



**HĀLĀWAI PAPA ALAKA'I KŪMAU  
KE'ENA KULEANA HO'OKIPA O HAWAII**

**IN-PERSON AND VIRTUAL**

**REGULAR BOARD MEETING  
HAWAII TOURISM AUTHORITY**

***Pō'ahā, 27 Mei 2021, 9:30 a.m.***  
**Thursday, May 27, 2021 at 9:30 a.m.**

***Kikowaena Hālāwai O Hawaii***  
***Papahale 'Ehā | Lumi Nui C***  
***1801 Alaākea Kalākaua***  
***Honolulu, Hawaii 96815***

**Hawaii Convention Center**  
Fourth Floor | Ballroom C  
1801 Kalākaua Avenue  
Honolulu, Hawaii 96815

*'O ka ho'opakele i ke ola o ka lehulehu ka makakoho nui. E maliu ana ke ke'ena i ke kuhikuhina a nā loea no ke kū kōwā, ka uhi maka, me nā koina pili olakino 'ē a'e. Koi 'ia ke komo i ka uhi maka a me ke kū kōwā ma nā ke'ena a ma nā hālāwai.*

**The safety of the public is of the utmost importance. Pursuant to expert guidance, HTA will be following strict physical distancing, facial coverings, and other health-related requirements. Face coverings and physical distancing are required in HTA offices and meetings.**

*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\\_-OuZvs5mQDaagYroHjMm3Q](https://zoom.us/webinar/register/WN_-OuZvs5mQDaagYroHjMm3Q)

*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**  
**AMENDED AGENDA**

1. *Ho'omaka*  
Call to Order
2. *Wehena*  
Opening Cultural Protocol
3. *Kūkākūkā A Ho'oholo No Nā Kānāwai Lawena A Ho'okele*  
Discussion and/or Action on HTA's Code of Conduct and ByLaws
4. *'Āpono I Ka Mo'o'ōlelo Hālāwai*  
Approval of Minutes of the April 29, 2021 Board Meeting
5. *Hō'ike Lālā*  
Report of Permitted Interactions at an Informational Meeting or Presentation Not Organized by the Board Under HRS section 92-2.5(c)
6. *Hō'ike A Ka Luna Ho'okele*  
Report of the CEO Relating to Staff's Implementation of HTA's Programs During April 2021:
  - Major Market Management including Destination Marketing Management Services
  - Global Meetings, Conventions and Incentives (MCI) Program Management Services, Responsible Tourism
  - Support of State COVID-19 Mitigation Efforts
  - CEO's Assessment of Priorities for the Next 30-60 Days
7. *Hō'ike 'Ikepili Noi'i 'Oihana Ho'omāka'ika'i*  
Presentation and Discussion of Current Market Insights and Conditions in Hawai'i and Key Major Hawai'i Tourism Markets
8. *Kūkākūkā A Ho'oholo I Ka Ho'ohui 'Ana I Nā Hālāwai Kōmike Hokona Kūmau I Loko O Nā Hālāwai Papa Alaka'i Kūmau*  
Discussion and/or Action to Transition the Marketing Standing Committee Meetings into the HTA Regular Board Meetings





9. *Hō'ike No Nā Mākeke 'Amelika, Iāpana, Kōlea Hema, Pākīpika a Kanakā*  
Market Updates for USA, Japan, South Korea, Oceania and Canada
10. *Hō'ike A Kūkākūkā No Ka Papahana Ka'a'ike*  
Discussion and/or Action on HTA's Communications Plan
11. *Hō'ike A Ho'oholo No Ka 'Ōnaehana Ho'opa'a Manawa Kipa*  
Presentation and Action on the Proposed Statewide Reservation Management System to be Implemented in Partnership with DLNR and Other Key Stakeholders
12. *Hō'ike, Kūkākūkā A Ho'oholo No Nā Mo'okālā*  
Presentation, Discussion and Action on HTA's Financial Reports for April 2021
13. *Hō'ike A Ka Hui Noi'i Loiloi Mo'okālā*  
Report by the *Budgetary Review Investigative Committee* of their meeting held on May 18, 2021
14. *Kūkākūkā A Ho'oholo No Ka 'Ōlelo Ho'oholo 2021-2-1*  
Discussion and Action on HTA Board Resolution 2021-2-1 Including, but not Limited to, Research, Planning, Budgeting, Operations, Staff Roles and Strategic Initiatives
15. *Panina*  
Closing Cultural Protocol
16. *Ho'oku'u*  
Adjournment

\*\*\* *'Aha Ho'okō: Ua hiki i ka Papa Alaka'i ke mālama i kekahi hālāwai kūhelu i kū i ka Hawaii'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 Hawaii'i 'ano, he wahi i kipa mau 'ia e nā malihini.*



# HAWAII TOURISM AUTHORITY

Hawaii Convention Center  
1801 Kalākaua Avenue, Honolulu, Hawaii 96815  
kelepona tel 808 973 2255  
kelepa'i fax 808 973 2253  
kahua pa'a web hawaii tourismauthority.org

David Y. Ige  
Governor

John De Fries  
President and Chief Executive Officer

**\*\*\* Executive Session:** The Board may conduct an executive session closed to the public pursuant to Hawaii 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 Hawaii's competitive advantage as a visitor destination.

*Kono 'ia ka lehulehu e komo 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 [carole@gohta.net](mailto:carole@gohta.net) a i 'ole ma o ke kelepa'i. Inā pono ke kōkua ma muli o kekahi kīnānā, e ho'omaopopo aku iā Carole Hagihara (973-2289 a i 'ole [carole@gohta.net](mailto:carole@gohta.net)), he 'ekolu lā ma mua o ka hālāwai ka lohi loa.*

Members of the public are invited to attend the public meeting and provide written testimony on any agenda item. Written testimony may also be provided by submitting the testimony prior to the meeting by email to [carole@gohta.net](mailto:carole@gohta.net) or by facsimile transmission. Any person requiring an auxiliary aid/service or other accommodation due to a disability, please contact Carole Hagihara (973-2289 or [carole@gohta.net](mailto:carole@gohta.net)) no later than 3 days prior to the meeting so arrangements can be made.

# **Agenda Item**

**2**

Opening Cultural Protocol

**Nā ‘Aumākua**

**Nā ‘Aumākua mai ka lā hiki a ka lā kau  
Mai ka ho‘oku‘i a ka halawai  
Nā ‘Aumākua iā Kahinakua,  
Iā Kahina‘alo iā ka‘a ‘ākau i ka lani  
O kīhā i ka lani  
‘Owē i ka lani  
Nunulu i ka lani  
Kāholo i ka lani  
Eia ka pulapula a ‘oukou ‘o ka Hawai‘i Tourism  
Authority  
E mālama ‘oukou ia mākou  
E ulu i ka lani  
E ulu i ka honua  
E ulu i ka pae ‘āina o Hawai‘i  
E hō mai i ka ‘ike  
E hō mai i ka ikaika  
E hō mai i ke akamai  
E hō mai i ka maopopo pono  
E hō mai i ka ‘ike pāpālua  
E hō mai i ka mana**

**Ancestral Guardians**

**Ancestors from the rising to the setting sun  
From the zenith to the horizon  
Ancestors who stand at our back and front  
You who stand at our right hand  
A breathing in the heavens  
An utterance in the heavens  
A clear, ringing voice in the heavens  
A voice reverberating in the heavens  
Here are your descendants, the Hawai‘i Tourism  
Authority  
Safeguard us  
That we may flourish in the heavens  
That we may flourish on earth  
That we may flourish in the Hawaiian Islands  
Grant us knowledge  
Grant us strength  
Grant us intelligence  
Grant us understanding  
Grant us insight  
Grant us power**

# **Agenda Item**

**3**

Discussion and/or Action on  
HTA's Code of Conduct and ByLaws

# Code of Conduct Policy




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## Policy Purpose

The purpose of this policy is to provide standards and expectations by which each of the Authority's Board members, management, and employees conduct themselves.

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## Policy Provisions

- 1) A Director shall discharge the Director's duties:
  - a) In good faith;
  - b) With the care of an ordinarily prudent person in a like position would exercise under similar circumstances; and
  - c) In a manner in the Director reasonably believes to be in the best interests of the Authority.
- 2) In determining the best interests of the Authority, a Director, in addition to considering the law, mission, rules, and bylaws of the Authority, may, in the Director's discretion, consider any of the following factors:
  - a) The interests of the Authority's employees, customers, suppliers, and creditors;
  - b) The economy of the State and the nation;
  - c) Community and societal considerations, including, without limitation, the economic, social, and physical impacts of tourism on the State and its natural resources infrastructure; and
  - d) The long-term, as well as short-term interest of the Authority.
- 3) The Authority is committed to providing a safe and productive work environment for its Board Directors, management, and employees. It recognizes the importance of those who work for the Authority and strives to treat them with fairness and respect.
- 4) It is expected that honesty, objectivity, and integrity govern the conduct of performing and fulfilling the job duties required to achieve the mission and objectives of the Authority.
- 5) The Authority will promote full and strict compliance with all applicable laws and regulatory requirements and expect that all persons covered under this policy will adhere to this standard.
- 6) No Director or employees shall take any official action directly affecting:
  - a) A business or other undertaking in which they have a financial interest; or
  - b) A private undertaking in which they are engaged as legal counsel, advisor, consultant, representative, or in any other agency capacity.
- 7) A Director of the Authority shall immediately stop working on a matter in which the Director has a perceived or actual conflict of interest and immediately report the conflict to the HTA Board Chair for resolution.
- 8) Employees and Directors shall act in good faith to discharge their duties to ensure the fair and equitable treatment of all persons who deal with government procurement.
- 9) All Directors and Employees of the Authority shall complete an ethics training course on an annual basis.
- 10) Failure to comply with any provision of this policy will result in the appropriate sanctions as provided for by State law.

# Responsibilities

**Responsible Officer:**

Chief Administrative Officer

**Policy Owner:**

Board of Directors

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## Approvals

Prepared by:



Keith A. Regan  
Chief Administrative Officer

3/27/19

Date

Reviewed and Recommended for Approval by:

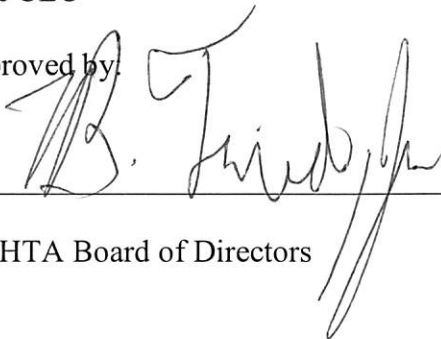


Chris Tatum  
President & CEO

3/28/19

Date

Policy Approved by:



Rick Fried  
Chairman, HTA Board of Directors

3/28/19

Date



**BYLAWS  
OF THE  
HAWAII TOURISM AUTHORITY**

[Historical Note: The Bylaws were adopted on November 4, 1998, and amended on November 28, 2001, February 10, 2005, January 27, 2011, June 30, 2011, August 22, 2012, August 8, 2014, July 9, 2015, and February 28, 2019.]

**ARTICLE I  
DEFINITIONS**

Section 1.1. As used in these Bylaws:

“Authority” means the Hawaii Tourism Authority established by chapter 201B, Hawaii Revised Statutes.

“Board” means the policymaking Board of Directors authorized to be the governing body or the head of the Authority under chapter 201B, Hawaii Revised Statutes.

“Temporary Absence” means a leave of absence of 180 days or less.

**ARTICLE II  
OFFICERS**

Section 2.1. Election and Term of Officers. The officers shall be the Chairperson and one or more Vice-Chairperson(s). The officers shall be elected by the Board of Directors from among its members and shall serve for one (1) year. All officers shall be subject to removal at any time without cause by the Board of Directors. The Board of Directors may, at its discretion, elect acting or temporary officers and may elect officers to fill vacancies occurring for any reason whatsoever, and may limit or enlarge the duties and powers of any officer elected by it.

Section 2.2. Chairperson. The Chairperson shall preside over meetings of the Board of Directors. The Chairperson shall have general charge and supervision of the Authority as delegated by the Board of Directors and shall perform such duties as are incident to the office or are required by the Board of Directors.

Section 2.3. Vice-Chairperson. In the absence of the Chairperson, a Vice-Chairperson shall perform the Chairperson’s duties. A Vice-Chairperson shall also perform all other duties assigned by the Chairperson or by the Board of Directors.

**ARTICLE III**  
**MEETINGS OF THE BOARD OF DIRECTORS**

Section 3.1. Annual Meeting. An annual meeting may be held each year at such time and place as the Board of Directors determines for the purposes of electing officers and transacting such other business as may come before the meeting. The Board of Directors may dispense with the annual meeting by unanimous consent.

Section 3.2. Regular and Special Meetings. Regular meetings for any purpose may be held once a month. Special meetings may be held at any time upon the call of the chairperson or upon the call of any two directors.

Section 3.3. Parliamentary Procedure. Except as otherwise provided by statute or these Bylaws, the most recent edition of Robert's Rules of Order shall govern procedural questions that may arise at a meeting.

Section 3.4. Presumption of Assent. Any member of the Board who is present at a meeting at which action on any matter is taken shall be presumed to have assented to the action taken unless the dissent or refusal to vote is entered in the minutes of the meeting or unless the director either files a written dissent to such action with the chairperson of the meeting before the adjournment thereof or forwards such dissent by certified mail to the Chairperson immediately after the adjournment of the meeting. Such right to dissent shall not apply to a director who voted in favor of such action.

**ARTICLE IV**  
**COMMITTEES**

Section 4.1. Establishment. The Board may establish any committee to assist the Board of Directors on any matter related to its powers, duties, and responsibilities. A committee may be established and be terminated at the discretion of the Board. The Board may appoint a committee chairperson to head any committee and appoint any member to the committee. The chairperson (or such chairperson's designee) of every standing committee shall serve as an ex-officio non-voting member of every other standing committee; provided that the total number of committee members in any one standing committee, including the ex-officio non-voting members, shall not exceed six (6) members.

Section 4.2. Audit Standing Committee. There is established an Audit Standing Committee that shall be responsible for the establishment and the proper execution of internal audit controls by (i) consulting with the Authority's external auditors to determine whether the internal controls have been properly executed; (ii) ensuring that financial statements are timely prepared and accurate, and that the statements will properly report financial information necessary for the fiscal operation of the Authority; and, (iii) establish and enforce a code of conduct to ensure the financial integrity of the Authority's management of public funds.

Section 4.3. Administrative Standing Committee. There is established an Administrative Standing Committee for the purpose of reviewing existing policies, making findings and recommendations to modify, amend and/or replace existing policies relating to the administration of the Authority, establishing criteria and making recommendations related to the evaluation of the President & Chief Executive Officer.

Section 4.4. Quorum; Voting. A majority of the voting members appointed to a committee shall constitute a quorum to conduct a meeting. An affirmative vote of a majority of the voting members appointed to the committee shall be necessary to adopt any action of the committee.

## **ARTICLE V** **PRESIDENT & CHIEF EXECUTIVE OFFICER AND STAFF**

Section 5.1. President & Chief Executive Officer. The Board of Directors shall appoint the President & Chief Executive Officer, who shall serve at the pleasure of the Board of Directors, and whose compensation shall be set by the Board. The President & Chief Executive Officer shall serve as the chief executive officer of the Authority and shall be directly responsible for the day-to-day operations of the Authority, including control of and responsibility for the execution of the Board's policies, the administration of the Authority's affairs, and the supervision of its staff. At each meeting of the Board, the President & Chief Executive Officer shall furnish the Board with such information and make such recommendations as shall be necessary to effect the purpose of the Authority and for the proper administration of its affairs.

Section 5.2. Authority; Staff. The President & Chief Executive Officer may appoint, in accordance with applicable personnel laws, subordinate staff members to assist in the administration of the Authority's affairs.

Section 5.3. Vacancy in Office. A temporary absence of the President & Chief Executive Officer shall be filled in the following manner:

(1). The Chief Administrative Officer shall serve as the President & Chief Executive Officer until her or his return. In the event the Chief Administrative Officer is unable to serve, the Vice President of Marketing & Product Development shall serve as the Acting President & Chief Executive Officer until the return of either the Chief Administrative Officer or the President & Chief Executive Officer. In the event the Vice President of Marketing & Product Development is unable to serve, the Vice President of Finance shall serve as Acting President & Chief Executive Officer.

## **ARTICLE VI** **MISCELLANEOUS**

Section 6.1. Expiration of Board Member's Term. Unless otherwise provided by law, the term of a Board member shall expire upon the failure of the member, without valid excuse, to attend three consecutive meetings duly noticed to all members of the Board and where the Board failed to constitute quorum necessary to transact business.

The Chair or Vice Chair of the Board shall determine if the absence of the member is excusable. The expiration of the member's term shall be effective immediately after the third consecutive unattended meeting and unexcused absence.

Section 6.2. Inspection of Bylaws. The Authority shall keep in its principal office the original or a copy of the Bylaws and its amendments, certified by the chairperson, which shall be open to inspection by the members and by the general public at all reasonable times during office hours.

Section 6.3. Amendments. The Bylaws may be amended or repealed by a vote of a quorum of members of the Board of Directors.

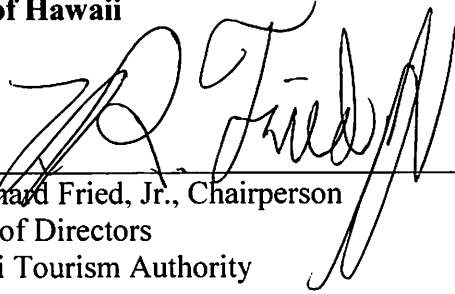
Section 6.4. Deposits, Checks, and Investment of Fiscal Accounts. (a) Unless otherwise provided by law or by a specific provision of these Bylaws, the duly appointed Chief Executive Officer, Chief Administrative Officer, Vice President of Marketing & Product Development, Vice President of Finance, and the Fiscal/Budget Officer of the Authority, cumulatively designated and referred to herein as "fiscal accounts officers" shall have the charge and custody of and be responsible for the management of all the fiscal accounts opened or maintained on behalf of the Authority, as a public entity of the State of Hawaii, including the following specifically delegated authority:

- (1) Receive and give receipts for moneys appropriated or due and payable to the Authority from any source whatsoever, and deposit all such moneys in the name of the Authority in such banks, trust companies, depositories, or financial institutions as may be selected by the Authority;
- (2) Execute and issue all checks, drafts or other orders for the payment of money, notes, or other evidences of indebtedness issued in the name of the Authority;
- (3) Promptly deposit all funds of the Authority not otherwise employed or expended by the Authority to the credit of the Authority in such banks, trust companies, depositories, or financial institutions as may be selected by the Authority;
- (4) Enter into any contract or execute any instrument on behalf of the Authority to manage and to provide for the safe and secure investment of deposited funds of the Authority through the purchase of investments and the sale or redemption of invested funds, including the execution of any instrument related to any investment sweep service provided by a financial institution; and,
- (5) Any authority specifically delegated by the Board or authorized by law.

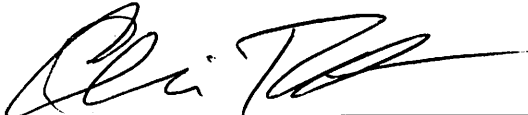
(b) Any depository or investment agreement or instrument, and any check, draft, instrument, or orders for the payment of money, notes, or other evidences of indebtedness in the name of the Authority shall be executed by any two of the fiscal accounts officers.

The undersigned do hereby certify that these Bylaws, as amended, of the Hawaii Tourism Authority were duly approved and adopted by the Board of Directors on February 28, 2019.

**Hawaii Tourism Authority  
State of Hawaii**




L. Richard Fried, Jr., Chairperson  
Board of Directors  
Hawaii Tourism Authority



Chris Tatum  
President & Chief Executive Officer  
Hawaii Tourism Authority

APPROVED AS TO FORM:

  
\_\_\_\_\_  
Deputy Attorney General

# **Agenda Item**

**4**

Approval of Minutes of the  
April 29, 2021 Board Meeting



**REGULAR BOARD MEETING  
HAWAII TOURISM AUTHORITY  
Thursday, April 29, 2021 at 9:49 am  
Hawai'i Convention Center  
1801 Kalākaua Avenue, Honolulu, Hawai'i 96815**

**MINUTES OF REGULAR BOARD MEETING**

**MEMBERS PRESENT:**

George Kam (Chair), David Arakawa, Kimi Yuen, Micah Alameda, Fred Atkins, Dylan Ching, Daniel Chun, Keone Downing, Kyoko Kimura, Sherry Menor-McNamara, Ben Rafter, Sig Zane

**HTA STAFF PRESENT:**

John De Fries, Keith Regan, Pattie Herman, Marc Togashi, Kalani Ka'anā'anā, Marisa Yamane, Caroline Anderson, Jennifer Chun, Carole Hagihara, Chris Sadayasu, Laci Goshi, Jadie Goo, Minh Chau-Chun, Ronald Rodriguez

**GUESTS:**

Rick Fried, Ku'uipo Kumukahi, Erin Khan, Barbara Okamoto, John Monahan, Jay Talwar, Jessica Lani Rich, Kara Imai, John Reyes, Noelle Liew, Mari Tait, Teri Orton, Eric Takahata, Mitsue Varley, Allison Schaefer

**LEGAL COUNSEL:**

Gregg Kinkley

**1. Call to Order and Pule:**

Kalani Ka'anā'anā, HTA Director of Hawaiian Cultural Affairs & Natural Resources, opened the meeting with a pule which is about a new day and opportunity that lies ahead. He acknowledged the meeting being held in person and welcomed everyone, most especially the new HTA Board members. Chair Kam called the meeting to order at 9:49 a.m. He confirmed the attendance of the Board by roll call.

**2. Mahalo to HTA's Outgoing Board Members: Rick Fried, Kelly Sanders, Ku'uipo Kumukahi for their Service to the Hawai'i Tourism Authority:**



Chair Kam recognized the outgoing and new members of the Board. He acknowledged the contributions of Kelly Sanders, outgoing Chair of the Marketing Committee, in so many ways and unfortunately, he couldn't come. He thanked Rick Fried who served as HTA Chair for seven years for his leadership and guidance. He turned over the floor to Mr. Fried. Mr. Fried thanked the present Board who he finds most rewarding to work with considering the depth, knowledge and diversity it possess. He identified each of the members of the BOD for their valuable insights and contributions to HTA and recognized the HTA staff for their valuable work and support. He acknowledged Gregg Kinkley for his legal counsel and for keeping him running the meetings. He continued to thank individuals who had been invaluable resources to HTA, especially Rep. Richard Onishi, Allison Schaefer, and Teri Orton. Chair Fried noted of HTA's part in the Hawaii Climate Change Mitigation and Adaptation Commission and endorsed the requirement to review any invoice amounting to \$50,000 and above. Chair Kam recognized Ku'uipo Kumukahi to say a few words. Ms. Kumukahi showed a 120-year old scarf from when the Kingdom was overthrown. She said that she's not a leader but a servant of Hawaii, and looks at the audience as the guardians. She urged everyone to protect Hawaii, and so that she will take care of them in return. She proceeded to sing a mele with her guitar. Members of the Board spoke of their appreciation for Ms. Kumukahi's contributions to HTA. Mr. De Fries thanked Mr. Fried for his leadership and noted that both he and Ms. Kumukahi will be missed.

**3. Welcome to HTA's New Board Members: Dylan Ching, Sigmund Zane for terms ending 06-30-2024; Keith Downing for a term ending 06-30-2022; and reappointment of David Arakawa and Sherry Menor-McNamara for terms ending 06-20-2021**

Mr. De Fries congratulated Sherry Menor-McNamara and David Arakawa for their confirmation. He introduced and welcomed three new Board members, Dylan Ching, Sig Zane and Keith Downing. Mr. Ching expressed his gratitude and noted that he embraces the principles of "servant leadership" and will help HTA in every way he can. Sig Zane expressed his mixed emotions with the new journey. He said that he was inspired with the words spoken and sang today and called on Hawaii's ancestors and invited them to be by his side with this huge journey. He said that he's ready to move forward. Keith Downing said that when asked why he wanted to join HTA, his response was that he is always up to the challenge of riding big waves. He added that this is a great opportunity to leave a legacy to his kids and to listen to people who are hurting the most and find balance for Hawaii, as it's a place he was born and plan to die.

**4. Approval of Minutes of the March 25, 2021 Board Meeting**

Chair Kam requested a motion to approve the February 25, 2021 Board Meeting. George Kam made a motion and it was seconded by Kelly Sanders, and unanimously approved.

**5. Report of Permitted Interactions at an Informational Meeting or Presentation Not Organized by the Board Under HRS section 92-2.5(c):**

Chair Kam asked whether there were any permitted interactions. Mr. Arakawa reported that there were about five people who had interactions and the administrative committee will report on the issues raised, as well as decide on the adjustments.

**6. Report of the CEO Relating to Staff's Implementation of HTA's Programs During March 2021:**

- **Major Market Management including Destination Marketing Management Services, Global Meetings, Conventions and Incentives (MCI) Program Management Services, Responsible Tourism, Support of State COVID-19 Mitigation Efforts**

Mr. De Fries addressed Senator Wakai's comments about HTA's leadership in safe travels and mentioned his participation in the weekly discussions months ago with DBEDT Director McCartney, Lieutenant Governor Agie Haima, and the DOH to discuss policies in safe travels and the business perspective of it. He noted that vaccination passports can be done on May 11th with the challenge of certifying the validity of the card. He read about a paper written on January 15, 2005 by Dr. Richard Kelly, then chairman and CEO of Outrigger Hotels, that speaks about the state having to increase tourism marketing to compensate for the inflation experienced after the 9/11 attack, which played a big role in the economic recovery but was cut back in succeeding sessions. He read further that Dr. Kelly urged for the restoration of the marketing funding at the original agreed percentage if Hawaii is to become competitive in global tourism. He turned over the floor to Kelly Sanders to provide the summary of the CEO report.

Mr. Sanders reported that there are 25 member teams of HTA working who are led by managers. He noted that all of the programs continue despite the pandemic, particularly with that of the Natural Resources and Hawaiian Culture and the DMAP that addresses tourism issues at the county level. He said that marketing and product development activities were performed to ensure Hawaii's readiness for recovery and important research information were provided to the public to make decisions. He recognized Marisa Yamane, Director of Communications and Public Relations, for reaching over 1700 briefers with the pandemic information and related activities. He thanked John De Fries for bridging the communications between the mayors and the industry, including the Hawaii Hospitality Industry Update. He recognized Jessica Rich, Executive Director of Visitor Aloha Society of Hawaii, for supporting visitors in crisis, as well as the COVID-related flight assistance program. He thanked Rochelle Hennings, Daphne Therese, and Janet Cohar for their hard work with the visitor assistance programs in various counties. Mr. Sanders said that the last

page of the CEO report contained the listing of contracts that have been executed during that month. He turned over the floor to Kalani Ka'anā'anā.

Mr. Ka'anā'anā thanked the Governor's office for working closely on the reservation system and said that there are scheduled meetings with them and the DLNR to continue these works. He noted of the worldwide premiere of May Day on May 1st, presented in partnership with Hawaiian Airlines and the nonprofit Kāhuli Leo Le'a, which will air in both Japan time and locally on KGMB and Facebook Live. He reminded everyone to "Make a Lei, Wear a Lei, Give a Lei".

Mr. Regan recognized Caroline Anderson, Director of Community Enrichment, to give an update. Ms. Anderson reported on the status of the DMAPs. She noted that the Maui Nui DMAP was released to the public, the Hawaii Island DMAP was finalized, and the Oahu DMAP Action Plan is in its planning process. She noted that in partnership with the University of Hawaii, Go Farm Hawaii, Hawaii AgriTourism Association and Oahu Resource Conservation and Development Council, they have updated the AgriTourism guidebook: "Starting AgriTourism Operation" and are trying to uplift other niche markets of tourism in Hawaii. Ms. Yuen asked if there will be a community meeting soon for the Oahu DMAP. Ms. Anderson responded that Oahu Community presentations will be on the following Tuesday and Wednesday.

Mr. Sanders recognized Patty Herman, VP of Marketing and Product Development, to give an update. Ms. Herman reported that Mr. Shibata has replaced Mr. Noguchi as ANA General Manager. She noted that the Taiwan TTP process was completed with the governor making a press release from his office. She said that the final decision was for HTA to participate in trade show discussions for IPW, where a lot of international travel trade partners come. Ms. Herman reported that the Safe Travels program is efficiently implemented basing from the ocular survey they did at the airport. She noted updates for the HTA website's branding section is finished with its improved verbiage and look. She noted their participation in the DMAP process and discussions on the budget and budget cuts, promotions and campaign timings, and in marketing presentations to travel partners and residents. She added that they held financial review meetings with all of the GMTs. Mr. Sanders reminded that the HTA has been involved in the development of Safe Travels Program since its onset in 2020 but it transitioned over completely to DOT and DOH sometime in 2021.

Marissa Yamane, Director of Communications and Public Relations, reported that they've been writing and drafting all written testimonies with input from the legislative team. She acknowledged her team for putting much effort and hard work. She noted that they've been responding to questions daily from local and international media. She added that Mr.

De Fries did a lot of TV interviews also. She said that they helped with the DMAPs editing and provided support to all of the different departments.

Ms. Kimura asked how to read the chart of the contract list. Mr. Regan responded that if the contract amount is blank, the number is an extension of time which is a non-monetary extension of the contract. He added that if there's any amount tied to it, those are encumbrances and that no new amount was added to the contract.

Mr. Chun asked how to bridge the communication gap between the legislation and HTA. Mr. De Fries responded that the commitment is to get in front of each legislation and take guidance from them. He said that to get the message out, it's critical to go beyond paper, and go on a dedicated tour primarily this summer and fall. Mr. Sanders added that the big challenge has been the inability to access legislators directly by going to the Capitol, unlike in 2019. He said that the communication needs to be re-examined to get it better. Chair Kam said that the message from Chair Onishi and the comments from the legislators are very clear that HTA is not standing up for what's important. He noted of a need to come up with a plan with the Ontology team to strategically and consistently share HTA's story which resonates with the community and legislature.

Ms. Menor-McNamara noted that aside from communication, building and strengthening relationships with not only the Chairs but 76 legislators is also important. She asked of HTA's involvement in the vaccination passport programs. Mr. De Fries responded that the Mondays and Wednesday meetings he mentioned a while ago takes a look at all the agencies involved which mostly centers on the DOH. He added that at some point in the discussion, the implications to travel and tourism comes into play. He said that HTA's role is to bring voice to the visitor industry and make sure that operational needs, priorities, and the interactions at the airports, in particular, are understood and communicated. He added that Fridays are reserved for just the Governor and the mayors to come up with decisions and agreements.

Mr. Arakawa noted that three very strong elected officials were pounding HTA to do things with the community, and they aren't aware of the finished and ongoing work on the DMAPs. He suggested creating an agenda to talk about the four pillars and then work with the legislators to create legislative champions who will help HTA in educating their own. Mr. Kam asked how to get more Board members involved with the committee meetings so they can listen to them and provide their valuable contributions. He suggested having a deeper discussion on what committees to form because sometimes, it might be the "To don't" list more than the "To do" or less committees formed but more inclusiveness where everybody can all contribute.

Mr. Atkins recounted that initially, the legislature didn't want to have any dialogue with the Board but just the CEO and some executive staff. He noted that there was a period where they go into executive sessions and have invited Senator Wakai and Rep. Onishi for transparency. He said that he was surprised to hear that three key legislators didn't know about DMAP and some of the programs when aside from being discussed in the meetings, it is also available in the papers and online. He noted that when he spoke to a number of Senators about HB 682, some of them haven't read HTA's strategic plan. He suggested that it's got to be a one-on-one communication with them where they are asked if they have any questions and concerns about HTA's 5-year plan. He added that the Marketing and the Board has to come up with a plan to prove that HTA needs a budget over \$60 million. Mr. Chun responded that he was suggesting, not of transparency, but of the need for strategic communications in a way that people will listen to HTA's key messages, for the things that they need to know most is out there and they're aware of it.

Mr. De Fries said that when HB 862 came out of the joint Senate committee, it was discussed as a vision of Hawaii's future and it wouldn't have deprived the larger community from responding. He noted that in 18 hours, the HTA staff was able to get 202 written testimonies submitted, with 201 testimonies opposing the bill, but the bill still passed. He added that the 201 letters and testimonies all break out into the four pillars with the cross sections of the community, namely travel industry (airlines, hotels, resorts, destinations), community nonprofits, environmentalists and native Hawaiian cultural practitioners. He suggested to work through that to maintain and build support and to build on the voice that the individual pillars are resonating with the community. Ms. Yamane said that they have a strategic communications plan which is always updated as things happen and was emailed to Chair Kam.

## **7. Presentation and Discussion of Current Market Insights and Conditions in Hawai'i and Key Major Hawai'i Tourism Markets, Including the United States, Japan, Canada, Oceania and Cruise**

Ms. Chun reported on the highlights of the March Visitor Statistics published today at 9:00 am. She noted that there's an increase in total expenditures by air in March compared to March 2020 because the Governor then announced the need for a lockdown and 14-day quarantine period. She noted that interesting visitor statistics are starting to be seen from now on. She said that while visitor arrivals and average daily census are up, PPDS is going down with the increasing average length of stay for all visitor market. She noted that the Department of Taxation initially collected \$20 million for March, and \$93.5 million for FY 2021 which is down 81.8% compared to \$514.1million in FY 2020. She said that air seats are lower than because flights kept on flying until first week of April last year. She said that

occupancy is the same as last year with ADR slightly higher, but with the lower occupancy, there's a lower RevPar at 0.3%. She noted the vacation rental side is having a higher occupancy because of fewer supply compared to hotel rentals.

Ms. Chun reported that the second round of the resident sentiment survey was fielded on April 27 and will end on May, with different questions from summer. She thanked Mr. Atkins for his pointed questions that made its way to these changes. She noted that the sample expanded and is conducted online and by phone to Hawaiian residents who are 18 years old and above. She discussed the types of questions and the questions that were added, removed and improved.

Mr. Arakawa suggested incorporating into the questions the impact of DMAP on the public, the reservation system with DLNR, and other HTA programs the next time the survey is done. Ms. Chun took note of it. Ben noted that the purpose of the questions is to get data that HTA can act on and not to change people's behavior.

Ms. Chun reported that with HTA's membership with the Tourism Economics and Chairman's Circle of the US Travel Association, they are able to produce the Symphony dashboard of and will report the February data because the March report will probably be published on Monday. She said that there were a number of phases done with the first phase having to integrate HTA visitor statistics, lodging data and Uber media geo-location data. She noted that in there's no presence of the international market at all in February 2021. She said that the top most visited area is Waikiki and Kalakaua Avenue was the number one point of interest. She added that the next most popular place of interests were Lahayna Bypass, Kailua Town, Upcountry Maui, and 4th St. Lahaina. She noted that people are going to Oahu and Maui, which is consistent with the visitor statistics. She added that the lodging summary consists of three major types of lodging: hotel information, short-term rentals and timeshare (quarterly basis). She said that the lodging demand and the room nights statistics are by quarter. She noted that the summaries by island found in the board packet were broken down to the top POI visited by visitors and by residents. She explained that a deeper analysis of POI was done like the top POI for Oahu, where they went from there inside Oahu, and where else they went outside of Oahu. She explained that since they can't publish the interactive database, they will do the PDF reports every month. She said that the lodging summary phase showed all the other Islands except for Molokai and Lanai in the Board book.

Ms. Chun reported that the Tourism Economics Global Survey Travel Outlook specifically tracks Honolulu for their domestic and international arrival which was indexed in 2019. She noted that domestic arrivals to Honolulu are expected to be back to 2019 levels in 2022

while international arrivals in 2024. She noted that indexing spending to the same levels of 2019 is likely to happen in the middle of 2022 and will not happen till closer to 2025 for international arrivals.

Ms. Kimura asked about vacation rentals. Ms. Chun responded that it's mixed. She said that they've been working to increase the amount of direct contribution and ensured that these respondents are legal vacation rentals but integrated with the whole, it does include illegal vacation rentals that they don't support.

Mr. Kalani said that it's hard to believe that 70% of the visitors to Kalakaua Avenue as POI are residents. Ms. Chun explained that every time a resident goes there, it's being counted and driving through won't be counted if not stuck in traffic. Mr. Kalani noted that he asked the question specifically because the mapping of the POIs was very specific and intentional and will help in knowing how many people went to festivals to understand resident visitor interaction and to know if funding is to continue for those programs. Ms. Chun said that the interactive dashboard allows for evaluating pre and post trips of people who went to the convention center, festivals or events as they have been doing in the past.

Ms. Kimura asked if the residents pertain to residents of Hawaii and not per island. Ms. Chun explained that the dashboard is interactive and can be manipulated to show by all residents of the islands or by county. She asked if anybody else had other specific questions to guide her through a report format to publish every month. Mr. Kam asked if every island that the Kama'aina travelers are visiting is not counted for that Island as a resident, and that this is to gather information on inter-island travel which helps the hotels. Ms. Chun responded that the dashboard could show where the residents for a County are going.

## **8. Presentation, Discussion and Action on HTA's Financial Reports for March 2021**

Mr. Rafter reported that the March financial statements reflected activity for the past nine months. He noted that HTA did not receive TAT disbursement since May of 2020 because it was suspended due to the pandemic, the need for the State to conserve funds and through the emergency proclamation issued by the Governor. He added that no disbursements are expected between now and the end of the FY 2020. He noted that HTA approximately had \$6.5 million in expenditures which includes \$4.3 million from the approved FY 2021 budget and \$2.2 million reflected in the statement of revenues and expenditures for prior fiscal years. He added that they received miscellaneous revenue of \$160,000 from refunds and a little from the investments which resulted in an overall net reduction of \$6.4 million to the TSF. He noted that the total encumbrances for March were \$196,500 and \$36.8 million total encumbrances year-to-date against FY 2021 budget. He noted that this reflects about 90%



budget utilization and that carryover savings are expected in the next fiscal year. He said that the total outstanding encumbrances, which includes prior years is \$33.6 million with \$5.7 million from prior fiscal years and \$27.86 from the current fiscal year.

Mr. Sanders reported that approximately \$57.8 million in cash and investments left from the Tourism Special Fund, which includes \$5.1 million in the Tourism Emergency Special Fund. He added that HB 862 has left the tourism emergency special fund intact. Chair Kam asked for a motion to approve the budget. Micah Alameda made a motion, seconded by Daniel Chun, and was unanimously approved.

**9. Report of the Budgetary Review Investigative Committee of their meeting held on April 16, 2021**

Mr. Kam acknowledged Ben Rafter to provide an update. Mr. Rafter said that the Budgetary Review Investigative Committee (BRICK) met with the main focus of tightening the budget process and to prepare for the next fiscal year. He noted that the committee asked for either reductions and/or analysis for lagging markets which includes Japan, Korea, Canada and Oceania, with the goal of cutting spend to a minimum and to maximize spend and ROI when marketing triggers are hit. He added that the third focus was to take the opportunity with HTA leadership to take a look at the budget and team and address the next 5 to 10 years of HTA as if it was built from scratch. He said that they have reviewed the impact of HB 200 and HB 862 which involved major changes to funding, funding sources, staffing and programs. He noted that they've focused more on the budget being flexible enough to incorporate whatever spend present and then to maximize the ROI of when there's a need to spend.

Mr. De Fries said that the worksheets detailing both bills are not yet available but information within the bill is enough to understand its challenges. He noted that the Governor expressed his deep concern about HB 862 and of his intention of having an executive session for the Board to discuss the matter.

Mr. Kam noted that the governor has until June 21st to give notice to the legislature who in turn has until July 6th. He said that they will do due diligence and work on a strategy on how to address the two bill in the executive session.

**10. Report of the Legislative and Governmental Affairs Investigative Committee of their meeting held on Wednesday, April 21, 2021**

Chair Kam recognized Senator Wakai who called in to provide an update. Sen. Wakai congratulated the new members of the Board. He reported that HB 862 placed HTA's TAT

budget from general funding to special funding and will receive \$60 million federal fund. He added that yearly, they will have to come back to the legislature to request for a general fund appropriation. He added that they took out \$103 million and gave the county an opportunity to implement up to 3% of TAT of their own to make up for any shortfalls with their allocations being taken away. He noted that the HTA's procurement exemption was removed and that the lawmakers expect continuous full funding of the 3-tiered pillars and that the budget cut of \$19 million will be seen in the marketing and operational expenses. He said that we need to be mindful of the value of tax payer fund for many lawmakers didn't see that HTA was willing to pull back on tax funding.

Mr. Atkins asked for the justification of taking the HTA from dedicated funding to federal funding. Sen. Wakai responded that the TAT will also be used for paying for the convention and not for marketing purposes alone. He noted that HTA will get \$60 million this year and if HTA will come up with a good plan, then the marketing funding should be back to \$79 million and the the lawmakers will reconsider it. He noted that it's about holding HTA accountable to make sure that the lawmaking body and the community can lobby how HTA is spending those tax dollars.

Mr. Fried asked for the justification of not getting them go through procurement. Sen. Wakai answered that there were instances in the past that the procurement exemptions were abused like with the contract with a lobbyist where \$110,000 annually is spent. They can bring back exemptions from procurement depending on what HTA can do to show in the coming years that these are needed.

Mr. Arakawa asked if the Senate and HTA can work together on the interim to educate each other about these issues and to come to a mutual understanding moving forward. Sen. Wakai said that the House is willing to meet in the interim. He said that unless the Senate sees that HTA is taking a leadership role in the important status of tourism, then he ensures that the lawmakers will be thrilled to provide all the funds it needs.

Mr. Chun asked about the appropriation process and if VASH (The Visitor Aloha Society of Hawaii) is still under HTA. Sen. Wakai said that HTA will start up the fiscal year with \$60 million and that the VASH and cultural groups funded in the past will continue to be funded. Chair Kam recognized Rep. Onishi to provide an update. Rep. Onishi acknowledged the HTA staff in working to craft the budget. He noted that such budget was put together to ensure the continued services of HTA, its primary function of marketing and to retain all of the staff and is the budget that the House introduced in HB 200 HP1 but the Senate made adjustments along with other adjustments in terms of another bill, HB 862 and HP321 to curtail HTA's functionality and budget. He noted that the main issue was the transfer of the

research arm of HTA to DBEDT. HTA wasn't the only research portion that was consolidated but so with other entities to be able to look at the research for the State of Hawaii in a larger picture.

Rep. Onishi said that they did a bill that has looked at the Safe Travels program but felt that the Governor and the mayors were all headed in the direction of coming up with a Statewide protocol that will be consistent across all of the counties that the bill was not needed.

Ms. Kimura said that the Plan and Go strategy particularly pointed out that HTA needs to make decisions based on responsible, accurate and targeted data which was the reason why the research came in house. Rep. Onishi said that they had no intentions of eliminating the tourism research and it's just going to be consolidated in a larger scale for the State Hawaii. Mr. Atkins asked about his feelings on HTA moving forward not having a dedicated funding. Rep. Onishi responded that the intention of the House is a balanced budget, and they chose to use the American Rescue Funds for the next fiscal year for HTA and the convention center. He added that the House is looking at general funded moving forward for HTA funding for it is more secure than TAT Revenue. He noted that by moving to general funds, they'd have a fixed amount of money that they're going to get every year.

Ms. Yuen asked if they could still work directly with the research team to measure different things in the DMAP. Rep. Onishi responded that HTA can make those out because it was clear that it was transfer to DBEDT to consolidate all research efforts of the State. He added that should problems with getting the support of DBEDT, HTA can bring it up to him.

Mr. Arakawa said that HTA's staff is looking to work together with the legislature and other state departments as discussed yesterday.

He responded that he is continuously supportive to both HTA and the visitor industry and does so by working with the leadership and sharing the House's perspective among others. He noted that he and HTA planned to provide a convention center tour to the freshman legislators to give them some perspective of the issues. He noted that the House had different takes with regards to HTA's direction and some believe that HTA should be completely abolished for wasting public money on HTJ. He noted that there were no industries outpouring when the Senate introduced the amendment HB321 and HB862 which is surprising. He advised that HTA needs to address different opinions and to engage the industry people.

Mr. De Fries thanked Rep .Onishi and Finance Chair, Sylvia Luke for their hard work in restoring the functionality in the conference committee. Rep. Onishi said that he committed

to HTA's leadership that the House's intention was not to eliminate any jobs but it didn't happen in the Senate proposal with the elimination from 32 to 16.25 staff members. Mr. Fried expressed his gratitude for his strong support and understanding to HTA and hoped for his continued support to the new Board and to call out when things need to be addressed.

Chair Kam thanked Rep. Onishi, in behalf of the entire board for being the biggest advocate and supporter of HTA. Rep. Onishi expressed his satisfaction in working with current and previous Board members, staffing and the visitor industry for their huge amount of dedication in ensuring that people wanted to visit Hawaii, they are taken care of and in creating a product that Hawaii can be proud of. He acknowledged Mr. Ka'anā'anā for being one of the hardest working people and for his tremendous efforts to take on the responsibility, not only with the HTA but the leadership of the state.

#### **11. Report of the Marketing Standing Committee with the Committee's Recommendations to Support Various Marketing Proposals, for Discussion and Action by the Board**

Mr. Kam reported that Chris Kam of HVCB, Ms. Chun and HTJ gave their presentations. He noted that the budget was originally \$10 million which decreased to \$9 million then \$4.5 million and had proposals to lower it to \$2 million. He added that New Zealand and Australia have narrowed to three people and then down to one person. He said that although cuts on spending are desired, investments in marketing are important and planning the infrastructure is needed. He asked Mr. Atkins to share his thoughts.

Mr. Atkins asked about Oceania's number of manpower. Ms. Herman confirmed that it was down to one person at the moment. Mr. Atkins expressed his opposition to such extreme cuts and these should be approved by the Board before doing so. He said that changes can happen very quickly like with the CDC today allowing the cruise ship industry in America to open on July 1st with four or five states warning to sue them. He said to take the time with the budget, then work on the plans laid out and debt cons should be approved by the board.

Ms. Herman responded that they didn't have the debt con yet and are using the 2021 approved \$400,000 budget. She said that it was a 3-person team with two working part-time, and it was by choice that they took other full-time positions. She noted that as of May 5th, any fully-vaccinated Korean person going back to Korea does not need to go through a 14-day quarantine and they just get tested with Trusted Testing Partners.

Mr. Kam noted that when Safe Travels started, it was about health and to keep everybody out, which was down to 98%. He noted that the challenge is on how to welcome travelers back which is far from great because it was done from a health perspective and not from the traveler's experience. He added that to change the game is to get everybody in alignment to welcome visitors in a safe and persistent way.

