizational Capacity	1-20	20%
Program Budget	1-10	10%
Total	100	100%

*Proposals are evaluated by a **Selection Committee** whose members are selected by Kilohana and reflective of a diverse group of community members, business representatives, and/or HTA throughout the state of Hawai`i.*

*[Purple Mai'a Foundation – Screenshare]
umeke.kilohana.com*



14

Presentation, Discussion, and Action on Resolution No. 2023-3 Delegation of Authority to Present Policy Positions



Resolution

No. 2023-3

DELEGATION OF AUTHORITY TO PRESENT POLICY POSITIONS

WHEREAS, the Powers and Duties of the Hawai'i Tourism Authority in HRS §201B-3(a)(6) provide that the authority may, "Through its president and chief executive officer, represent the authority in communications with the governor and the legislature"; and,

WHEREAS, legislation may be introduced at the federal, state, and county level which may impact the strategic mission and statutory purpose of the Hawai'i Tourism Authority and, as such, HTA may require testimony or other information to present its policy positions of the authority in the appropriate forum; and,

WHEREAS, the Board of Directors seeks greater flexibility and autonomy in order to address the complex emerging issues of the market, industry and community, in return for pledging greater accountability.

NOW, THEREFORE, BE IT RESOLVED, that the Board of Directors hereby authorizes its President and CEO or its designee, and/or its Board Chair or its designee to represent the authority in communications with the governor and the legislature including but not limited to the positions noted below, on behalf of the Authority during Calendar Year 2024 before all branches of the federal, state and county governments. This is provided that the positions are aligned and consistent with Hawai'i Revised Statutes chapter 201B, the Hawai'i Tourism Authority Strategic Plan 2020-2025, Destination Management Action Plans, and any other policies, plans or budgets approved by the Authority and this Resolution:

- HTA actively supports West Maui's economic recovery following the devastating August 2023 wildfires. The Authority's responsibility in promoting and maintaining Hawai'i's brand is best effectuated through supporting and amplifying the Governor's policies and directions with an emphasis on messaging to travelers considering Maui as a destination to be mindful and supportive of the process underway as the community heals and manages their recovery.
- HTA will support legislation and take positions to support an annual deposit of the transient accommodations tax into a special fund administered by HTA as a means to carry out its stated priorities.

- HTA is engaged in a governance study that will provide background, guidance, and actionable recommendations in regards to amending HRS §201B to reflect the changes that have occurred in Hawai'i as well as the tourism economy since its adoption. Delivery of the study is scheduled for June 2024 providing sufficient time to develop legislation for the 2025/26 biennium. HTA supports all input and perspectives and will be engaged with the Legislature as this study develops through the upcoming Legislative session. In the interim HTA will support legislation that further defines or establishes its responsibility for destination management and stewardship (see HRS201B-7(b)) or that would enhance it's effectiveness in implementing HRS201B.
- HTA will support legislation and take positions to support the reestablishment of an appropriation ceiling and increased funding for the Convention Center Enterprise Special Fund to enable the expenditure of funds for the operations and repair and maintenance of the Hawai'i Convention Center.
- HTA will review and comment on all proposed taxes and fees which impact tourism, and will study the potential effects of increased taxes and fees on visitor demand and tourism management efforts.
- HTA is guided by and will support its Strategic Plan 2020-2025 and the principles and values represented under the concept of Mālama Hawai'i.

BE IT FURTHER RESOLVED, that the Board of Directors elects that any official positions taken by the Chair, the President and CEO and/or their designee on issues before federal, state and county governments not previously approved by the board shall be communicated to board members as soon as practicable, and presented at the next regular board meeting of the Authority; and,

BE IT FINALLY RESOLVED, that copies of this resolution be transmitted to the President & CEO, Board Chair, Board Members and Chief Administrative Officer.

As adopted on this ___ day of October 2023
By the Board of Directors

Blaine Miyasato
Board Chairperson

Daniel Nahoopii
Interim President & CEO

John Cole
Deputy Attorney General