



*HĀLĀWAI KŪMAU O KE KŌMIKE HOKONA KŪMAU  
KE 'ENA KULEANA HO'OKIPA O HAWAI'I*

**REGULAR MARKETING STANDING COMMITTEE MEETING  
HAWAII TOURISM AUTHORITY**

*Pō'akolu, 28 'Apelila 2021, 10:30 a.m.*  
**Wednesday, April 28, 2021 at 10:30 a.m.**

*Hālāwai Kikoho 'e*  
**VIRTUAL MEETING**

*Hiki i ka lehulehu ke hālāwai pū ma o ka ZOOM.*  
**Webinar will be live streaming via ZOOM.**

*E kāinoa mua no kēia hālāwai:*

**Register in advance for this webinar:**

[https://zoom.us/webinar/register/WN\\_P9avPIfoSRKDb5fs9AMPaw](https://zoom.us/webinar/register/WN_P9avPIfoSRKDb5fs9AMPaw)

*Ma hope o ke kāinoa 'ana, e ho'ouna 'ia ka leka uila  
hō'oiā iā 'oe me ka 'ikepili ho'oku'i hālāwai.*

**After registering, you will receive a confirmation email  
containing information about joining the webinar.**

***Papa Kumumana'o – Ho'ololi 'Ia***  
**AMENDED AGENDA**

1. *Ho'omaka A Pule*  
Call to Order and Pule
2. *'Āpono I Ka Mo'o'ōlelo Hālāwai*  
Approval of Minutes of the March 24, 2021 Marketing Standing Committee Meeting
3. *Hō'ike A Kūkākūkā No Ka Ho'opa'a Huaka 'i A Nā 'Ākena*  
Presentation and discussion of the travel agents booking pace and general market research trends
4. *Hō'ike No Ka Hua o Ke Anamana'o TravelTrak Amelika Na OmniTrak*  
TravelTrak America survey results by OmniTrak



5. ~~*Hō'ike No Ka Huaka'i Costeo*~~  
~~What is Costeo Travel, how much has changed since the end of February and what they are doing to gear up for the re-bound. Presentation by Jolene Schuerman; Hawai'i Buyer~~
6. *Hō'ike A Hawai'i Visitors & Convention Bureau No Ke Kūlana Huaka'i Pū'ulua*  
MCI updates and discussion presentation by John Reyes; Senior Vice President, HVCB
7. *Hō'ike A HVCB No Ka Heluna Makemake No Hawai'i*  
Presentation by the HVCB that may include market insights, updates on air seats and certain assumptions including but not limited to programs for the balance of 2021
8. *Hō'ike A HTJ No Ka Heluna Makemake No Hawai'i*  
Presentation by HTJ including market insights, updates on airline booking pace, leisure and group segments and programs for the balance of this year
9. *Kūkākūkā A Ho'oholo No Ka Mo'ohelu Hokona HTA*  
HTA Branding Budget Discussion and Action
10. *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 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 § 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; and to discuss information that must be kept confidential to protect Hawai'i's competitive advantage as a visitor destination.

*Kono 'ia ka lehulehu e nānā mai i ka hālāwai a ho'ouna mai i ka 'ōlelo hō'ike kākau 'ia no kēlā me kēia kumuhana i helu 'ia ma ka papa kumumana'o. Hiki ke ho'ouna mai i nā 'ōlelo hō'ike kākau 'ia ma mua o ka hālāwai iā ariana.kwan@gohta.net. Inā pono ke kōkua ma muli o kekahi kīnānā, e ho'omaopopo aku iā Ariana Kwan (973-2254 a i 'ole ariana.kwan@gohta.net), he 'ekolu lā ma mua o ka hālāwai ka lohi loa.*

Members of the public are invited to view the public meeting and provide written testimony on any agenda item. Written testimony may be submitted prior to the meeting to the HTA by email to [ariana.kwan@gohta.net](mailto:ariana.kwan@gohta.net); Any person requiring an auxiliary aid/service or other accommodation due to a disability, please contact Ariana Kwan (973-2254 or [ariana.kwan@gohta.net](mailto:ariana.kwan@gohta.net)) no later than 3 days prior to the meeting so arrangements can be made.