Mr. Kam asked Mr. Chun to share an update on airlines and on his perspective of the legislatures' "high spend, high quality visitor". Mr. Chun noted that they're waiting for the Health Pass and the State's decision in terms of allowing trans-Pacific passengers to utilize their fully vaccinated status. Mr. Chun said that HTA is targeting a higher spend visitor in the highest market in the U.S. with a strategic plan that looks for tourists who are supportive of all four pillars. He noted that there's a lack of correlation between Hawaii's highest spend visitors and those surveyed having the most sensitivity to the environment and culture, thus targeting people with both qualities would require a higher cost per visitor. He added that lifetime spend is also something to look at for people who may initially be undesirable visitors but overtime, become desirable visitors by advancing their career and sensitivity to what they want. He said that with the distribution of marketing funds, mixed messages needed to be cleaned up especially for visitors that, no matter what the spend, are sensitive to the culture and environment and who will walk home with local products, and not of Louis Vuitton bags, which do nothing for a local artisans and they leave Hawaii a better place. He noted that it's important to understand the difficulty of the marketing job because of all of these different messages that HTA is trying to work through.

Mr. Rafter commented on what Mr. Atkins brought up with Japan's spend and cutbacks for Oceana saying that they looked at the different scenarios with the different budget cuts. He noted that of the \$4.5 million remaining budget, he believed that less than \$2 million was spent. He added that it's so important to build the tiers so the budget can be kept as much and spend when the market is ready. He said that the message about budget cuts is getting lost and cutting the budgets more would point to penalties. Ms. Chun said that in her March hotel report, Hawaii has the highest ADR in the U.S, thus visitors are spending a significant amount. She said that working with each HVCB, they've been putting out reports on the responsible traveler with two months data available for them. Ms. Herman said that the Global Marketing Teams International were there because they're experts in their own country. She acknowledged the passion of the GMTs and said that if they needed to be cut, why HTA has to operate them. Mr. Rafter reiterated that HTA can make the budget anything they want, but the idea that people are not being responsible is unlikely.

Mr. Atkins asked if what's being done is deferring any action until it goes back to BRICK. Chair Kam confirmed that it's a sharing from the marketing standpoint and Ms. Kimura's

point is to take it back to the BRICK to be decided on. He said that it can be discussed later with the whole Board for the decisions involved people's lives. He added that one can't trick its way to success and investments are needed.

Mr. Ka'anā'anā said that it's important to understand that the GMTs are critical to the implementation of the specific actions from the DMAP. Mr. Rafter said that when asked by Sen. Wakai and Rep. Onishi about opinion of things, two subjects came up: (1) the Star Advertiser article about DLNR finding two people building a dock illegally but missed in the article that it was a blatant illegal vacation rental at \$2,000 bucks that was making all the neighbors mad; and (2) vaccination passports with efforts to make it fully digital. He noted that now is the time to work with counties and legislature to find a better way to handle the illegal ones. He said that they need to urge the Governor and the legislators to put together a pragmatic approach to hinder fake ones.

Mr. Arakawa said that the marketing committee meeting yesterday went over all the issues and why Hawaii's marketing should not be cut. He noted the all members of the Board believed and agree with the GMTs to keep the funding right for marketing. He said that there was a new paradigm coming out of the presentation which was about the future of tourism. He noted that Tourism has definitely changed pre- and post- COVID as to how people decide where they want to go and why they want to go places. He added that there were three interesting questions that came out: (1) how did COVID change people and what are they going to do different in marketing; (2) what are the competitors doing and what can we incorporate in Hawaii (3) what is the connection to the community and what's the status of their marketing in promoting local community businesses. He noted that the Board members of the marketing committee asked these contractors to come back with new stuff that will put us ahead of the competitors.

## **12. Nominations, Selection and Appointment of the Chair of the Hawai'i Tourism Authority**

The table was opened for the nomination of HTA's Chair. Fred Atkins nominated George Kam. Mica Alameda seconded Sherry Menor-McNamara nominated David Arakawa. Kiyoko Kimura seconded. The nominees gave their speeches. The election was done by roll call. George Kam was elected President.

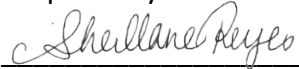
The table was opened for the nomination of First Vice Chair. Kiyoko Kimura nominated David Arakawa and Kimi Yuen seconded. George Kam nominated Fred Atkins and Micah Alameda seconded. The election was done by roll call. David Arakawa was elected as the First Vice Chair.

The table was opened for the nomination of Second Vice Chair. Ms. Menor-McNamara nominated Fred Atkins and Mr. Rafter seconded. Mr. Chun nominated Kimi Yuen. Mr. Arakawa recommended taking two Vice Chairs. Mr. Chun reminded everyone that the Marketing Chair needed to be filled. Mr. Rafter voted Kimi Yuen for Second Chair and Daniel Chun for Marketing Chair and it was unanimously agreed. Kimi Yuen was elected Second Chair and Daniel Chun for Marketing Chair.

**13. Adjournment:**

The meeting adjourned at 3:13 pm.

Respectfully submitted,



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Sheillane Reyes

Recorder



# Agenda Item

## 6

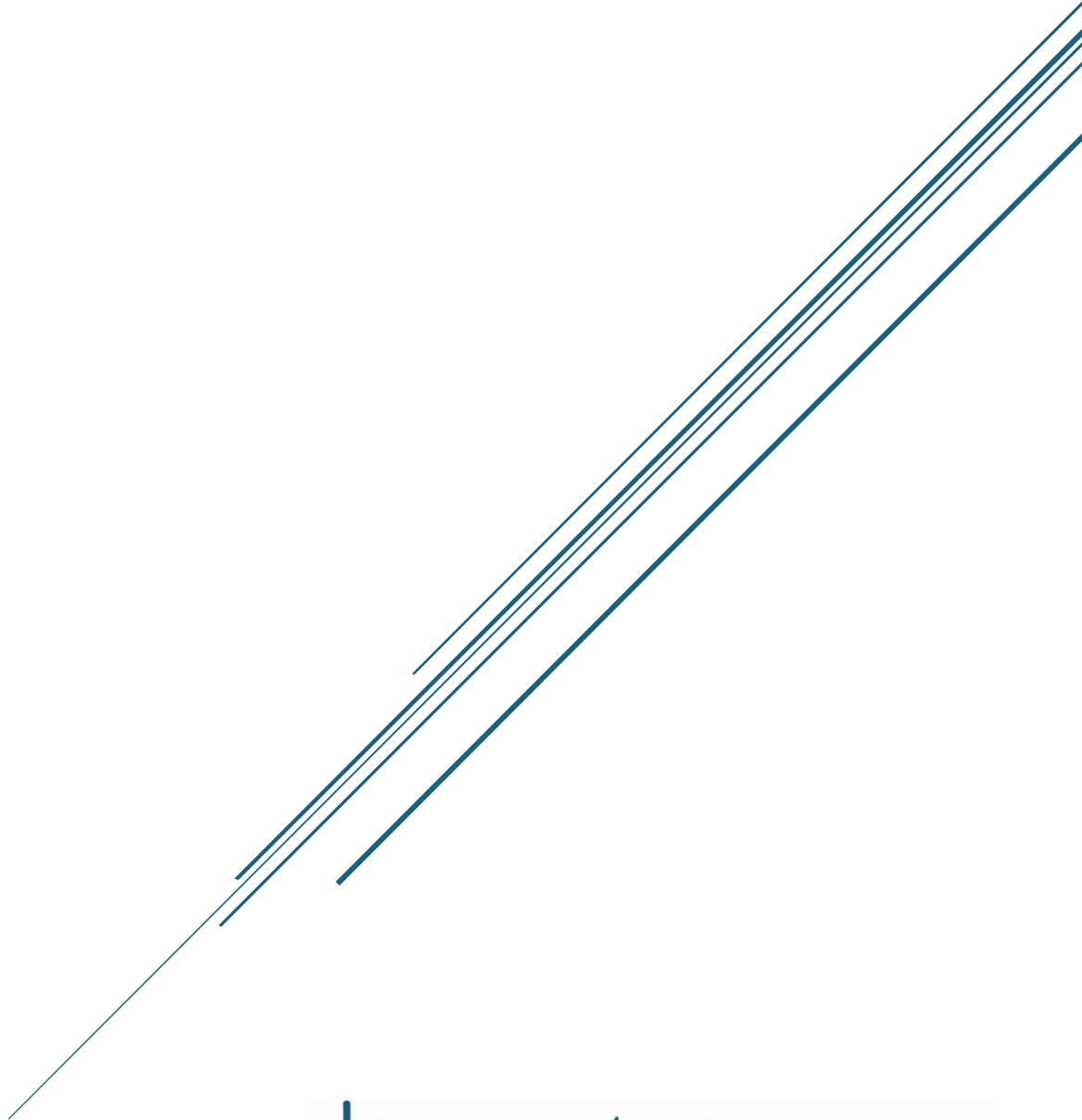
### Report of the CEO Relating to Staff's Implementation of HTA's Programs

During April 2021:

- Major Market Management including Destination Marketing Management Services
- Global Meetings, Conventions and Incentive (MCI) Program Management Services, Responsible Tourism
- Support of State COVID-19 Mitigation Efforts
- CEO's Assessment of Priorities for the Next 30-60 Days

# HTA CEO REPORT

MAY 2021



## 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 pillars (Natural Resources, Hawaiian Culture, Community, and Brand Marketing) serves as a guide to the team in the various matters worked on during April 2021. Overall, this report provides insight into the actions conducted by the staff to implement the HTA budget previously approved by the Board.

Negotiations continue with the State Department of Land and Natural Resources (DLNR) on implementation of a statewide reservations system. HTA's natural resource team worked to identify best practices and examples of systems that epitomize the goals outlined in our strategic plan as well as the various Destination Management Action Plan (DMAP) initiatives that this system would help fulfill. Furthermore, the team continues to refine the scope of work for the study of enhancing tour guide certifications and licensure regimes for tour guides.

Work continues by the Hawaiian culture team on the May Day event as well as final contract evaluations for 2020 Kūkulu Ola awardees. Staff also has under its care projects which include the Merrie Monarch Festival Digitization, 'Iolani Palace Repairs, Hawaiian Language Newspaper Digitization, Festival of Pacific Arts and Culture (FestPAC) and the Center for Hawaiian Music and Dance.

The Hawai'i Island DMAP was released to the public on April 1. The O'ahu DMAP Steering Committee met twice in April, and prepared for the community presentations to be held in May. Staff was also in communication with the counties of Kaua'i and Maui, as well as the respective island visitor bureaus to identify and select actions to implement with remaining FY 2021 funds.

The Hawai'i Farm Trails App, a free app targeted to those interested in agritourism and agriculture activities in the Hawaiian Islands, launched on April 22. The community enrichment team also continues to work on closing out the remaining 2020 Community Enrichment Program contracts.

The branding team spent much of its time in April working on documents to cut back the majority of the Global Marketing Team (GMT) to operate on a fixed-cost budget. All marketing and branding initiatives came to a halt except for the U.S. market. Japan, Oceania, Canada and Korea all closed their countries to U.S. citizens. Also, anyone returning to these respective countries were required to quarantine for 14 days.

Visitors from the domestic market, after being cooped up in their states for more than a year, demonstrated huge pent-up travel demand. Their travel started with visiting friends and family members by car, followed by short-haul and then long-haul air travel to destinations such as Hawai'i. In March, Hawai'i received 429,279 visitors from the U.S. East and West combined. These travelers were not all the

optimal travelers that the GMT normally targets. Airlines and hotels offered deep discounts as they needed to fill seats and rooms. In addition, the vacation rentals offered low pricing which attracted the low-spend visitors.

Once HB200 and HB862 were introduced, the team spent much time communicating with the industry partners about what may happen to HTA should the bills go through.

There was an exciting announcement from the Korean market on April 27. Effective May 5, 2021, the government will finally exempt the 14-day quarantine for Korean residents who have been fully vaccinated in Korea. This progress will boost overseas leisure trip demand and Hawai'i Tourism Korea expects Hawai'i to be one of the prioritized destination for Koreans to travel as they will be able to travel between both countries without having to self-quarantine if they are fully vaccinated.

HTA's Tourism Research Division (TRD) published the March 2021 Visitor Statistics press release and monthly reports, air seat outlook for May – July 2021, March 2021 Hawai'i Hotel Report, and March 2021 Vacation Rental Performance Report. In addition, TRD published weekly Destination Brand Index reports, weekly Destination Brand Index – Responsible Traveler Segment, weekly Travel Agency Booking Trend reports, and the March 2021 Coronavirus Impact Report. TRD also provided support for the HTA Daily Tourism Brief. New for April, TRD launched monthly HTA Symphony Dashboards, which were presented at the April HTA Board Meeting. As requested by the HTA Board, a new wave of Resident Sentiment Survey was initiated for Spring 2021 and began fielding on April 27.

## I. NATURAL RESOURCES PILLAR

### *1. Aloha 'Āina (Natural Resources) Program*

HTA program staff are in the process of checking in final reports and deliverables from Aloha 'Āina programs. There are 34 projects that have concluded the 2020 cycle despite the rough year. Most projects were completed at the end of calendar year 2020. However, a few were granted no-cost extensions. Staff has struggled with securing compliant CVCs from contractors which is delaying contract close outs and final payment processing.

### *2. DLNR Partnership*

Nā Ala Hele staff continue to implement various portions of the project to enhance the resident and visitor experience statewide across 128 trails spanning approximately 855 miles. This is a FY 2020 project that is expected to conclude at the end of 2021. HTA staff were notified that Bill Stormont will be the interim Nā Ala Hele program manager. Staff will continue to work with the Department of Land and Natural Resources (DLNR) leadership as they work to replace the position.

### *3. Park Reservation and User Fee Program*

HTA staff have continued to hold meetings with the DLNR, representatives of the Office of the Governor and others to understand the opportunity to implement a state parks reservation system. Through these discussions the team learned that there is a desire to have other assets included in the system beyond just state parks, that could include state trails, county parks and other prominent points of interest. DLNR has paused the rollout of their system until the opportunity is identified and an agreement is reached.

### *4. Tour Guide Certification and Licensure*

HTA staff has revisited the work plan for this project and is in the process of reevaluating its merit at this time. In partnership with the University of Hawai'i (UH) at Mānoa School of Travel Industry Management (TIM) the team plans to study what is currently on the books and what exists, for a better understanding of what other jurisdictions are doing as best practices. The HTA team believes there is an opportunity to study this now for implementation in future years. Staff anticipates having a final report by the end of calendar year 2021.

## II. HAWAIIAN CULTURE PILLAR

### 1. *Kūkulu Ola Program*

HTA program staff are in the process of checking in final reports and deliverables from Kūkulu Ola programs. There are 33 projects that have concluded the 2020 cycle despite the rough year. Most projects were completed at the end of calendar year 2020. However, a few were granted no-cost extensions. Similar CVC issues for these contractors is also delaying final contract closeouts and final payments.

### 2. *Native Hawaiian Hospitality Association*

HTA and the Native Hawaiian Hospitality Association (NaHHA) continue to build stronger ties between the Hawaiian community and the tourism industry. From July 2020 to present, NaHHA conducted 29 trainings for more than 1,100 participants. In addition, NaHHA continues to support HTA staff with Festival of Pacific Arts and Culture (FestPAC) planning and coordination. NaHHA also announced dates for Ka Huina 2021. Due to the pandemic this will be virtual and divide what used to be one full in-person day into four half day events over several weeks. The first event will be held May 7 and focus on Community. The other sessions will focus on Culture, Tourism, and Sustainability. Dates and speaker line ups will be announced shortly.

### 3. *Native Hawaiian Festivals and Events*

#### **13TH FESTIVAL OF PACIFIC ARTS AND CULTURE (FESTPAC)**

The commission for the 13th FestPAC continues its planning and HTA staff are supporting efforts around marketing, public relations and communications for the festival. The festival commission is now focused on the development of the programming schedule of practices to be offered as part of the festival. Further, the commission monitored SB 696 SD1 HD1 which is needed to extend the life of the commission through August 31, 2025. The bill is now with Gov. Ige for his signature.

#### **MERRIE MONARCH FESTIVAL AND DIGITIZATION PROJECT**

Event organizers are engaged in planning for the 2021 Merrie Monarch Festival to be held in Hilo, Hawai'i. June has been confirmed as the month for the event but the broadcast will be aired later the first week in July. HTA has allocated funding to support the event should it occur. The County of Hawai'i has conditionally approved the use of the Edith Kanaka'ole Stadium. The digitization work is ongoing and expected to be completed by June 2022. The work of digitizing the collection has been slowed due to the COVID-19 restrictions as well as the tedious nature of the work.

#### **HAWAIIAN AIRLINES MAY DAY: MĀKA'IKA'I 2021**

Promotions have begun for this year's May Day event and will highlight HTA's work with community organizations like Kauluakalana through the Aloha 'Āina program and the 'Āina Aloha Economic Futures hui. HTA is the presenting sponsor of the annual Lei Day celebration that will premiere on

Friday, May 1, statewide at 6:00 p.m. on KGMB and 7:00 p.m. on KFVE, and worldwide via Facebook Live by Kāhuli Leo Le‘a and various partnering organizations. The show will also be shared as a ticketed event in Japan. The program will also be re-broadcasted on May 3, on KFVE at 8:00 p.m. Kāhuli Leo Le‘a will produce “Hawaiian Airlines May Day 2021: Māka‘ika‘i,” a virtual concert that continues the annual Lei Day tradition by the Brothers Cazimero. Keauhou, the 17-time Nā Hōkū Hanohano award-winning group, returns to headline the concert experience with special guests, Robert Cazimero and his Hālau Nā Kamalei o Līlīehua, Manu Boyd, the Ha‘eha‘e girls, Ka Lā ‘Ōnohi Mai o Ha‘eha‘e under the direction of nā kumu hula Tracie and Keawe Lopes, Hālau Mōhala ‘Īlima under the direction of kumu hula Māpuana de Silva, and host, Billy V. Echoing last year’s presentation, the concert experience will return in a virtual format, maintaining the collective commitment to re-imagine treasured events and gatherings amid COVID-19. Inspired by the ‘Āina Aloha Economic Futures (AAEF) declaration and Huliau Statement, the program will take viewers beyond the aesthetic pleasures of song, dance and storytelling. The program supports an ‘Āina Aloha Economic Future by having viewers experience māka‘ika‘i, visits to endeared places shared by kama‘āina, those deeply rooted in these places. Enjoying mele, hula, and mo‘olelo—in the ways only kama‘āina can share—promotes an economic future of Hawai‘i that finds success only through aloha ‘āina, a deep and abiding love for the places and people of Hawai‘i.

#### *4. Center for Hawaiian Music and Dance*

During the 2021 legislative session, HTA tracked several bills which would affect the Center for Hawaiian Music and Dance (CHMD). HB321 HD1 and SB926 repeal the allocation of TAT funds to the CHMD. HB1165 and SB916 SD1 amend the language that allowed for the development and operations of the Center for Hawaiian Music and Dance and leaves its location undetermined. The only remaining bill in Conference is HB 321. HTA staff has paused exploration of a digital/virtual exhibit component to begin with, as clarity is obtained on what will allow the state to meet the challenges faced with the economic recovery from COVID-19.

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

In response to COVID-19 and the various county and state restrictions, HTA staff have finalized a supplemental contract with Bishop Museum that allows more time for work to be completed on “He Aupuni Palapala: Preserving and Digitizing the Hawaiian Language Newspapers.” The goal of this project is to digitize all Hawaiian language newspapers (in all repositories and personal collections). The State of Hawai‘i benefits to support programs that preserve and increase access to rare and historical Hawaiian language newspapers to further the understanding and knowledge contained therein. By making readily available these important documents for education, research, and preservation, the project will provide the state with a completely unique and robust resource for Hawaiian language learners and workers to strengthen ‘ōlelo Hawai‘i. HTA staff were also informed that the scanner, a critical missing tool, needed to advance this work has been ordered. Bishop Museum staff and partner organizations have begun indexing the collections across repositories. Lastly, the project received some positive coverage in local media recently as well.

### *6. 'Iolani Palace Repairs*

HTA staff continue to monitor the work for the project that began in August 2020 with no updates at this time. The work is behind schedule for completion as there were some challenges with the timeline due to the pandemic and materials that were damaged in transit needed to be reordered and reshipped. The construction schedule is subject to further changes based on the contractors' assessments.



## III. COMMUNITY PILLAR

### 1. Community

#### COMMUNITY-BASED TOURISM PROGRAM – DESTINATION MANAGEMENT ACTION PLANS (DMAPS)

The Hawai'i Island DMAP was released on April 1. Below are links to some of the articles that highlighted the Hawai'i Island DMAP:

- Hawai'i Tribune Herald (April 1, 2021): [HTA's Big Island Action Plan Embraces 'Regenerative Tourism'](#)
- West Hawai'i Today (March 31, 2021): [Hawai'i Tourism Authority Releases 'Regenerative Tourism' Action Plan](#)
- Big Island Now (April 1, 2021): [HTA Publishes Tourism Action Plan for Big Island](#)

Two O'ahu DMAP Steering Committee meetings were held in April. Staff worked with SMS Research, as well as the consultants and writers for the O'ahu DMAP, to finalize the Steering Committee's draft DMAP actions for presentation to the community. Staff also worked with the facilitators and Steering Committee presenters on the PowerPoint presentation and prepping for the May 4 and 5 community presentations.

Staff provided the DMAP Steering Committees an update of the 2021 legislation impacting HTA, particularly HB862.

Staff has also been in discussions with the counties of Maui and Kaua'i and the respective visitors bureaus to review DMAP actions to be worked on as well as those that need funding with remaining FY 2021 funds.

#### AGRITOURISM

The Hawai'i Farm Trails app, a free mobile app, launched on April 22. This platform enables users to connect, experience and support Hawai'i's agriculture. From exploring farms and ranches to purchasing products or contributing to the planting of trees, the app provides an opportunity for residents and visitors to discover numerous agritourism experiences. To download the app, visit the App store (available in Apple and IOS) and search for "Hawaii Farm Trails."

#### COMMUNITY ENRICHMENT PROGRAM (CEP)

HTA staff continues to work with the remaining 2020 CEP contractors to obtain final deliverables and close out 2020 contracts. Staff also provided the 2020 CEP awardees an update of the 2021 legislation impacting HTA, particularly HB862.

## WORKFORCE DEVELOPMENT

On April 9, ClimbHI's 9th annual Leadership, Exploration, Inspiration (LEI) program took place virtually from 9-11:30am. There were 1,000 participants including students and educators from 33 colleges, universities, high schools, and intermediate schools across the state. The event continues to touch students' lives as educators have access to the four videos (HTA-funded) from the event to reference anytime and CTE has shared the links and added them to the Hospitality Pathway resources. A total of 39 businesses/entities and 52 special guests participated in the program by either joining as a live speaker, participating in the videos, and/or providing a pre-recorded message. Students were highly engaged throughout the live event with more than 400 positive messages being sent in the form of questions, agreement and further thoughts. Post-event student reflections and a survey show a positive change in perceptions of the Hospitality Industry with 57% of respondents having a positive view on the industry before the event, and 93% of respondents having a positive view on the industry after the event.

Below are some reflections by the students who took part in the LEI program:

Student from Wai'anae High School:

"Before the LEI Conference I didn't think that the tourism industry had much of an impact, I thought that they only took care of the people who were visiting. Now, after the Conference it changed my whole perspective. I have noticed how much the tourism industry does for people and for Hawai'i. Not only are they a source of income, but they also help share the values and the knowledge about Hawaiian culture. When people around the world come to visit Hawai'i, the tourism industry treats their guests with aloha and makes sure that they start to love Hawai'i not only for the environment and the beaches, but for their culture and the special bond that everyone has with one another. One of the main reasons why people join the tourism industry is to make people notice how beautiful Hawai'i really is, and without the tourism industry people wouldn't have that opportunity. It gives them a reason to love Hawai'i and want to come back. Overall, the tourism industry has become very important to me because it helps people who visit gain the experience and knowledge about Hawai'i and its culture."

Student from Moloka'i High School:

"The tourist industry in Hawai'i is important to me because it gives so many locals opportunities to work and find a passion. I also find that the importance of the tourist industry falls under the knowledge that we can spread to visitors that come from all over. We can share our culture, mana, and 'Āina with them. The tourist industry supports so many of the needs and wants of the islands, from agriculture to stores. The money from the enormous industry gets funneled back into our communities, schools, roads, and government. The people of Hawai'i should be so grateful to have such a once-thriving industry and soon to be brought back once again. I know that I'm so very thankful for this industry not only because of the profits that Hawai'i gets but for the opportunities that are given to many local Keiki and future generations."

Student from Waipahu High School:

“The tourism industry in Hawai‘i is important to me because it was my first welcome into America. As an immigrant from the Philippines, my family decided to move to America for better opportunities. After getting off my flight, the tourism industry was the first thing to welcome me on this island. The welcoming faces of people, whom I have never met before, made me feel like I’ve been living here for years. It felt like home.

“The tourism industry does so much for our community that it is sometimes overlooked. People think that the tourism industry is there just to accommodate tourists and give our island money, but it’s actually way more than that. The tourism industry creates new ways to welcome a variety of people into our islands. Not only that, but the tourism industry in Hawai‘i is completely different from other areas. Our industry finds a way to make you feel like home, even if you are miles away from home. In addition, they treat you like family, despite just meeting you for the first time. Without the tourism industry, I don’t think I would have felt very welcome stepping onto new land. That is why the tourism industry in Hawai‘i is important to me.”

#### **HOSPITALITY INDUSTRY UPDATES (COUNTY)**

HTA recognized the need to connect stakeholders from both the public and private sectors in order to improve awareness and build an understanding of the current state of the visitor industry related to COVID-19. As such, HTA staff coordinates with each county to identify a day and time that is most convenient for the respective mayor to participate in a hosted meeting with government officials, association leaders, contract partners and the visitor industry.

During the month of March, HTA hosted the following update:

- Hawai‘i County Hospitality Industry Update
  - March 10, 2021 at 2:00 p.m.

## ***2. Communication and Outreach***

#### **NEWS RELEASES/REPORTS/ANNOUNCEMENTS**

- News Release: HTA Publishes Community-Based Tourism Management Plan for Hawai‘i Island (April 1)
- News Release: HTA Responds to Latest Version of HB862 (April 9)
- Report: HTA Hawai‘i Hotel Performance Report for March 2021 (April 21)
- Announcement: Letter from John De Fries (JDF) – Legislative Update (April 21)
- Report: HTA Hawai‘i Vacation Rental Performance Report for March 2021 (April 22)
- News Release: HTA Announces New Board Members (April 27)
- News Release: Hawai‘i Visitor Statistics Released for March 2021 (April 29)
- News Release: Hawai‘i Tourism Authority Board Selects George Kam to Serve as Chair (April 30)

#### **NEWS BUREAU**

- Interviews and press conferences: 23
- Local and national media relations: 44

#### **HTA'S DESTINATION MANAGEMENT ACTION PLANS**

- Created O'ahu DMAP community presentation notices
- Reviewed O'ahu DMAP ad for the Honolulu Star-Advertiser
- Pitched the O'ahu community presentations to the media
- Created social media graphics for the O'ahu community presentations to be shared with the Steering Committee members
- Drafted and distributed e-blasts on the O'ahu community presentations

#### **COMMUNITY INITIATIVES AND PUBLIC OUTREACH**

- Community liaison and communications: 42
- Drafted and distributed e-blast on the AlohaSafe Alert App
- Drafted and distributed e-blast on the 2021 Ka Huina Conference
- Cross-promoted Hawaiian Airlines May Day: Māka'ika'i on social media
- Reviewed and edited Hawai'i Farm Trails press release

#### **CRISIS COMMUNICATIONS**

- Responses regarding travel to Hawai'i: 70
- Daily email updates on the COVID-19 situation: Updates #1650-#1707
- Daily updates to HTA's website – COVID-19 alerts page
- Detailed notes on Gov. Ige's and City & County of Honolulu Mayor Blangiardi's press conferences
- HTA's daily briefer
- Participated in the state's Joint Information Center

#### **HTA'S SOCIAL MEDIA**

##### **Paid Social Media on Facebook**

- Post of the published community-based Destination Management Action Plan for Hawai'i Island. Flight dates from April 5-12. Total Reach 9,713 | Total Reactions 1,183
- Post of the AlohaSafe Alert App. Flight dates from April 5-12. Total Reach 16,691 | Total Reactions 2,077
- Post of the Mālama Maui County Pledge. Flight dates from April 16-23. Total Reach 89,857 | Total Reactions 4,239
- Post of the O'ahu Destination Management Action Plan presentation (session 1). Flight dates from April 27-May 3. Total Reach 17,940 | Total Reactions 137
- Post of the O'ahu Destination Management Action Plan presentation (session 2). Flight dates from April 27-May 3. Total Reach 16,257 | Total Reactions 117

Facebook

- Number of followers: 17,084 (+24.55%)
- Engagement rate: -79.96%
- Daily page engaged users: 18,653
- Posts: 45

Instagram

- Number of followers: 4,391 (+44.63%)
- Engagement rate: +52.74%
- Number of engagements: 307
- Posts: 9

Twitter

- Number of followers: 37,466 (+1.77%)
- Engagement rate: +70.00%
- Number of engagements: 34
- Posts: 8

**LEGISLATIVE**

- Wrote draft testimony on behalf of HTA and JDF:
  - SCR326, SD1
  - HCR44
  - HB862, HD2, SD2 Proposed
- Attended HTA's Legislative team strategy meetings
- Transcribed the WAM/CPN hearing regarding HB862, SD2 Proposed
- Transcribed the HB200 conference committee hearing regarding HTA
- Transcribed and provided a summary of the final reading for HB862, CD1
- Created bullet and talking points for HB862 and HB200
- Wrote suggested testimony for HB862 as requested by Caroline Anderson
- Drafted an op-ed for HTA board chair Rick Fried to submit to the Honolulu Star-Advertiser
- Edited HTA board member Fred Atkins' letter to the Legislature

**INTERNAL COMMUNICATIONS**

- Communications with state and county departments: 24
- Edited HTA reports/press releases/documents
- Provided talking points to HTA's staff
- Communicated important updates to HVCB and HLTA
- Provided input for the City and County of Honolulu's press release regarding HTA's funding of 75 security cameras across four city parks
- Provided input to the Department of Transportation regarding cruises

- Worked with new HTA board members to get their photos and verify their bio information
- Drafted a written message from outgoing HTA board chair Rick Fried to the board members

### 3. *Safety and Security*

#### VISITOR ASSISTANCE PROGRAM (VAP)

HTA currently has four contracts, one in each county, to provide funding support for the Visitor Assistance Program. These contracts are:

- CON 17031 (S6) – Visitor Aloha Society of Hawai‘i (O‘ahu) was issued a contract on December 30, 2020, Supplemental #6, which encumbered funds for three-fourths of calendar year 2021 in the amount of \$277,500 (April 1, 2021 to December 31, 2021).
- CON 17032 (S5) – VASHI – Island of Hawai‘i VAP was issued a contract on December 30, 2020, Supplemental #5, which encumbered funds for three-fourths of calendar year 2021 in the amount of \$127,500 (April 1, 2021 to December 31, 2021).
- CON 17033 (S4) – VASK – Kaua‘i VAP was issued a contract on December 30, 2020, Supplemental #6, which encumbered funds for three-fourths of calendar year 2021 in the amount of \$41,250 (April 1, 2021 to December 31, 2021).
- CON 17034 (S4) – MVCB – Maui VAP was issued a contract on December 30, 2020, Supplemental #6, which encumbered funds for three-fourths of calendar year 2021 in the amount of \$41,250 (April 1, 2021 to December 31, 2021).

During the month of April:

- Maui County’s program handled 9 cases and helped 12 visitors (year-to-date: 33 cases/ 46 visitors). This included visitors primarily from the U.S. West market. The program team also attended meetings at the EOC, Police Commission, Airport, VOAD and car rental committee meetings. The industry assisted with \$4,300 of in-kind contributions.
- Hawai‘i County’s program handled 16 cases and provided assistance to 44 visitors (year-to-date: 72 cases/ 189 visitors). This included visitors primarily from the U.S. West market.
- City and County of Honolulu’s program handled 68 cases and helped 163 visitors (year-to-date: 233 cases/ 652 visitors). This included visitors from California, Georgia, Washington, and other areas of the United States.
- Kaua‘i County’s program handled 5 cases and provided assistance to 15 visitors (year-to-date: 24 cases/ 61 visitors).

**SNORKEL SAFETY STUDY**

HTA executed a contract (CON 19171) with the Hawaiian Lifeguard Association (HLA) for \$131,000 to conduct a snorkel safety study with an expiration date of 6/30/2021. The purpose of this two-year study is to formally assess the causes and risk factors in snorkel-related fatalities and near fatal drownings. HLA will collect and analyze data, conduct scientific research, conduct surveys and interviews, and consult with experts in the appropriate fields. The State of Hawai'i Department of Health and the City and County of Honolulu lifeguards are collaborating on the study. HLA has collected information on the cases of snorkeling-related accidents. The second of three payments has been issued. HTA is waiting for the final report and invoice (\$31,000.00), which is due per the contract in April 2021.

## IV. BRAND MARKETING PILLAR

### *1. Major Market Area (MMA) Contracts*

Due to the COVID-19 pandemic, the 2020 contracts for Europe and Southeast Asia markets were canceled, effective April 17, 2020. On April 9, RFP 21-04 Europe MMA was canceled due to changing fiscal priorities in response to the COVID-19 crisis. In addition, due to 2021 budget cuts, the contracts for China and Taiwan were terminated for 2021.

The Oceania contract is already working under a fixed cost. Qantas currently plans to open its operations in October 2021. HTA plans to resume branding and marketing in August 2021 if the schedule stays intact. Australia's borders are still closed with strict safety protocols in place. The bubble travel concept between Australia and New Zealand will begin in May, which they feel will be the first test on containment of COVID-19 cases through short-haul travel.

All other GMT contracts will be on fixed-cost spending, except for HVCB, which will start media marketing in May. Fixed-cost spending has been extended – Japan through November, Oceania through August, Korea through November, and Canada through October. The HTA team will keep a close eye on all international markets and pivot should the situation change within their countries. Everyone will remain fluid. In April, many more meetings regarding fixed-costs took place for possibilities of further fixed-cost reduction.

Currently, flights are operational and coming in to Hawai'i from the U.S. mainland, Japan and Korea. The domestic airlines continue to increase operations, which is an encouraging sign of travel demand.

HVCB is preparing for their May media marketing initiatives and working on a new version of the Kuleana videos.

Regarding China and Taiwan, there are presently no talks occurring about the starting of operations by China Eastern Airlines from China to Hawai'i, nor China Airlines from Taiwan to Hawai'i.

### *2. MMA Marketing Plans*

The Market Management team is ensuring that the focus of "Regenerative Tourism" is thread through the marketing plans from HTA's Global Marketing Team. This action runs parallel to HTA's brand marketing, and thus Hawai'i will be set up well to welcome the next generation of targeted travelers – mindful travelers – who are already conscious of and respect destinations that care for their natural resources. The GMT continues to share images of Hawai'i's natural beauty and wide-open spaces in their respective markets to keep Hawai'i top of mind.

The team has completed refreshing the branding section of HTA's website with a new look, eye appealing visuals and updated information.



### *3. Industry Partner Meetings*

HTA continues to communicate with its industry partners by providing COVID-19 related information daily and conducting Zoom meetings. At the same time, the team receives updates from industry partners regarding the state of their situation. HTA also assisted HLTA with travel industry vaccine initiatives by informing the Japanese travel agents, land operators and wholesalers the dates and times of locations their employees can go to get vaccinated.

In April, some of the industry updates the team received include the following:

- There are still rental car issues on all islands. Most of the rental car companies sold their fleet of cars, thus they do not have enough inventory. The cost of a rental car is skyrocketing, and some visitors are sourcing U-Hauls and moving trucks to fulfill their need to drive around the islands.
- Memorial Day weekend and summer is pacing up in hotel occupancy.
- Kaua'i bookings are starting to increase, according to the travel agents and wholesalers.
- Many hotels, to increase their ADR, are working their Loyalty program packages on their website.
- Many hotels and activity centers have voiced that they are pleased to see HVCB starting up media marketing with co-ops in mid-May.
- Many of the countries, as in Costa Rica, Mexico, Cabo, Japan and Europe, are on a level 4 alert, or "Do Not Travel Advisory" thus industry partners are hopeful that the travelers will visit Hawai'i.

### *4. Communication*

HTA continues to engage with industry partners. The airlines are assisting with reminding all out-of-state passengers about Hawai'i's 10-day quarantine and the pre-test program. HTA has been providing industry partners with up-to-date information from the Department of Health, press conferences by the governor and county mayors, cruise line industry updates, daily arrivals, the Joint Information Center's Daily News Digest and HTA's Daily Briefer.

HTA staff continues to hold bi-weekly meetings with the Global Marketing Team, receiving information on in-country activities, Hawai'i messaging and flight plans into Hawai'i if they had not yet started. In addition, discussions also included marketing campaigns, educational programs, Mālama-centric programs and key measures. HTA staff had the GMT give updates and information to the Island Chapter teams. There were also multiple meetings with the GMT in preparation of the Regular Standing Marketing Committee Meeting.

Pattie Herman (PH) continues the monthly Zoom call with John Reyes, senior vice president and chief MCI sales officer of HVCB, to discuss group activities and possible opportunities both in citywide and single-property groups.

The HTA team met with the Department of Agriculture for collaboration on future projects. HTA staff continues to be involved in the very important DMAP project for the island of O'ahu. PH also attended

ASM Hawai'i Convention Center budget meetings pertaining to sales and marketing, as well as meetings pertaining to HB200 and HB862.

The Regular Standing Marketing Committee Meeting was held on April 28, 2021. It included TravelTrak America survey results by OmniTrak, a presentation on travel agents booking pace, MCI updates, HVCB updates and market insights, and Hawai'i Tourism Japan's market update and insights. HTA's Branding budget discussion took place with very healthy dialogue on this subject. HTA's recommendation is to not decrease the GMT fixed costs any further as this will have ramifications of penalties and costs due to contract severance and further staff cutbacks of which operations will be difficult to start up again when the time comes.

## V. TOURISM RESEARCH

The Tourism Research Division (TRD) issued the March 2021 monthly visitor statistics on April 29, 2021, including monthly arrivals by country, category expenditures for major markets, and monthly visitor characteristics for each major market area.

TRD posted Seat Outlook data tables for May through July 2021 to the Infrastructure Research Section of the HTA website. This report also includes flight information. Updates to air seat schedules were also published during the month.

State, market, and island fact sheets were updated with the March 2021 data and were published on the Monthly Visitor Statistics page of the HTA website.

TRD issued the March 2021 Hawai'i Hotel Performance Report on April 21, 2021. The report and related March 2021 data tables were posted to the Infrastructure Research section 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.

TRD issued the March 2021 Hawai'i Vacation Rental Performance Report on April 22, 2021. The report and related March 2021 data tables were posted to the Infrastructure Research section of the HTA website. This report utilizes data compiled by Transparent Intelligence, Inc.

As requested by the HTA Board, a new wave of Resident Sentiment Survey was initiated for Spring 2021 and began fielding on April 27, 2021. The Spring 2021 questionnaire was substantially updated and was reviewed by HTA Board members Rick Fried, George Kam, Ben Rafter, and David Arakawa. The results of this survey will be presented at the June HTA Board meeting.

TRD launched monthly HTA Symphony Dashboards, which were presented at the April HTA Board Meeting. The Symphony Dashboards incorporates HTA's visitor statistics, Tourism Economics' tourism and economic data, UberMedia's geolocation data, and lodging data from STR (hotel), Transparent, Inc (vacation rental), and HTA's Quarterly Timeshare Survey. These reports are posted on the Monthly Visitor Statistics page of the HTA website.

TRD published the April 2021 YouGov Coronavirus Travel Sentiment report prepared by HVCB. This report focuses on the impact of COVID-19 on U.S. Avid Travelers and provide travel planning trends, attitudes, and demographics. TRD continued publishing weekly Hawai'i YouGov Destination Brand Index for U.S., Japan, and Canada and the weekly Responsible Traveler Segment for the U.S. The report currently features the U.S. market and presents trends on a by island basis. Other markets will be added as data becomes available. These reports are posted on the Other Research Section of the HTA website. These reports utilize data from YouGov's Brand Index.

TRD continued publishing weekly Travel Agency Booking Trend reports which features forward-looking data for the U.S., Japan, Canada, and Australia from Global Agency Pro. These reports are posted on the Other Research Section of the HTA website.

TRD assists in preparing the HTA Daily Tourism Brief which is posted on the COVID-19 (Novel Coronavirus) alert page on the HTA website. Data include daily transpacific passenger counts by port of entry, daily travel agency bookings/cancellations for U.S., Japan, Canada, and Australia from Global Agency Pro, daily forward-looking travel agency booking data for U.S., Japan, Canada, and Australia from Global Agency Pro, and weekly hotel performance from STR, Inc.

TRD is assisting with the mandatory 10-day quarantine, including attending HI-EMA operational calls, posting of daily transpacific passenger arrival data derived from data provided through the Office of Enterprise Technology Service's Safe Travels Program, and supporting state and county law enforcement and prosecutors. HTA also supports the Safe Travels Program by providing air service schedules.

TRD continued to work with the State Attorney General's office to analyze visitor data related to the impacts of the national travel ban on inbound travel from seven affected countries.

TRD 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

## VI. ADMINISTRATIVE

Contracts List: Pursuant to Hawai'i Revised Statutes §201B-7 (9), please find the following contracts executed during the month of April 2021:

April 2021						
Contract No.	Contractor	Description	Contract Amount	Total Contract Value	Start Date	End Date
19162 S3	ZR Systems Group LLC dba ZR Systems	IT Support Services	\$104,694.00	\$335,496.55	4/22/2021	3/31/2022
21021•	The Merrie Monarch Festival dba Merrie Monarch	Merrie Monarch Festival Broadcast 2021	\$100,000.00	\$100,000.00	5/11/2021	12/31/2021
19002 S3	OmniTrak Research & Marketing Group Inc.	Resident Sentiment Survey Fall 2020	\$75,800.00	\$209,825.00	4/20/2021	9/30/2021
21010 S2•	Cynthia Y. Derosier dba Pencilhead Productions, LLC	Graphic Meeting Facilitation Services for Destination Management Action Plans	\$14,135.92	\$167,435.91	4/30/2021	8/30/2021
20201 S1•	The Friends of 'Iolani Palace	'Iolani Palace Repairs 2020	\$ -	\$290,000.00	4/28/2021	9/30/2021
20012 S2	Hale'iwa Main Street dba North Shore Chamber of Commerce	Hale'iwa Interpretative Signage Project and Walking Tour Map	\$ -	\$20,000.00	5/11/2021	12/31/2021
		Total	\$294,629.92			

Contract Type: • Sole Source † Procurement Exemption

## APPENDICES

# **Monthly Leisure Marketing Report**

**April 2021**

# Hawai'i Visitors & Convention Bureau (USA) 2021 Monthly Leisure Marketing Report – April

## Market Intelligence/Market Conditions

### **Economy**

- U.S. economic indicators were positive this week, showing a strong expansion of the U.S. economy in Q1, which sets up robust overall growth in 2021. Real GDP increased at a +6.4 percent annual rate in Q1. Real consumer spending increased. Federal government spending surged in Q1, increasing at a +13.9 percent annual rate. Consumer spending was very strong, fueled by fiscal stimulus at both ends of the quarter. Initial claims for unemployment insurance dropped by 92,000 for the week ending May 1, to hit 498,000, but fewer jobs were added than had been forecasted. Second quarter GDP had been expected to surpass the pre-recession peak from Q4 2019, according to Robert Dye, Chief Economist, Comerica.
  - The Conference Board *Consumer Confidence Index* rose sharply again in April following a substantial gain in March. The Index now stands at 121.7 (1985=100), up from 109.0 in March.
  - The *Present Situation Index* based on consumers' assessment of current business and labor market conditions soared from 110.0 to 139.6.
  - The *Expectations Index* based on consumers' short-term outlook for income, business and labor market conditions rose moderately from 108.3 last month to 109.8 in April.
- “Consumer Confidence has rebounded sharply over the last two months and is now at its highest level since February 2020,” said *Lynn Franco, Senior Director of Economic Indicators at The Conference Board*. “Consumers' assessment of current conditions improved significantly in April, suggesting the economic recovery strengthened further in early Q2. Consumers' optimism about the short-term outlook held steady this month. Consumers were more upbeat about their income prospects, perhaps due to the improving job market and the recent round of stimulus checks. Short-term inflation expectations held steady in April but remain elevated. Vacation intentions posted a healthy increase, likely boosted by the accelerating vaccine rollout and further loosening of pandemic restrictions.”

### **Outbound Travel Market**

Wholesale bookings are strong not only for Hawai'i, but especially for Mexico and some Caribbean destinations. Hold times for all operators are exceptionally long due to high call volume and the inability fully staffed back up. All wholesale partners are looking for online/email solutions to assist with the increased demand. Pleasant Holidays had record sales in April, a +40 percent increase over 2019. Journese reported that the past six weeks of sales exceeded 2019 levels. Virtuoso advisors continue to report that Hawai'i remains a bright spot in bookings as many of these were rebookings for clients that originally had trips booked to Europe. Avoya, a host agency typically focused on selling cruises, reported land sales up more than +105 percent over 2019 after a recent “Vacations to Take Now” campaign. They just began another campaign May 9-24 that includes more Hawai'i offers.

### **Competitive Environment**

- UK officials have revealed a list of seven low-risk countries where residents of England can visit without having to self-isolate upon return and are only required to present a negative test result when they arrive, beginning May 17. On the COVID-19 travel “green list” are Portugal, Israel, Singapore, Australia, New Zealand, Brunei, and Iceland. The following overseas territories are also



included: Gibraltar, Falkland Islands, Faroe Islands, South Georgia and the South Sandwich Islands, St Helena, Tristan de Cunha, and Ascension Island.

- Israel will reopen the country in May to some vaccinated foreign tourists, more than a year after closing its borders to most international visitors due to the coronavirus pandemic. Inbound tourism to Israel will resume May 23, 2021, initially for six countries: Cyprus, Greece, the U.K., Spain, Austria, and Germany. The pilot program's phase 1 will begin with groups at first as they will be easier to monitor. Individual travelers are expected to be allowed in at a later stage. "After opening the economy, it is time to allow tourism in a careful and calculated manner," Health Minister Yuli Edelstein said in a joint statement with the Tourism Ministry.
- France plans to reopen its borders to Americans and other non-European Union travelers starting June 9. It's part of a new four-step plan announced by President Emmanuel Macron late last week to reopen the country and revive its economy. Foreign visitors will be required to present a health passport or "sanitary pass" that includes either proof that they've been fully vaccinated against COVID-19 or proof of a negative PCR test taken recently. However, this phase only happens if COVID-19 numbers are still under control after phase 1 of the reopening, which begins on May 3.

### Consumer Trends

- According to McKinsey:
  - **Ready for a Splurge.** While spending on essentials has remained steady and even increased in some areas, other categories have suffered extreme spending depression during the pandemic. Some sectors, such as the luxury market, are starting to see recovery, and those numbers are expected to grow. According to one study, more than 50 percent of American consumers plan to treat themselves as soon as possible.
  - **Focus on Health.** While shoppers are looking to splurge with comfort foods, that doesn't mean their health is far from mind. In fact, 83 percent of Americans are more aware of their health and the health of those they love than ever before. This new health awareness has led to increased revenue in fitness and wellness markets. Fitness wearables are expected to reach \$74 billion in revenue by 2025 (up from \$27 billion in 2019), and the virtual fitness economy is expected to surge from \$6 billion in 2019 to \$60 billion by 2027.
  - **Migration to Online Shopping.** Before 2020, there was no denying the success of e-commerce, whether through massive online marketplaces like *Amazon* and *Walmart* or direct-to-consumer from the brand itself. However, after last year's stay-at-home orders, online shopping skyrocketed, with even previously convenience-based online shopping—such as groceries—becoming the norm. While the trend may slow a bit, experts don't expect e-commerce to return to pre-2020 levels. Brands that have invested in growing and sustaining an e-commerce model should continue to maintain that investment because online shopping is here to stay—even for those categories previously seen as convenience-based.
  - **Going Multichannel.** This increase in in-person shopping means brick-and-mortar stores will most certainly bounce back. However, consumers' continued use of online purchasing may continue to reflect a dampening of in-store sales. The most successful brands emerging from the pandemic will close that gap and ensure future growth with a rich omnichannel presence. The best possible outcome is a seamless experience that provides buyers with the opportunity to shop a brand's products whenever and wherever they want through specific shopping sites, such as *Google Shopping*, and also on its social media platforms, website, in brick-and-mortar stores, and with third-party sellers such as *Amazon*.

## Media Trends

- **Social Shopping.** During 2020, *Instagram* has dropped a ton of new tools and features. Some of them are likely to make a big difference in how people shop online and definitely puts *Instagram* on the map as a platform for e-commerce. Which new features? According to *Facebook*, 70 percent of shoppers use *Instagram* for product discovery and 130 million users every month tap on its shopping posts to learn more. The way consumers shop online is definitely going to change.
- **Live Formats on Social Media.** In March 2020, *Instagram Live* usage increased by 70 percent, most likely as a result of social distancing and restrictions to stay at home due to COVID-19. What's significant is that it's not only well thought out productions or huge collaborations on *Instagram Live* anymore. More and more people and influencers spontaneously go live on social media just to interact with their followers; let them ask questions, watch when doing their daily makeup, or co-host a live broadcast with a friend – similar to a live podcast. New data from Global WebIndex on consumer trends in 2021 shows that 29 percent of internet users across seven countries frequently watch live streams from influencers they follow. Among those users, 80 percent say they're likely to buy a product from the livestream.

## Airlift

HTA Airline Seat Capacity Outlook for May-July 2021 was released on May 5. The forecast for domestic scheduled nonstop air seats to Hawai'i during this period will increase by +760.2 percent compared to the same time period in 2020 (April 2020 was the first full month of the Hawai'i 14-day quarantine and the immediate reduction of flights is reflected in the high percent change). This projection is based on flights appearing in *Diiio Mi*. Due to the COVID-19 outbreak, the constant fluidity of seats and flights will continue as the COVID-19 pandemic evolves. An overall increase of flights is expected from all major market areas: U.S. West (+684.9%) and U.S. East (+2,126.4%). The situation is being monitored daily and the forecast adjusted accordingly.

## Market Intelligence/Market Conditions Impact on Hawai'i Travel

- Hawai'i's mandatory 10-day quarantine for arriving passengers remained in effect. Governor David Ige issued an 19th COVID-19 emergency proclamation in which he outlined the inter-county exception that will go into effect in May that allows persons who were fully vaccinated in the State of Hawai'i to be excluded from the mandatory 10-day quarantine and signaled the possibility of a new exception for vaccinated transpacific travelers in the future based on guidance from CDC. Until such time, the only alternative to the mandatory 10-day quarantine for transpacific is a negative NAAT COVID test from a Trusted Testing Partner taken within 72 hours of departure on the last leg of the trip to Hawai'i and having those results uploaded to the traveler's Safe Travels account prior to boarding that last leg.
- The island of Kaua'i rejoined the state's Safe Travels program on April 5. The county had opted out of the program in December due to the global rise in virus infection cases.
- U.S. West:  
Starting from June 15, all restrictions in California except those for conventions of more than 5,000 attendees are scheduled to lift. The state has issued a travel advisory that recommends caution and suggests self-quarantines for unvaccinated visitors from out of state and Californians returning to the state, but those steps are not mandatory. Out-of-state arrivals to Oregon, including returning Oregon residents, are still advised to practice self-quarantine for 14 days after arrival, with the exception of asymptomatic travelers who have received a complete dosage of the COVID-19 vaccine and it has been 14 days since their final dose. In Washington State, Governor Jay Inslee updated his travel advisory emergency proclamation requiring compliance with CDC guidance, requirements. As such, travelers to Washington who are fully vaccinated with an FDA-

authorized vaccine or a vaccine authorized for emergency use by the World Health Organization do not need to get tested before or after travel unless their destination requires it, and fully vaccinated travelers do not need to self-quarantine.

- U.S. East:

Asymptomatic travelers entering New York State are no longer required to test or quarantine as of April 10th. Quarantine is still recommended for all travelers who are not fully vaccinated or have not recovered from laboratory confirmed COVID-19 during the previous three months. However, it is recommended that they get tested three to five days after arrival in New York and consider non-mandated self-quarantine (for seven days if tested within three to five days, otherwise for ten days). There are generally no quarantine, work furlough, or testing requirements for asymptomatic domestic travelers,

**Leisure Activity Update**

**Consumer**

On-line

**Digital Campaign May – Estimated Impressions Per Island**

<b>PARTNERS</b>	<b>Central</b>	<b>OVB</b>	<b>MVCB</b>	<b>KVB</b>	<b>IHVB</b>	<b>LVB</b>	<b>DMVB</b>
Programmatic	PAUSED	PAUSED	PAUSED	PAUSED	PAUSED	PAUSED	PAUSED
<i>Facebook</i>	3,293,376	PAUSED	PAUSED	PAUSED	PAUSED	PAUSED	PAUSED
<i>Instagram</i>	314,330	PAUSED	PAUSED	PAUSED	PAUSED	PAUSED	PAUSED
<i>YouTube</i>	2,003,131	PAUSED	PAUSED	PAUSED	PAUSED	PAUSED	PAUSED
<i>Pinterest</i>	1,438,709	PAUSED	PAUSED	PAUSED	PAUSED	PAUSED	PAUSED
Total	7,049,546	-	-	-	-	-	-

Consumer paid media - nothing to report (Mālama Hawai'i brand campaign launching in May)

**Travel Trade**

Paid trade media – nothing to report (Trade campaign launching in May)

**Public Relations**

- HVCB
  - HVCB PR team drafted and distributed a release on Apr. 8 to local PR industry professionals, local and national broadcast stations, leisure publications, editors and freelance journalists titled, “HVCB UPDATE - Safe Travels - Maui Post Arrival Testing to Begin April.” The release shared information on the island of Maui’s new Public Health Emergency Rules, which became effective Apr. 9.
  - HVCB PR team partnered with broadcast TV leisure travel personality Emily Kaufman, known as The Travel Mom, on a visit to Maui (Mar. 18-20) and O’ahu (Mar. 20-24) for a broadcast media tour. She traveled the islands gathering content for 1) a video capturing “How To” travel, and 2) a combination of live TV hits and post-trip TV interviews. Her messaging focused on

inspiring summer travel, encouraging participation in the Mālama Hawai'i program and informing travelers how to travel safely and mindfully to the Hawaiian Islands. Emily secured the following markets: Los Angeles, Phoenix, Dallas, Portland, Las Vegas, Sacramento, Salt Lake City, Austin, Albuquerque, Denver and Houston, generating TV publicity value of over \$190,000 reaching an audience of nearly 576,000.

- HVCB PR team hosted journalist Ed Condran to the island of Hawai'i (Mar. 23-29) while he was on assignment for *The Spokesman Review*. In addition, he plans to pitch other outlets he contributes to, including *The Points Guy*. *The Spokesman Review* was eager for travel-related content and mentioned that Hawai'i will be the most exotic destination that U.S. travelers will plan to visit within the States. After his visit, Ed generated an article titled, "Tested Travelers: After COVID-19 Obstacles, Vacation to Exotic Hawaii Offers Food, History, Exploration and Outdoor Fun in the Sun." He shared his experiences on how to safely travel to Hawai'i following the Safe Travels Program, local food spots, hiking, The Puna Gold Coffee & Cacao Estate Farms tour, Hawai'i Volcanoes National Park, ziplining at Umauma Experience, among other partners.
- HVCB hosted freelance journalist Kari Wright on her visit to Maui (Mar. 28-Apr. 7) for a *Boston Globe* story. Kari writes a column, "Here, There, Everywhere" as well as the "check in" column, both of which appear in *Boston Globe's* Travel section. She traveled to Maui with her family and arranged accommodation support directly with Sheraton Maui Resort and Spa, The Westin Maui Ka'anapali and the Fairmont Kea Lani. HVCB supported her visit with ground transportation and recommendations for Mālama Hawai'i activities.
- HVCB connected with Jeff Jenkins, a contributor to *Travel & Leisure*, *The Points Guy*, *Lonely Planet*, who traveled to Maui (Apr. 7-13) covering adventure travel, luxury, food, sustainability and wellness experiences. Jeff had a confirmed *Instagram* takeover with *Travel & Leisure* and produced content on his own social channels (@chubbydiaries) for *Facebook*, *Instagram* and *TikTok*. HVCB's PR team secured features of Mālama Hawai'i, luxury/spa, adventure and culinary experiences in his content.
- HVCB PR team drafted and distributed a press release on Apr. 2 to local PR industry professionals, local and national broadcast stations, leisure publications, editors and freelance journalists titled, "Hawaii's Vaccination Travel Protocol Program for Vaccinated Individuals in Hawai'i." The release shared Governor Ige's announcement on a Vaccination Travel Protocol Program which will allow individuals who have been fully vaccinated in the State of Hawai'i to bypass pre-travel testing and/or quarantine when traveling within the State of Hawai'i beginning May 11.
- Media coverage highlights:
  - "The 25 Best Beach Towns in America" – *Pure WOW* – Dan Today – Mar. 24
  - "Voluntourism Opportunities and Special Offers to Malama Hawaii" – *The Travel Mom* – Emily Kaufman – Apr. 2



- “8 Waterfalls in the U.S. Worth Traveling For” – *Condé Nast Traveler* – Ashlea Halpern – Apr. 5
- “A Stay at These Socially and Environmentally Responsible Hotels Can Help Save the World” – *Men’s Journal* – Ian Centrone – Apr. 6

Courtesy of The Laylow, Autograph Collection  
The Laylow, Autograph Collection

**4. The Laylow, Autograph Collection**

**Where it is:** Honolulu, Hawai‘i

**Why you should go:** **The Laylow**, an Autograph Collection property, is one of O‘ahu’s coolest hotels. Situated in Waikiki, the hip hideaway was inspired by the iconic designs of architect Vladimir Ossipoff and boasts a retro mid-century-modern-meets-tropical vibe. In an effort to continue inspiring mindful travel, the hotel has partnered with **The Hawaiian Legacy Reforestation Initiative**. Guests can support reforestation efforts on O‘ahu through various ways, like rolling up their sleeves and joining a North Shore excursion to Gunstock Ranch and planting new trees. The partnership is part of the larger **Mālama Hawai‘i** program, a new collaboration between the **Hawai‘i Tourism Authority**, select volunteer organizations, and an alliance of tourism partners. The goal of Mālama (which translates to “care for”) is to protect and preserve Hawai‘i for the future while also giving travelers more meaningful and enriching travel experiences that will help them form deeper connections with the destination. There are currently more than 70 hotel partners participating in the state-wide program, each offering their own experiences and perks—some are even giving guests an extra free night in exchange for their good deeds. That’s what we call a win-win.

[LEARN MORE](#)

- “Hawaii pushing back date for vaccine passports, but good news on Kauai” – *The Points Guy* – Clint Henderson – Apr. 6
- “Tested travelers: After COVID-19 obstacles, exotic Hawaii offers food, history, exploration and outdoor fun in the sun” – *The Spokesman-Review* – Ed Condran – Apr. 10

- "I took 5 COVID-19 tests to go to Hawaii, and it was worth it" – *The Points Guy* – Clint Henderson – Apr. 12
- "AARP's Guide to Hawaii Volcanoes National Park" – *AARP* – Jen Murphy – Apr. 13
- "The Complete Guide to Getting Married in Hawaii". – *Brides* – Michelle M. Winner – Apr. 16
- "5 Ways to Be a More Earth-Conscious Traveler" – *Thrillist* – Leila Najafi – Apr. 21



### Take time to volunteer and give back to local communities

According to *The New York Times*, "regenerative travel" is the industry buzzword of the moment. It's the notion that not only should you leave no trace, but you should in fact leave a place *better* than you found it.

One option is to carve out time on your vacation to volunteer. Hawaii launched a program called Malama Hawaii (malama meaning "to respect and care for" in Hawaiian), which invites travelers to join volunteer projects like self-guided beach cleanups, tree planting, quilt-making for elders, and ocean reef preservation.

Some resorts even offer incentives for participating: Upon completion of a three hour volunteer beach clean-up, the Four Seasons Maui rewards guests with a \$250 resort credit for their current stay, plus one night in an Ocean View Room during a future stay. (If you're interested, you can book through the hotel's concierge.)

- "Kicking back in Ka'anapali, Maui" – *The San Francisco Examiner* – Julie Kessler – Apr. 25

- KVB

- Kaua'i was featured in:
  - "8 Waterfalls in the U.S. Worth Traveling For" – *Condé Nast Traveler* (uvpm: 1,700,000) – Ashlea Halpern – Apr. 5
  - "Kauai Offering Discounts To Visitors Who Take COVID Test" – *Travel Awaits* (uvpm: 61,000) – Jim Fulcher – Apr. 5
  - "Kauai Hotels Ready for Safe Travels Program Return" – *Travel Pulse* (uvpm: 277,000) – Scott Laird – Apr. 5
  - "Hawaii pushing back date for vaccine passports, but good news on Kauai" – *The Points Guy* (uvpm: 2,056,788) – Clint Henderson – Apr. 8
  - "Kauai offers discounts to visitors who agree to extra Covid test" – *Travel Weekly* (uvpm: 142,000) – Tovin Lapan – Apr. 11
  - "What to Expect When Visiting Dolphin Touch, a Unique Kauai Wellness Experience" – *TravelAge West* (uvpm: 198,167) – Marty Wentzel – Apr. 11
  - "Our island has had a terrible year: When disaster struck Kauai's North Shore, a community rallied" – *SF Gate* (uvpm: 9,460,000) – Michele Bigley – Apr. 25
  - "Hawaiian Dreams with Katherine Parker Magyar" – *Trip Cast 360* – Katherine Parker Magyar – Apr. 26
  - "Bobby's Hawaii" – *Fore* (uvpm: 28,113) – Joe Passov – Apr. 27
- Drafted "What's Blooming on the Garden Island" news release, which will be distributed to national travel media highlighting the latest happenings, special deals, and events on Kaua'i. The release will be distributed upon final approval.
- Corresponded with national travel writers for individual media visits on behalf of HVCB / KVB to highlight mindful travel, Mālama Hawai'i, history and culture, conservation, and outdoor adventure on Kaua'i.



- True Golf Solutions coordinated planning of June 2021 Go Golf Kauai Media and Influencer's Press Trip scheduled for June 20-24, 2021.
- Liaised with 21 media in April:
  - Ramsey Qubein, *Forbes*
  - Michele Bigley, *San Francisco Chronicle*
  - David Dickstein, *Orange County Register*
  - Kylie Ruffino, *Budget Travel*
  - Sunny Fitzgerald, *Travel + Leisure*
  - Cheryl Tsutsumi, *AAA Explorer*
  - Scott Laird, *Travel Pulse*
  - Melanie Haiken, *Marin Magazine*
  - Lola Garcia, Influencer
  - Eloá Orazem, Freelance Writer
  - Megan Michelson, *Outside*
  - Gina Vercersi, *National Geographic*
  - Megan Wiskus-Lim, *Style Magazine*
  - Jill Schildhouse, *Reader's Digest*
  - Nicholas Boyd, *Fremantle Production*
  - Gregory DelliCarpini, *Social Life Magazine*
  - Ashley Grauer, Influencer
  - Katie Parker-Magyar, *TripCast360*
  - Spencer Nichini, *NewsUSA*
  - John Ledesma, *Golf Magazine*
  - Josh Sens, *Golf Magazine*
- OVB
  - O'ahu was featured in:
    - *HAWAII Magazine* (*uvpm: 23,822*) Coverage resulted from an individual media visit from Kevin Allen in March 2021. His article, "Give Back on Your Next Hawaiian Vacation with Malama Hawaii" features Sustainable Coastlines and Prince Waikīkī.
    - *Brides* (*uvpm: 860,210*) Coverage resulted from Michelle Winner's participation in the Culinary Press Trip in March 2018. Her article, "The Complete Guide to Getting Married in Hawaii" features Lanikuhonua, Moana Surfrider, The Royal Hawaiian Hotel, Dillingham Ranch and more.
    - *UPROXX* (*uvpm: 10,172,463*) Coverage resulted from Steve Bramucci's participation in the Sports & Outdoor Adventure Press Trip in November 2019. His article, "Serious Travel Pros Name Their Favorite Road Trip Stops For Summer 2021 And Beyond" features the North Shore, Turtle Bay Resort, Waimea Bay and more.
  - Liaised with 12 media in April:
    - Zahrah Farmer, *Days of Zahrah*
    - Aida Mollenkamp, *Salt & Wind Travel*
    - Sierra Redmond, *East Star Media*
    - Josh Rubin, *Cool Hunting*
    - Cheryl Tsutsumi, *AAA*
    - Ali Wunderman, *TIME*
    - Mimi Towle, *Local Getaways Hawaii*
    - Elena Murzello, Freelance
    - Ben Davidson, *Westways*
    - Melissa Yaeger, *AZ Republic*
    - Jonathan Thompson, *Jules Verne* (UK)
    - Rachel Ng, *National Geographic Travel*

- MVCB
  - Individual media visits:
    - Lyn Mettler, freelance: *Reader's Digest* (circ: 10.5Mil) and *MSN.com* (uvpm 957Mil). Maui visit Apr. 3-10.
    - Monique Cordier, *My Perfect Itinerary* (uvpm 35k). Coordinated accommodations and activities for Maui visit, May 19 – 24.
    - Julie Kessler, freelance: *SFGate.com* (uvpm 44.4Mil), Maui visit Apr. 9 – 20.
    - Kari Bodnarchuk, *Boston Globe* (uvpm 7.9Mil). Maui visit Mar. 28 – Apr. 7.
    - Jeff Jenkins, freelance: *Travel + Leisure* (circ: 984K, uvpm 8.5Mil), Maui Trip Apr. 7 - 13.
  - Liaised with and/or provided information or image(s) assistance to the following media:
    - KiraWest, @ bykwest/Social media influencer. Working with United Airlines to provide assistance on itinerary for Maui visit. Dates changed to May 26 – June 2.
    - Ben Davidson, freelance: *AAA Encompass Magazine* (circ: 400K) and *Coastal Living* (Circ: 4Mil), setting up itinerary for Maui and Lānaʻi trip Aug. 8 - 17.
    - Aislyn Green, *AFAR.com* (uvpm 1.4Mil) Connected her with Maui cultural representative to update “Best Hawaiian Islands for Different Kinds of Travelers” article.
    - Sara Sekula, freelance, *Lonely Planet* (uvpm 7.5Mil), provided information on Maui Nui inter-island transportation for article.
    - Richard Atkins, *Albuquerque Journal* (uvpm 3.1Mil), reviewed travel assistance questionnaire for possible Maui visit in Sep.
    - Callie & Leo, *TheLACouple.com*, blogger and social media influencer. Reviewing request for assistance for visit to Maui June 16 – 21.
  
- IHVB
  - The island of Hawaiʻi was featured in:
    - *Matador Network* (uvpm: 793,456), “On Hawaiʻi Island, the Real Adventure is Far from the Kailua-Kona Coast,” Apr. 1. Coverage resulting from providing recommendations on outdoor adventure activities and the history of ranching in Apr. 2021.
    - *National Geographic* (audience: 18,310,000), “Volcano Tourism is Booming, but is it Too Risky?,” Apr. 2. Coverage resulting from coordinating interview with R. Birch in Mar. 2021.
    - *Champagne Living*, (uvpm: 2,300), “Island of Hawaiʻi” In the State’s Biggest Island: Fun, Food, and Fine Art Reign Supreme,” Apr. 9. Coverage resulting from assisting Kathy Chin Leong with a visit in Jan. 2021.
    - *AARP.org* (uvpm: 5,292,088), “AARP’s Guide to Hawaiʻi Volcanoes National Park,” Apr. 13. Coverage resulting from assisting Jen Murphy with recommendations and contacts in Oct. 2020.
  - Liaised with 11 media in April:
    - Noelle Salmi, *Matador Network*
    - Mariann Yip, *Social Media Influencer*
    - Jonathan Thompson, *freelance writer, Condé Nast Traveler*
    - Jeanne Cooper, freelance writer, *HawaiiIslander.com and LocalGetaways.com*
    - Aislyn Green, *AFAR*
    - Casey Kahn, *FreeTime Media*
    - Kathy Chin Leong, freelance writer
    - Jennifer Broome, *The Weather Channel Local Now*
    - Cheryl Tsutsumi, *AAA Explorer*
    - Chadner Navarro, *Wine Enthusiast*
    - Zoe Aust, *Social Media Influencer*
  - Distributed Mālama Hawaiʻi | Mindful Travel-themed What’s Sizzlin’, Apr. 22



## Sales Activities

### Sales Calls, Trade Shows, Training Events

	Airline	Wholesaler/TA/TO/OTA/Other	Total
<b>HVCB</b>		101	101
<b>KVB</b>		-	-
<b>OVB</b>		5	5
<b>MVCB</b>	1		1
<b>IHVB</b>		6	6

### Summary of Key Sales Activities

- HVCB
  - For the month of April, travel trade hosted 13 webinars/virtual training sessions for a total of 1,584 participants and was involved in four industry partner meetings with a total of five participants; there were 88 “one-on-one” virtual travel advisor appointments in the month. HVCB and the Island Chapters are working closely with industry partners to communicate the Safe Travels Program, pre-testing protocols, trusted travel partners list and share all the important links via the travel agent website, linking to *gohawaii.com* and the DOH accordingly.
  - The travel trade team assisted with both the GoHawaii hotline and the GoHawaii email inquiries from travelers regarding the Safe Travels program, trusted testing partners and other general inquiries regarding traveling from the U.S. to the Hawaiian Islands.
  - The team fielded all inquiries received from travel advisors across the United States via the *agents.gohawaii.com* site who required assistance to plan their clients’ trips and navigate the Safe Travels program.
  - HVCB participated in a Luxury Travel Inspiration *Facebook* Live Interview with Boutique Travel Advisors on Apr. 6 for 50 consumers and two travel advisors on the West Coast. The interview highlighted Hawai’i’s current Safe Travels Program while also inspiring clients to visit Hawai’i mindfully.
  - Expedia Cruises invited HVCB to present a webinar for 39 of their travel advisors based in Texas and Louisiana on Apr. 9. The webinar focused on the Safe Travels Program, Mālama Hawai’i and island updates.
  - HVCB partnered with Classic Vacations to present a webinar for 45 Cruises International travel advisors and 34 of their clients on April 13. The webinar covered the Safe Travels Program, Mālama Hawai’i and island highlights.
  - HVCB participated in a Travel Talk with Cruise One/Dream Vacations on April 13 which focused on travel protocols and island updates. The virtual training drew 150 travel advisors.
  - ALG Vacations invited HVCB to conduct a presentation to West Coast travel advisors on April 14. The webinar focused on updated travel protocols, island updates and travel advisor resources. There were 25 travel advisors in attendance.
  - On Apr. 20, HVCB partnered with Apple Leisure Group for a webinar titled, “Hawai’i Back to Paradise with HVCB and ALG Vacations.” The webinar reached 152 Midwest advisors during the live session and was recorded for future viewing.
  - Virtuoso held their Ready, Reset, Go virtual event Apr. 20-22. There were 500 travel advisors in attendance. HVCB’s sponsorship provided the opportunity to address the entire group as well as conduct 88 one-on-one appointments with qualified travel advisors.
  - LBAC Travel hosted a virtual consumer evening on Apr. 22 focusing on The Hawaiian Islands. HVCB was the guest speaker with 45 consumers and two travel advisors in attendance.

- HVCB hosted a webinar exclusively for Virtuoso on Apr. 27. The session focused on updated travel protocols, island updates, Mālama Hawai'i and travel advisor resources. There were 98 travel advisors in attendance.
  - HVCB participated in the AAA Aloha Days Hawai'i Virtual Event on Apr. 27 for 300 travel advisors and 900 consumers across the country. HVCB highlighted the uniqueness of Hawai'i's islands and culture and shared a safety message.
  - HVCB partnered with Apple Leisure Group on Apr. 28 to present a webinar for AAA travel advisors from North Carolina and South Carolina. Topics discussed included the Safe Travels Program, Mālama Hawai'i and island updates. Ten advisors participated in the live webinar which was recorded for 100 AAA advisors to view on demand.
  - Allied Travel in Iowa invited HVCB to be a guest on their Virtual Travel Talk series on Apr. 29, which was attended by three travel advisors and 22 of their clients. HVCB shared island highlights, Hawai'i's uniqueness and the Mālama Hawai'i offer to inspire the attendees to visit Hawai'i mindfully.
  - HVCB, in partnership with Classic Vacations, conducted a webinar for travel advisors on Apr. 29 which focused on travel protocols, island updates, Mālama Hawai'i and travel advisor resources. There were 258 travel advisor attendees.
  - Travel agent website *agents.gohawaii.com* update: There were 507 online graduates who completed the Hawai'i Destination Specialist and/or Island Specialist educational courses online, and 625 new registrants signed up for access to online resources. The travel agent database numbers are now up to 87,914 email contacts and include 33,517 active U.S. travel advisor profile records.
- IHVB
    - Pro Travel webinar April 6 (24 attendees). Destination updates, travel protocols.
    - All Tour Travel webinar April 8 (8 attendees). Destination updates, travel protocols.
    - Plaza Travel webinar April 15 (36 attendees). Destination updates, travel protocols.
    - MK Luxury webinar April 21 (23 attendees). Destination updates, travel protocols.
    - AAA Anaheim April 27 (12 attendees). Destination updates, travel protocols.
    - Kahala Travel April 27 (10 attendees). Destination updates, travel protocols.
  - KVB – None to report
  - MVCB
    - Gave presentation to and sponsored an activity for the American Airlines Vacation FAM at The Montage. Included in presentation was the concept of Responsible Tourism. Nine AAV agents attended.
  - OVB
    - Resorts of Hawai'i for Travel Advisors webinar April 1 (64 advisors). Destination updates, travel protocols.
    - Enriching Family Travel on O'ahu Mailpound webinar April 8 (159 advisors). Guest Speakers: Courtyard Marriott O'ahu North Shore, Ritz Carlton Residences Waikīkī Beach.
    - Apple Leisure Group webinar April 23 (27 advisors and 1 ALGV BDM). Destination updates, travel protocols.
    - Pleasant Holidays webinar April 27 (109 advisors). Destination updates, travel protocols.

**Key Performance Indicators - Leisure Market**

**Consumer**

**Digital Campaign April Actuals – Estimated Impressions Per Island**

<b>PARTNERS</b>	<b>Central</b>	<b>OVB</b>	<b>MVCB</b>	<b>KVB</b>	<b>IHVB</b>	<b>LVB</b>	<b>DMVB</b>
Programmatic	PAUSED	PAUSED	PAUSED	PAUSED	PAUSED	PAUSED	PAUSED
<i>Facebook</i>	296,312	PAUSED	PAUSED	PAUSED	PAUSED	PAUSED	PAUSED
<i>Instagram</i>	15,796	PAUSED	PAUSED	PAUSED	PAUSED	PAUSED	PAUSED
<i>YouTube</i>	0	PAUSED	PAUSED	PAUSED	PAUSED	PAUSED	PAUSED
<i>Pinterest</i>	0	PAUSED	PAUSED	PAUSED	PAUSED	PAUSED	PAUSED
Total	312,108	-	-	-	-	-	-

**Public Relations**

Month-end impressions and publicity values for articles that included Hawai'i – March results

**Impressions and Publicity Values for March**

<b>MARCH</b>	<b>Impressions</b>	<b>Publicity Values</b>
Print	95,802,472	\$17,252,797
Online	229,107,330	\$31,757,987
Broadcast	576,925,887	\$17,641,638
<b>Total</b>	<b>901,835,689</b>	<b>\$66,652,422</b>

**Countermeasures**

- On Apr. 8, information about Maui County's post-arrival testing for trans-Pacific travelers who are flying direct to OGG was distributed. On Apr. 20, information about the state's inter-county vaccination exception travel program was announced and distributed. Both distributions were sent to HVCB's Membership, Hawai'i's industry partners, OTAs, airlines, travel trade partners and agents, MCI clients and customers and media. The Hawai'i Visitors and Convention Bureau's call and email teams continued to field and answer questions, and staff ensured information shared with the various constituencies was the most current about trans-Pacific and inter-county protocols regarding Safe Travels.
- HVCB's 1-800-GoHawaii call center fielded 21,793 calls in April. In addition, HVCB staff and call center agents responded to more than 11,000 Safe Travels inquiries to [info@gohawaii.com](mailto:info@gohawaii.com).

**Responsible Tourism Update**

- Hawaiian Culture
  - HVCB – Coordination of Mālama Hawai‘i brand campaign launching in May.
- Natural Resources
  - KVB
    - Invited Kaua‘i Surfrider to present and share about their beach clean-up program to the Kaua‘i Board of Directors on Mar. 30. Distributed contact and program information to board members.
- Community
  - KVB
    - In response to the current pandemic, executive director Sue Kanoho continued to work regularly with the Kaua‘i Emergency Management Agency Office in cooperation with the County of Kaua‘i’s Mayor and Mayor’s office, Kaua‘i Police Department and other state and county officials and organizations including discussion on Kaua‘i rejoining the Safe Travels Program and regulations and rules regarding MCI and groups.
    - KVB continued “Resort Bubble” efforts in coordination with the County as an option for those arriving to Kauai that do not meet Safe Travels requirements but qualify for the resort bubbles.
  - OVB – None to report
  - MVCB
    - Supporting Maui County’s Malama Maui County Pledge promotion with production of a rack card and video. Rack card and video to be produced by May 2021.
  - IHVB
    - Continued to support the County cohort team overseeing Pono Communications action plans/steps for the County of Hawai‘i’s Tourism Strategic Plan, portions of which tie-in to the Hawai‘i Tourism Authority’s Destination Management Action Plan (DMAP)
- HTA Events and Programs.
  - Provided media assets on behalf of HTA for event and program sponsorships:
    - Big West Conference: Provided direction and in-arena signage, as well as secured make good television and streaming-visible exposure assets for HTA, for the Men’s Volleyball tournament played Apr. 22-24 on O‘ahu.

**“Coming Attractions” for Leisure Market**

	<b>What</b>	<b>When</b>	<b>Where</b>
<b>HVCB</b>	Individual Media Visit: Chaney Kwak <i>(Hemispheres)</i>	May 1-11	Maui
	Individual Social Media visit: Kira West <i>(United)</i>	May 26- Jun. 2	Maui
	Individual Media Visit: Natasha Bourlin <i>(SFGate, Los Angeles Times, AFAR)</i>	May 14-16	Hawai‘i Island
	Individual Media Visit: Melanie Haiken <i>(Marin Magazine, The Points Guy)</i>	Jun. 2-8	Kaua‘i
	Classic Vacations Virtual Product Showcase	May 4	Virtual

	Avoya Land Forum	May 4-7	Virtual
	Signature Travel Network “Regionals Reimagined” Virtual Event	May 5	Virtual
	Webinar with Apple Leisure Group for Travelmation	May 11	Virtual
	The Hawaiian Islands: Mālama Hawai‘i, a Virtual Educational Event (HVCB Central and Island Chapters)	May 12-13	Virtual
	AAA Georgia & Tennessee Webinar with Pleasant Holidays	May 18	Virtual
	Webinar promoting new CLT-HNL route with Classic Vacations and Outrigger Hotels & Resorts	May 19	Virtual
	Virtuoso Webinar	June 1	Virtual
	Midwest ‘Ohana Hui Holomua Webinar Series	June TBA	Virtual
	WESTA Owners Meeting	July 23-26	Puerto Vallarta, Mexico
	Cruise360	July 27- Aug 1	Hollywood, FL
<b>KVB</b>	Go Golf Kauai Media and Influencers Press Trip	June 20-24	Kaua‘i
	Global Travel Marketplace	July 8-10	Ft. Lauderdale, FL
<b>OVB</b>	Resorts of Hawai‘i for Travel Advisors: O‘ahu 101	May 11	Virtual
	Hawaiian Airlines – O‘ahu Travel Protocol’s and Destination Updates Webinar	May 19	Virtual
	Pleasant Holidays: O‘ahu 101 Webinar	May 27	Virtual
	Mailpound Webinar	June 7	Virtual
	Hawaiian Airlines – O‘ahu 101 Webinar	June 9	Virtual
	Global Travel Marketplace	July 8-10	Ft. Lauderdale, FL
	Mailpound Webinar	Aug. 9	Virtual
<b>MVCB</b>	None to report		
<b>IHVB</b>	Travel Leaders Webinar	May 11	Virtual
	NorCal Ohana Fam	May 18-23	Hawai‘i Island

# Hawai'i Tourism Japan

## 2021 Monthly Leisure Marketing Report – April

### Market Intelligence/Market Conditions

#### Economy

- **IMF GDP forecast:** Based on IMF forecast in April, Japan's GDP growth for 2021 is 3.3% which increased 0.2% compared to January forecast. With the financial policies and vaccination progress, the economic recovery will be expected. ([source](#))
- **Consumer consumption:** Nowcast and JCB credit card company conducted survey of consumer spending behavior change and showed that March 2021 consumption was declined 3.3% compared to same time in 2019. Major decreases were caused by less food service and transportation. ([source](#))

#### Outbound Travel Market

- **Airline passenger size regulation:** Japan government has regulated maximum capacity of passengers for non-Japanese carriers up to 100 air seats per flights for border measures of COVID19. Until end of May, the regulation was up to 140 passengers per flights and the government ease the conditions.
- **JATA's tourism recovery initiatives:**
  - **Discussion with government officials:** JATA continues discussion with tourism recovery with Ministry of Travel on regular bases as well as with Ministry of Foreign Affairs at the same time. Since the Japan government focus is to have Olympic in summer right now, restart of business track and outbound travel resume are secondary priority. JATA's continued lobbying to the government official and discussion of managed tour including vaccination and pre-returning PCR test with Ministry of Health, Labour and Welfare are key of success.
  - **IATA travel passport installation:** JATA is discussing the implementation of IATA travel passport in Japan for outbound travelers. As the pilot program, Korea and Hawai'i route site inspection are discussing among JATA member. Also, JATA awaits and adjusts the resumption timing of business track and inbound business at the same time.

#### Competitive Environment

Hawai'i's competitive destinations like Australia, New Zealand and Guam have started tourism recovery promotion and conducted/will conduct travel bubble between safe destinations. Also, the competitive destinations are proactively approaching the travel agencies to discuss the recovery plans with special funds. Business destinations like Hong Kong and Singapore are also starting business track between near Asian countries.

- **Travel Bubble:**
  - **New Zealand and Australia:** Started from April 19, 2021, qualified to both countries' residents who stayed in own country 14 days prior to the abroad and met a few conditions. ([source](#))
  - **Hong Kong and Singapore:** Announced travel bubble between Hong Kong and Singapore starting on May 26, 2021, available to maximum 200 passengers one way. The passengers must present the pre-testing negative certificate and accept taking post-arrival COVID19 test. Also, travelers are required to be fully vaccinated (completion of 2 doses plus 14 more days) prior to their trip. ([source](#))

- **Vaccine tour:** Vaccination tour for global affluents which are not able to receive the vaccine in own country became popular. Travel agencies in Germany and other European countries conducted vaccine tours to Russia. After the vaccine in-take, the patients were also enjoying experience sightseeing in Russia.
- **Vaccine Passport:** Singapore will start utilizing IATA’s “Travel Pass” apps to share the PCR test results among airlines and immigration officials and make the process easier. (source) This tendency became a more normal process for abroad travel. Japan is discussing a plan to introduce “vaccine passports” via the form of a smartphone app, with travelers scanning QR codes at airports before boarding flights or when entering the country to make it easier for people who have been inoculated against COVID-19 to travel internationally. (source)

• **Tourism Recovery Efforts**

Destination	Promotion
Taiwan	Instagram photo campaign with City Living magazine
	Taiwan Food campaign collaboration with Taiwanese restaurant in Japan between 4/23-5/9
Thailand	JAL, Thailand Tourism, JALPAK and Narita Airport (NAA) will collaborate charter flight departing Narita on May 15, 2021 (source)
New Zealand	“2021 Kiwi Connection Japan” online seminar for Travel Trade on 4/7 & 4/21
Australia	TV commercial and SNS campaign starting from March
	Launched special site of “Conscious Travel” introduced Japanese travelers new travel ideas to sustain earth environment and contribute local communities to have world to be better place (source)

**Consumer Trends**

- **Survey of Future Overseas Travel Sentiment Among Japanese Amid the Coronavirus Pandemic:** Topping the list of countries/regions that people want to visit on tourism first are 1) Hawai’i, 2) Taiwan, 3) the U.S. mainland, 4) Australia/New Zealand, and 5) South Korea. People “just like” Hawai’i, while Taiwan and South Korea are “close to Japan.” Taiwan and Australia/New Zealand are also chosen because “the number of COVID-19 infections is small” and “their handling of new infections can be trusted”. Things people are doing to prepare for overseas travel when it resumes are “saving money for next travel” and “monitoring information on countries/regions [they] want to visit”. (source) Therefore, the information distributing is the key of tourism recovery success and important element for creating the buzz to Hawai’i heavy repeaters and fans.
- **Global Travel Trend report by American Express Travel:** The report found that an overwhelming majority (87%) of people said that having a trip planned in the future gives them something to look forward to. People are finding hope and comfort in thinking about and even planning future trips, with 78% of respondents indicate wanting to travel in 2021 to relieve the stresses from 2020. To make up for missed travel, 61% of survey respondents plan to spend more than they normally would on a trip in 2021 since they could not travel in 2020. The pandemic has changed peoples’ perception of luxury travel with personalized experiences (82%), high cleanliness standards (81%) and privacy (79%) being the most desirable luxury amenities among respondents<sup>1</sup>. 59% indicate that they want to use a travel agent to help plan and customize their next trip and 80% indicate they are willing to travel to destinations during the offseason so that it's less crowded. (source 1) (source 2)

## Digital Marketing Trend

- **Information gathering about travel survey during COVID19 pandemic:** JTB Market research of information gathering under pandemic was conducted. Digital communication devices among all generations are used via “smart phone (86.8%)” and most usage of SNS are “LINE (73.8%)”, “YouTube (42.3%)”, “Twitter (40.3%)” followed by “Instagram (36.9%)”. Close to 25% responded “just viewing, not posting like before”. Also, 17.2% stated they visited place from information gathering from SNS or 16.2% purchased items from SNS. [\(source\)](#)
- **Virtual platform development:** Amazon launched virtual tour experience platform called “Amazon Explore”. Amazon believes the hybrid travel experience demands will be increased and fill up the needs were not able to meet pre-COVID19. Market will determine trial virtual experiences meet their satisfactory prior to actual experiences. Consumer behaviors will change in new normal situations. [\(source\)](#)
- **Online tour search platform:** TravelZoo Japan developed “ONTABI (Online travel)” which is largest Online (virtual tour) search engine in Japan and provide over 1,000 online tour with over 80 countries and 15 different themes like culture, art and more. Also this allows users to sort by keyword, pricing, month and operating company. [\(source\)](#)

## Event

- Due to the Japan government’s 3<sup>rd</sup> state emergency declaration for 4 prefectures (Tokyo, Osaka, Kyoto and Hyogo) between 4/25 and 5/11, outdoor events like music festival were cancelled, the commercial facilities like mall and museums announced closure during the period. The government also requested the closure for larger scale facilities over 1,000 square meters and the events held in these facilities were forced to cancel or postpone to later dates from Golden Week. The government was offering special funds up to 250 million yen to the event organizer at the 2<sup>nd</sup> state of emergency; however, there are no announcement made for event organizer support affected by 3<sup>rd</sup> state of emergency yet.
  - **Odaiba Hawai’i Festival:** 4/29~ending date to be determined, in-person event cancelled, only conducted online event.
  - **Hawaiian WAI KULA Days 2021~Save the GREEN Share ALOHA~ and OYAMA Aloha Festival2021:** Date changed from 5/8-5/9 to 10/9-10/10

## Travel Trends

- **Outbound promotion opportunity:** JATA believe Olympic is the best opportunities showcase inbound/outbound travel PR and acquiring post-Olympic travel growth. Not only JATA Outbound Travel Committee, but also entire JATA, the travel PR event organized by JATA in summer is planned according to JATA officials. Because of the current surge in Japan, JATA officials are carefully monitoring the dates for tourism reopen and the resumption of business track is the great measure the Japan government ease the foreign/returning residents entry restriction. Travel destinations will be selected carefully however, these destinations have great tourism reopen environment with low cases of COVID19 like Korea, Taiwan and Hawai’i were considered. Communication between these destinations is the key of success of tourism reopen, JATA said. [\(source\)](#)

- **Major wholesalers tour stop sell updates**

JTB, HIS, KNT: until 5/31	ANA Sales, JALPAK: until 6/30
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Even though some of wholesalers are stop selling package products until end of June, they started selling Hawai'i product packages from July since Hawai'i is safe destination among other outbound destinations and because of state of Hawai'i's vaccination progress.

- **Major event cancellations:** Kintetsu International Hawai'i announced event cancellation for the annual Pan-Pacific Hawai'i Festival that is normally held in June. Also, ANA made the announcement to cancel this year's ANA Honolulu Music Week due to safety and health concerns surrounding COVID-19.
- **HIS Online experience tours:** H.I.S. announced over 3,500 courses of online tour among 72 countries/regions and resulted over 50,000 participants since April 2020. Overall high rank online tour including Hawai'i and Around-the-world-online-trip resulted 3,600 participants. [\(source\)](#)

### Media Trends

- **Media Keyword "Workation":** With Japanese government halting the "Go To Travel" campaign due to the rise of COVID-19 cases, they are promoting workation, to work at the resorts and get refreshed. To reflect the government efforts, medias in rural areas are featuring unique workation plans. Hawai'i is also seeing the trends of length of stay increase from Japan market and Hawai'i's accommodation is also introducing long stay plans and HTJ will be distributing information to media.
- **Media business shifting:** Luxury market printed media shifts from information distribution focus to diverse their function adding business solution services for their clients recently. For example, one of the high-end printed media company, Hearst Fujingaho which publishes ELLE Japon and Harpers Bazaar has established marketing department to provide optimal media solutions to their advertiser's needs and analytics of consumer behavioral change.
- **More SDGs focus:** With recent trend of SDGs, media have created SDGs related articles, subjects to increase the awareness and importance. One of the major online media "All About" has launched its new platform "Collective Action Plan" which will provide support to companies, NPOs and government entity working on SDGs related project by information distribution, creating projects, and future social implementation.

### Airlift

- **Airlines operations/suspensions (as of 4/25) :** The current air route operations were provided by ANA/HA/JAL and announced their operation schedule until end of June (8 flights per week by 3 airlines) and awaiting tourism recovery. Delta Air Lines expressed their interest resuming the operation in July.

#### Flights from Haneda/Narita/Kansai

- **April:** Total 35 flights with 8,798 seats
- **May:** Total 34 flights with 8,428 seats (forecast)
- **June:** Total 34 flights with 8,368 seats (forecast)

<b>ANA</b>	Operated 2 flights per week from Haneda, other routes suspended
<b>DL</b>	Suspended until late summer for Haneda & suspended until further notice for Osaka & Nagoya
<b>HA</b>	Operated 3 flights per week from Narita, 1 flight per week from Osaka, other routes suspended
<b>JAL</b>	Operated 2 flights per week from Haneda, other routes suspended
<b>KE</b>	Suspended until 5/31

<b>UA</b>	Suspended until 6/3
<b>ZIPAIR</b>	Suspended until 5/31
<b>Air Asia</b>	Suspended until further notice

- **Fuel Surcharge:** 3 current Hawai'i operating airlines (ANA, HA & JAL) announced fuel surcharge of 4,400 yen for ticket issuing of June 1 – end of July approved by the Ministry of Land, Infrastructure, Transport and Tourism.
- **Flying Honu Domestic charter:** ANA has continued accommodating the demand of Hawai'i theme domestic charter flights since 2020 July. For April flight (4/24) at the first time, Flying Honu A380 charter flight departed from Chubu (Nagoya) airport. 252 air seats were sold out and magnified 5 times more than air seats available for this charter. Also, to celebrate this charter flights, the Centair Aloha Hula Festival 2021 were held on 4/24 and 4/25 at the terminal with close to 30,000 participants. HTJ exhibited Hawai'i booth and distributed the promotional materials. ([source](#))
- **Hawaiian Airlines (HA):** HA announced offering its loyalty members a lifetime of flexibility to earn, save and redeem HawaiianMiles by eliminating its mileage expiration. This announcement will attract Hawai'i repeaters and fans including Hula communities in Japan to become Hawaiian Airlines customers. ([source](#))
- **Airlines' other initiatives**  
**ANA:**
  - Collaborating with Hasegawa S.T., ANA accommodates international aircrafts as buyout wedding venue and promote "The Wedding with ANA" program with available dates in May and June. (Buy-out wedding only at \$15,500 and Wedding & Reception in Haneda terminal venue at \$30,000) ([source](#))
  - ANA is launching new meal trays made from biodegradable materials for inflight meals, as part of its sustainability plans for 2050. The new meal trays are composed of bagasse – the waste fibre created from pressing sugarcane – and will be introduced in August 2021 for economy class meals on international flights. ([source](#))

**JAL:** With collaboration with JTB, JAL will conduct 6 domestic charter flights to promote outbound destination between May and October. As these projects announced, Singapore theme (5/23), USA and Eclipse theme (5/26) and Taiwan theme (6/5) will be conducted and the charter flights depart from Haneda. ([source](#))

### **Market Intelligence/Market Conditions Impact on Hawai'i Travel**

- Less than 3 months to Olympic in Tokyo, Japan government continued restricting the entry for not only foreigners but also returning residents. Compared to other countries, Japan's COVID19 cases were not significantly high; however, the infection surged in some major cities like Tokyo and Osaka. Japan government announced the 3<sup>rd</sup> state of emergency to Tokyo, Osaka, Kyoto and Hyogo from April 25 to May 11, 2021 during Japan's one of the large holiday seasons, Golden Week. Even though the economists forecasted economic growth in 2<sup>nd</sup> Quarter, this state of emergency may suppress the growth, especially on food services and travels industry.
- Japan has started vaccination from April 12 to the senior citizens age over 65 year (estimate of 36 million) and the government announced by end of June, the 2<sup>nd</sup> dose for the group will be

completed and by September 2021, the government has secured vaccines for all citizens (16+ years old). This brings more consumer confidence for the new normal activities including travel.

- In addition, because of Hawai'i's vaccination progress, many of travel industry partners think Hawai'i is a safe destination to promote and are selling package tours departing from July 1, 2021 onward. To prepare Japan market recovery, HTJ has launched 3 new microsites under AllHawai'i.jp: 1) Mālama Hawai'i, 2) Surfing in Hawai'i 3) Wear Aloha, Save Aloha. Campaign sites were launched on the Earth Day. With these initiatives, HTJ will communicate with Japan key industry partners to discuss further recovery promotion for summer and 2021 4th Quarter.

## **Leisure Activity Update**

### **Consumer**

- Sent an email magazine to 357,459 consumers on 4/12 to announce a May Day virtual event, a new law of the Disposable Food Ware Ordinance, Hawai'i's NPO's online educational programs, HTJ's Hawai'i Tourism Forum, Hawai'i Fair with Mana-up at Natural Lawson in Tokyo, HTJ's new safety movie at activities and hotels in Hawai'i, and a reopening of Thurston Lava Tube on the Island of Hawai'i. A May Day event, NPO's online programs, and the Natural Lawson's Hawai'i Fair information had high percentage of clicks.
- On April 22, the Earth Day, HTJ launched 3 microsites under allHawai'i.jp which are "Mālama Hawai'i", "Surfing in Hawai'i", and "Wear Aloha Save Aloha". HTJ also sent an emails magazine specifically announcing 3 microsites related to "Mālama Hawai'i" on 4/22 to 362,768 consumers.

	Details
Mālama Hawai'i SNS reach: 99,900 Email magazines: 362,768	Promote and share the concept of "Mālama Hawai'i" to inspire mindful travel in Japan market. By increasing the awareness of the word, "Mālama Hawai'i" and educate why it is important to be a Pono traveler through this website, HTJ expects all the travelers from Japan to understand the needs and importance of "Responsible Tourism" for the future.
Surfing in Hawai'i SNS reach: 48,893 Email magazines: 362,768	Surfing will be making its debut at the Tokyo Olympic in 2021, and HTJ is promotes its history, culture, and lifestyle started in Hawai'i. By working with NPOs such as Bishop Museum and Mālama Pono Inc., HTJ collected and put various information related to surfing in Hawai'i on this website.
Wear Aloha Save Aloha SNS reach: 323,290 Email magazines: 362,768 HTJ official website: 171,158	As one of the campaigns involving consumers, HTJ put a spotlight on Aloha Shirt which has historical connection with Japan, to share the environmental issues we are having on the earth. By collaborating with Japanese famous appeal brands and Hawai'i's local designers, HTJ expect to reach various targets not only Hawai'i fans. At the first collaboration with BEAMS started on 4/22, Aloha Shirts were sold out within 12 hrs.



- HTJ collaborated with several influencers on SNS to promote “Wear Aloha Save Aloha” to spread a message of “Mālama Hawai’i” with the design of Aloha shirts created by Hawai’i’s local artists and Japanese well-known apparel brand. As of 4/30, this campaign reached total 1,978,697 followers.



- HTJ announced and shared an information of “Ohia Lehua Day” on 4/25 via email mllamaagazine, allHawai’i.jp and SNSs to protect Hawai’i’s endemic plants preserved by Hawaiians.
- Hawai’i made product support:** HTJ announced the collaboration of Japan’s convenience store, “Natural Lawson” and Mana Up from 3/26~4/26. HTJ posted the column on allhawaii.jp (UU: 90,950) and via HTJ’s owned SNS and consumer email magazines. Total reach was over 450,000.

Platforms	Reach
SNSs (Twitter, Instagram, and Facebook)	49,838
Email magazines	403,462
<b>TOTAL</b>	<b>453,300</b>

**Millennial initiative – POOLO:** HTJ’s millennial initiatives with TABIPPO continued monthly activities with members. In the month of April, 36 members were participated in the discussion meeting on how they can contribute to Hawai’i tourism recovery by using the concept of “Kanko Fukko Guide (travel restoration guide)” that was also the March webinar topic. With this session, HTJ is able to showcase the mālama Hawai’i concept, ethical/sustainable activities in Hawai’i and Hawai’i’s tourism potentials.

**Event:**

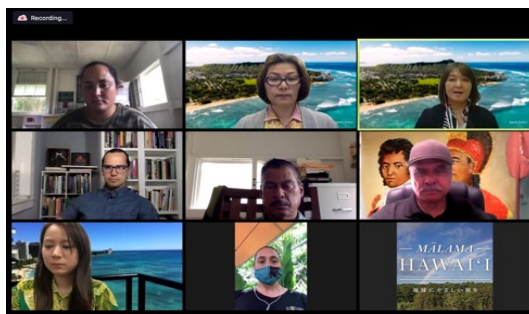
- Odaiba Hawai’i Festival (Tokyo, started April 29):** The 18<sup>th</sup> Annual Odaiba (Tokyo) Hawai’i Festival, one of the top 3 Hawai’i Events in Japan (over 500,000 attendees over 10 days during Golden Week) conducted as online event in 2021 due to the COVID19. 2021 event will be expanded for over 2-month period instead of 10 days and this online event allows more participants throughout Japan. For this year events, organizers focused more on Hawai’i Learning contents and E-commerce business to meet their attendees’ demand. HTJ supported the event by providing Hawai’i learning materials and ukulele contents and showcasing Made in Hawai’i

products by connecting with DBEDT. Over the 2 months event, HTJ will continue communicating with organizers and providing Hawai'i contents.

- **Hawai'i event in Kumamoto:** Promoting Hawai'i events with City of Kumamoto from 4/24 to 5/9 and promotion videos like Island of Hawai'i and Share the Aloha are shown during the events, Mālama Hawai'i website flyers and HTJ collaterals were provided to attendees.
- **Hawaiian WAI KULA Days 2021~Save the GREEN Share ALOHA~ and OYAMA Aloha Festival 2021:** Discussion with the event organizer on how HTJ microsite of Surfing in Hawai'i and Mālama Hawai'i can be promoted and how to increase the Aloha Program membership among the event attendees.
- **Prince Hotel group summer Hawai'i fair:** HTJ provides information and ideas to the representatives of Prince Hotels which plans to have Hawai'i fair throughout 12 hotels in Kanto in Summer. The information and ideas include Hawai'i SDGs "Aloha+ Challenge", Mālama Hawai'i site.
- **Hawaiian event in Seina Rinku park:** HTJ has involved with local DMO near Kansai airport and Hawaiian Airlines to conduct Sennan Rinku Park Hawai'i Event (End of July, 4 days event). The discussion will continue in later dates.
- **Hawai'i event consulting:** Airports, Hotels, Departments are slowly announcing Hawai'i related event in summer. HTJ has been involved as information provider, by connecting them with partners/government organization like DBEDT. These Hawai'i events in summer are great opportunity to increase consumers' confidence and willingness to visit Hawai'i once Japan's conditions improve.

### Aloha Program

- In April, there are 270 new Aloha Program members and 82 members took Hawai'i specialists. This resulted Aloha Program Hawai'i specialist members totaled 27,760 (12,280 advanced, 4,506 intermediate, 9,191 beginners and 783 youth) and it registered total 61,493 Aloha Program Members as of April 30 .
- **Support NPO Donation:** HTJ conducted Aloha Program Support NPO Donation event on 4/15 inviting 4 NPO (Kaua'i Museum, Kohala Institute, Kupu Hawai'i and Manoa Heritage Center) to present donation check (collected from Aloha Program member) to each organization. HTJ also showcased 2021 initiatives aligned with HTA 4 pillars and asked for their support of HTJ initiatives for Japanese visitors to become Pono Travelers. HTJ continues communicating and strengthening the relationship with these organizations.



- **Public Relation:** Aloha Program was introduced at Lighthouse Hawai'i for local Japanese communities twice in April to introduce Aloha Program's Ahupuaa project to plant Koa trees on the Island of Hawai'i, Hawai'i specialist test, and web seminar information, with total circulation of 40,000.
- **Education:** Continued streaming bi-weekly webinars for consumers through the Aloha Program. Topics of the webinars in April included update information of Hawai'i's COVID19 situation and new restaurant information, and Hawaiian gourmet recipe, total 276 Hawai'i specialists attended.
- **Information Distribution:** Sent an email magazine to 45,401 members of Aloha Program on 4/27 which includes the announcement of the upcoming webinars for Aloha Program members, free online educational webinar information held by Hawai'i's NPOs, Virtual May Day event information, Virtual Ukulele festival information, and the 3 microsites launched on 4/22 including Mālama Hawai'i website, Surfing in Hawai'i website, and Wear Aloha Save Aloha campaign.

### Public Relations

- **Media Exposures & Press Releases:** During the month of April, there were total of 196 exposures generating 7,708,305,241 impression and \$2,088,970.54AVE. HTJ distributed total of five press releases generating 184 exposures, 7,655,146,171 impression, and \$710,705 AVE.

Date	Press Release Topic	Number of Exposure	Impression from coverage	AVE from coverage
4/6	2 <sup>nd</sup> Hawai'i Tourism Forum	51	1,479,496,273	\$186,070
4/22	Mālama Hawai'i Initiative	35	1,397,716,813	\$137,640
4/22	WEAR ALOHA, SAVE ALOHA. Project	42	1,734,594,456	\$167,515
4/30	May day is Lei day in Hawai'i	31	1,633,963,688	\$126,480
4/30	WEAR ALOHA, SAVE ALOHA. SNS campaign	25	1,409,374,941	\$93,000

**Media Calls:** 37 media calls (19 publishers, 8 TV, and 10 freelance writers and photographers) were made in April. Every year during the golden week, Hawai'i is one of the outbound destinations that is heavily covered in media especially on television. Most of the television wanted to feature what the current situation in Hawai'i is including the visitor situation as well as what the new normal is. HTJ shared visitor arrival numbers, what's new in Hawai'i, and how the nature has improved, and how it is important to Mālama the nature and educate the visitors prior to welcoming back. Interview was arranged with Fuji TV's morning show Mezamashi TV (Fuji TV) which will be aired on May 4. Also followed by news release distribution of Mālama Hawai'i initiative, there were many ethical and surfing related media who wanted to feature Hawai'i initiatives. HTJ will continue to build relationships with new media featuring SDGs related contents which we can share Hawai'i's Aloha + Challenge and local community and NPOs initiative.

### Travel Trade/ Sales Activities

- Major wholesalers started selling package product from July departure and more hybrid version of the B2C events (combination of real/online events) offering Hawai'i theme in Japan like ANA A380 domestic Hawai'i theme charter as example. The travel industry as a whole is ready for outbound business recovery.
- HTJ continued conversation with JATA, major airlines, direct flight airport officials (Hokkaido, Tokyo, Nagoya, Kansai & Fukuoka) to update conditions, especially IATA and other vaccine passport

implementation. HTJ provided Hawai'i's COVID19/Vaccination process and informed about Hawai'i's initiative "Mālama Hawai'i" that is the key of new normal travel concept.

#### Sales Calls

Airline	Wholesaler/TA/TO/OTA	Other	Total
19	19	21	59

- **Hawai'i Tourism Forum:** HTJ's 2<sup>nd</sup> Hawai'i Tourism Forum was conducted on 4/20 with the theme of "Hawai'i x SDGs". Close to 340 leisure market related agents participated in the event to learn about Hawai'i's SDGs initiatives Aloha+ Challenge, local NPOs and partners SDGs initiatives. Through this forum, HTJ received many positive comments from the agents including ideas on developing volunteer programs for package tour customers.
- **ANA's Hawai'i Initiatives:** HTJ supported ANA Hawai'i theme charter with A380 Flying Honu from Kansai Airport and Chubu Airport. Especially for Chubu airport, HTJ exhibited the event booth of Centair Aloha Hula Festival 2021 and promoted Hawai'i to over 13,000 event visitors along with wholesale partners and airport representatives.
- **Education assistance:** HTJ provided education assistance to major wholesalers with information on COVID19 safety protocols and Mālama Hawai'i initiatives.
- **Mālama Hawai'i:** By involving wholesalers, airlines, hotels, attractions, transportation companies, HTJ created partner initiatives pages and launched Mālama Hawai'i website on 4/22, Earth Day. In April, total 21 industry partners were involved and created 26 columns.
- **Travel Trade website:** HTJ posted and published total 16 columns in April.
- **Monthly Mail Magazine:** HTJ distributed monthly Travel Trade mail magazine on April 5 to 18,188 members. In mail magazine, the announcement of 2<sup>nd</sup> Hawai'i Tourism Forum "Hawai'i x SDGs", Visitor statistics, SDGs columns in Travel Trade website and COVID19 updates were included and resulted in 34.5% open rate.
- **SNS reach:** HTJ distributed information through Travel Trade Twitter. In the month of April, total 31 tweets posted and earned 33,868 impression. This brought more click through to Travel Trade website and increased the PV.
- **Travel Agency support:**
  - **JTB 2021 package pamphlet:** HTJ's Mālama Hawai'i message was posted on JTB's Hawai'i package pamphlet. HTJ worked with JTB to encourage their customers to practice "Pono Travel". The total circulations of the pamphlet are about 80,000 copies.
  - **Aloha Program Satellite Group update:** HIS Hawai'i's Maui and Island of Hawai'i branch were approved as AP Satellite office. In the month of April, total 37 satellite offices related articles including virtual tours, messages from Hawai'i local offices were posted.

#### Partners Relations:

- **Mālama Hawai'i website launch:**
  - Prior to launching the Mālama Hawai'i website, HTJ communicated with 15 NPOs to gather information and resources. HTJ will continue to reach out to NPOs to gather information and

resources to add to Mālama Hawai'i as well as sharing with the media about their missions and programs.

- HTJ reached out 21 partners to acquire the information/resources and created total 26 columns in the month of April. ([Link](#))
- **Made in Hawai'i festival:** HTJ had an initial meeting with Made in Hawai'i organizer to discuss 2021 event held at Ala Moana Center. The communication will continue to discuss details and plans.
- **Sustainable Coastlines Hawai'i (SCH):** HTJ conducted education online seminar with SCH in April to understand their missions and initiatives. Also, HTJ connected the Japanese representative of SCH to Hawai'i Prince Resort Asia Sales to discuss Japanese version of Mālama Hawai'i program of Prince Waikīkī.
- **Wedding market:** HTJ conducted 1<sup>st</sup> meeting with O'ahu Wedding Association. OWA expressed the importance of Japan Wedding/Romance Business and asked to work with Japan wedding companies and HTJ for tourism recovery. HTJ reported to OVB about the meeting and will work with OVB to move forward and promote Wedding/Romance businesses for future.

## **Responsible Tourism Update** **Hawaiian Culture**

- Promoted “May Day” virtual event via SNSs, email magazines, Aloha Program, and allHawai'i.jp with total reach of 438,303.



- HTJ livestreamed live Ukulele music concert on Facebook and YouTube on 4/21 with total impression of 30,181.
- HTJ introduced and shared that Bishop Museum was nominated as 10 Best Readers' Choice Awards by USA Today via SNSs and email magazine to support Hawai'i's biggest museum where we can learn Hawaiian history and culture. Bishop Museum is one of HTJ's supported NPOs where Hawai'i specialist test fees are donated to as well.

## **Natural Resources**

- In order to preserve natural resources in Hawai'i, HTJ launched “Mālama Hawai'i” website to increase the awareness that it is important to protect natural environment. The website introduces what travel related industries have been working on to care for the environment, what people can do to preserve the natural resources, and what HTJ is working to involve the activities of Mālama honua.



- On 4/25, HTJ shared the messages via SNSs and email magazines to protect Hawai'i's endemic plant, Ohia lehua which is important for Hawai'i's biological systems, with a total reach of 419,993.
- Travel Trade website Natural Resources contents: New disposable ordinance/plastic use regulation content ([Link](#)) and Mālama Hawai'i hotel partner programs ([Outrigger](#)) ([Ritz Carlton](#)) were posted in Travel Trade website columns and distributed the news through Travel Trade mail magazine and twitter.

**Community**

- **Surfing community relation:** HTJ launched “Surfing in Hawai'i” microsite within AllHawai'i.jp on April 22, 2021. In the site, not only surfing history, surf legend including past and present and lifestyle showcased, but also local NPOs who educate local communities and visitors about importance of marine preservations are featured. HTJ communicated with Mālama Pono, Bishop Museum, and other NPOs and surfing communities like World Suring League to promote surfing as Hawai'i originated sport. To increase attention and awareness, HTJ also linked this promotion to the upcoming Olympics in Tokyo.

**Island Chapters Engagement Update**

- **All Island chapter:** HTJ shared the Mālama Hawai'i website/Wear Aloha Share Aloha campagin site launch with Island chapters. Also, HTJ asked ICs to recommend their island NPOs/communities to promote Mālama Hawai'i initiatives.
- **OVB:** HTJ conducted online meeting with OVB on April 21 and discussed 2021 Japan initiatives. HTJ will work with OVB to ehance Mālama Hawai'i initiatives including O'ahu NPO/communities relations.
- **Hawaiian Island message distributions:** On each SNS, HTJ introduced the beauty and attractiveness of O'ahu, Island of Hawai'i, Maui, and Kaua'i.

Islands	Reach	# posts	Featured contents
O'ahu	211,623	16	-Information of disposable food ware ordinance to take effect from April 1 -Bishop museum for the best museum award on USA Today
Island of Hawai'i	113,243	6	-Ohia Lehua day to share the rapid ohia death -Introduces Ellison Onizuka named for the airport of Kona on International Day of Human Space Flight
Maui	32,426	2	-Virtual canoe experience from Lahaina port -Introduce Haleakala and its craters on International Day of Human Space Flight
Kaua'i	63,256	2	-Introduce Allerton garden -Show the image of Na Pali coast to introduce dynamic nature of Hawai'i

**“Coming Attractions” for Leisure Market**

What	When	Where
Aloha Program webinar (Mālama Hawai'i)	5/13	Online
Hawai'i Promotional Committee Japan Meeting	5/12	Online
Hawai'i Tourism Forum	5/19	Online

WEAR ALOHA, SAVE ALOHA. 2nd Phase Launch (BAYFLOW)	5/21	Online and in store
Aloha Program webinar (Bishop Museum)	5/27	Online
WEAR ALOHA, SAVE ALOHA. 3rd Phase Launch (ADAM ET LOPE)	End of June	Online and in store
Hökūleʻa Website Launch	6/8	Online

# Hawai'i Tourism Canada

## 2021 Monthly Leisure Marketing Report – April

### Market Intelligence/Market Conditions

#### **Economy**

- Canada's economy will expand by 5.8 percent this year and 4.0 percent in 2022, thanks to the rollout of vaccines, which has led to a gradual reopening of the economy and boosted confidence.
- In a year where no province was spared a devastating economic blow from the COVID-19 pandemic, Alberta was by far the hardest hit. Numbers released this week by Statistics Canada show Alberta's GDP shrank 8.2 percent in 2020. The next hardest hit were Quebec and Newfoundland and Labrador, with economic retreats of 5.3 percent. Canada's economy as a whole shrank 5.3 percent.
- The Bank of Canada is expecting strong consumption-led growth in the second half of the year as vaccinations against COVID-19 continue.
- From COVID-19 benefit extensions through new taxes to a bump in Old Age Security payments and a new pay floor for some minimum-wage workers, Canada's 2021 federal budget outlines a slew of measures that will impact Canadians' bottom lines.
- Parliament's spending watchdog says the federal government's response to the COVID-19 pandemic should send the deficit soaring to \$363.4 billion.
- The loonie remained stable in January and February registering an average value of USD \$0.787 during the period.

#### **Outbound Travel Market**

- Outbound activity fell to 132,000 trips in February. This was about half of the volume registered in January, when the highest level of monthly travel since March 2020 was recorded. So far in 2021, overseas activity has declined by 2.4 million trips while transborder trips declined by 2.7 million. The activity registered during the month reflects just 5 percent of the volume recorded one year ago, interrupting the upward trend that had been occurring.
- Canadians made just 52,000 overnight trips to the U.S. in February 2021, the lowest monthly volume since June 2020. Compared to the previous year, overnight auto trips fell 96 percent and travel by other modes decreased 97 percent.

#### **Competitive Environment**

- Typically, two of the highest volume months for Canadian arrivals, destinations in the Caribbean, Mexico, and Central America recorded a 95 percent decline in activity in January

and a 99 percent drop in February as new testing and quarantine rules were implemented for returning travelers. There were just 51,000 arrivals registered during the period, with visits to Mexico accounting for 54 percent of all activity. The first four months of the winter travel season recorded a 94 percent decline in arrivals.

- There were just 11,000 Canadian arrivals in the Asia-Pacific region in January and February 2021, a 98 percent decline compared to the same period in both 2019 and 2020. As pandemic-related travel restrictions ensue, the first four months of the winter travel season (Nov-Feb) saw 1.3 million fewer arrivals in the region (-97 percent). The overall occupancy rate for the first two months of the year was 13.5 percent in Thailand, 51.5 percent in Hong Kong, and 43.0 percent in Singapore.

### **Consumer Trends**

- After climbing to its highest level since the pandemic began in March, consumer confidence faltered a bit in April as the third wave took hold. Despite being the first dip in six months, at 98.4 points, the April score was the second-highest rating recorded in over a year. However, as pessimism intensified across the country, the index fell in all regions except Atlantic Canada. Overall, sentiment related to finances stayed relatively stable, but optimism toward future finances remained below the level seen before the pandemic. This negativity significantly eroded purchase sentiment as just one-fifth of respondents think now is a good time to make a major purchase.

### **Travel Trends (direct to Hawai'i)**

- Ongoing travel restrictions resulted in 152,000 fewer arrivals throughout the first quarter of 2021.
- There were just 300 Canadian arrivals in Hawai'i in March 2021, compared to 26,000 in 2020.
- So far in 2021, direct arrivals have declined by 98 percent and indirect arrivals have fallen 97 percent.
- Independent travellers represented 96 percent of all visitors during the first quarter of 2021, a much higher share than previous years.
- During the period, 3,500 independent travellers were counted (-97 percent), while package trip volumes fell 99 percent.
- Compared to 2020, stays in hotels (-95 percent) registered a smaller decline than stays in condos/timeshares (-99 percent) and rental homes (-99 percent).

## Media Trends

- Canadians are on TikTok more than ever.

In its latest Global Ad Trends report: COVID-19 One Year On, WARC highlights a number of significant trends, some of which are likely here to stay. Most notably, the study reports a 30% rise in global digital media consumption, and the subsequent, ongoing, erosion of linear TV advertising.

While the channel spend has flatlined in recent years, this recent analysis shows that the trend is precipitous, with global spend on linear TV dropping over \$30 billion in 2020, due in large part to COVID-affected production issues.

Certain players and platforms have also risen to the top over the past pandemic year. On the social front, TikTok consumption has doubled globally (according to app analytics organization App Annie), and WARC reports that TikTok users in Canada spend 17 hours per month on the app, taking the top spot from Facebook. The platform has also supplanted Facebook in a number of markets, including France (also 17 hours), the U.K. (20 hours) and the U.S. (22 hours), with WARC indicating that the consumption habits could prove permanent, with over half of those surveyed indicating intent to maintain their higher activity levels on the platform post-pandemic.

- IAS and Xandr partner to provide more programmatic context.

As contextual targeting becomes a more viable component of the programmatic landscape, brand-safety in that context is still something that gives buyers pause.

In response to calls from brands and advertisers for cookie-less solutions and more control over, and trust in, their media buying, adtech company Xandr, a division of AT&T, partnered with Integral Ad Science, “to offer advertisers the transparency and controls to run their campaigns alongside trusted content,” said Dylan McBride, head of global partnerships at Xandr. More specifically, programmatic buyers are now able to access IAS’s contextual targeting and avoidance capabilities within Xandr’s self-service Invest DSP.

The Context Control product provides more precision for ad placement through page-level sentiment analysis, along with 300-plus pre-set segments that aid in informing ad and content avoidance. In other words, context is only part of the solution. Layering in sentiment to the buying process provides brands with more confidence that their ad will end up where it’s supposed to, alongside like-minded, suitable placements. IAS partnered with the Globe and Mail to offer the contextual ad solution in late 2020.

The targeting tools are available through Xandr Invest for campaigns in English, French, German, Italian, and Spanish, with additional languages coming soon. This particular partnership expands on IAS and Xandr’s existing relationship, which includes brand safety, fraud, and viewability controls.

## **Airlift**

- There were 13,500 direct seats to Hawai'i offered in the first quarter of 2021, compared to 183,000 in 2020 and 211,000 in 2019.
- After offering seats in January, Air Canada suspended service reducing capacity by 61,000 seats (-95 percent) during the period. However, in
- At the same time, Westjet reduced service by 108,000 seats (-91 percent).
- Carriers have offered 20,000 seats since the Safe Travels program was launched.
- In conversations with Air Canada, the airline has mentioned noticing a pent-up demand for Hawai'i destination programming. Due to this demand, Air Canada is planning to resume flights to Hawai'i in September and add new routes direct to Hawai'i starting in December.

## **Market Intelligence/Market Conditions Impact on Hawai'i Travel**

- All international flights landing in Canada are being funnelled to Toronto, Montreal, Calgary or Vancouver. Anyone arriving in Canada will need to have a negative PCR test within 72 hours of their scheduled departure to Canada and must show the results to their airline before they board their flight. Travellers will also need to submit their contact details, a COVID-19 symptom self-assessment and quarantine plan, electronically, before boarding their flight, through the new ArriveCAN app.
- Incoming passengers must wait at a "supervised hotel" until their test results come back negative, at their own expense, roughly \$2,000 per person which is expected to be up to 3 days. With a negative test result, travelers will wait out the rest of their quarantine at home, under "significantly increased surveillance". In the event of a positive test result, travelers must go to "government facilities" in an effort to determine if the strain is one of the new variants.
- Canada's international and U.S. border restrictions will be in place for another month (May 21<sup>st</sup>). The border between the two countries is closed to non-essential travel. Transport Minister Omar Alghabra told the Association of Canadian Independent Travel Advisors that the stricter travel rules introduced in January have reduced importation of the virus by 90%.
- Canada may require international travelers to prove they were vaccinated against COVID-19 before they can enter the country, Prime Minister Justin Trudeau said. Trudeau said the federal government will align its policy on whether it will require travelers to provide a vaccine certification with its international allies.
- Approved Vaccines - Pfizer-BioNTech, Moderna, AstraZeneca and the single dose J&J. As of May 6, more than 14,799,208 doses of approved COVID-19 vaccines have been administered across Canada. 17,115,944 doses have been distributed to the provinces, 13,608,942 first doses have been administered and at least 1,190,266 people have been fully vaccinated. Canada's inoculation rate is 13th among 121 countries with a population of one million or more people.




- Health Canada is authorizing the Pfizer-BioNTech COVID-19 vaccine for adolescents aged 12 to 15, meaning that the vaccine is now approved for anyone over the age of 12 in Canada.
- With COVID-19 vaccine demand declining in the United States, some Canadians facing a third-wave of lockdowns are flying south to get inoculated, perhaps months earlier than they would be able to at home.
- New modelling shows that restrictions could be lifted when 75 percent of adults have received their first vaccine dose and 20 percent have received their second dose of a vaccine. When that scenario is reached, restrictive measures could be gradually eased. Prime Minister Justin Trudeau said summer travel for Canadians might be possible if vaccinations continue and Canada’s COVID-19 numbers continue to drop.
- The National Advisory Committee on Immunization (NACI) said that Canada’s provinces and territories should give as many Canadians as possible their first dose of a COVID-19 vaccine, before offering the second.

## **Leisure Activity Update**




### **Consumer**

- Air Canada Vacations: Currently on hold after the Canadian Federal Government announcement on December 30, reinforcing the ‘do not travel’ advisory. Will not resume until further notice.
- WestJet Vacations: Currently on hold after the Canadian Federal Government announcement on December 30, reinforcing the ‘do not travel’ advisory. Expected to resume in early March if the do-not-travel advisory eases up.
- Airlines are holding off on releasing their Summer schedules until later in May as Ottawa is talking about easing the travel restrictions in late June and a vaccine passport that will allow Canadians to travel safer.
- HTCAN has secured a webinar with KAZ Custom Travel an agency focused on women and sustainable travel.




### **TOP PERFORMING POSTS FOR THE MONTH – INSTAGRAM:**

POST IMAGE	POST TEXT	IMPRESSIONS	ENGAGEMENT ▼	APPLAUSE	AMPLIFICATION	CONVERSATION	POST CLICKS
	Embrace the natural beauty. ▲ #VisitKauai #LetHawaiiHappen 📷: safarihelicopters	2,260	211	198	0	3	0
	Paddling towards paradise. ▲ #VisitMolokai #LetHawaiiHappen 📷: melzyfox	1,973	210	192	0	5	0
	Everyday is a new beginning. ✨ #VisitMaui #LetHawaiiHappen	2,785	200	193	0	3	0

## TOP PERFORMING POSTS FOR THE MONTH – FACEBOOK:

POST IMAGE	POST TEXT	IMPRESSIONS	ENGAGEMENT ▼	APPLAUSE	AMPLIFICATION	CONVERSATION	POST CLICKS
	<b>Westin Hapuna (Island of Hawaii)</b> Silence is golden. 🌴 #VisitIslandofHawaii #LetHawaiiHappen	4,684	510	176	21	34	279
	<b>Papalaua Falls (Molokai)</b> Paddling towards paradise. 🌊 #VisitMolokai #LetHawaiiHappen	5,440	306	180	16	15	95
	<b>UGC Honolulu Sunset (Oahu)</b> Sunsets and palm trees. 🌅 #VisitOahu #LetHawaiiHappen	5,060	247	188	9	6	44

## TOP PERFORMING POSTS FOR THE MONTH – TWITTER:

POST IMAGE	POST TEXT	IMPRESSIONS	ENGAGEMENT ▼	APPLAUSE	AMPLIFICATION	CONVERSATION	POST CLICKS
	<b>UGC Honolulu Sunset (Oahu)</b> Sunsets and palm trees. 🌅 #VisitOahu #LetHawaiiHappen	N/A	36	18	8	0	10
	<b>Garden of Eden (Maui)</b> Maui's scenic wonderland. 🌿 #VisitMaui #LetHawaiiHappen	N/A	21	13	3	1	4
	<b>Nature (Kauai)</b> Nature: Earth's poetry. 🌿 #VisitKauai #LetHawaiiHappen	N/A	20	12	4	0	4

Note: The bolded text under 'post text' was not deployed.

## Travel Trade

HTCAN is trying to secure free promotional and educational opportunities due to HTA's request to stay at fixed costs for the first half of 2021.

- Hotelbeds.com Campaign: HTCAN was able to secure free of cost an educational campaign with Hotelbeds.com in their Canadian website. This campaign will run in May and June.
- Outgoing reach to set up upcoming training sessions with travel agencies across the country.
- Proactively working on sharing information regularly with the tourism industry and listening to Travel Advisors' feedback about consumer behavior and booking trends.

## Hawai'i Specialist Program

HTCAN has been working with Travel agencies across the country to encourage new enrollment in the Hawai'i specialist program, by support initiatives that drive interest for the destination focusing on virtual experiences. To attract more travel advisors to join, and to keep them coming back to the platform, HTCAN released an Education-focused communication to outline the benefits and advantages of becoming a Hawai'i specialist Travel advisor. Among



them: Consumer referrals, invitations to events, Fam trip opportunities, and special travel rates. The goal is to continue to build and maintain a consistent number of travel advisors engaged with the platform.

HTCAN has also provided communications with travel advisors to grow awareness and knowledge on the Hawaiian Islands in line with the destination brand. Advisors offering accurate information and booking services can help create an unforgettable travel experience and extend the length of stay.

Through its marketing and communications efforts, HTACN has put the Hawai'i specialist program as a top of mind for travel advisors who are expecting to see more inquiries for the Hawaiian Islands, with departures scheduled towards the end of the year.

- HTCAN has been clearly and effectively communicating updates on the requirements and safety protocols visitors experience before and after arriving in the Hawaiian Islands. Constant email correspondence and phone calls have been offered to answer inquiries from trade partners and consumers. The increasing number of inquiries regarding Hawai'i's safe travel program is a signal that Canadians are starting to think about planning their upcoming winter vacations.
- As an integral element of HTCAN's Plan, the Team has been promoting sustainability practices that complement and strengthens the appeal of the Hawaiian Islands. The COVID-19 pandemic is inspiring Canadians to become mindful travelers. The pause in the travel industry has given them the opportunity to reset and envision a new way of traveling. Voluntourism opportunities are an example of how visitors can travel more sustainably. Keeping this in mind, HTCAN has been promoting the Mālama Hawai'i program with Travel Advisors so they can inspire Canadian travelers to be well-informed about the Hawaiian Islands before traveling so they can make better decisions that could improve the lives of the people in the islands, respect and appreciate their culture and protect their ecosystem.

## Public Relations

- Proactive and reactive pitching with prior approvals from the HTA. Pitching themes include virtual experiences for families during summer break to keep Hawai'i top of mind.

- In regular conversations with media to ensure they are updated on all regulations and safety protocols pertaining to COVID-19 testing.
- Working on possible virtual events in the summer (July/August). Theme will be focused on culture.

### **Sales Activities**

Sales Calls			
Airline	Wholesaler/TA/TO/OTA	Other	Total
6	21	0	27

- HTCAN has continued reaching out to Travel Advisors on sales calls as they remain optimistic about the Industry's return in 2021. Most travel agencies estimated that the second quarter is going to see travel rebound in a strong way. The vaccine rollout has been a huge boost for Canadians who are already contacting Advisors to plan their upcoming travel. Many of our Advisors are looking forward to rebuilding their business.
- HTCAN has been monitoring travel trends to know how Canadians are planning to travel in 2021 and what impact the pandemic has had on their trip planning habits. According to many travellers' advisors, their clients are eager to venture abroad once they received their second dose of vaccine. Most inquiries have been to destinations that required visitors to submit proof of COVID19 negative test or vaccination before travel, including Hawai'i.
- Continuous communication with the Canadian carriers in order to be up to date on their schedules and short and mid-term plans.

### **Responsible Tourism Update**

- HTCAN continues to forward reminders of the cultural webinars of NaHHA.
- The Mālama campaign keeps being explained and promoted amongst the travel advisors, and the travel industry and Hawaiian Culture is the center of the promotions. HTCAN is making an effort to create awareness in the travel advisors to pass along the message to their clients about visitors being respectful of the communities, traditions, environment, etc. when visiting Hawai'i.
- HTCAN is continuously looking for "green" partners to engage with.

### **Island Chapters Engagement Update**

- HTCAN is in communication with the Island Chapters and has scheduled a monthly call to update them on the current market situation. HTCAN has also been working with the ICs to put together its quarterly newsletter.

**“Coming Attractions” for Leisure Market**

<b>What</b>	<b>When</b>	<b>Where</b>
Hotelbeds.com campaign	May and June	Canada-wide
KAZ Custom Travel talk	June	Ontario

# Hawai'i Tourism Oceania 2021 Monthly Leisure Marketing Report – April

## **Market Intelligence/Market Conditions**

### **Economy**

#### Australia & New Zealand

During April, the much-awaited Trans-Tasman Bubble between Australia & New Zealand commenced. Travellers are now able to travel between the two countries without the 14-day quarantine requirement nor pre-testing. The travel bubble is a milestone and is a huge confidence boost for both economies. Most importantly, it is a chance to establish and test travel protocols and the approach to community cases if they arise. Since the opening, we have seen a handful of community cases appear in both Australia and New Zealand which have been quickly ring-fenced with short pausing of flights in some instances.

The final ANZ-Roy Morgan Consumer Confidence report for April was down 1.6 pts to 112.4 during the week. This was largely due to falls in Perth due to a three-day Covid-19 lockdown. Despite the fall, Consumer Confidence is still above the 2021 weekly average of 111.0 and is a huge 27.4 pts higher than the same week a year ago,

A reflection of the domestic revival has been Virgin Australia announcing major recovery actions, including returning 220 of its cabin crew to work and employing a further 150, as it looks to be at 80 percent of its pre-pandemic domestic capacity by mid-June.

On the currency side, April saw a slight strengthening of the local currencies with both the AU\$ and NZ\$ offering great value against the US\$: AU\$1.00 = US\$0.77 and NZ\$1.00 = US\$0.72.

### **Outbound Travel Market**

#### Australia & New Zealand

The opening of the travel bubble saw a huge initial volume of bookings. On the day of the announcement Air New Zealand were received their busiest day of bookings on record. The initial pent-up demand was based heavily on family related travel while general leisure travel has not been quite as strong. However, this is slowly recovering, as confidence resumes and in line with school holidays.

New Zealand has also announced a second travel bubble – with Cook Islands which will commence mid-May.

### **Competitive Environment**

#### Australia & New Zealand

The media landscapes have started to see a notable increase in international stories and advertising. The opening of the Trans-Tasman bubble has naturally provided the opportunity for the Australia, New Zealand and the various State and Regional tourist boards to invest heavily in advertising and marketing. This is providing good insights as to the different styles of approach and relevant success.

## **Travel Trends**

### Australia & New Zealand

Speaking with industry partners, it is pleasing to hear about the level of bookings and deposits being received for 2022 business. There is a high level of confidence and trust, and real enthusiasm to plan overseas travel once again. As an example, HTO are working with a consumer who is planning a 80-100 guest wedding in Hawai'i in 2022. The majority of those guests would travel from Oceania.

### **Airlift (Specific to Hawai'i)**

#### Australia & New Zealand

Alan Joyce from Qantas recently spoke to a tourism group stating their focus is on approved bubbles with the US and UK. While there have been some negative reports around the delayed timing of border openings, Qantas has been a strong proponent of the impact and requirement of vaccination aligned travel.

Hawaiian Airlines have continued to keep presence and commitment to the Australian and New Zealand markets. In recent conversations on both sides of the Tasman, they reinforced their determination to be part of the re-start of the Oceania to Hawai'i market.

In good news, Delta is returning to daily service between SYD & LAX from May 1.

### **Market Intelligence/Market Conditions Impact on Hawai'i Travel**

#### Australia & New Zealand

The US Commercial Services held an event for all US operators this week and told the industry to keep the faith. There are high level talks between the countries as the vaccine rollout is going so well there and Australia will catch up as the year progresses.

### **Leisure Activity Update**

#### **Consumer**

**Social media content calendar:** HTO continues to build momentum on Social Media by posting 2 to 3 posts per week and gradually building momentum and increasing post frequency over the coming months. The posts have generated a significant amount of engagement.

#### **Travel Trade**

**Visit USA** – HTO attended the Visit USA committee meetings in both AU and NZ this month. In Australia, HTO provided a destination update to the committee. There was discussion around a hybrid trade event to take place in July in both countries.

**US Commercial Service Event** – HTO attended this event providing an opportunity to connect with key US partners.

## Public Relations

HTO continue to maintain relationships with the trade and consumer press and also assist with destination and industry information where relevant and appropriate.

## Sales Activities

Sales Calls			
Airline	Wholesaler/TA/TO/OTA	Other	Total
1	5	2	8

HTO held meetings (a mix between virtual and physical) with the following partners: Luxury Escapes, Ignite, Helloworld, Visit USA AU & NZ, Hawaiian Airlines, First Travel, and House of Travel.

## Responsible Tourism Update

As part of our company's kuleana towards the environment, we continue to participate in local initiatives. In May, Jacqui Walshe will take part in the CEO beach clean-up held at Manly Cove Beach, joining the Take 3 for the Sea and many business leaders to clean-up and help remove a substantial amount of pollution from the bay.

One of HTO's key focusses, as we get closer to the re-opening of airlift, is around the implementation of the Mālama Hawai'i initiative. There is a very receptive local market who are in tune with the concept and HTO will look at synergies with the successful North America programme on the promotion and implementation.

## Island Chapters Engagement Update

HTO continue to liaise with the ICs and recently assisted the Maui Visitors Bureau with an enquiry relating to a US group managed by a travel agent based in New Zealand .

## "Coming Attractions" for Leisure Market

HTO will continue to provide market intel and continue liaison with key trade, media and political partners. HTO continues to produce 'evergreen' content in preparation for activation of the recovery marketing plan, including the implementation of a social media calendar.

# Hawai'i Tourism Korea

## 2021 Monthly Leisure Marketing Report – April

### Market Intelligence/Market Conditions

#### Economy

- South Korea's economy achieved faster growth than expected in the first quarter with a modest export recovery and fiscal policy support. Korea's gross domestic product recorded a 1.6% increase in the first quarter compared to the fourth quarter of last year, and it was higher than a market consensus (0 to 1%). This rate is the fastest among advanced countries in the top ten global economies.
- The Consumer Composite Sentiment Index (CCSI) stood at 102.2 in April, up 1.7 points from March, continuing its fourth straight month of recovery. It seems that expectations of economic recovery due to continued strong exports, vaccination and improved employment indicators led to the positive perspective for consumption.
- South Korea's exports reached an all-time high in the first quarter. It rose 12.5% year-on-year to US\$146.5 billion in the first quarter while it was -2.4% last year due to the COVID-19. Bank of Korea said it will raise its economic growth forecast for Korea from 3.0% to high 3% range as exports perform better than expected.
- The average USD/WON exchange rate in April was 1,118.02 won, a slight decrease from the previous rate of 1,131.00 won in March.

#### Outbound Travel Market

- Data for the number of outbound travelers in March recorded 143,366, a 48.4% decrease YOY.

Month	Departures	Growth (%)
January	86,143	- 96.6%
February	68,213	- 93.5%
March	143,366	- 48.4%
<b>Total</b>	<b>297,722</b>	

#### Competitive Environment

- Guam Tourism Office announced its vaccination status recording 50% full vaccination rate among adults aged more than 16 and will exempt quarantine to all international travelers with negative COVID-19 test result within 72 hours of departure starting from May 15.
- Visit Maldives launched 'I'm Vaccinated' campaign targeting to make Maldives the first fully vaccinated tourism sector in the world. As of now, over 65% of the eligible Maldivian population have received the vaccine and over 90% of the eligible tourism industry is vaccinated.

## Consumer Trends

- The value of daily retail payments grew 15.2 percent in 2020 as online financial transactions increased amid the COVID-19 pandemic. With COVID-19 spreading, more consumers are using contact-free payment systems according to BOK. The daily average amount of electronic financial transactions came to 705.5 billion won in 2020, up 32.7 percent from a year earlier.

## Travel Trends

- Korea Tourism Organization analyzed the Korean travel pattern per generation based on its big data for two years from January 2019 to December 2020.

Age group	Travel pattern / characteristics
20s - 30s	<ul style="list-style-type: none"><li>• Travel trend leaders</li><li>• Prefer to explore popularity sports regardless of distance</li><li>• 62% Higher than the average of other generations to move outside the living area</li></ul>
40s - 50s	<ul style="list-style-type: none"><li>• Omnivorous travelers</li><li>• Explore from daily travel destinations to famous tourist attractions</li><li>• High preference for nature and relaxing places</li></ul>
60s - 70s	<ul style="list-style-type: none"><li>• Nature-friendly daily travelers</li><li>• Prefer travels to enjoy nature near their home</li><li>• Higher movement within the living area than the average of other generations although the total movement is smaller than the average</li></ul>

- A recent survey conducted by Bookings.com showed how global and Korean potential travelers feel and expect overseas travel at the moment, and a few notable Korean travel sentiments are:
  - More than half of the Korean respondents expected travel to resume this year with vaccines, but 66% also said they would not travel abroad before vaccination.
  - Compared to global respondents, Koreans were a bit more skeptical that the vaccine would completely restore a safe travel environment. With these concerns, Koreans agreed to wear facial masks during the travel at a higher rate than global respondents. Also, Koreans would be willing to prove that they are vaccinated if they had to submit it when traveling abroad.
  - More than half of Koreans answered that not being able to travel freely had a negative impact on their mental health, and said that travel is more important than dating or promotion at work.

## Media Trends

- South Korean retailers are rushing to tap the emerging new trend of live commerce, which combines streaming and e-commerce. Live commerce is similar to homeshopping but done on mobile phones. Unlike homeshopping, viewers can communicate with hosts directly as the show is being broadcast. The live commerce market hit 400 billion won (\$460 million) last year, according to a research center from Kyobo Securities. Naver is another major player in the live commerce market. Naver launched its services in March last year while Kakao kicked off in October. For the past few months, travel industry partners are also joining this trend. Airlines, travel agencies and hotels are selling international flights, package travel products and vouchers.

## Airlift

- Korean Air is working on resuming 3 weekly flight for ICN-HNL route (KE053) starting from this September.
- Asiana Airlines is positively considering resuming direct flight to Honolulu in coming September.
- Hawaiian Airlines is operating to two weekly flights (HA 460) from ICN to HNL, every Friday and Sunday.



## **Market Update Impact on Hawai'i Travel**

- Fully vaccinated Koreans will be exempted from the mandatory 14-day quarantine from May 5. The new rules will be applied to those who have been fully vaccinated two weeks after receiving their final shot approved by Korea's drug safety agency, and will not apply to arrivals from countries that have more contagious COVID-19 variants, such as South Africa and Brazil.
- The Ministry of Foreign Affairs extended the special travel advisory for Koreans to avoid non-essential overseas trips until May 17, 2021.
- The number of passengers including domestic and international at nine domestic airlines stood at 2,698,624 in March, up 78.4% from a year earlier. In particular, the number of passengers from domestic flights reached 2,698,624, a 135.8% increase from 1,096,182 a year earlier. The figure is even 5.9% higher than in pre-COVID March 2019 and indicates the full recovery for domestic travels. *(Source: Ministry of Land, Infrastructure and Transport)*
- Very Good Tour, initiated overseas products sales for the first time after COVID-19, launched the special travel product to Guam using chartered flights soon after the Korean government has announced the exemption of 14-day quarantine. Hana Tour shortly launched 'Get vaccinated and travel right now!' promotion including 4 destinations without quarantine if provided negative PCR test result – Hawai'i, Maldives, Dubai and Switzerland. Fully vaccinated people upon the guideline from the government can book the product. It is expected for travel agencies to showcase various travel products soon, focusing on vacation spots where self-isolation is exempted.
- South Korea's vaccine passport app, COOV, has been officially released on Apple's iOS app store on April 16. Vaccinated people can authenticate themselves by downloading a COOV on their smartphones in the form of a QR code, and will use the app at airports, restaurants, sports stadiums, and more places in the future.
- Sales of travel products through TV home-shopping channels have recently recorded higher performance than pre COVID-19 period due to the growing desire for travel and vaccination. Sales of overseas travel products through home-shopping, which resumed earlier this year as vaccinations had started, attracted as many as 15,000 calls during 1 hour show. Before 2019, the average number of calls for long-haul destinations was about 3,000 calls and about 8,000 for short-haul destinations in Southeast Asia.

## **Leisure Activity Update**

### **HTK COVID-19 Crisis Management:**

- **Pre-PCR Test Program:** HTK waiting for the signed agreement from the State to finalize the partnership agreement with 2 institutions: COVID-10 Test Center at ICN and Korea University Hospital.
- **Safe Travels Program:** Following Hawaiian Airlines' request, HTK has updated the TTP list on Hawaiiicovid19 web page by modifying the name of Inha University Hospital by adding 'headquarter' since some travelers had visited Airport Medical Center operated by Inha University Hospital which is a different branch not in TTP agreement.

**Consumer**

- **B2C newsletter distribution:** HTK published the bi-monthly e-newsletter to share some tips on COVID-19 pre-travel testing program derived from consumers’ inquiries to help smooth registration on safe travels platforms. It also included #VirtualTriptoHawaii Campaign on HTK social media every Wednesday and Hawaiian Airline’s flight operation increase from 1 to 2 weekly flights.



- **HTK social media channels:** HTK uploaded 9 social media posts in total including 4 contents under the hashtag #virtualtriptoHawai'i introducing photogenic places to visit every Wednesday. Some of the posts introduced less known travel spots incorporating the hashtag #Guesswhere to educate the consumers and draw engagement. HTK has submitted the May social calendar on Podio and received approval and now developing social calendar for June.



- **General consumer Inquiry:** HTK has been receiving numerous consumer inquiries on Pre-PCR Test Program and providing appropriate guidelines.

**Public Relations**

- **Media handling:** HTK has been in keeping close contact with major media to provide up to date destination information and attend on their inquiry.

**Sales Activities**

**Sales Calls**

Airline	Wholesaler/TA/TO/OTA	Other	Total
3	6	0	9

- **Summary of Key Sales Activities**

- **Airlines:** following the government’s announcement to lift mandatory quarantine to fully vaccinated Korean citizens, HTK held meetings with three major airline partners, KE, HA and OZ to check their plan for resuming/increasing flights from Incheon to Hawai‘i.
- **Travel Agencies:** HTK has been keeping close contact with two major South Korean travel agencies, Hana Tour and Mode Tour and also honeymoon travel agencies including Honeymoon Resort and Palm Tour to discuss current market status and check the number of reservation to travel Hawai‘i and the booking period as well. For the last few weeks, Honeymoon Resort has sold 6 trips as below and now preparing their offline promotion event on June 12-13.
  - ✓ January 24, 2022 – 5N7D Maui & O‘ahu
  - ✓ October 17, 2021 – 6D8N Lānai & O‘ahu
  - ✓ November 13, 2021- 7D9N Island of Hawai‘i & O‘ahu
  - ✓ May 14, 2022- 6D8N O‘ahu
  - ✓ April 16, 2022- 9D11N Maui & Island of Hawai‘i & O‘ahu
  - ✓ February 19, 2022 – 6D8N Maui & O‘ahu

**Responsible Tourism Update**

- **Mālama Hawai‘i**

HTK covered Mālama Hawai‘i carrying out sustainable activities such as beach clean-up and also Hanauma Bay Nature Preserve’s announcement to mandate reservation in advance for visiting in order to prevent damage to the marine ecosystem caused by tourism.

**Coming Attractions for Leisure Market**

What	When	Where
B2C & B2B newsletter distribution	2 <sup>nd</sup> week of June	Seoul
Social media development	4 <sup>th</sup> week of May	Seoul

# **Agenda Item**

**7**

Presentation and Discussion of Current Market  
Insights and Conditions in Hawaii and Key  
Major Hawaii Tourism Markets



# Market Insights – April 2021

The HTA Monthly Market Insights reports on the most recent key performance indicators that the Hawai'i Tourism Authority (HTA) uses to measure success. The following measures provide indicators of the overall health of Hawai'i's visitor industry and help to gauge if the HTA is successfully attaining its goals.

## Report on Economic Impact

In April 2021, most passengers arriving from out-of-state and traveling inter-county could bypass the State's mandatory 10-day self-quarantine with a valid negative COVID-19 NAAT test result from a Trusted Testing Partner through the state's Safe Travels program. All trans-Pacific travelers participating in the pre-travel testing program were required to have a negative test result before their departure to Hawai'i. Kaua'i County rejoined the Safe Travels program on April 5, 2021. The counties of Hawai'i, Maui and Kalawao (Moloka'i) also had a partial quarantine in place in April. In addition, the U.S. Centers for Disease Control and Prevention (CDC) continued to enforce the "Conditional Sailing Order" on all cruise ships.

For the first four months of 2021, Hawai'i's tourism economy experienced:

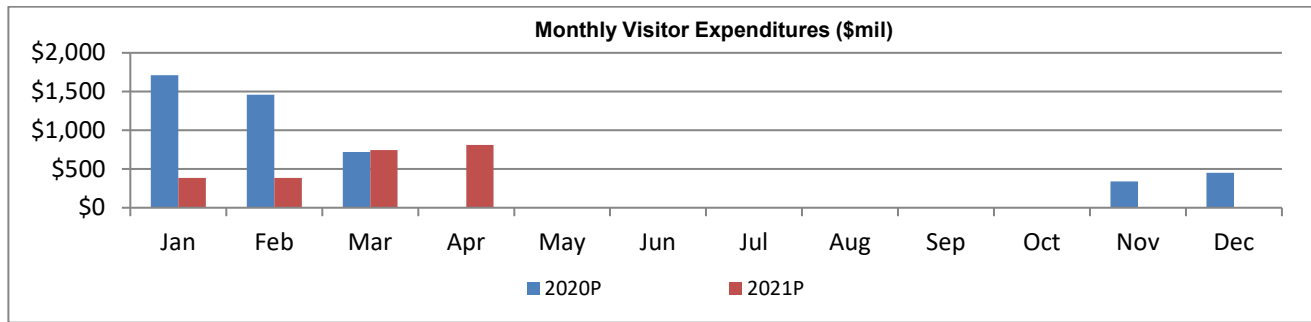
- Total visitor spending was \$2.33 billion<sup>1</sup>
- Total arrivals declined 37.5 percent from the same period last year to 1,331,115 visitors.
- Through April 2021, the state collected \$128.9 million in TAT, down 76.6 percent compared to FY 2020 through April 2020 (Preliminary data from Dept of Taxation).
- Total air capacity statewide dropped to 12,292 flights (-18.6%) and 2,519,390 seats (-24.8%).

**Table 1: Overall Key Performance Indicators – Total (Air + Cruise) – YTD April 2021**

	YOY Rate	2020 YTD	2021 YTD	2021 Annual Forecast*
Visitor Spending (\$mil)	N/A	N/A <sup>2/</sup>	2,326.0 <sup>1/</sup>	9,711.8
Daily Spend (\$PPPD)	N/A	N/A <sup>2/</sup>	168.0 <sup>1/</sup>	185.4
Visitor Days	-29.7%	19,687,461	13,847,827	52,372,004
Arrivals	-37.5%	2,130,051	1,331,115	5,510,247
Daily Census	-29.1%	162,706	115,399	143,485
Airlift (scheduled seats)	-24.2%	3,312,827	2,509,653	11,882,593

\*DBEDT 2021 annual forecast (Quarter 1, 2021). 2021 seats forecast by HTA, based on Diio Mi flight schedules as of March 16, 2021, subject to change.  
<sup>1/</sup>Year-to-date April 2021 visitor spending statistics were from U.S. West, U.S. East, Japan, and Canada (Canada data were only available for January and February). Spending data for visitors from the other markets were not available due to limited samples.  
<sup>2/</sup>April year-to-date 2020 visitor spending statistics were not available, as there was no fielding between April through October 2020 due to COVID19.

**Figure 1: Monthly Visitor Expenditures (\$mil)**



**Major Market Areas (MMAs)**

**USA**

**Table 2: Key Performance Indicators - U.S. Total**

	YOY Rate	2020 YTD	2021 YTD	2021 Annual Forecast*
Visitor Spending (\$mil)	N/A	N/A <sup>†</sup>	2,293.3	7,833.4
Daily Spend (\$PPPD)	N/A	N/A <sup>†</sup>	172.9	184.1
Visitor Days	-2.4%	13,592,374	13,261,460	42,553,079
Arrivals	-9.5%	1,427,436	1,292,183	4,403,876
Daily Census	-1.6%	112,334	110,512	116,584
Airlift (scheduled seats)	-0.8%	2,433,005	2,413,366	9,830,792

\*DBEDT 2021 annual forecast (Quarter 1, 2021). 2021 seats forecast by HTA, based on Diio Mi flight schedules as of March 16, 2021, subject to change.

<sup>†</sup>April year-to-date 2020 visitor spending statistics were not available, as there was no fielding between April through October 2020 due to COVID19.

- The Conference Board Consumer Confidence Index rose sharply again in April following a substantial gain in March. The Index now stands at 121.7 (1985=100), up from 109.0 in March. The Present Situation Index based on consumers’ assessment of current business and labor market conditions soared from 110.0 to 139.6. The Expectations Index based on consumers’ short-term outlook for income, business and labor market conditions rose moderately from 108.3 last month to 109.8 in April.
- Major U.S. wholesalers’ focus continues to be Hawai’i’s safety and protocol guide, travel insurance/protection, and travel advisor educational messaging.
- Wholesale partners are seeing positive trends and increased demand in week-over-week bookings. All are seeing sustained strength and the largest total booking pace since pre-pandemic levels.
- The forecast for domestic scheduled nonstop air seats to Hawai’i for May - July 2021 will increase by +760.2 percent as compared with the same time period of 2020 (April 2020 was the first month of the 14-day quarantine and the immediate reduction of flights). The projection is based on flights appearing in Diio Mi airline schedules. Due to COVID-19, the constant fluidity in scheduled air seats is expected to continue in all major market areas including U.S. West (+684.9%) and U.S. East (+2,126.4%). The situation is being monitored and the forecast adjusted accordingly.

## US WEST

**Table 3: Key Performance Indicators - U.S. West**

	YOY Rate	2020 YTD	2021 YTD	2021 Annual Forecast*
Visitor Spending (\$mil)	N/A	N/A <sup>†</sup>	1,555.9	4,850.7
Daily Spend (\$PPPD)	N/A	N/A <sup>†</sup>	169.5	173.0
Visitor Days	11.3%	8,247,640	9,178,963	28,031,536
Arrivals	1.5%	911,899	925,145	3,002,696
Daily Census	12.2%	68,162	76,491	76,799
Airlift (scheduled seats)	1.6%	2,100,170	2,132,959	8,530,031

\*DBEDT 2021 annual forecast (Quarter 1, 2021). 2021 seats forecast by HTA, based on Diio Mi flight schedules as of March 16, 2021, subject to change.

<sup>†</sup>April year-to-date 2020 visitor spending statistics were not available, as there was no fielding between April through October 2020 due to COVID19.

- U.S. West visitors spent \$573.2 million in April 2021. There were 352,147 visitors compared to only 3,016 visitors in April 2020. In the first four months of 2021, U.S. West visitors spent \$1.56 billion and their average daily spending was \$170 per person. There were more visitors from U.S. West (925,145, +1.5%) compared to the same period last year.
- In terms of travel restrictions in April 2021, California issued a travel advisory that recommended caution and suggested self-quarantines for unvaccinated Californians returning to the state. In Oregon, returning residents were advised to practice self-quarantine for 14 days after arrival, with the exception of asymptomatic travelers who had received a complete dosage of the COVID-19 vaccine and it had been 14 days since their final dose. In Washington State, returning residents who were fully vaccinated with an FDA-authorized vaccine did not need to get tested before or after travel unless required by the destination, and did not need to self-quarantine.

## US EAST

**Table 4: Key Performance Indicators - U.S. East**

	YOY Rate	2020 YTD	2021 YTD	2021 Annual Forecast*
Visitor Spending (\$mil)	N/A	N/A <sup>†</sup>	737.5	2,982.6
Daily Spend (\$PPPD)	N/A	N/A <sup>†</sup>	180.6	205.4
Visitor Days	-23.6%	5,344,734	4,082,497	14,521,543
Arrivals	-28.8%	515,537	367,038	1,401,180
Daily Census	-23.0%	44,171	34,021	39,785
Airlift (scheduled seats)	-15.8%	332,835	280,407	1,300,761

\*DBEDT 2021 annual forecast (Quarter 1, 2021). 2021 seats forecast by HTA, based on Diio Mi flight schedules as of March 16, 2021, subject to change.

<sup>†</sup>April year-to-date 2020 visitor spending statistics were not available, as there was no fielding between April through October 2020 due to COVID19.

- U.S. East visitors spent \$233.7 million in April 2021. There were 119,189 visitors compared to only 1,229 visitors in April 2020. In the first four months of 2021, U.S. East visitors spent \$737.5 million, and their average daily spending was \$181 per person. Arrivals dropped 28.8 percent from the same period last year to 367,038 visitors.
- In New York, quarantine was still recommended for all travelers, including returning residents who were not fully vaccinated. It was recommended that they get tested three to five days after arrival in New York and consider self-quarantine (for seven days if tested within three to five days, otherwise for ten days).

## CANADA

**Table 5: Key Performance Indicators – Canada**

	YOY Rate	2020 YTD	2021 YTD	2021 Annual Forecast*
Visitor Spending (\$mil)	N/A	N/A <sup>†</sup>	17.2 <sup>3/</sup>	449.3
Daily Spend (\$PPPD)	N/A	N/A <sup>†</sup>	141.2 <sup>3/</sup>	168.6
Visitor Days	-94.1%	2,053,718	121,866	2,664,375
Arrivals	-97.3%	155,744	4,243	195,431
Daily Census	-94.0%	16,973	1,016	7,300
Airlift (scheduled seats)	-93.4%	164,881	10,948	245,510

\*DBEDT 2021 annual forecast (Quarter 1, 2021). 2021 seats forecast by HTA, based on Diiio Mi flight schedules as of March 16, 2021, subject to change.

<sup>†</sup>April year-to-date 2020 visitor spending statistics were not available, as there was no fielding between April through October 2020 due to COVID19.

<sup>3/</sup>Year-to-date 2021 visitor spending statistics were only for January and February. March and April 2021 spending data were not available due to limited samples.

- There were 527 visitors from Canada in April 2021 compared to 9 visitors a year ago. In the first four months of 2021, arrivals dropped considerably (-97.3% to 4,243 visitors) compared to the same period last year.
- In April 2021, most travelers to Canada, including returning Canadian nationals, were required to take a COVID-19 molecular test when they arrive in Canada before exiting the airport, and another toward the end of their mandatory 14-day quarantine period. Effective February 18, most air travelers, were required to reserve, prior to departure to Canada, a three-night stay in a government-authorized hotel. In addition, they were required to submit their travel and contact information, including a suitable quarantine plan, electronically via ArriveCAN before boarding their flight.
- Canada's economy will expand by 5.8 percent this year and 4.0 percent in 2022, thanks to the rollout of vaccines, which has led to a gradual reopening of the economy and boosted confidence. The Bank of Canada is expecting strong consumption-led growth in the second half of the year as vaccinations against COVID-19 continue.
- In a year where no province was spared a devastating economic blow from the COVID-19 pandemic, Alberta was by far the hardest hit. Numbers released this week by Statistics Canada show Alberta's GDP shrank 8.2 percent in 2020. The next hardest hit were Quebec, Newfoundland and Labrador, with economic retreats of 5.3 percent. Canada's economy as a whole shrank 5.3 percent.
- From COVID-19 benefit extensions through new taxes to a bump in Old Age Security payments and a new pay floor for some minimum-wage workers, Canada's 2021 federal budget outlines a slew of measures that will impact Canadians' bottom lines. However, Parliament's spending watchdog says the federal government's response to the COVID-19 pandemic should send the deficit soaring to \$363.4 billion.
- The loonie remained stable in January and February registering an average value of USD \$0.787 during the period.



## JAPAN

**Table 6: Key Performance Indicators – Japan**

	YOY Rate	2020 YTD	2021 YTD	2021 Annual Forecast*
Visitor Spending (\$mil)	N/A	N/A <sup>†</sup>	15.5	454.4
Daily Spend (\$PPPD)	N/A	N/A <sup>†</sup>	208.1	227.4
Visitor Days	-95.7%	1,729,882	74,367	1,998,302
Arrivals	-98.5%	294,241	4,277	347,802
Daily Census	-95.7%	14,297	620	5,475
Airlift (scheduled seats)	-91.5%	466,072	39,515	1,187,421

\*DBEDT 2021 annual forecast (Quarter 1, 2021). 2021 seats forecast by HTA, based on Diiio Mi flight schedules as of March 16, 2021, subject to change.

<sup>†</sup>April year-to-date 2020 visitor spending statistics were not available, as there was no fielding between April through October 2020 due to COVID19.

- Visitors from Japan spent \$4.5 million in April 2021. There were 1,367 visitors compared to only 13 visitors in April 2020. In the first four months of 2021, Japanese visitors spent \$15.5 million and their average daily spending was \$208 per person. Arrivals were down significantly (-98.5% to 4,277 visitors) compared to the same period last year.
- In April 2021, the Japan government required proof of a negative PCR test for all entry into Japan. In addition, all travelers, including returning Japanese nationals were required to quarantine for 14 days.
- Based on IMF forecast in April, Japan's GDP growth for 2021 is 3.3 percent which increased 0.2 percent compared to January forecast. With the financial policies and vaccination progress, the economic recovery will be expected.
- Japan government announced the 3rd state of emergency for Tokyo, Osaka, Kyoto and Hyogo from April 25 to May 11, 2021 covering one of the large holiday seasons, Golden Week. This state of emergency may hamper the economic growth a little, especially on food services and travel industry.
- Japan started vaccination on April 12 to senior citizens age over 65 (estimate of 36 million) and by end of June, the 2nd dose for this group will be completed. Also, the government has secured vaccines for all citizens (16+ years) by September. This brings out more consumer confidence for the new normal activities including travel.
- Less than 3 months to Olympic in Tokyo, Japan government continued restricting the entry for not only foreigners but also returning residents
- Japan National Tourism Organization (JNTO) announced Japanese outbound for March 2021 as 28,900 passengers (-89.4% vs 2020).
- Many of Japanese travel industry consider Hawai'i as a safe destination to promote and started package tour product sales departing from July 1, 2021 onward.
- JAL, ANA & Hawaiian Airlines: April: 34 flights with 8,798 seats to Hawai'i; May: 34 flights with 8,428 seats; June: 34 flights with 8,368 seats. These 3 airlines operate from Haneda/Narita/Kansai.
- Airline Flight Suspension: Delta (until 8/31 for Haneda, until further notice for Osaka); United (until 6/3); Korean (Until 5/31); ZIPAIR (until 5/31).

## OCEANIA

**Table 7: Key Performance Indicators – Oceania**

	YOY Rate	2020 YTD	2021 YTD	2021 Annual Forecast*
Visitor Spending (\$mil)	N/A	N/A <sup>†</sup>	N/A <sup>4/</sup>	202.8
Daily Spend (\$PPPD)	N/A	N/A <sup>†</sup>	N/A <sup>4/</sup>	258.0
Visitor Days	-98.3%	566,363	9,492	786,033
Arrivals	-99.2%	60,758	470	82,654
Daily Census	-98.3%	4,681	79	2,154
Airlift (scheduled seats)	-100.0%	95,737	0	137,772

\*DBEDT 2021 annual forecast (Quarter 1, 2021). 2021 seats forecast by HTA, based on Diio Mi flight schedules as of March 16, 2021, subject to change.

<sup>†</sup>April year-to-date 2020 visitor spending statistics were not available, as there was no fielding between April through October 2020 due to COVID19.

<sup>4/</sup>Year-to-date 2021 visitor spending data for January-April were not available due to limited samples.

- In April 2021, the Trans-Tasman Bubble between Australia & New Zealand commenced allowing travellers to travel between the two countries without the 14-day quarantine requirement nor pre-testing. The travel bubble is a huge confidence boost for both economies. Most importantly, it is a chance to establish and test travel protocols and the approach to community cases if they arise. Since the opening, a handful of community cases appeared in both Australia and New Zealand which were quickly controlled with short pausing of flights in some instances.
- Australia: There were 46 visitors from Australia in April 2021 compared to three visitors a year ago. Through the first four months of 2021, arrivals decreased considerably (-99.7% to 149 visitors) compared to the same period last year. These visitors came on domestic flights as direct flights from Australia continued to be suspended in 2021.
- The Government continued to impose a ban on all overseas travel for Australians, unless an exemption was granted. Residents returning to Australia must quarantine for 14 days.
- The final ANZ-Roy Morgan Consumer Confidence report for April was down 1.6 pts to 112.4 during the week. This was largely due to falls in Perth due to a three-day COVID-19 lockdown. Despite the fall, Consumer Confidence is still above the 2021 weekly average of 111.0 and is a huge 27.4 pts higher than the same week a year ago.
- A reflection of the domestic revival has been Virgin Australia announcing major recovery actions, including returning 220 of its cabin crew to work and employing a further 150, as it looks to be at 80 percent of its pre-pandemic domestic capacity by mid-June.
- New Zealand: There were 103 visitors from New Zealand this April compared to five visitors in April 2020. Through the first four months of 2021 arrivals dropped significantly (-97.0% to 321 visitors) compared to a year ago. These visitors arrived on domestic flights as direct flights from New Zealand continued to be suspended in 2021.
- The New Zealand government advised New Zealanders to refrain from travel overseas due to COVID-19 health risks and travel restrictions. Residents returning to New Zealand were required to complete at least 14 days of quarantine and test negative for COVID-19 before entering the community.
- April 2021 saw a slight strengthening of the local currencies with both the AU\$ and NZ\$ offering great value against the US\$: AU\$1.00 = US\$0.77 and NZ\$1.00 = US\$0.72.

## EUROPE

**Table 8: Key Performance Indicators – Europe**

	YOY Rate	2020 YTD	2021 YTD	2021 Annual Forecast*
Visitor Spending (\$mil)	N/A	N/A <sup>†</sup>	N/A <sup>5/</sup>	106.4
Daily Spend (\$PPPD)	N/A	N/A <sup>†</sup>	N/A <sup>5/</sup>	146.7
Visitor Days	-88.5%	268,630	30,912	725,338
Arrivals	-90.7%	20,419	1,897	55,102
Daily Census	-88.4%	2,220	258	1,987
Airlift (scheduled seats)	N/A	N/A	N/A	N/A

\*DBEDT 2021 annual forecast (Quarter 1, 2021).

<sup>†</sup>April year-to-date 2020 visitor spending statistics were not available, as there was no fielding between April through October 2020 due to COVID19.

<sup>5/</sup>Year-to-date 2021 visitor spending data for January-April were not available due to limited samples.

- In April 2021, there were 706 visitors from the United Kingdom, France, Germany, Italy and Switzerland compared to 24 visitors in April 2020. Through the first four months of 2021 arrivals declined considerably (-90.7% to 1,897 visitors) from the same period a year ago.
- Germany was struggling to contain an aggressive wave of cases of the more contagious COVID-19 variant. Travelers including returning German nationals from high incidence areas must register with the authorities then quarantine for 14 days. In the United Kingdom, all travelers arriving from outside the British Isles, must undergo a 10-day quarantine during which they must take two COVID-19 tests. Arrivals must take the tests on the second and eighth days of their quarantine period. Persons without suitable accommodation must stay in facilities arranged by the government at their own expense. All arrivals must also fill out a passenger locator form and provide their travel history over the previous 10 days.

## OTHER ASIA

**Table 9: Key Performance Indicators – Other Asia**

	YOY Rate	2020 YTD	2021 YTD	2021 Annual Forecast*
Visitor Spending (\$mil)	N/A	N/A <sup>†</sup>	N/A <sup>6/</sup>	NA
Daily Spend (\$PPPD)	N/A	N/A <sup>†</sup>	N/A <sup>6/</sup>	NA
Visitor Days	-91.4%	487,599	41,901	NA
Arrivals	-96.2%	56,954	2,140	NA
Daily Census	-91.3%	4,030	349	NA
Airlift (scheduled seats)	-100.0%	72,897	0	245,134

\*DBEDT 2021 annual forecast is not available. 2021 seats forecast by HTA, based on Diao Mi flight schedules as of March 16, 2021, subject to change.

<sup>†</sup>April year-to-date 2020 visitor spending statistics were not available, as there was no fielding between April through October 2020 due to COVID19.

<sup>6/</sup>Year-to-date 2021 visitor spending data for January-April were not available due to limited samples.

- In April 2021, there were 785 visitors from Other Asia (China, Hong Kong, Korea, Singapore, Taiwan) compared to 32 visitors in April 2020. Through the first four months of 2021 arrivals dropped 96.2 percent to 2,140 visitors.

## KOREA

**Table 10: Key Performance Indicators – Korea**

	YOY Rate	2020 YTD	2021 YTD	2021 Annual Forecast*
Visitor Spending (\$mil)	N/A	N/A <sup>†</sup>	N/A <sup>7/</sup>	127.0
Daily Spend (\$PPPD)	N/A	N/A <sup>†</sup>	N/A <sup>7/</sup>	278.2
Visitor Days	-90.9%	348,078	31,770	456,698
Arrivals	-97.1%	41,629	1,213	55,102
Daily Census	-90.8%	2,877	265	1,251
Airlift (scheduled seats)	-91.8%	71,175	5,838	214,534

\*DBEDT 2021 annual forecast (Quarter 1, 2021). 2021 seats forecast by HTA, based on Diio Mi flight schedules as of March 16, 2021, subject to change.

<sup>†</sup>April year-to-date 2020 visitor spending statistics were not available, as there was no fielding between April through October 2020 due to COVID19.

<sup>7/</sup>Year-to-date 2021 visitor spending data for January-April were not available due to limited samples.

- There were 435 visitors from Korea in April 21 (15 visitors in April 2020), 284 of whom arrived on international flights from Korea and 151 came on domestic flights. Arrivals decreased sharply (-97.1% to 1,213 visitors) compared to the first four months of 2020.
- All travelers to Korea, including returning Korean nationals, were required to have a negative COVID-19 PCR test and subject to a mandatory 14-day quarantine.
- South Korea's economy achieved faster growth than expected in the first quarter with a modest export recovery and fiscal policy support. Korea's gross domestic product recorded a 1.6 percent increase in the first quarter compared to the fourth quarter of last year, which was higher than a market consensus. This rate is the fastest among advanced countries in the top ten global economies.
- The average USD/WON exchange rate in April was 1,118.02 won, a slight decrease from the previous rate of 1,131.00 won in March.
- COOV, South Korea's vaccine passport app, was released on Apple's iOS app store on April 16. Vaccinated people can authenticate themselves by downloading a COOV on their smartphones in the form of a QR code, and can use the app at airports, restaurants, sports stadiums, and more places in the future.
- Korean government announced starting from May 5, those who have completed full vaccination in Korea 2 weeks prior to entering are exempted from the mandatory 14-day quarantine if tested negative. Exempted persons are subject to active monitoring with two PCR tests taken one week and two weeks after arrival before being released from monitoring. This does not apply to people who are vaccinated abroad or arrivals from countries that have more COVID-19 variants, such as South Africa and Brazil.
- Travel agencies started launching long-haul outbound travel products. For example, Hana Tour launched 'Get vaccinated and travel right now!' promotion including 4 destinations without quarantine if provided negative PCR test result – Hawai'i, Maldives, Dubai and Switzerland targeting fully vaccinated people in coming months. It is expected for travel agencies to showcase various travel products soon, focusing on vacation spots where self-isolation is exempted.
- Korean Air is working on resuming 3 weekly flights for ICN-HNL route (KE053) starting this September.
- Asiana Airlines is considering resuming direct flights to Honolulu in coming September.
- Hawaiian Airlines currently operates two weekly flights (HA 460) from ICN to HNL, on every Friday and Sunday.

## LATIN AMERICA

**Table 11: Key Performance Indicators – Latin America**

	YOY Rate	2020 YTD	2021 YTD	2021 Annual Forecast*
Visitor Spending (\$mil)	N/A	N/A <sup>†</sup>	N/A <sup>8/</sup>	NA
Daily Spend (\$PPPD)	N/A	N/A <sup>†</sup>	N/A <sup>8/</sup>	NA
Visitor Days	-64.6%	53,330	18,858	NA
Arrivals	-74.8%	5,062	1,273	NA
Daily Census	-64.3%	441	157	NA
Airlift (scheduled seats)	N/A	N/A	N/A	N/A

\*DBEDT 2021 annual forecast is not available.

<sup>†</sup>April year-to-date 2020 visitor spending statistics were not available, as there was no fielding between April through October 2020 due to COVID19.

<sup>8/</sup>Year-to-date 2021 visitor spending data for January-April were not available due to limited samples.

- There were 434 visitors from Mexico, Brazil and Argentina in April 2021 compared to six visitors last April. Arrivals decreased significantly (-74.8% to 1,273 visitors) through the first four months of 2021.
- In Argentina, all ports of entry remain closed to most nonresident foreign nationals until further notice. Only legal residents, and foreign nationals authorized to travel are allowed entry. Persons permitted entry must complete an affidavit for the National Directorate of Migration up to 48 hours before travel and provide a negative result from a COVID-19 test taken within 72 hours before travel. All arrivals must complete a mandatory self-quarantine for a total of 10 days after taking the PCR test. In Mexico, the land border between U.S. and Mexico continued to be closed through at least May 21 2021 to non-essential crossings but not commerce. Returning Mexican nationals who traveled by air were subject to temperature checks and health screening, and potentially quarantine.

### ISLAND VISITATION:

- **Oahu:** Visitor spending was \$299.8 million<sup>9/</sup> in April 2021. There were 223,070 visitors on O‘ahu, compared to 3,150 visitors in April 2020. For the first four months of 2021, visitors spending was \$823.0 million<sup>10/</sup>. Arrivals dropped 49.9 percent compared to the same period last year to 614,403 visitors.
- **Maui** Visitor spending was \$316.3 million<sup>9/</sup> in April 2021. There were 178,105 visitors on Maui compared to 647 visitors in April 2020. For the first four months of 2021, visitor spending was \$985.5 million<sup>10/</sup>. Arrivals decreased 15.8 percent to 508,388 visitors.
- **Hawai‘i Island:** Visitor spending was \$129.7 million<sup>9/</sup> in April 2021. There were 81,952 visitors on Hawai‘i Island compared to 705 visitors in April 2020. For the first four months of 2021, visitor spending was \$399.8 million<sup>10/</sup>. Arrivals declined 37.2 percent to 245,485 visitors.
- **Kaua‘i:** Visitor spending was \$65.6 million<sup>9/</sup> in April 2021. There were 41,905 visitors on Kaua‘i compared to 308 visitors in April 2020. For the first four months of 2021, visitor spending was \$117.9 million<sup>10/</sup>. Arrivals decreased 75.8 percent to 68,374 visitors.

<sup>9/</sup>For April 2021, visitor spending statistics by island were from U.S. West, U.S. East and Japan only. Spending data for visitors from the other markets were not available due to limited samples.

<sup>10/</sup>Year-to-date April 2021 visitor spending statistics by island were from U.S. West, U.S. East, Japan, and Canada (Canada data were only available for January and February). Spending data for visitors from the other markets were not available due to limited samples.

Note: Comparative visitor spending data for year-to-date April 2020 were not available as there was no fielding between April through October 2020 due to COVID19.

HTA Key Performance Indicators Dashboard

Hawai'i Tourism Authority Report Date: **Apr-21** Preliminary

Visitor Industry Performance Measures

Market: **OVERALL**

Key Performance Indicators

	YOY Rate	Apr'20 YTD	Apr'21 YTD	Annual Forecast*
Visitor Spending (\$mil) <sup>1/</sup>	N/A	N/A	2,326.0	9,711.8
Daily Spend (\$PPPD) <sup>1/</sup>	N/A	N/A	168.0	185.4
Visitor Days	-29.7%	19,687,461	13,847,827	52,372,004
Arrivals	-37.5%	2,130,051	1,331,115	5,510,247
Daily Census	-29.1%	162,706	115,399	143,485
Airlift (scheduled seats)	-24.2%	3,312,827	2,509,653	11,882,593

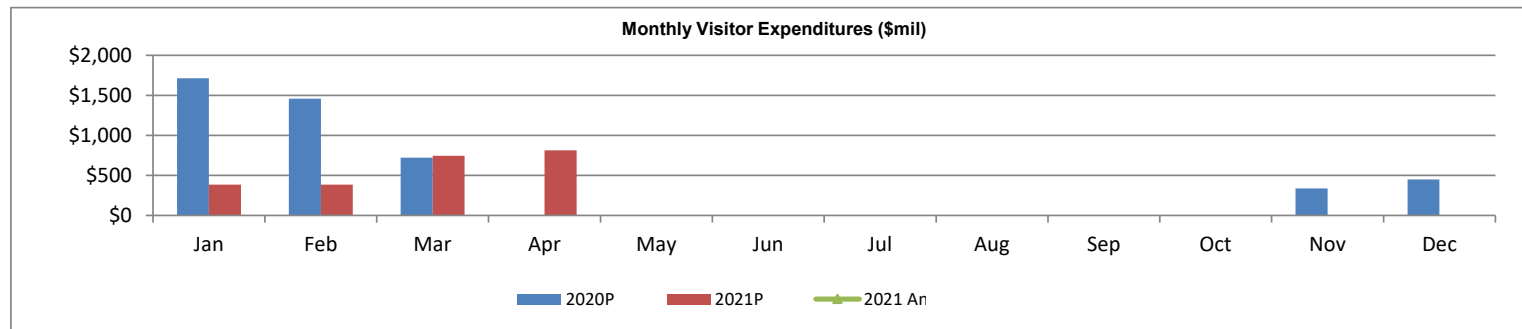
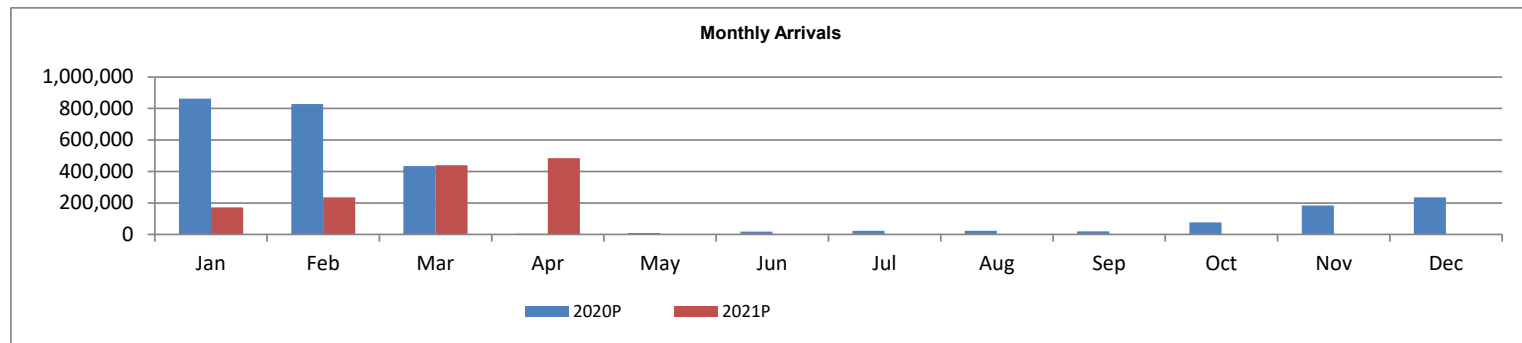
	YOY Rate	YTD
O'ahu	-49.9%	614,403
Maui	-15.8%	508,388
Moloka'i	-64.6%	5,066
Lāna'i	-42.7%	8,530
Kaua'i	-75.8%	68,374
Hawai'i Island	-37.2%	245,485

\* DBEDT Annual Forecast as of Q1 2021; 2021 seats forecast by HTA based on Diio Mi flight schedules as of March 16, 2021, subject to change.

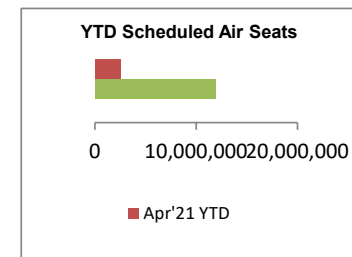
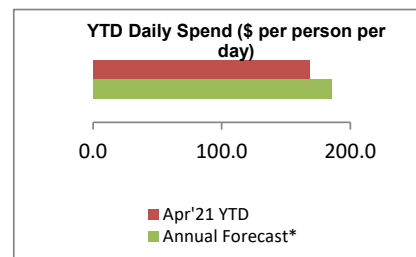
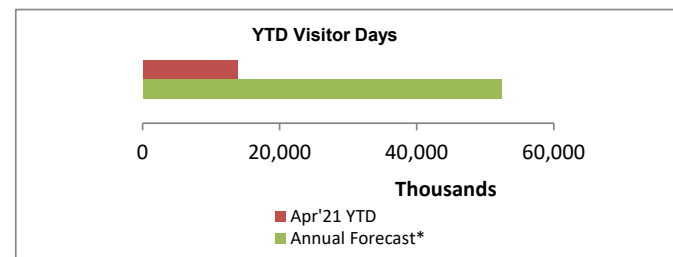
<sup>1/</sup> April YTD 2020 visitor spending statistics were not available, as there was no fielding between April through October due to COVID19.

April YTD 2021 visitor spending statistics were from U.S. West, U.S. East, and Japan. Spending data from Canada were from January through February only; and data from all other markets were not available due to limited samples.

Monthly Indicators



Annual Indicators



\* Excludes Supplemental Business Expenditures

HTA Key Performance Indicators Dashboard

Hawai'i Tourism Authority Report Date: **Apr-21** Preliminary

Visitor Industry Performance Measures

Market: **U.S. TOTAL**

Key Performance Indicators

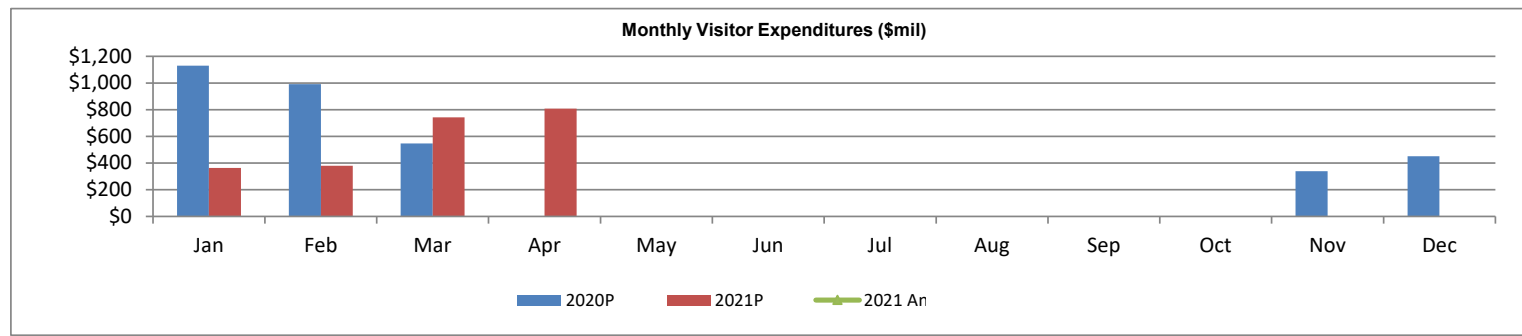
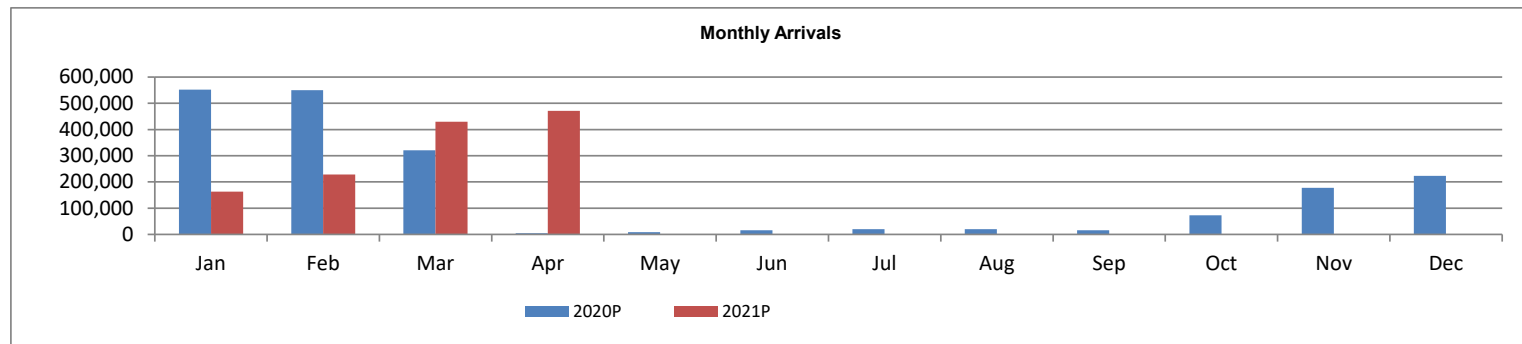
	YOY Rate	Apr'20 YTD	Apr'21 YTD	Annual Forecast*
Visitor Spending (\$mil) <sup>2/</sup>	N/A	N/A	2,293.3	7,833.4
Daily Spend (\$PPPD) <sup>2/</sup>	N/A	N/A	172.9	184.1
Visitor Days	-2.4%	13,592,374	13,261,460	42,553,079
Arrivals	-9.5%	1,427,436	1,292,183	4,403,876
Daily Census	-1.6%	112,334	110,512	116,584
Airlift (scheduled seats)	-0.8%	2,433,005	2,413,366	9,830,792

	YOY Rate	YTD
O'ahu	-14.9%	590,779
Maui	3.9%	497,064
Moloka'i	-49.3%	4,900
Lāna'i	-28.3%	8,283
Kaua'i	-71.4%	66,649
Hawai'i Island	-14.7%	239,840

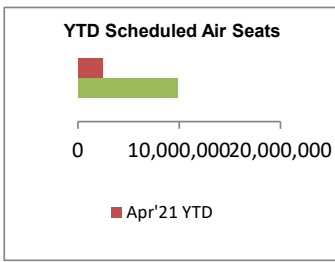
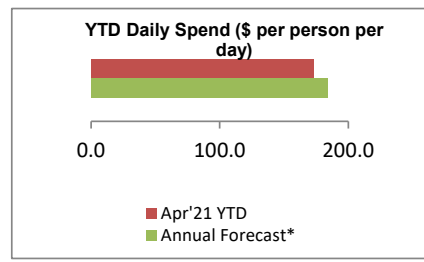
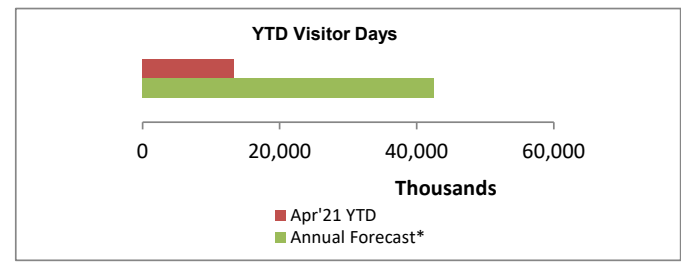
\* DBEDT Annual Forecast as of Q1 2021; 2021 seats forecast by HTA based on Diio Mi flight schedules as of March 16, 2021, subject to change.

<sup>2/</sup> April YTD 2020 visitor spending statistics were not available, as there was no fielding between April through October due to COVID19.

Monthly Indicators



Annual Indicators



\* Excludes Supplemental Business Expenditures

HTA Key Performance Indicators Dashboard

Hawai'i Tourism Authority Report Date: **Apr-21** Preliminary

Visitor Industry Performance Measures

Market: **U.S. WEST**

Key Performance Indicators

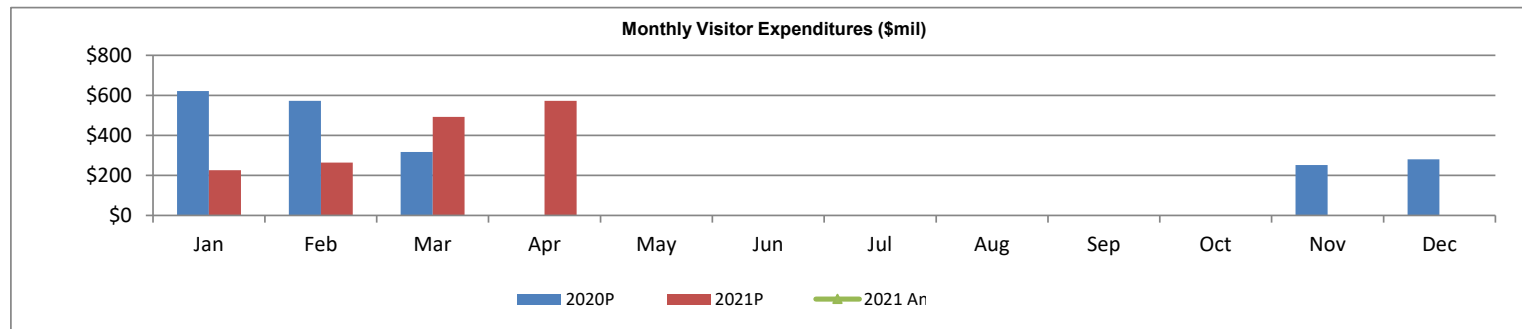
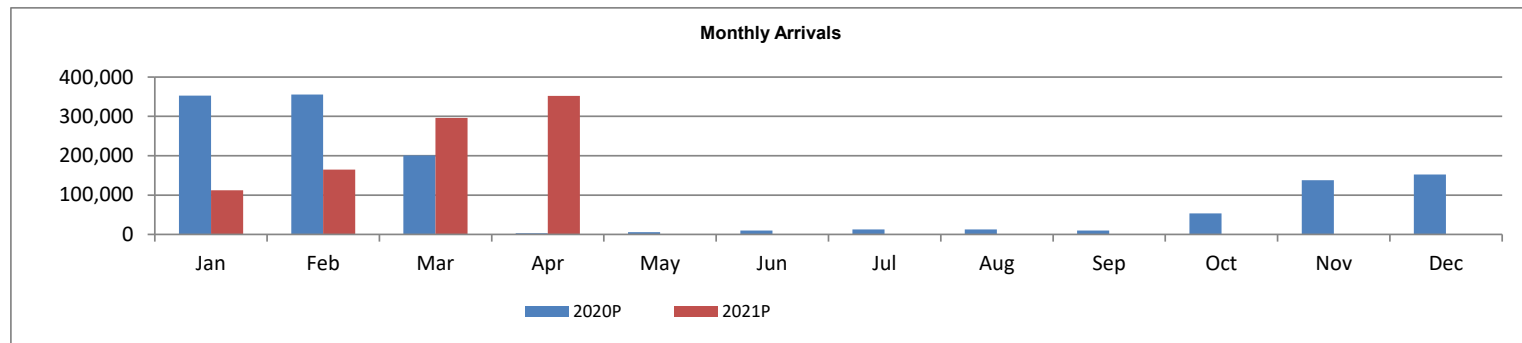
	YOY Rate	Apr'20 YTD	Apr'21 YTD	Annual Forecast*
Visitor Spending (\$mil) <sup>3/</sup>	N/A	N/A	1,555.9	4,850.7
Daily Spend (\$PPPD) <sup>3/</sup>	N/A	N/A	169.5	173.0
Visitor Days	11.3%	8,247,640	9,178,963	28,031,536
Arrivals	1.5%	911,899	925,145	3,002,696
Daily Census	12.2%	68,162	76,491	76,799
Airlift (scheduled seats)	1.6%	2,100,170	2,132,959	8,530,031

	YOY Rate	YTD
O'ahu	-4.3%	388,288
Maui	24.2%	366,831
Moloka'i	-41.7%	3,345
Lāna'i	-15.0%	5,213
Kaua'i	-67.1%	46,890
Hawai'i Island	0.8%	175,082

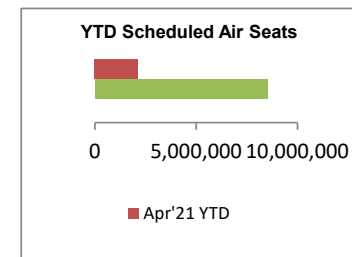
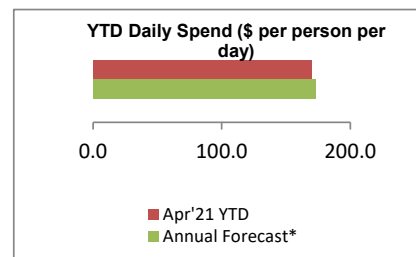
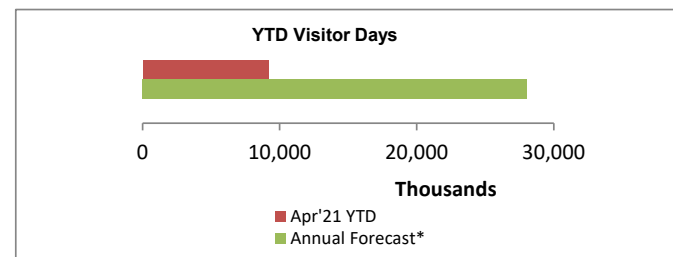
\* DBEDT Annual Forecast as of Q1 2021; 2021 seats forecast by HTA based on Dilo Mi flight schedules as of March 16, 2021, subject to change.

<sup>3/</sup> April YTD 2020 visitor spending statistics were not available, as there was no fielding between April through October due to COVID19.

Monthly Indicators



Annual Indicators



\* Excludes Supplemental Business Expenditures



HTA Key Performance Indicators Dashboard

Hawai'i Tourism Authority Report Date: **Apr-21** Preliminary

Visitor Industry Performance Measures

Market: **U.S. EAST**

Key Performance Indicators

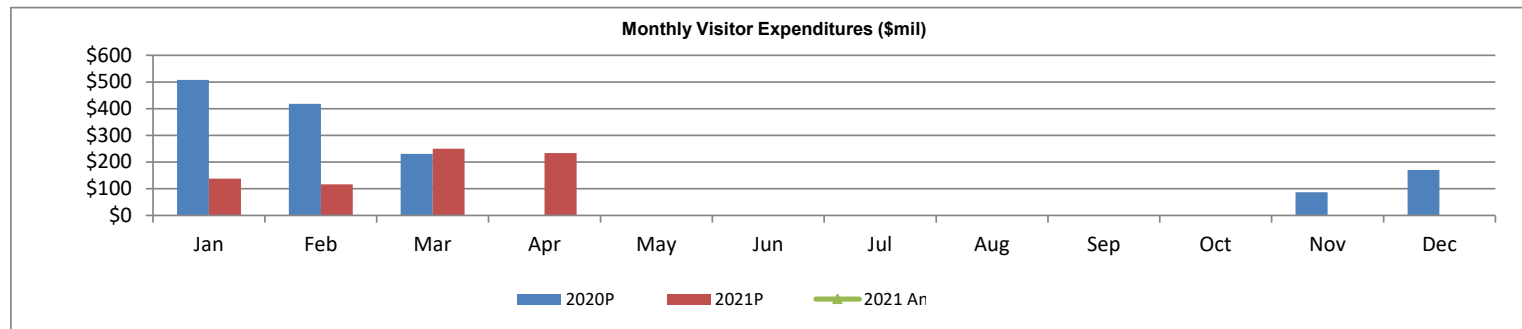
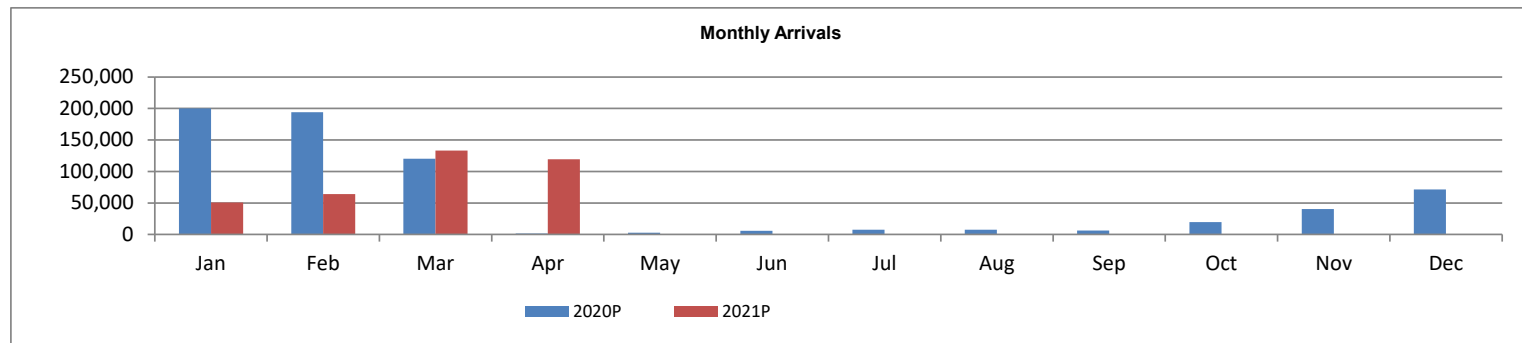
	YOY Rate	Apr'20 YTD	Apr'21 YTD	Annual Forecast*
Visitor Spending (\$mil) <sup>4/</sup>	N/A	N/A	737.5	2,982.6
Daily Spend (\$PPPD) <sup>4/</sup>	N/A	N/A	180.6	205.4
Visitor Days	-23.6%	5,344,734	4,082,497	14,521,543
Arrivals	-28.8%	515,537	367,038	1,401,180
Daily Census	-23.0%	44,171	34,021	39,785
Airlift (scheduled seats)	-15.8%	332,835	280,407	1,300,761

	YOY Rate	YTD
O'ahu	-29.9%	202,491
Maui	-29.0%	130,232
Moloka'i	-60.5%	1,555
Lāna'i	-43.3%	3,070
Kaua'i	-78.2%	19,759
Hawai'i Island	-39.8%	64,758

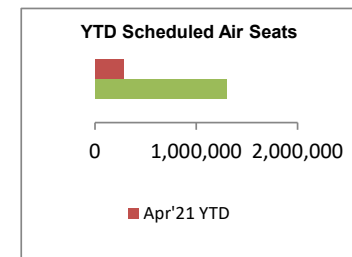
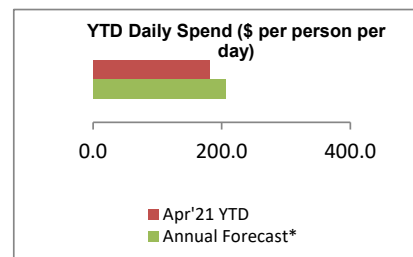
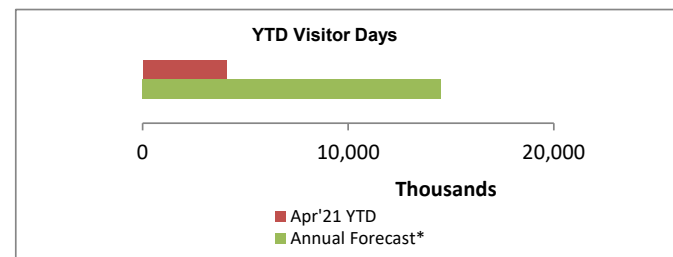
\* DBEDT Annual Forecast as of Q1 2021; 2021 seats forecast by HTA based on Dilo Mi flight schedules as of March 16, 2021, subject to change.

<sup>4/</sup> April YTD 2020 visitor spending statistics were not available, as there was no fielding between April through October due to COVID19.

Monthly Indicators



Annual Indicators



\* Excludes Supplemental Business Expenditures

HTA Key Performance Indicators Dashboard

Hawai'i Tourism Authority Report Date: **Apr-21** Preliminary

Visitor Industry Performance Measures

Market: **CANADA**

Key Performance Indicators

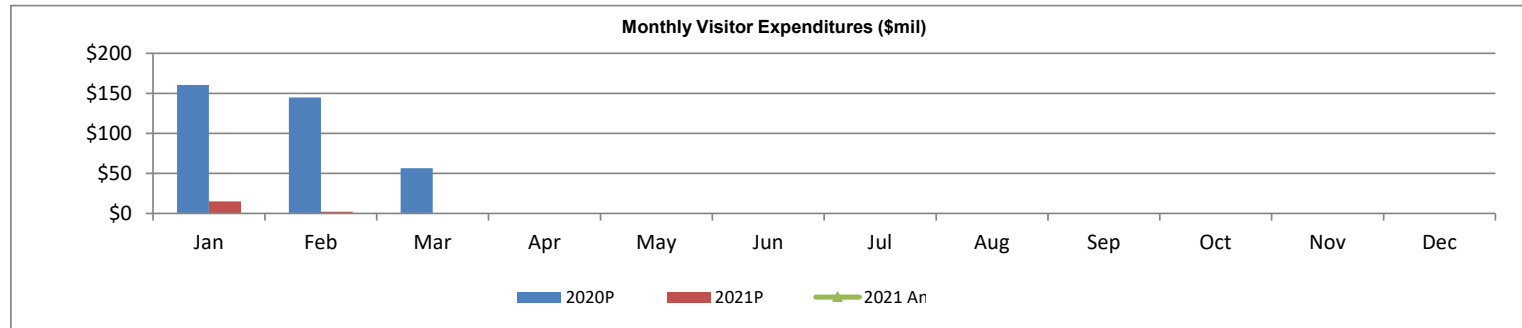
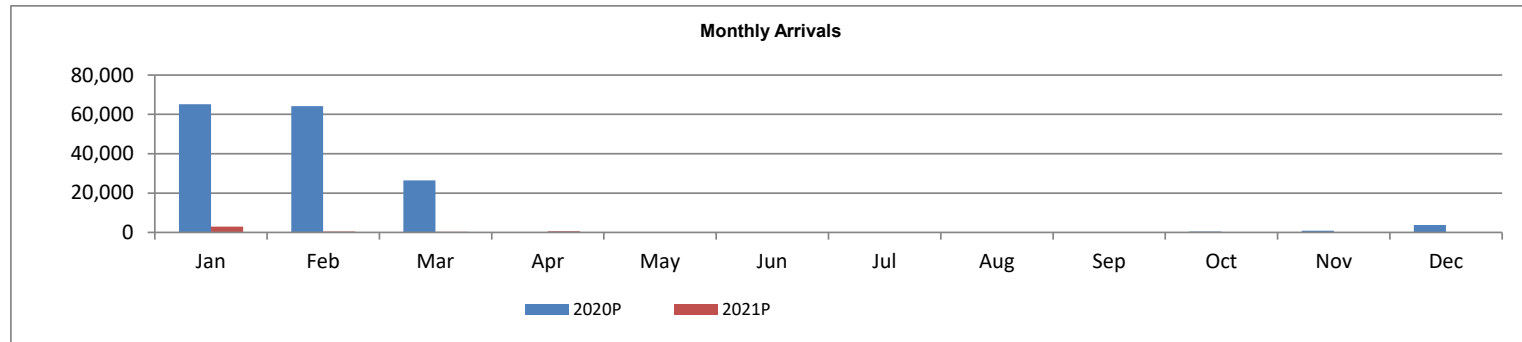
	YOY Rate	Apr'20 YTD	Apr'21 YTD	Annual Forecast*	Arrivals	YOY Rate	YTD
Visitor Spending (\$mil) <sup>5f</sup>	N/A	N/A	17.2	449.3	O'ahu	-97.9%	1,283
Daily Spend (\$PPPD) <sup>5f</sup>	N/A	N/A	141.2	168.6	Maui	-96.7%	2,366
Visitor Days	-94.1%	2,053,718	121,866	2,664,375	Moloka'i	-99.0%	10
Arrivals	-97.3%	155,744	4,243	195,431	Lāna'i	-97.4%	40
Daily Census	-94.0%	16,973	1,016	7,300	Kaua'i	-99.6%	102
Airlift (scheduled seats)	-93.4%	164,881	10,948	245,510	Hawai'i Island	-97.9%	735

\* DBEDT Annual Forecast as of Q1 2021; 2021 seats forecast by HTA based on Dīo Mi flight schedules as of March 16, 2021, subject to change.

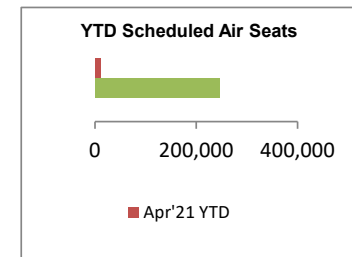
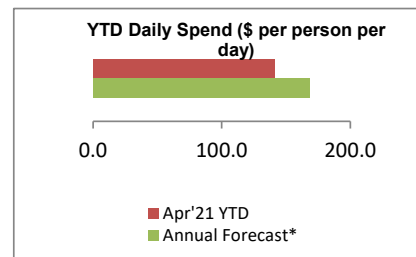
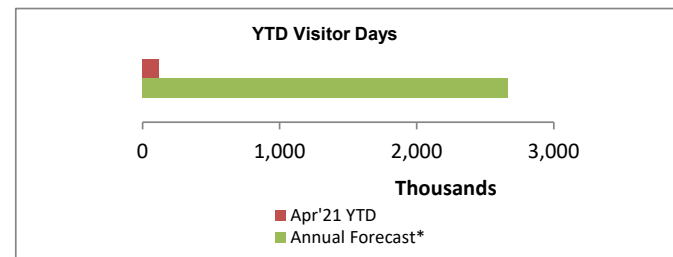
<sup>5f</sup> April YTD 2020 visitor spending statistics were not available, as there was no fielding between April through October due to COVID19.

April YTD 2021 visitor spending statistics were from January through February only. Spending data from March through April were not available due to limited samples.

Monthly Indicators



Annual Indicators



\* Excludes Supplemental Business Expenditures

HTA Key Performance Indicators Dashboard

Hawai'i Tourism Authority Report Date: **Apr-21** Preliminary

Visitor Industry Performance Measures

Market: **JAPAN**

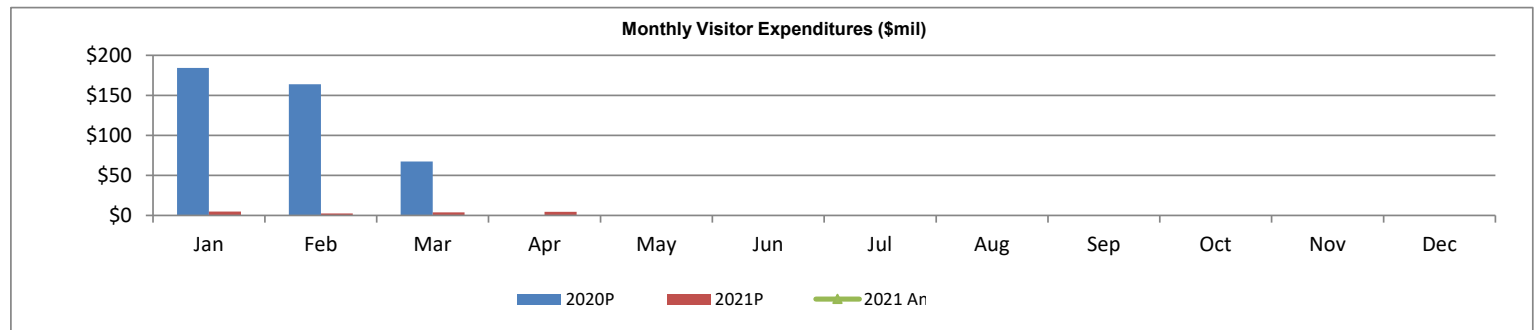
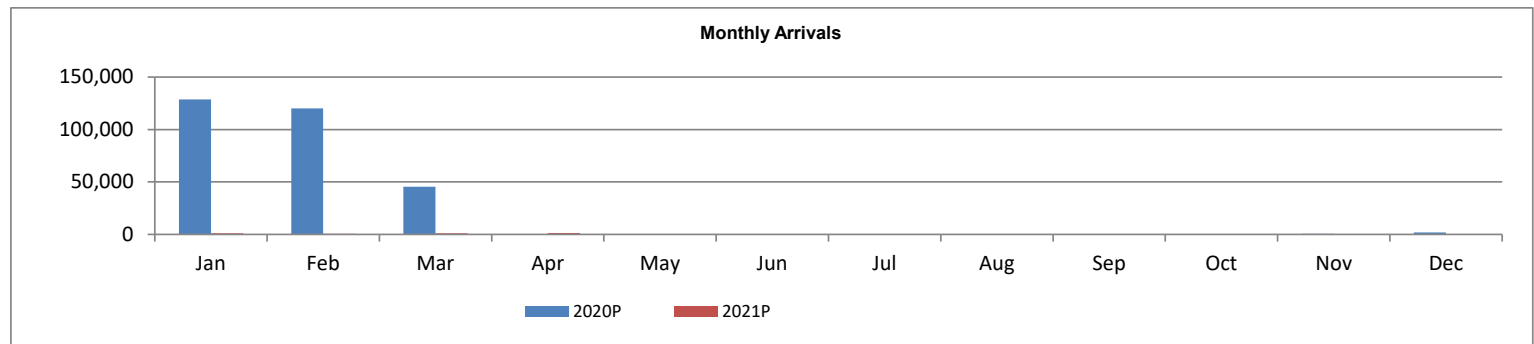
Key Performance Indicators

	YOY Rate	Apr'20 YTD	Apr'21 YTD	Annual Forecast*	Arrivals	YOY Rate	YTD
Visitor Spending (\$mil) <sup>6/</sup>	N/A	N/A	15.5	454.4	O'ahu	-98.5%	4,124
Daily Spend (\$PPPD) <sup>6/</sup>	N/A	N/A	208.1	227.4	Maui	-98.9%	92
Visitor Days	-95.7%	1,729,882	74,367	1,998,302	Moloka'i	-98.9%	5
Arrivals	-98.5%	294,241	4,277	347,802	Lāna'i	-94.9%	7
Daily Census	-95.7%	14,297	620	5,475	Kaua'i	-99.3%	27
Airlift (scheduled seats)	-91.5%	466,072	39,515	1,187,421	Hawai'i Island	-99.7%	125

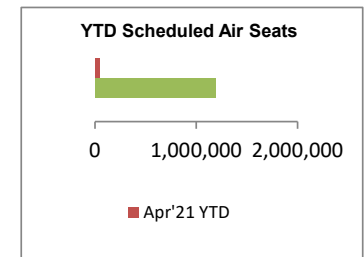
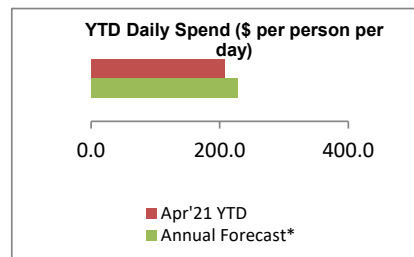
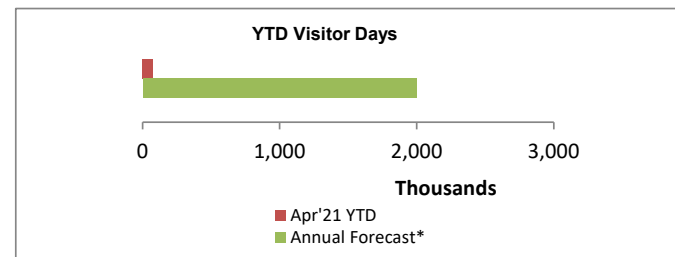
\* DBEDT Annual Forecast as of Q1 2021; 2021 seats forecast by HTA based on Diiō Mi flight schedules as of March 16, 2021, subject to change.

<sup>6/</sup> April YTD 2020 visitor spending statistics were not available, as there was no fielding between April through October due to COVID19.

Monthly Indicators



Annual Indicators



\* Excludes Supplemental Business Expenditures

HTA Key Performance Indicators Dashboard

Hawai'i Tourism Authority Report Date: **Apr-21** Preliminary

Visitor Industry Performance Measures

Market: **OCEANIA**

Key Performance Indicators

	YOY Rate	Apr'20 YTD	Apr'21 YTD	Annual Forecast*
Visitor Spending (\$mil) <sup>71</sup>	N/A	N/A	N/A	202.8
Daily Spend (\$PPPD) <sup>71</sup>	N/A	N/A	N/A	258.0
Visitor Days	-98.3%	566,363	9,492	786,033
Arrivals	-99.2%	60,758	470	82,654
Daily Census	-98.3%	4,681	79	2,154
Airlift (scheduled seats)	-100.0%	95,737	0	137,772

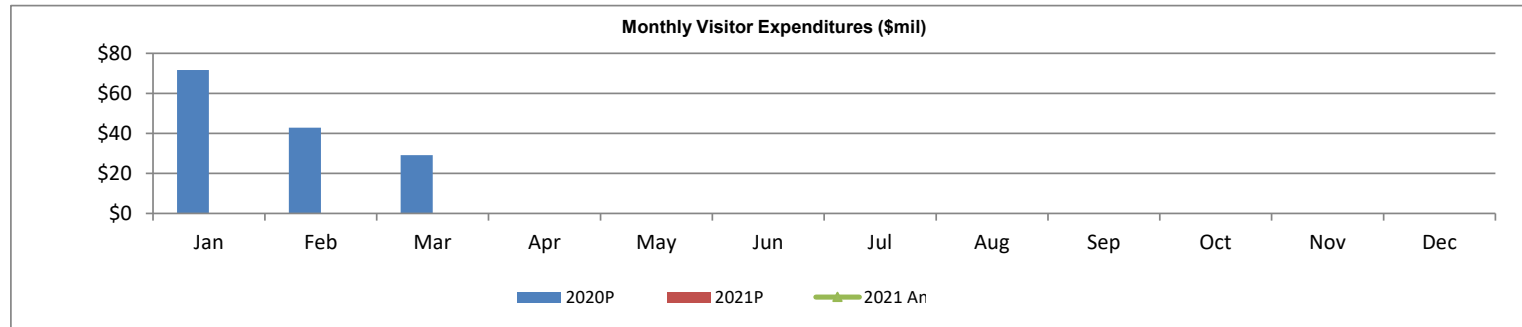
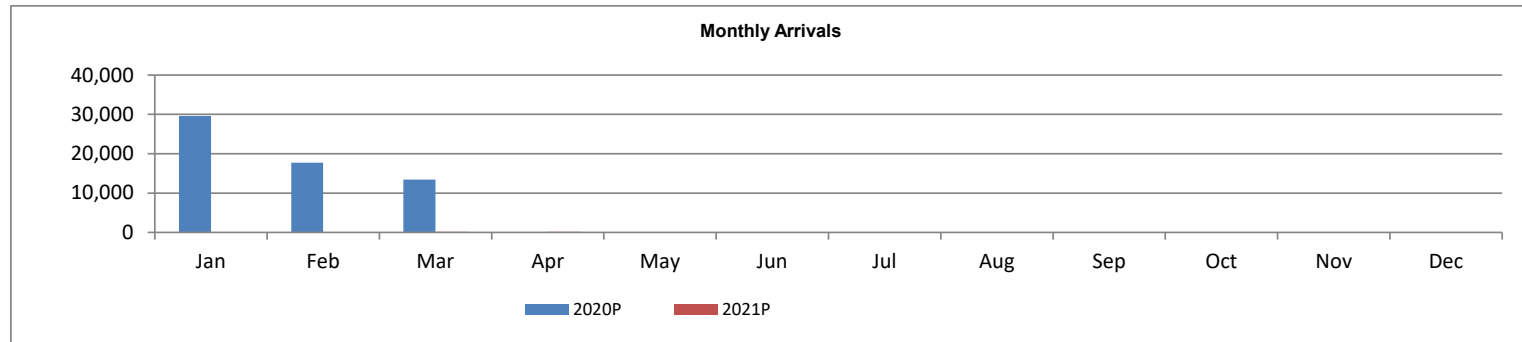
	YOY Rate	YTD
O'ahu	-99.6%	261
Maui	-98.5%	134
Moloka'i	-100.0%	-
Lāna'i	-99.8%	2
Kaua'i	-99.1%	43
Hawai'i Island	-98.8%	93

\* DBEDT Annual Forecast as of Q1 2021; 2021 seats forecast by HTA based on Diio Mi flight schedules as of March 16, 2021, subject to change.

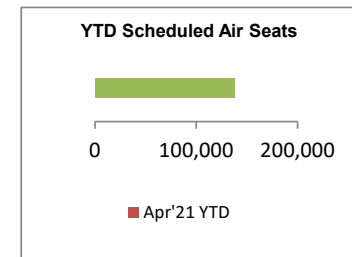
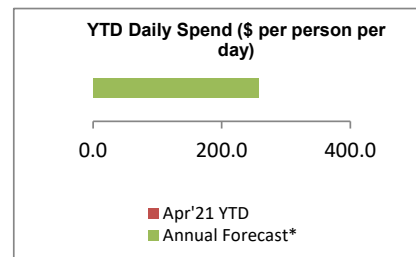
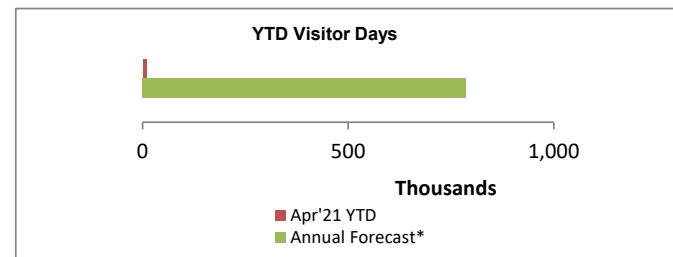
<sup>71</sup> April YTD 2020 visitor spending statistics were not available, as there was no fielding between April through October due to COVID19.

April YTD 2021 visitor spending statistics were not available from January through April due to limited samples.

Monthly Indicators



Annual Indicators



\* Excludes Supplemental Business Expenditures

HTA Key Performance Indicators Dashboard

Hawai'i Tourism Authority Report Date: **Apr-21** Preliminary

Visitor Industry Performance Measures

Market: **EUROPE**

Key Performance Indicators

	YOY Rate	Apr'20 YTD	Apr'21 YTD	Annual Forecast*
Visitor Spending (\$mil) <sup>8/</sup>	N/A	N/A	N/A	106.4
Daily Spend (\$PPPD) <sup>8/</sup>	N/A	N/A	N/A	146.7
Visitor Days	-88.5%	268,630	30,912	725,338
Arrivals	-90.7%	20,419	1,897	55,102
Daily Census	-88.4%	2,220	258	1,987
Airlift (scheduled seats)	N/A	N/A	N/A	N/A

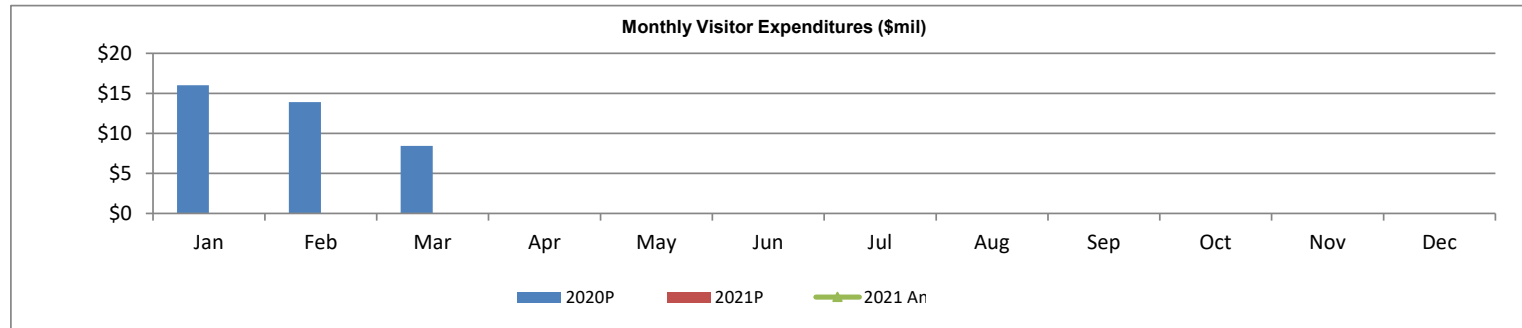
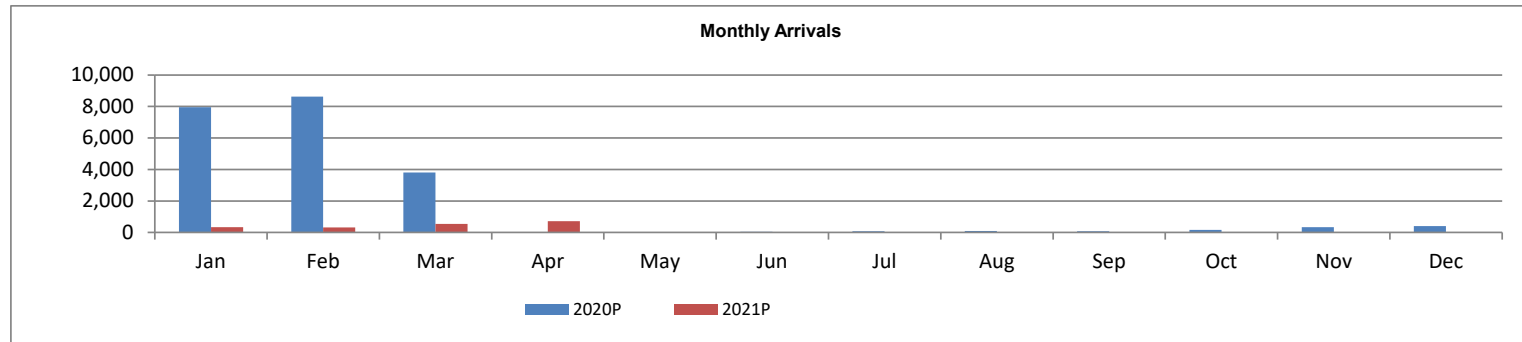
	YOY Rate	YTD
O'ahu	-92.7%	1,068
Maui	-93.1%	575
Moloka'i	-95.6%	16
Lāna'i	-93.5%	16
Kaua'i	-95.7%	211
Hawai'i Island	-93.6%	416

\* DBEDT Annual Forecast as of Q1 2021; 2021 seats forecast by HTA based on Diio Mi flight schedules as of March 16, 2021, subject to change.

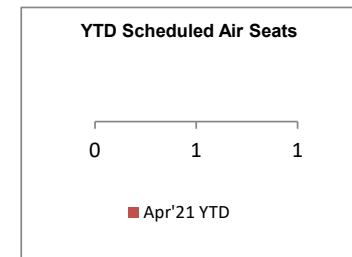
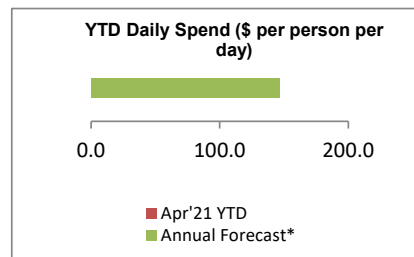
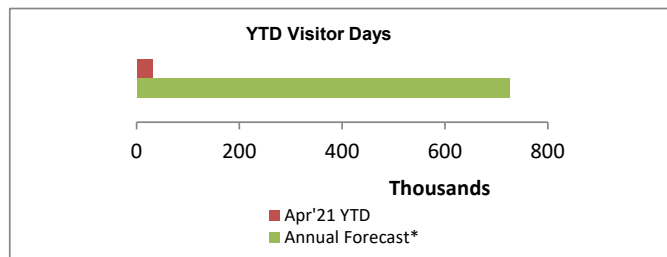
<sup>8/</sup> April YTD 2020 visitor spending statistics were not available, as there was no fielding between April through October due to COVID19.

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Monthly Indicators



Annual Indicators



\* Excludes Supplemental Business Expenditures

HTA Key Performance Indicators Dashboard

Hawai'i Tourism Authority Report Date: **Apr-21** Preliminary

Visitor Industry Performance Measures

Market: **OTHER ASIA**

Key Performance Indicators

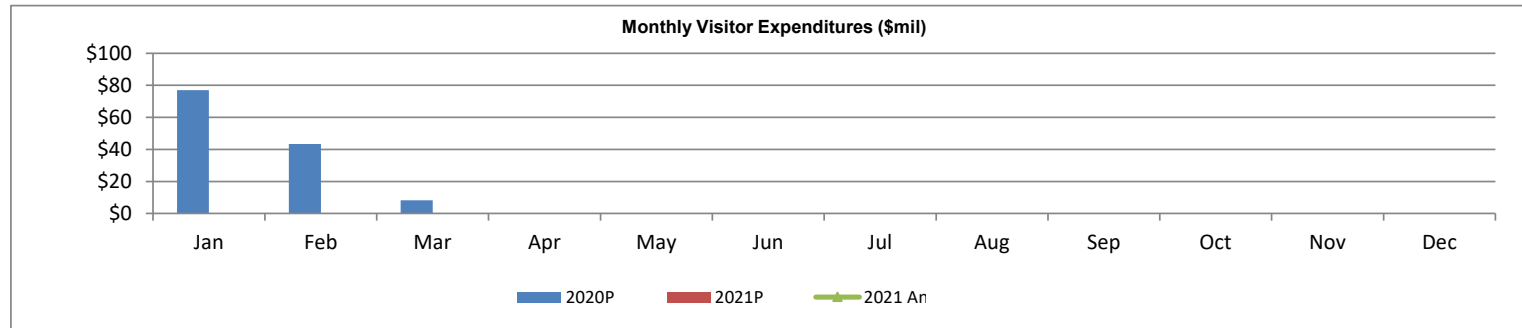
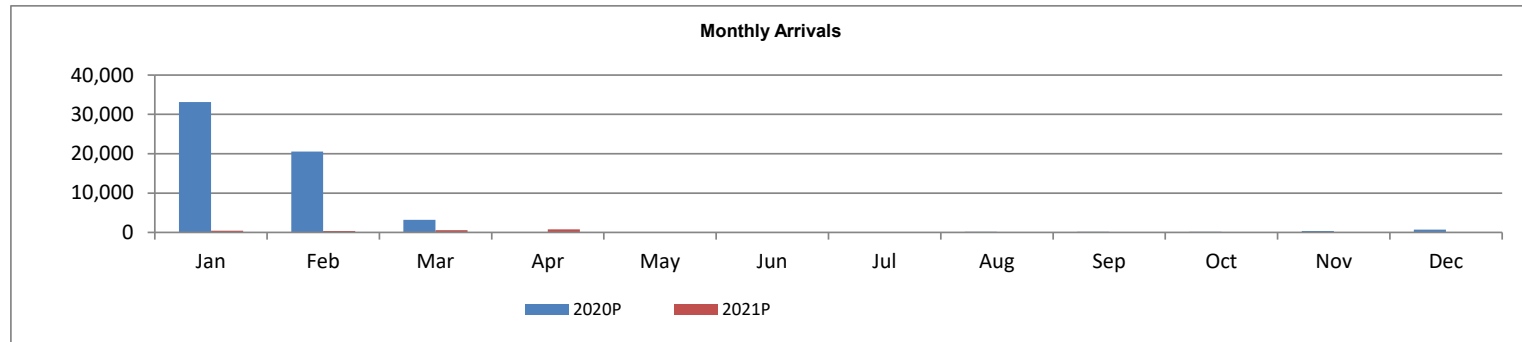
	YOY Rate	Apr'20 YTD	Apr'21 YTD	Annual Forecast*	Arrivals	YOY Rate	YTD
Visitor Spending (\$mil) <sup>9f</sup>	N/A	N/A	N/A	NA	O'ahu	-96.9%	1,702
Daily Spend (\$PPPD) <sup>9f</sup>	N/A	N/A	N/A	NA	Maui	-95.7%	344
Visitor Days	-91.4%	487,599	41,901	NA	Moloka'i	-98.7%	2
Arrivals	-96.2%	56,954	2,140	NA	Lāna'i	-96.9%	6
Daily Census	-91.3%	4,030	349	NA	Kaua'i	-96.0%	83
Airlift (scheduled seats)	-100.0%	86,695	0	245,134	Hawai'i Island	-97.2%	318

\* DBEDT Annual Forecast as of Q1 2021; 2021 seats forecast by HTA based on Diio Mi flight schedules as of March 16, 2021, subject to change.

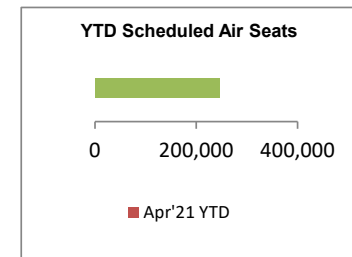
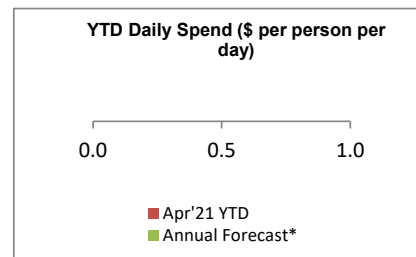
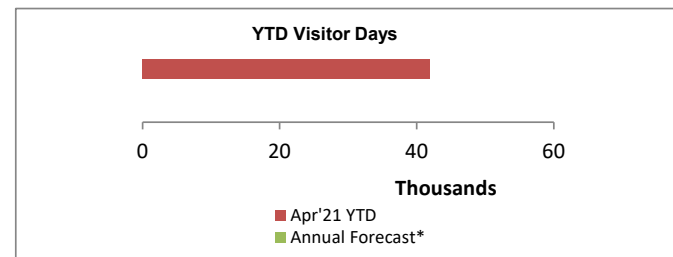
<sup>9f</sup> April YTD 2020 visitor spending statistics were not available, as there was no fielding between April through October due to COVID19.

April YTD 2021 visitor spending statistics were not available from January through April due to limited samples.

Monthly Indicators



Annual Indicators



\* Excludes Supplemental Business Expenditures

HTA Key Performance Indicators Dashboard

Hawai'i Tourism Authority Report Date: **Apr-21** Preliminary

Visitor Industry Performance Measures

Market: **KOREA**

Key Performance Indicators

	YOY Rate	Apr'20 YTD	Apr'21 YTD	Annual Forecast*
Visitor Spending (\$mil) <sup>10/</sup>	N/A	N/A	N/A	127.0
Daily Spend (\$PPPD) <sup>10/</sup>	N/A	N/A	N/A	278.2
Visitor Days	-90.9%	348,078	31,770	456,698
Arrivals	-97.1%	41,629	1,213	55,102
Daily Census	-90.8%	2,877	265	1,251
Airlift (scheduled seats)	-91.8%	71,175	5,838	214,534

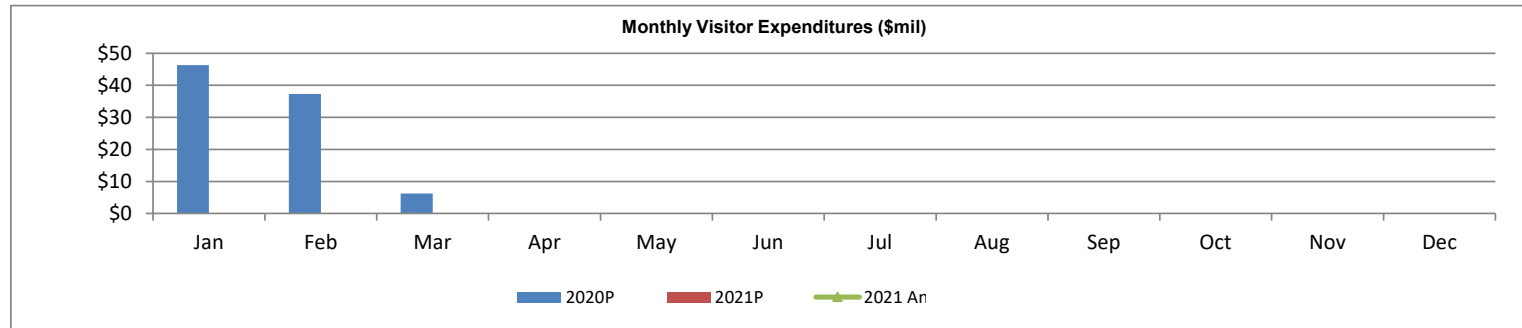
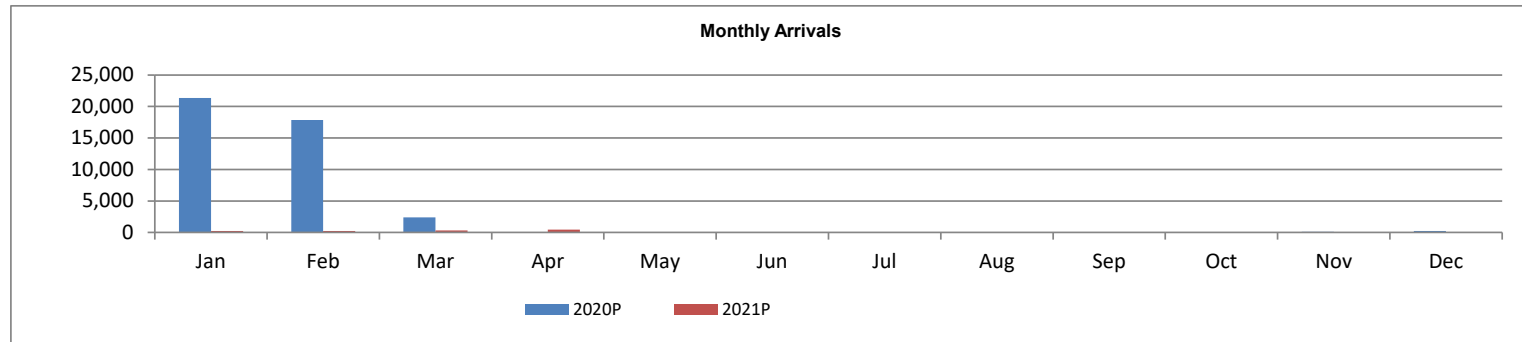
	YOY Rate	YTD
O'ahu	-97.5%	1,020
Maui	-97.2%	115
Moloka'i	-100.0%	-
Lāna'i	-95.5%	4
Kaua'i	-97.4%	32
Hawai'i Island	-97.6%	144

\* DBEDT Annual Forecast as of Q1 2021; 2021 seats forecast by HTA based on Dilo Mi flight schedules as of March 16, 2021, subject to change.

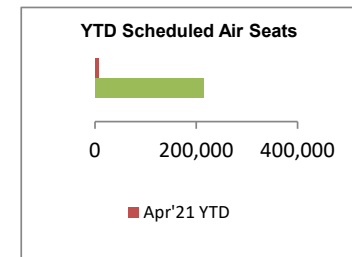
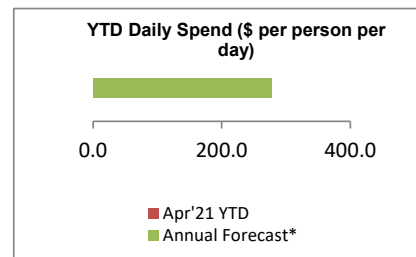
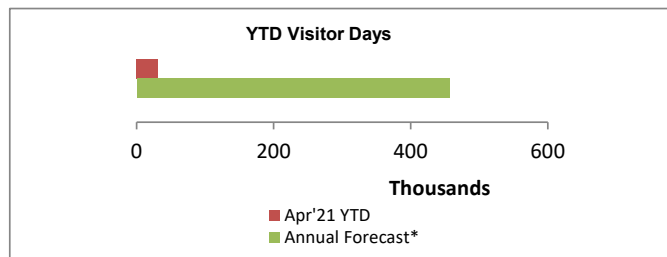
<sup>10/</sup> April YTD 2020 visitor spending statistics were not available, as there was no fielding between April through October due to COVID19.

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Monthly Indicators



Annual Indicators



\* Excludes Supplemental Business Expenditures

HTA Key Performance Indicators Dashboard

Hawai'i Tourism Authority Report Date: **Apr-21** Preliminary

Visitor Industry Performance Measures

Market: **LATIN AMERICA**

Key Performance Indicators

	YOY Rate	Apr'20 YTD	Apr'21 YTD	Annual Forecast*
Visitor Spending (\$mil) <sup>11/</sup>	N/A	N/A	N/A	NA
Daily Spend (\$PPPD) <sup>11/</sup>	N/A	N/A	N/A	NA
Visitor Days	-64.6%	53,330	18,858	NA
Arrivals	-74.8%	5,062	1,273	NA
Daily Census	-64.3%	441	157	NA
Airlift (scheduled seats)	N/A	N/A	N/A	N/A

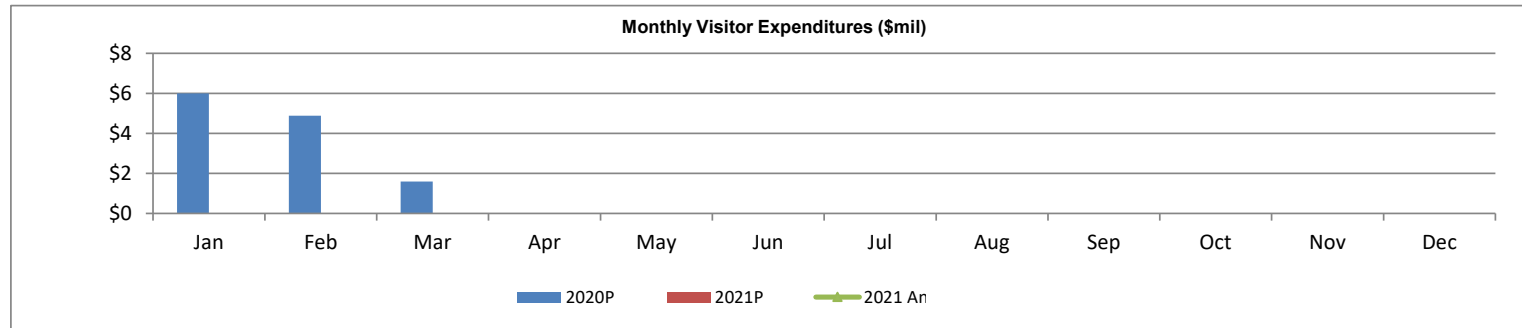
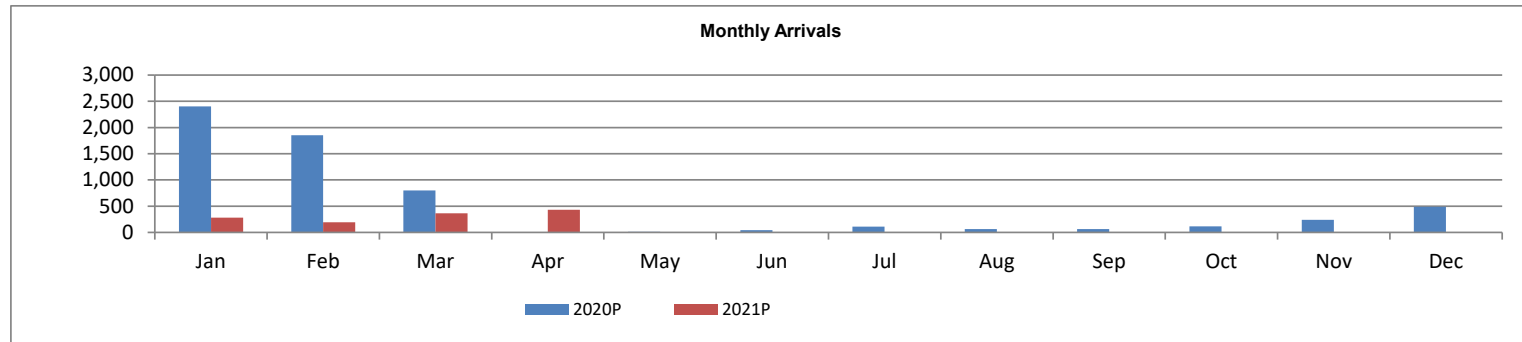
	YOY Rate	YTD
O'ahu	-78.3%	838
Maui	-71.5%	488
Moloka'i	-62.3%	8
Lāna'i	-55.3%	22
Kaua'i	-85.7%	81
Hawai'i Island	-69.4%	230

\* DBEDT Annual Forecast as of Q1 2021; 2021 seats forecast by HTA based on Diio Mi flight schedules as of March 16, 2021, subject to change.

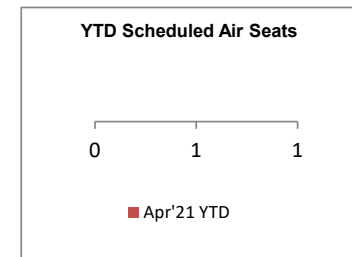
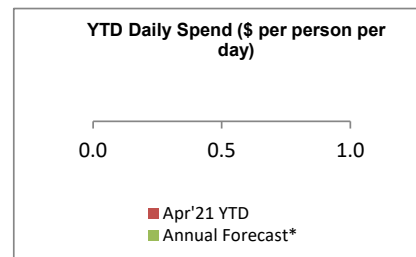
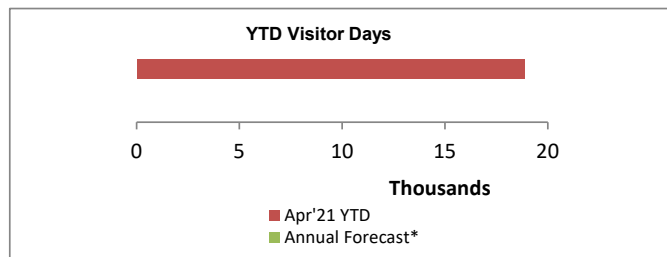
<sup>11/</sup> April YTD 2020 visitor spending statistics were not available, as there was no fielding between April through October due to COVID19.

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Monthly Indicators



Annual Indicators



\* Excludes Supplemental Business Expenditures



# TRAVEL AGENCY BOOKING TRENDS

MAY 17, 2021

HAWAII TOURISM

AUTHORITY

# Global Agency Pro

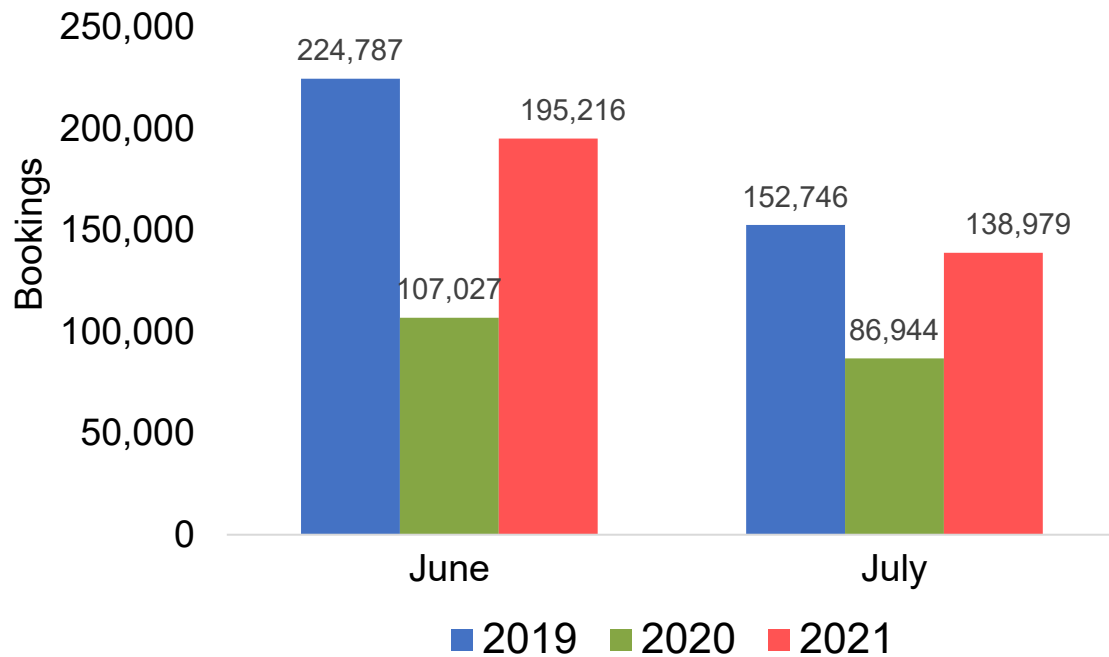
- HTA subscribes to Global Agency Pro, an online travel distribution system consisting of Travel Agency data.
- Global Agency Pro provides access to over 90% of the world's Travel Agency airline transactions.
- The database consists of five years of historical ticketing data and one year of advance purchase data.
- The information is updated daily with a recency of two days prior to current date.

# Global Agency Pro Index

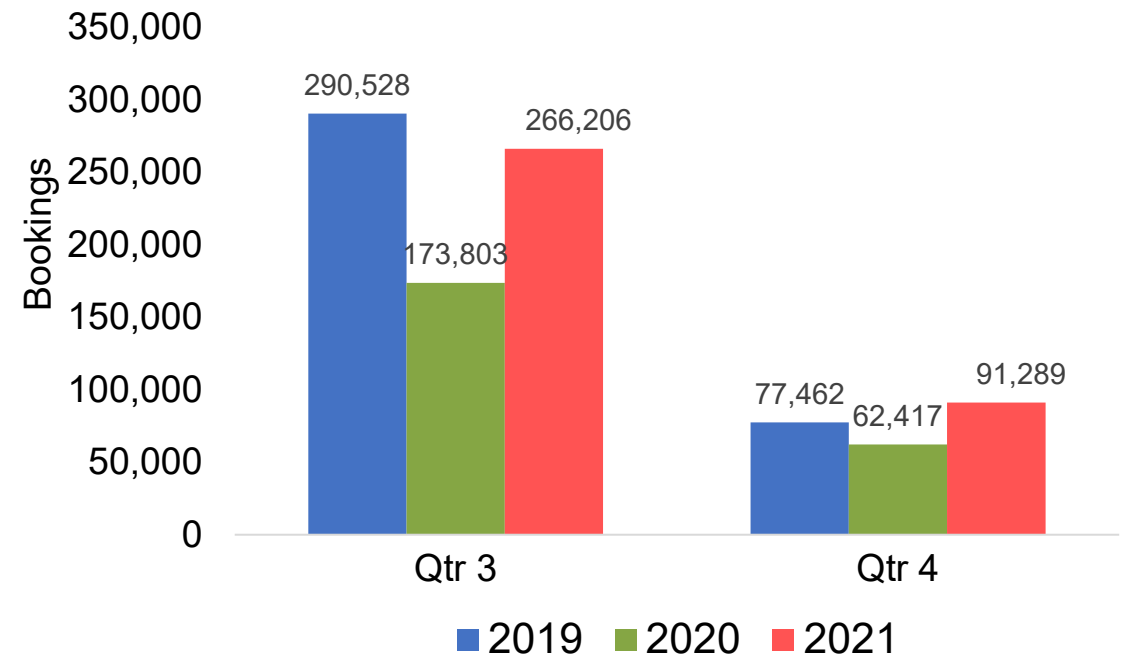
- **Bookings**
  - Net sum of the number of visitors (i.e., excluding Hawai'i residents and inter-island travelers) from Sales transactions counted, including Exchanges and Refunds.
- **Booking Date**
  - The date on which the ticket was purchased by the passenger. Also known as the Sales Date.
- **Travel Date**
  - The date on which travel is expected to take place.
- **Point of Origin Country**
  - The country which contains the airport at which the ticket started.
- **Travel Agency**
  - Travel Agency associated with the ticket is doing business (DBA).

# US

### Travel Agency Booking Pace for Future Arrivals, by Month



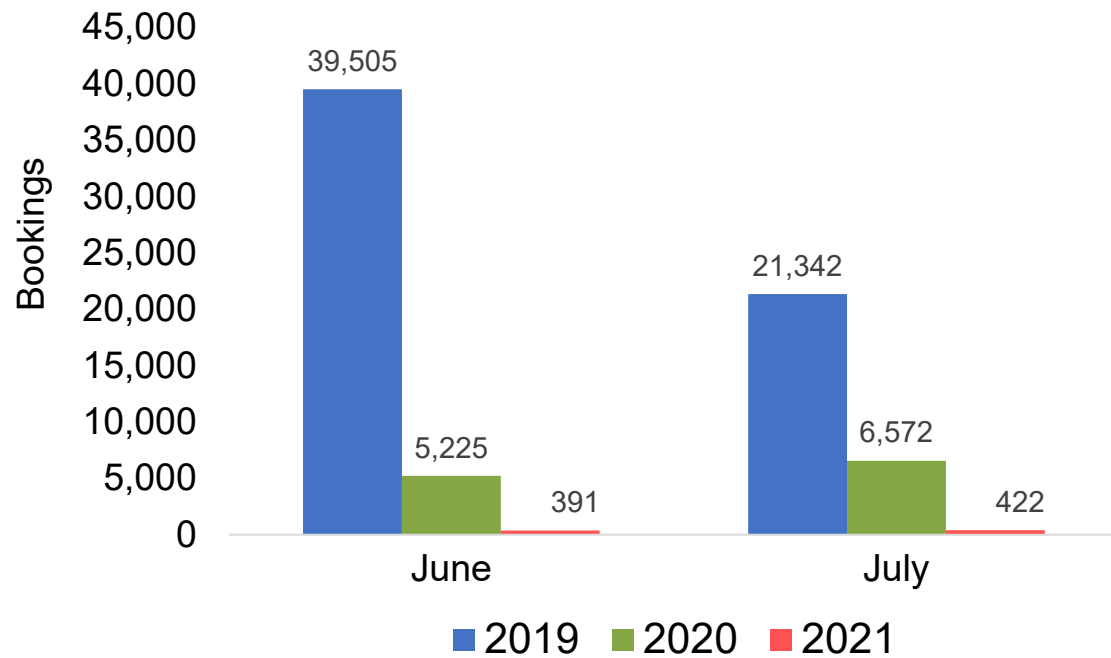
### Travel Agency Booking Pace for Future Arrivals, by Quarter



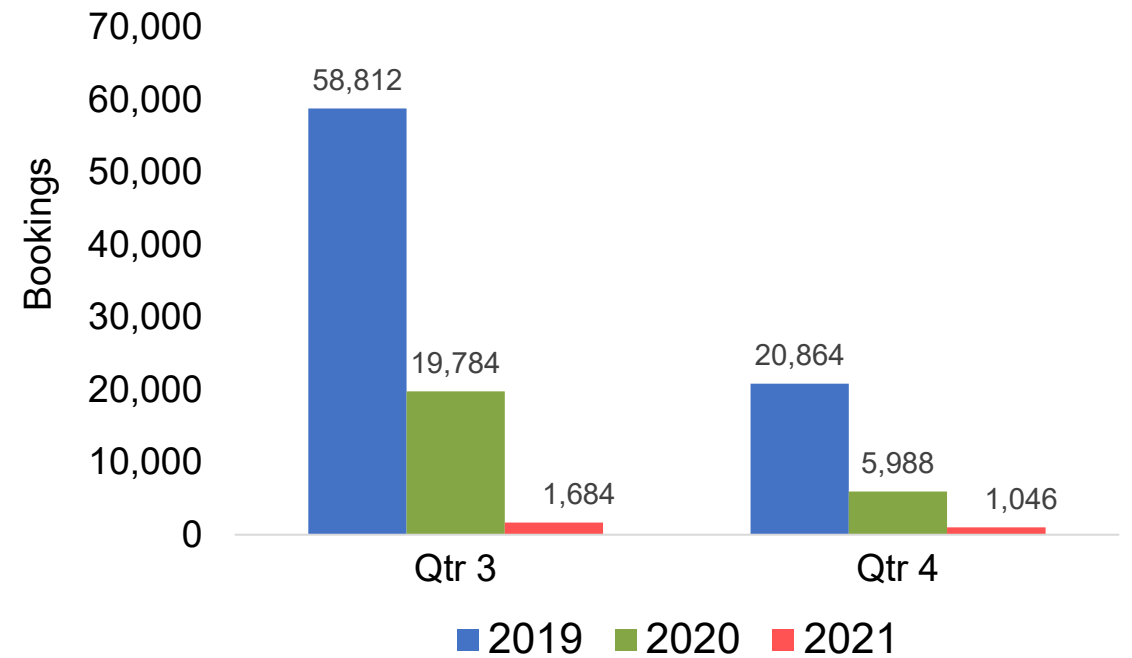
Source: Global Agency Pro as of 05/15/21

# JAPAN

### Travel Agency Booking Pace for Future Arrivals, by Month



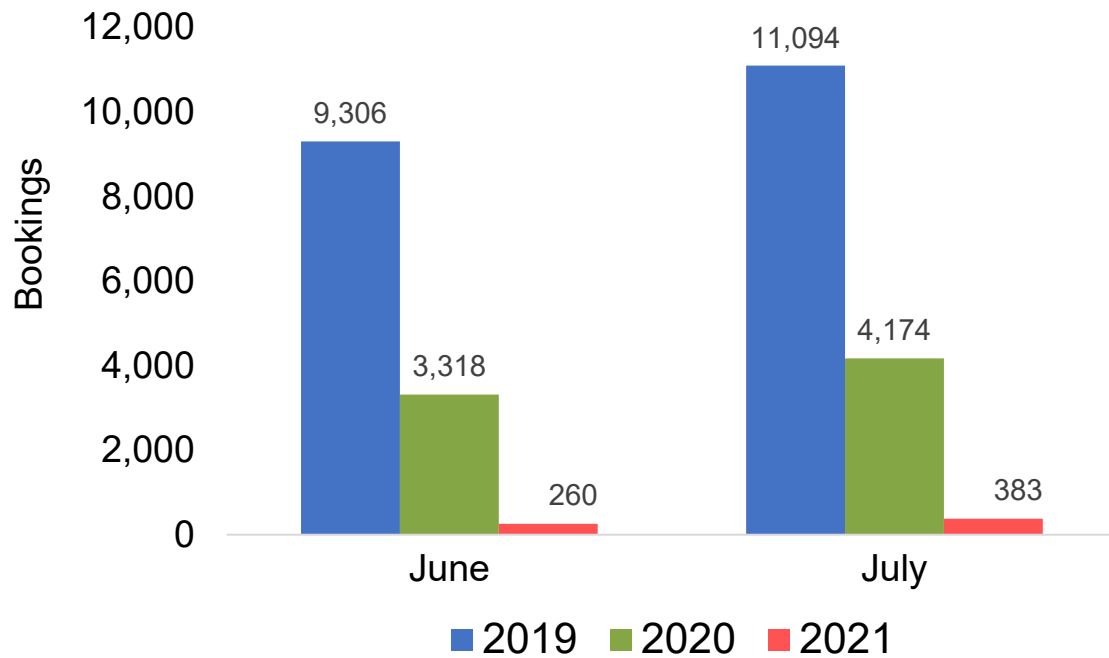
### Travel Agency Booking Pace for Future Arrivals, by Quarter



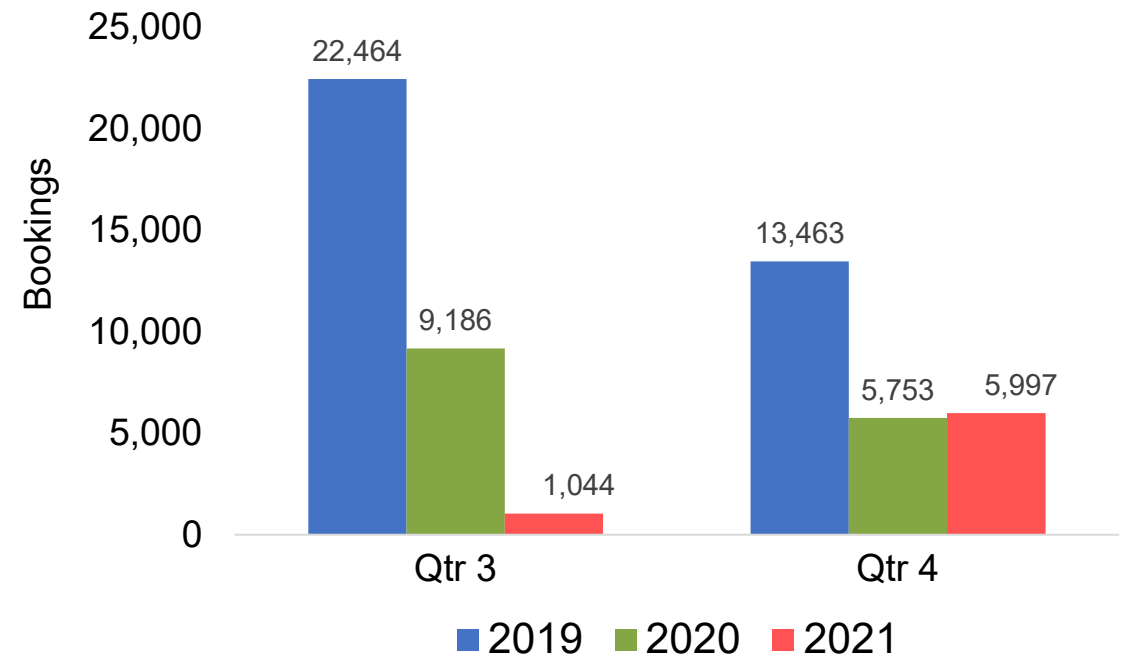
Source: Global Agency Pro as of 05/15/21

# CANADA

## Travel Agency Booking Pace for Future Arrivals, by Month



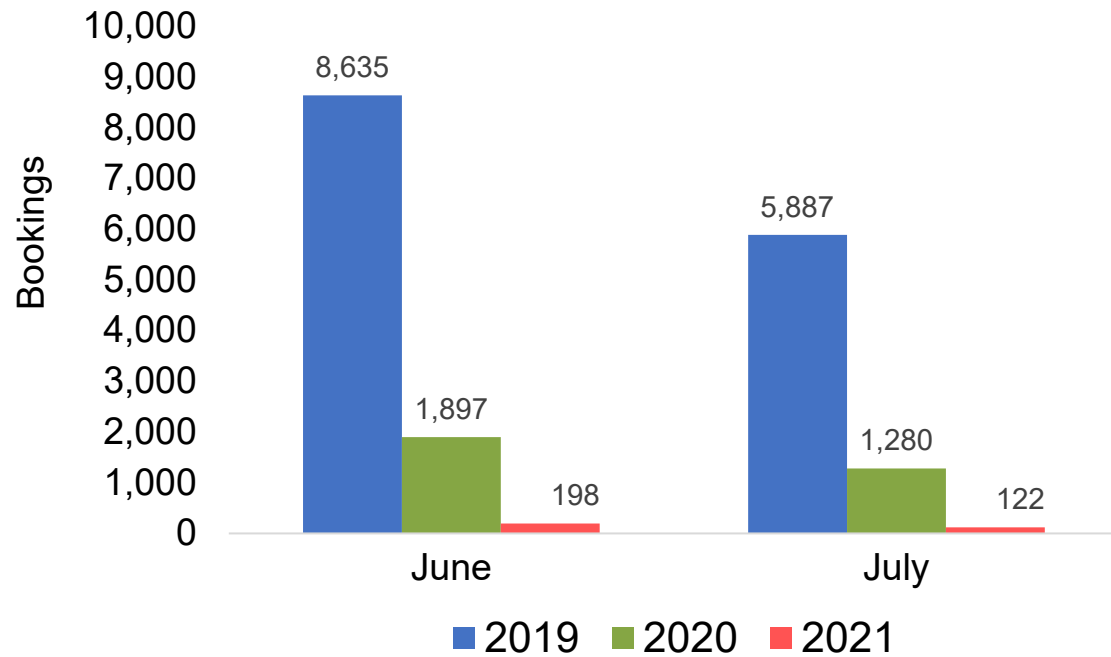
## Travel Agency Booking Pace for Future Arrivals, by Quarter



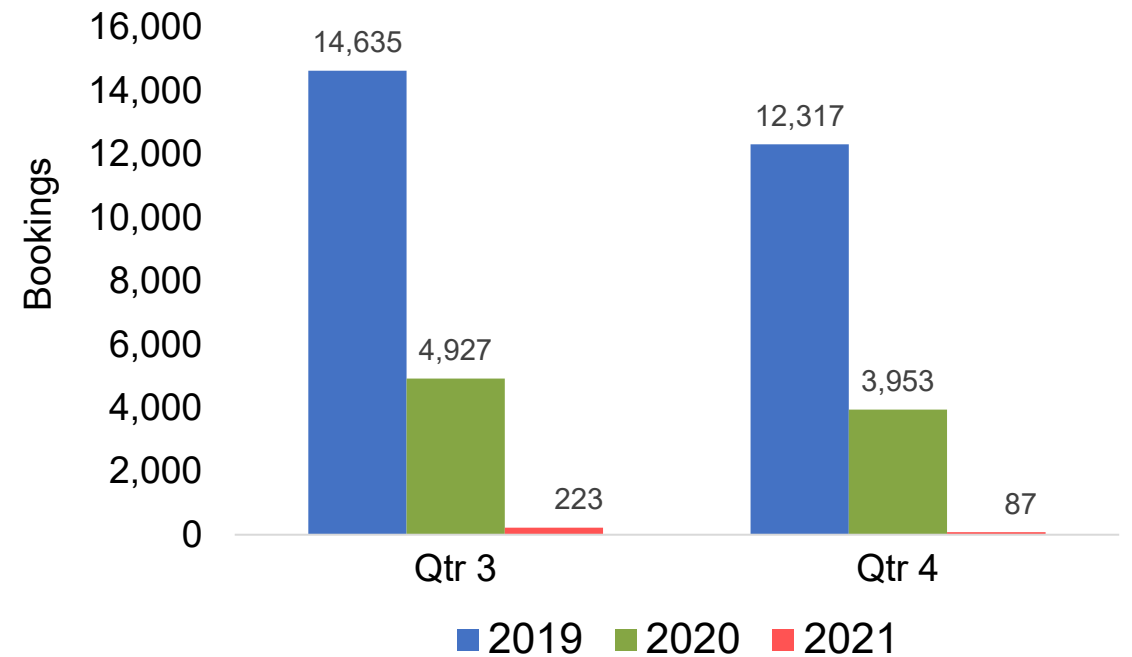
Source: Global Agency Pro as of 05/15/21

# KOREA

## Travel Agency Booking Pace for Future Arrivals, by Month



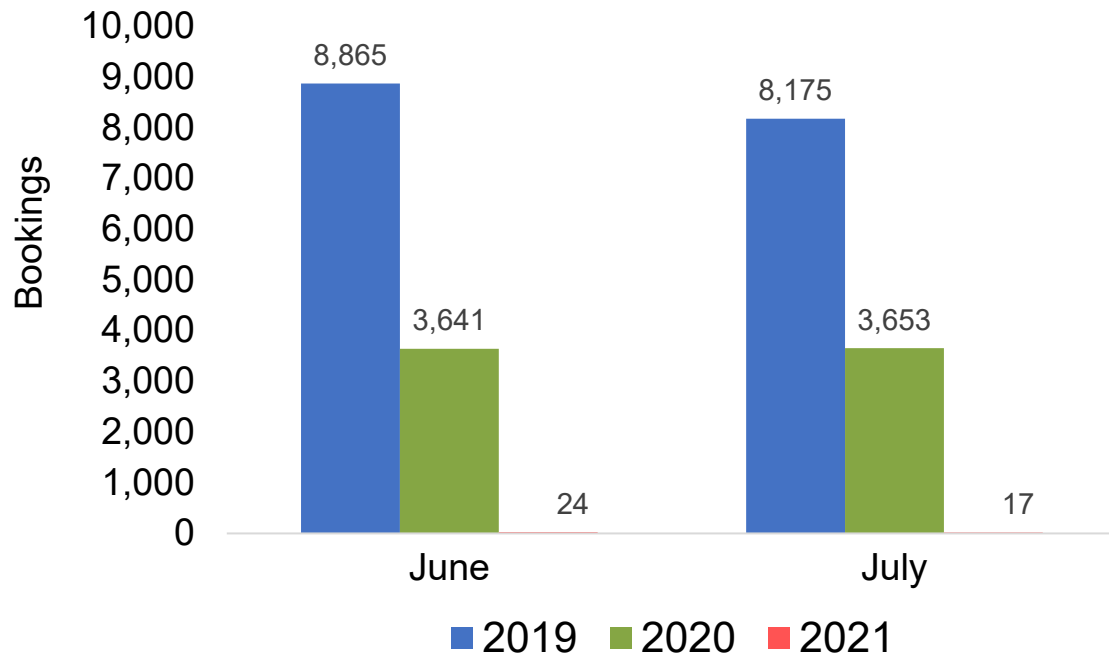
## Travel Agency Booking Pace for Future Arrivals, by Quarter



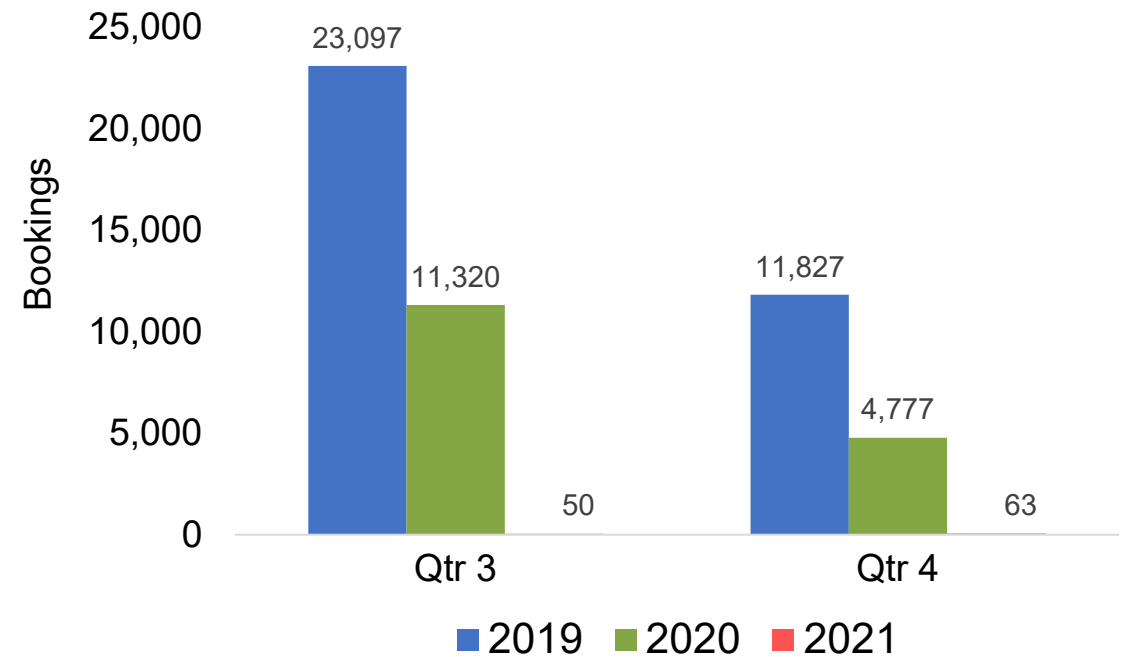
Source: Global Agency Pro as of 05/15/21

# AUSTRALIA

Travel Agency Booking Pace for Future Arrivals, by Month



Travel Agency Booking Pace for Future Arrivals, by Quarter

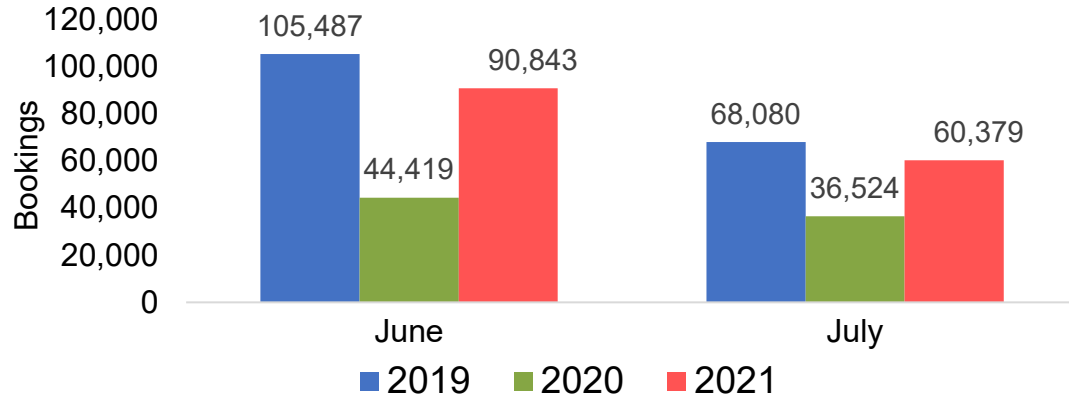


Source: Global Agency Pro as of 05/15/21

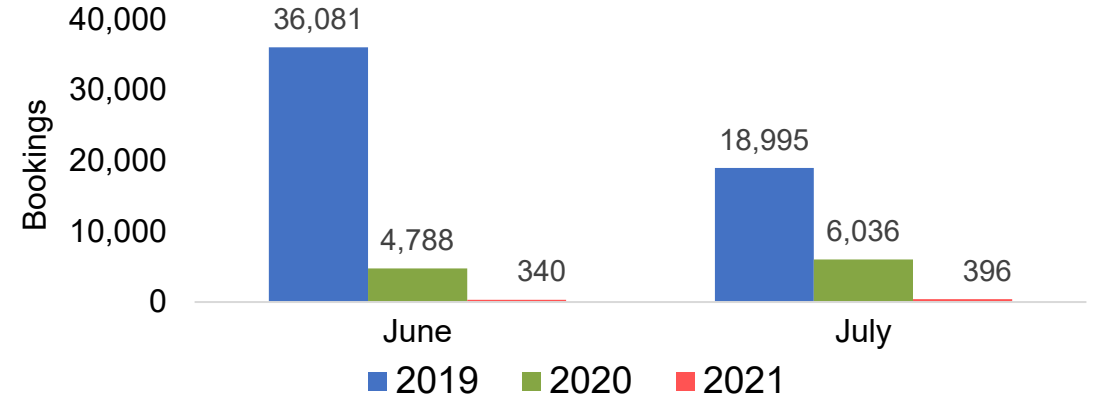


# O'ahu by Month 2021

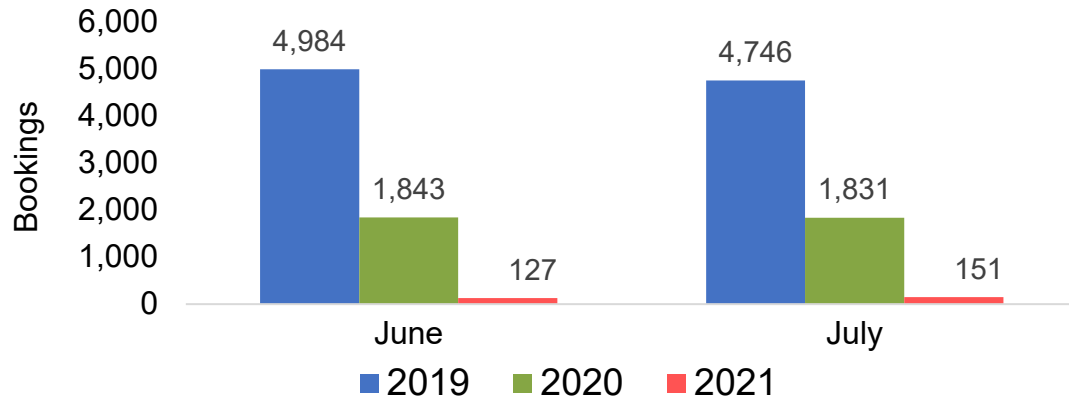
Travel Agency Booking Pace for Future Arrivals  
U.S.



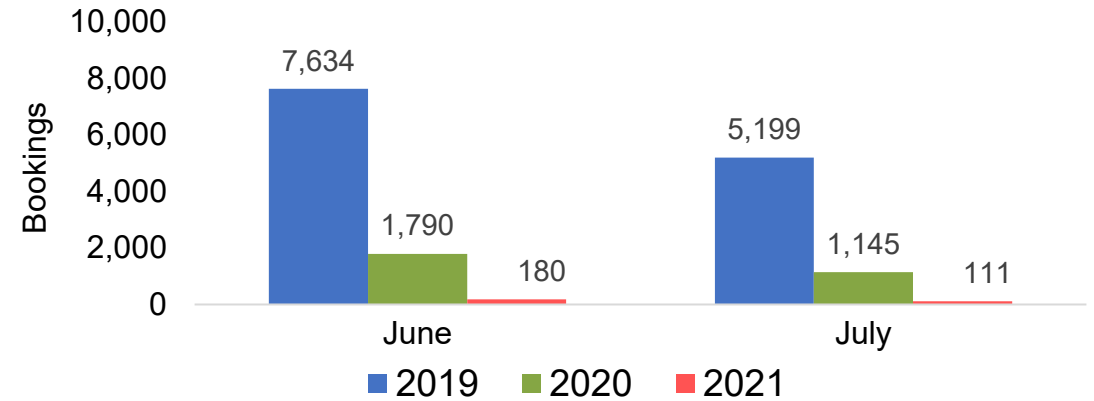
Travel Agency Booking Pace for Future Arrivals  
Japan



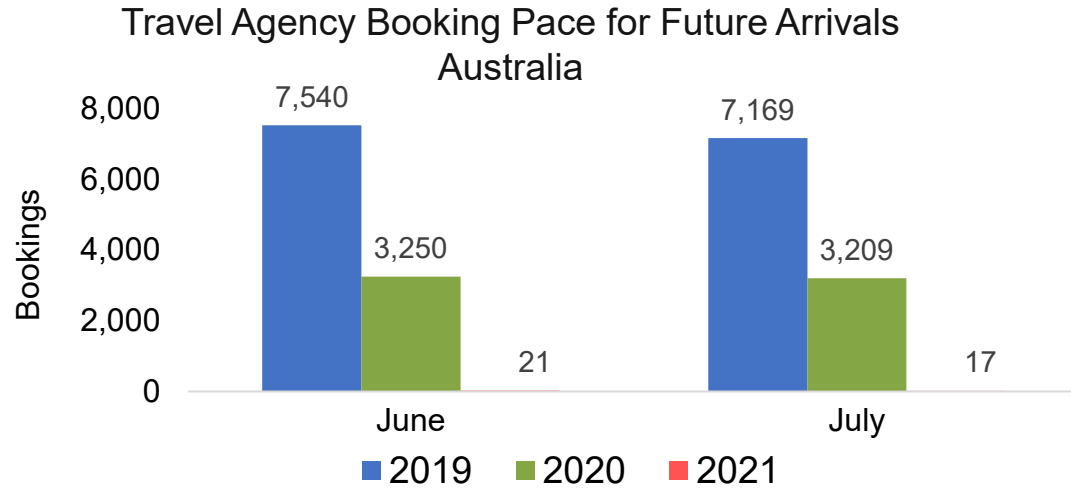
Travel Agency Booking Pace for Future Arrivals  
Canada



Travel Agency Booking Pace for Future Arrivals  
Korea



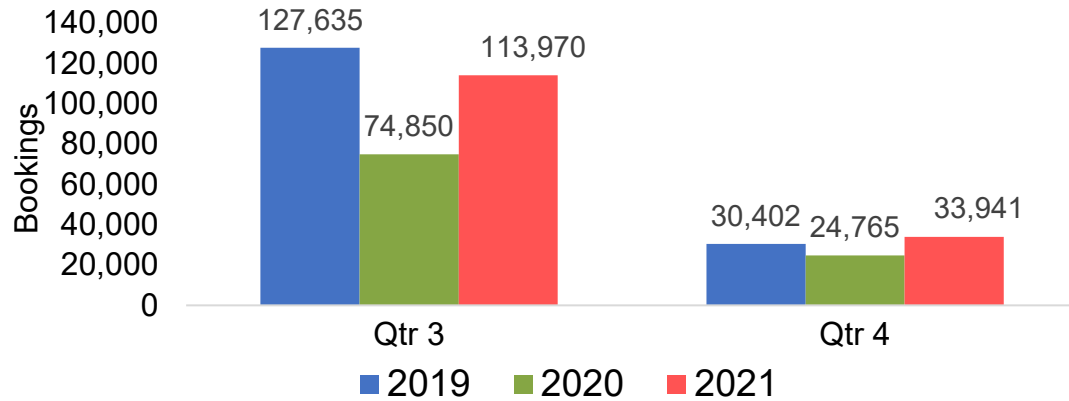
# O'ahu by Month 2021 (cont.)



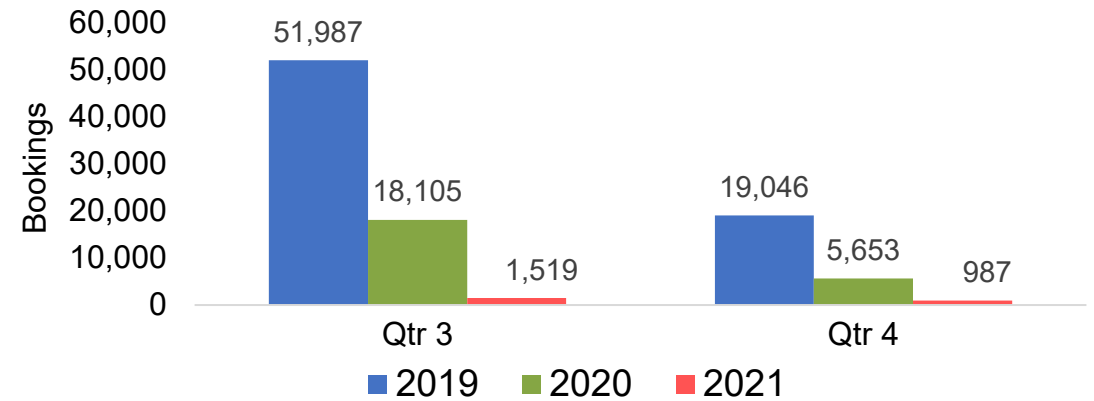
Source: Global Agency Pro as of 05/15/21

# O'ahu by Quarter 2021

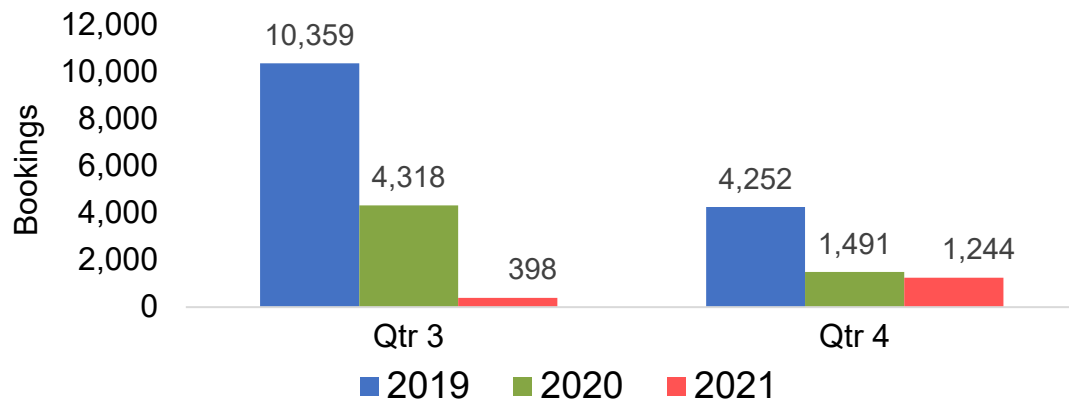
Travel Agency Booking Pace for Future Arrivals  
U.S.



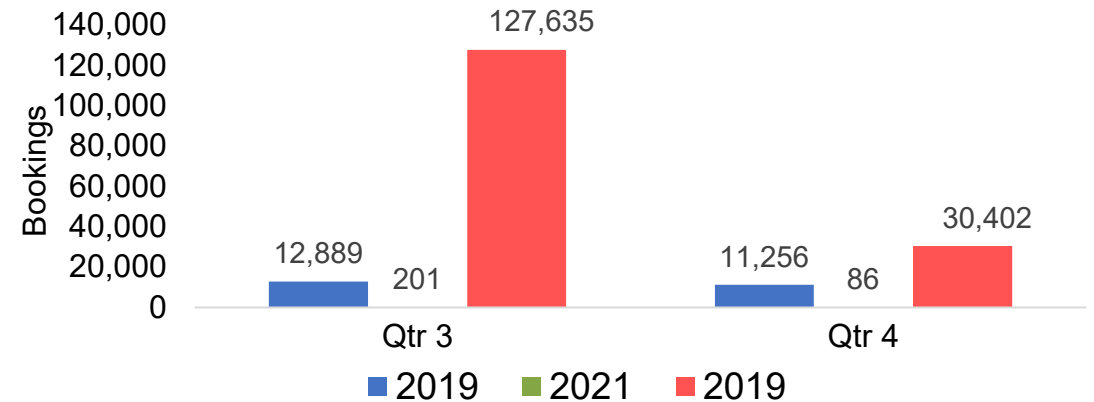
Travel Agency Booking Pace for Future Arrivals  
Japan



Travel Agency Booking Pace for Future Arrivals  
Canada



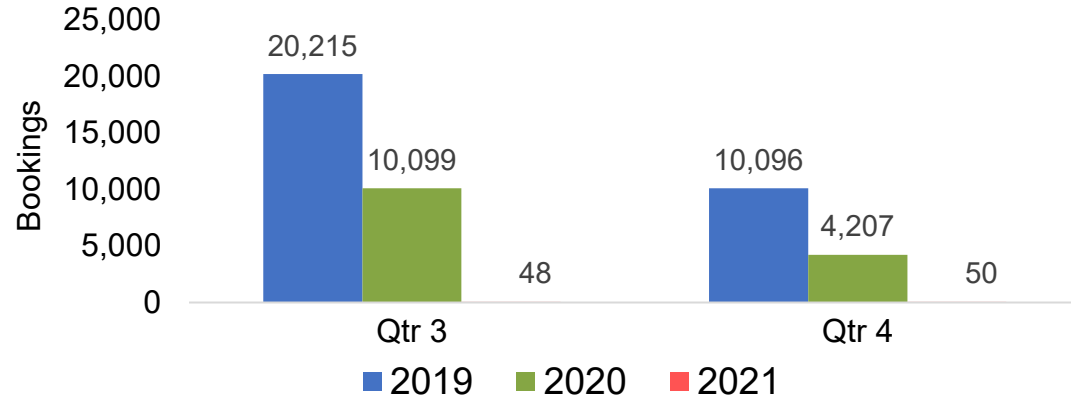
Travel Agency Booking Pace for Future Arrivals  
Korea



Source: Global Agency Pro as of 05/15/21

# O'ahu by Quarter 2021 (cont.)

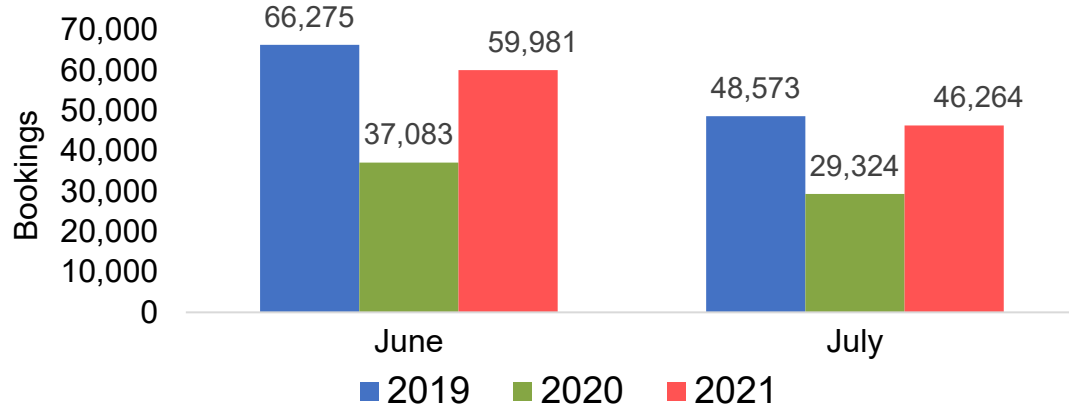
Travel Agency Booking Pace for Future Arrivals  
Australia



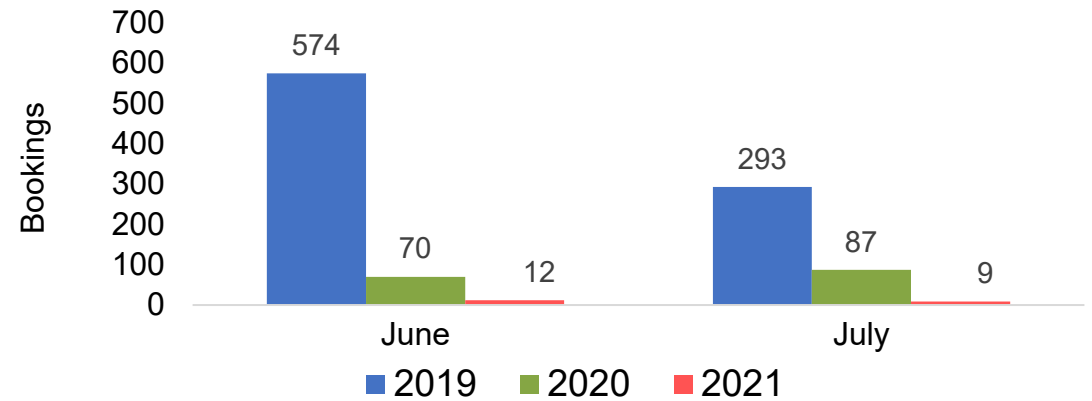
Source: Global Agency Pro as of 05/15/21

# Maui by Month 2021

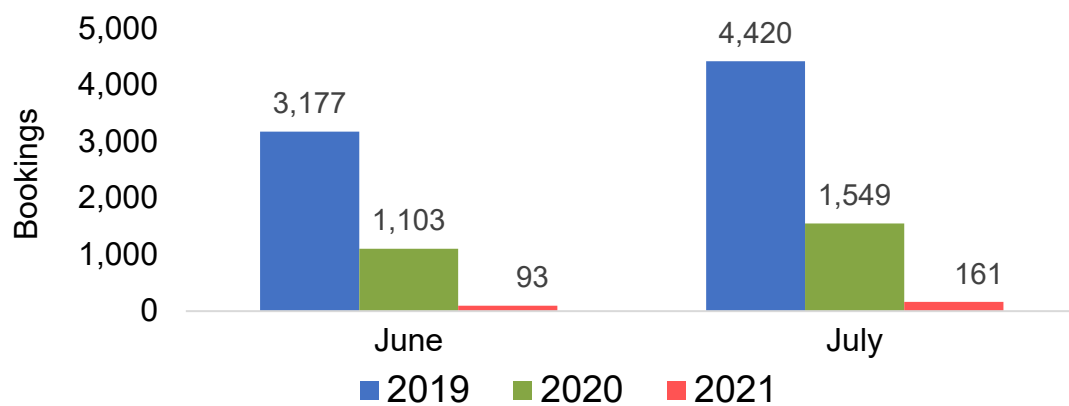
Travel Agency Booking Pace for Future Arrivals  
U.S.



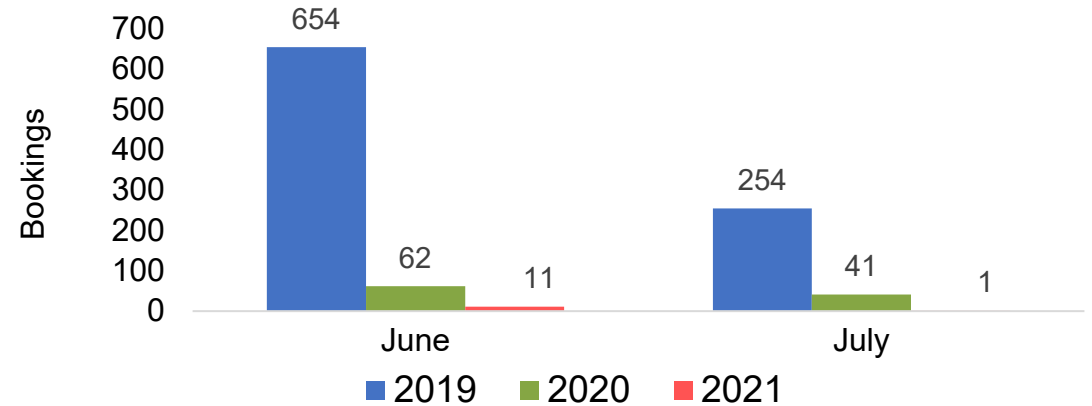
Travel Agency Booking Pace for Future Arrivals  
Japan



Travel Agency Booking Pace for Future Arrivals  
Canada

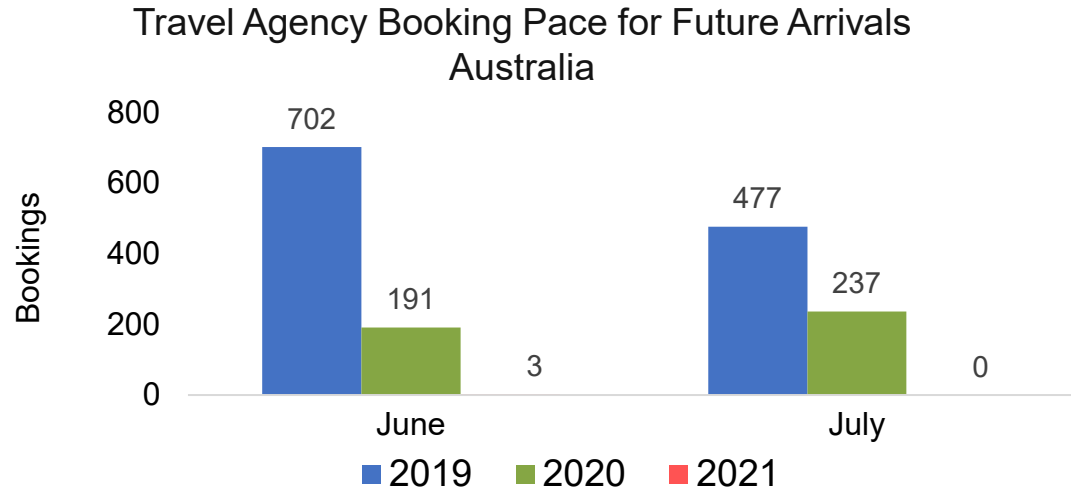


Travel Agency Booking Pace for Future Arrivals  
Korea



Source: Global Agency Pro as of 05/15/21

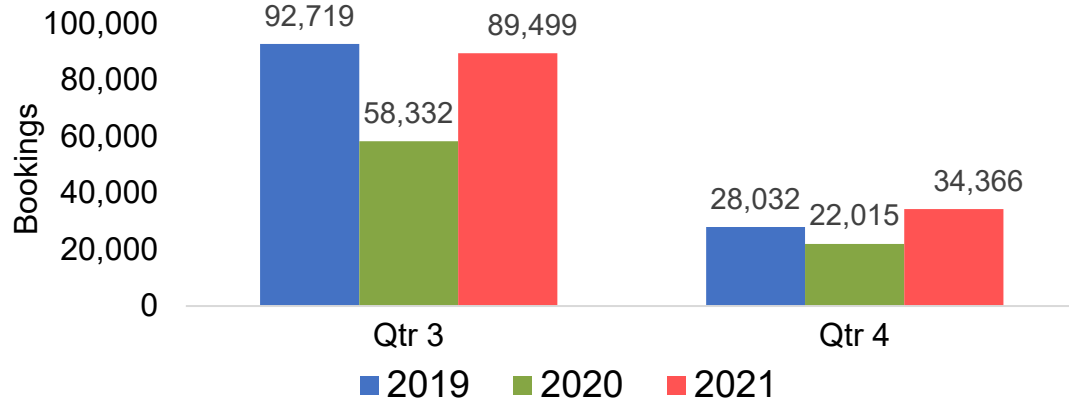
# Maui by Month 2021 (cont.)



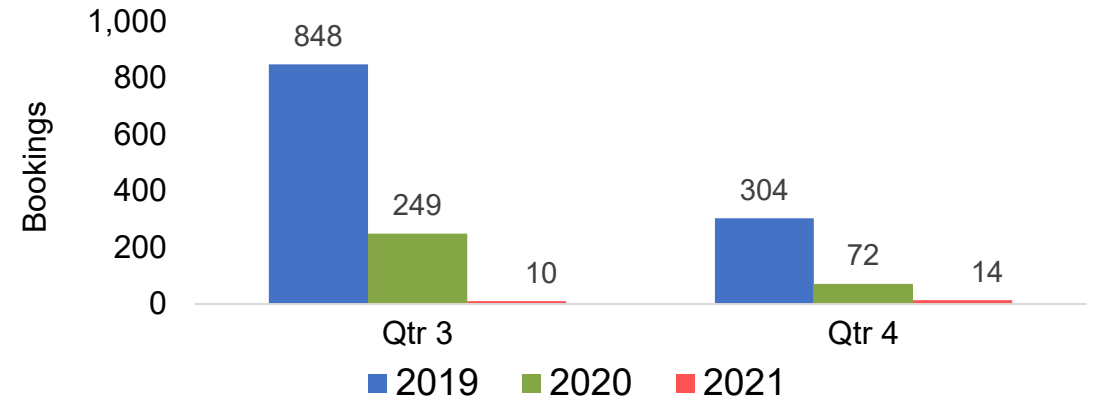
Source: Global Agency Pro as of 05/15/21

# Maui by Quarter 2021

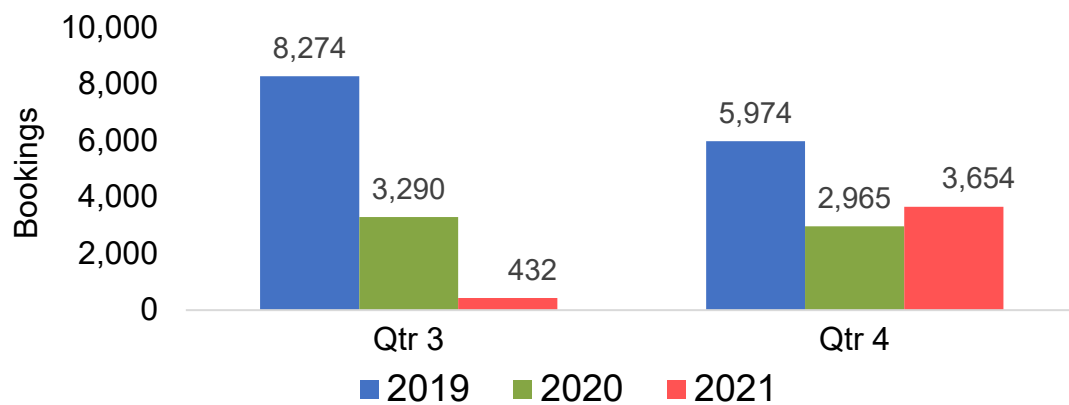
Travel Agency Booking Pace for Future Arrivals  
U.S.



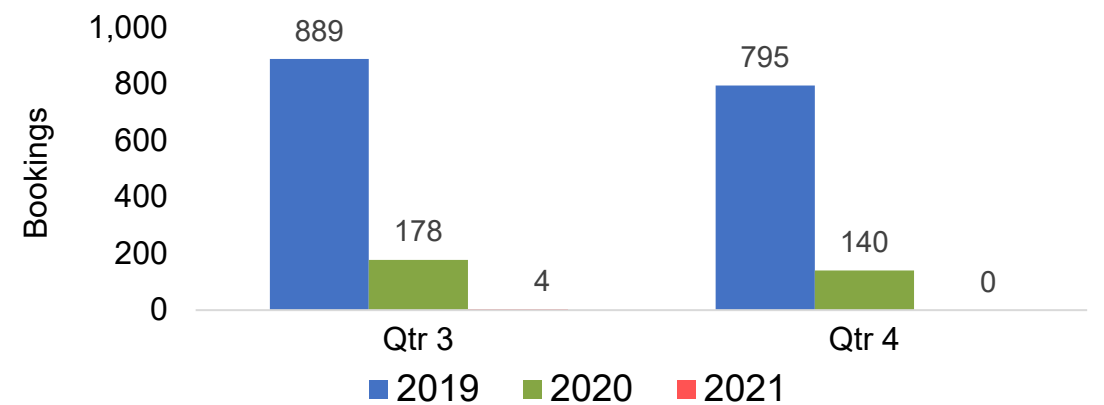
Travel Agency Booking Pace for Future Arrivals  
Japan



Travel Agency Booking Pace for Future Arrivals  
Canada

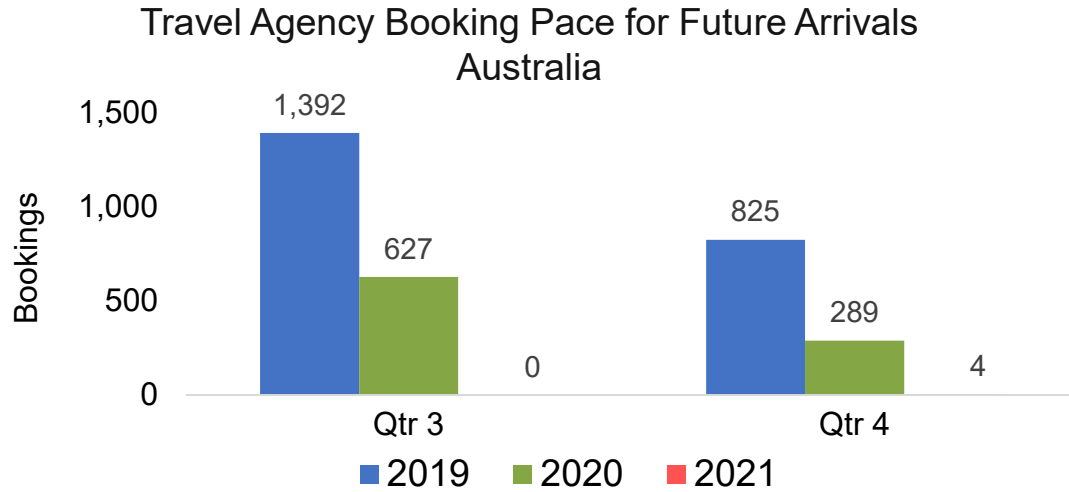


Travel Agency Booking Pace for Future Arrivals  
Korea



Source: Global Agency Pro as of 05/15/21

# Maui by Quarter 2021 (cont.)

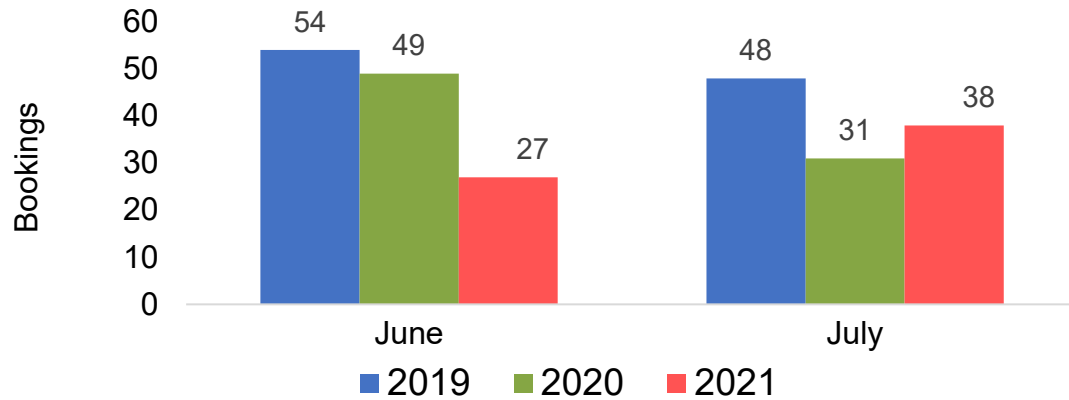


Source: Global Agency Pro as of 05/15/21

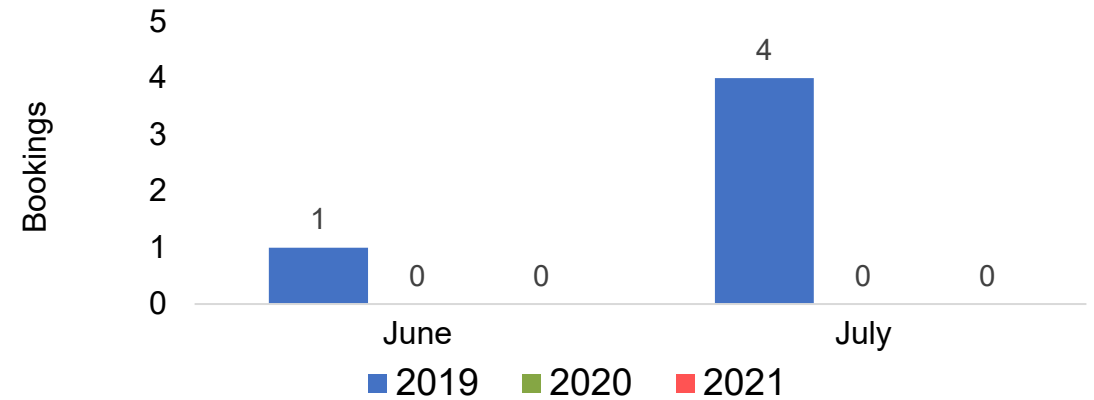


# Moloka'i by Month 2021

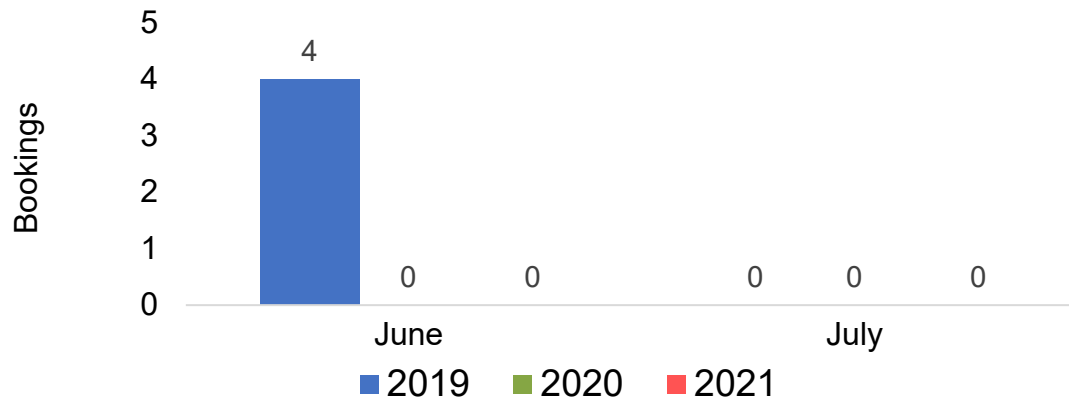
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U.S.



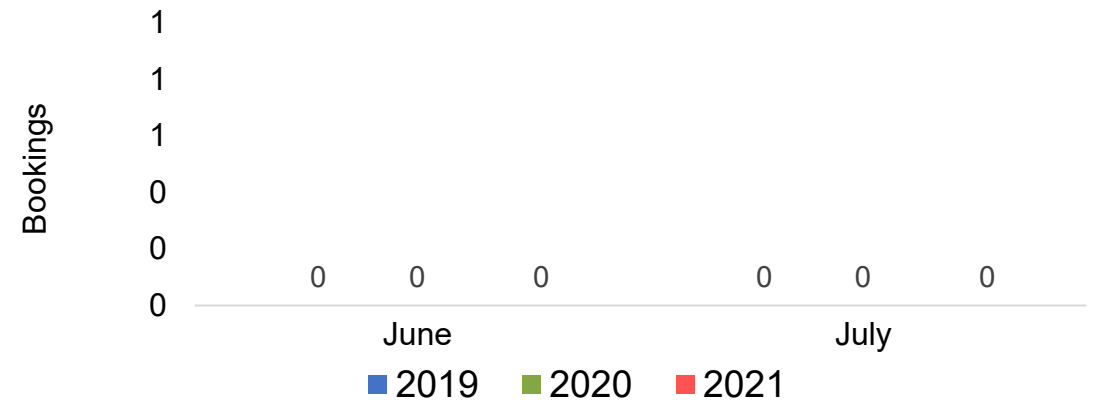
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Japan



Travel Agency Booking Pace for Future Arrivals  
Canada



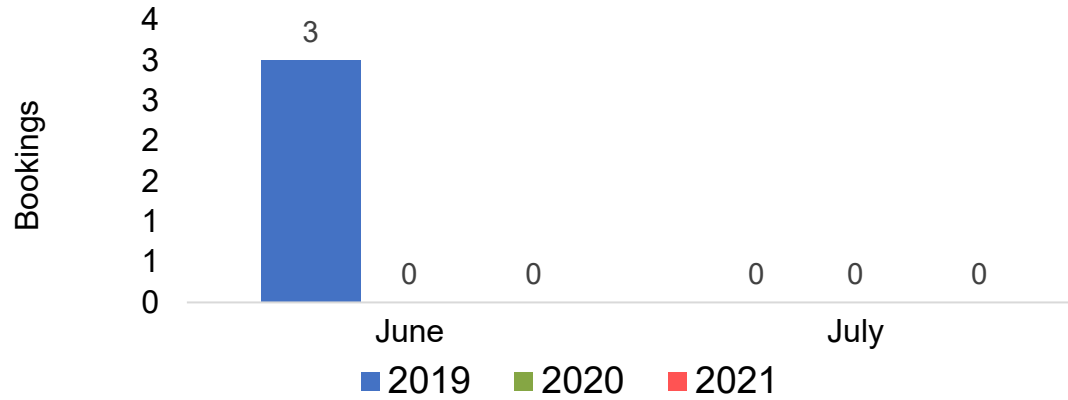
Travel Agency Booking Pace for Future Arrivals  
Korea



Source: Global Agency Pro as of 05/15/21

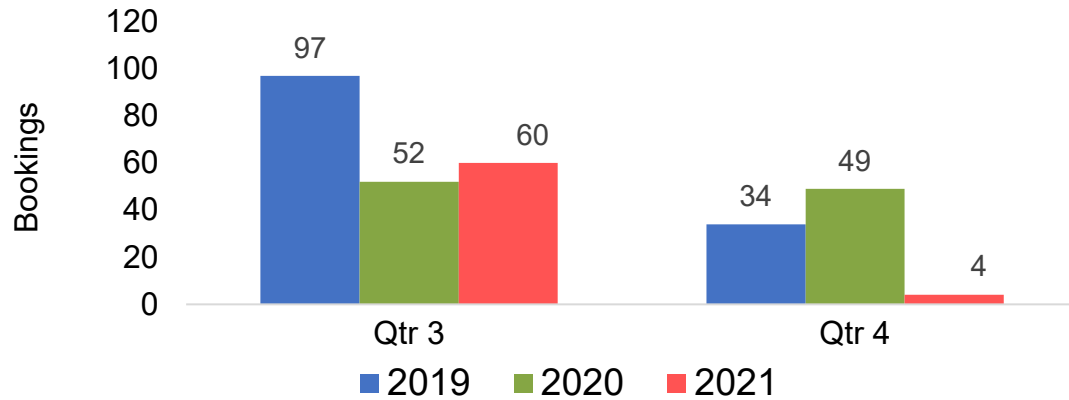
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Travel Agency Booking Pace for Future Arrivals  
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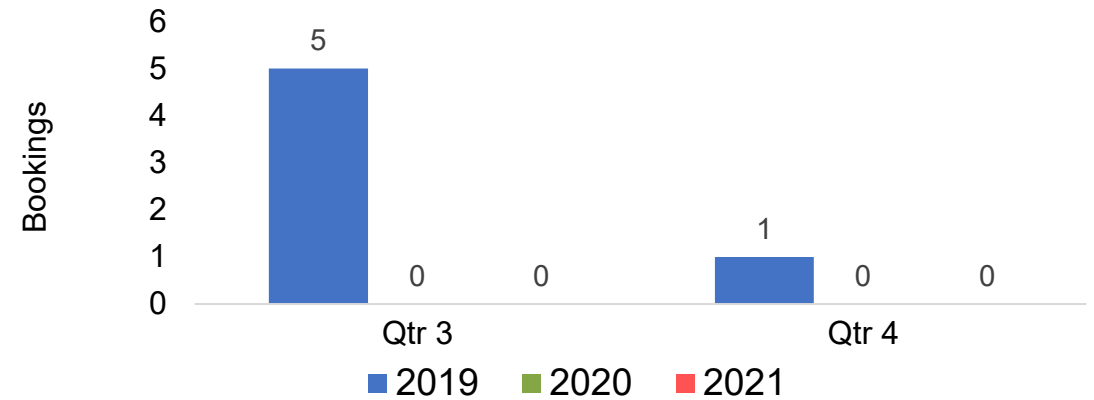


# Moloka'i by Quarter 2021

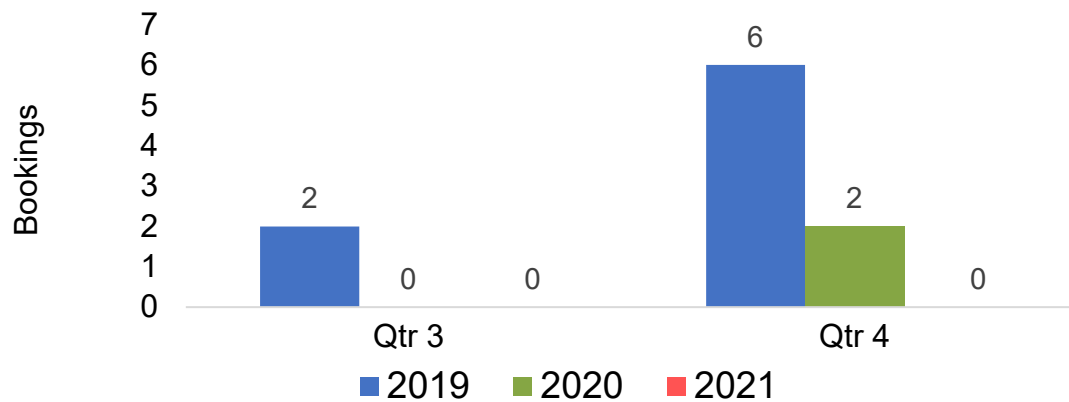
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U.S.



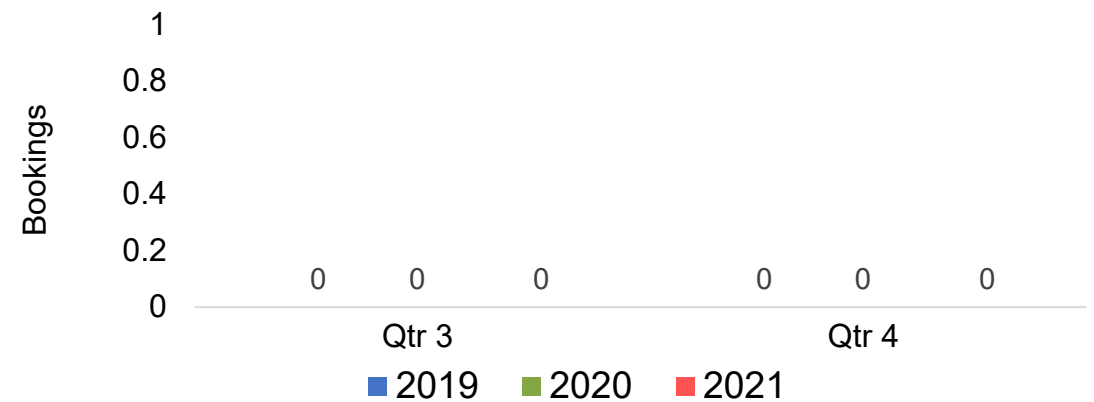
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Travel Agency Booking Pace for Future Arrivals  
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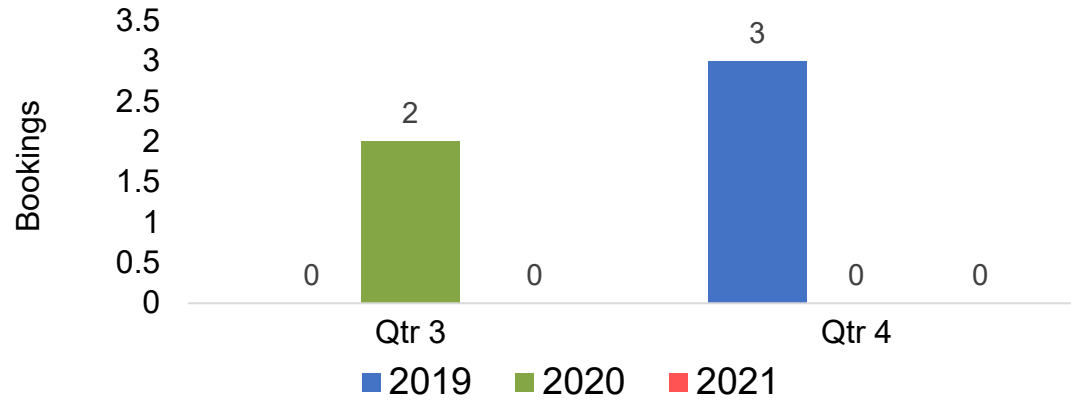


Travel Agency Booking Pace for Future Arrivals  
Korea



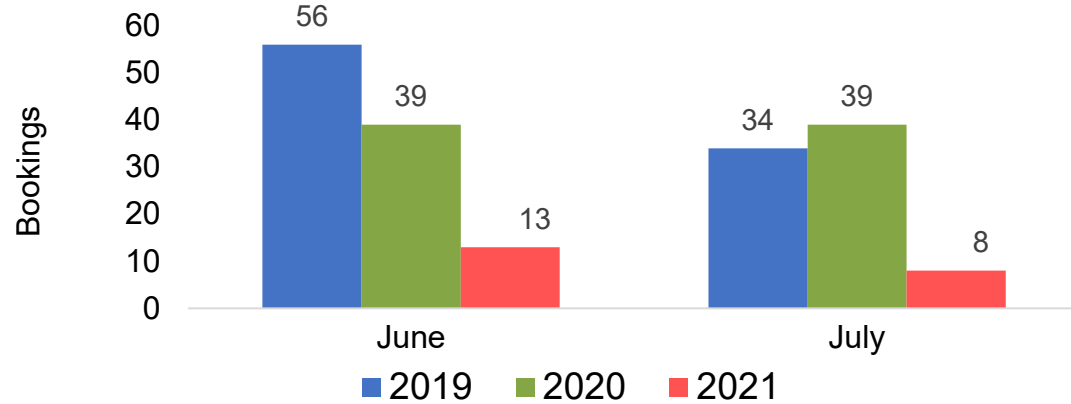
# Moloka'i by Quarter 2021 (cont.)

Travel Agency Booking Pace for Future Arrivals  
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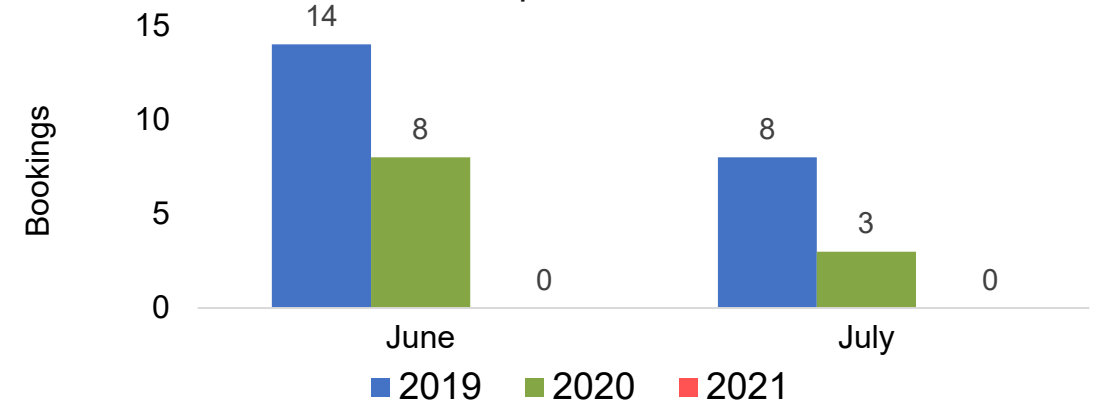


# Lānaʻi by Month 2021

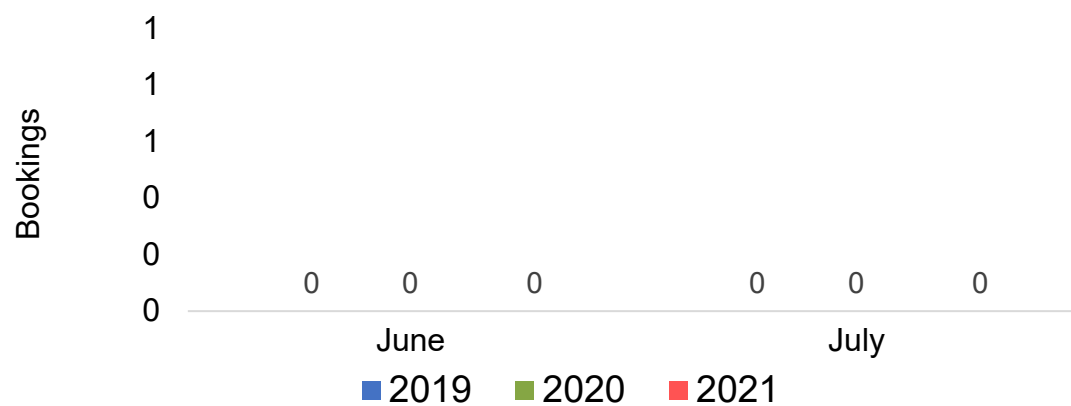
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U.S.



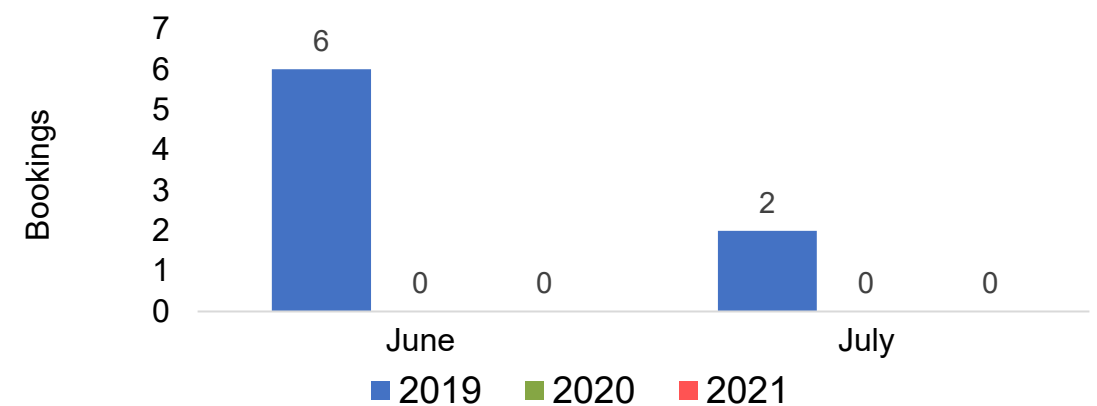
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Japan



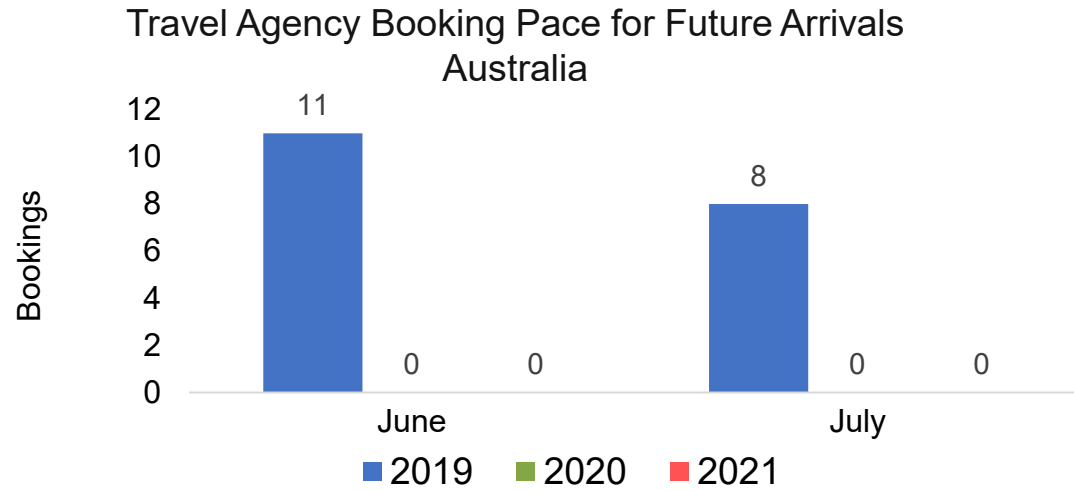
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Canada



Travel Agency Booking Pace for Future Arrivals  
Korea



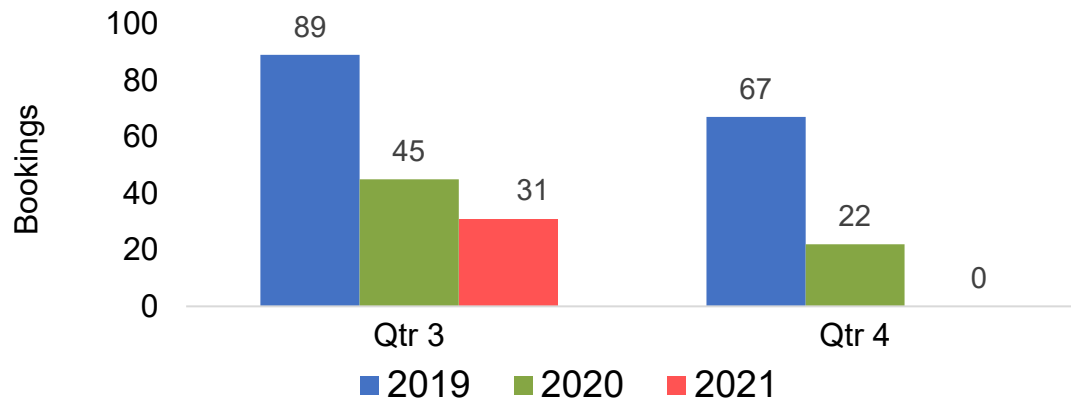
# Lānaʻi by Month 2021 (cont.)



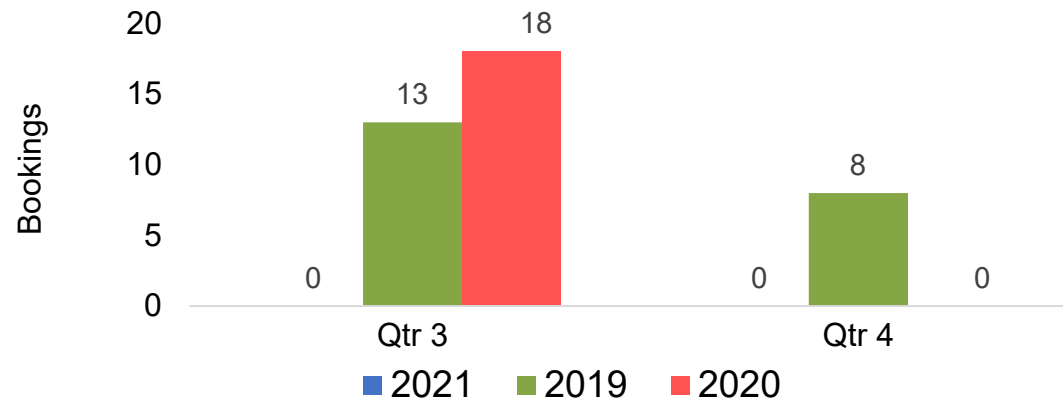
Source: Global Agency Pro as of 05/15/21

# Lānaʻi by Quarter 2021

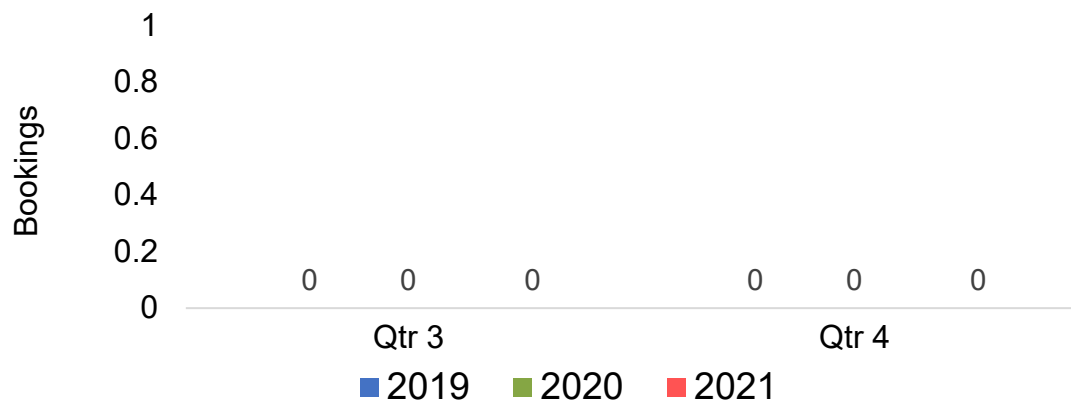
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U.S.



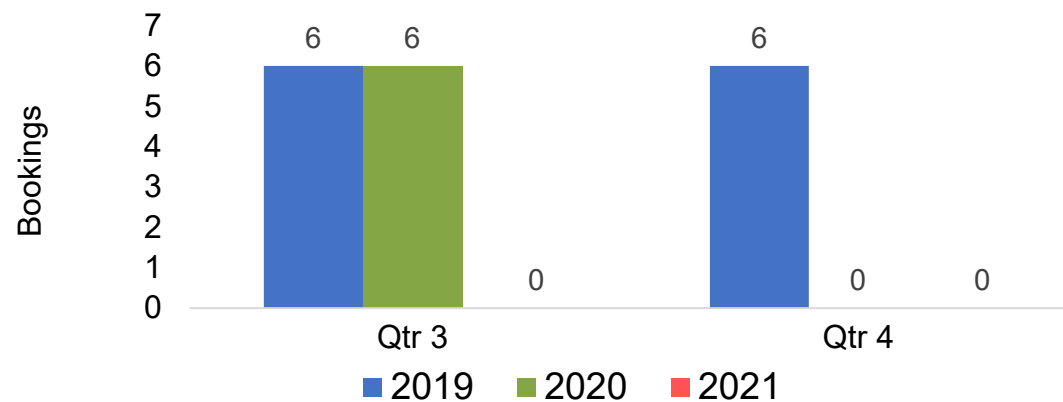
Travel Agency Booking Pace for Future Arrivals  
Japan



Travel Agency Booking Pace for Future Arrivals  
Canada



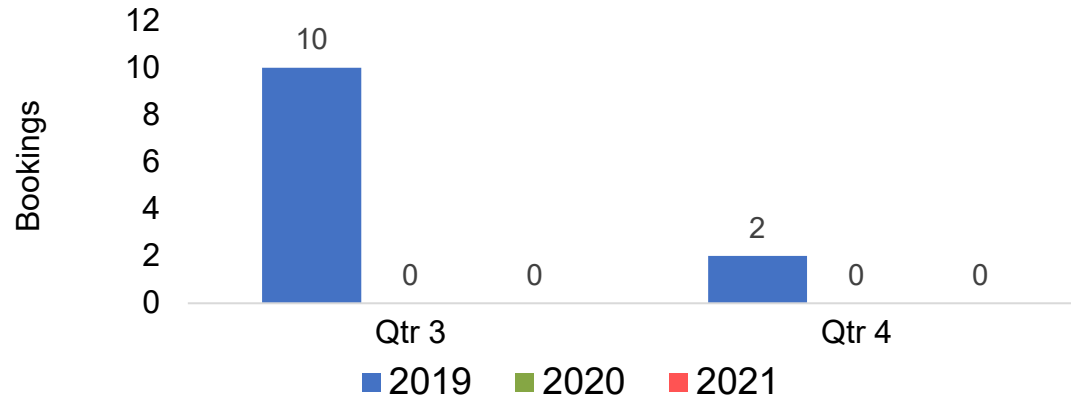
Travel Agency Booking Pace for Future Arrivals  
Korea



Source: Global Agency Pro as of 05/15/21

# Lānaʻi by Quarter 2021 (cont.)

Travel Agency Booking Pace for Future Arrivals  
Australia

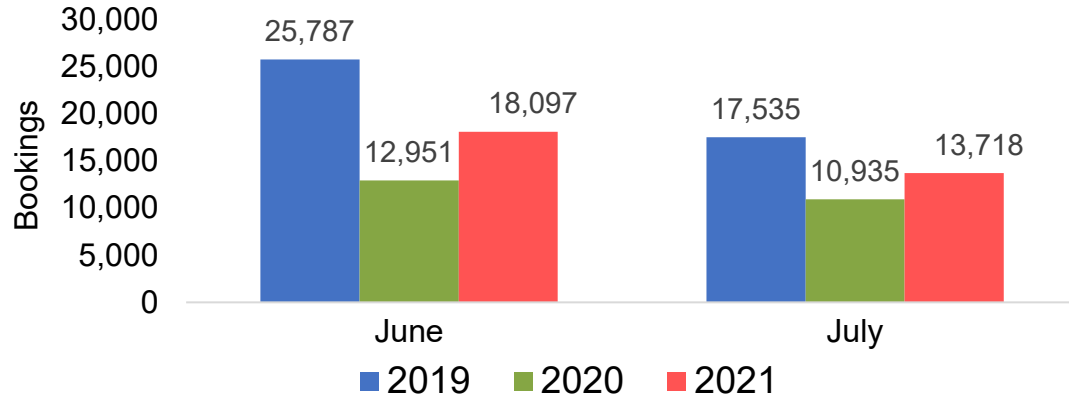


Source: Global Agency Pro as of 05/15/21

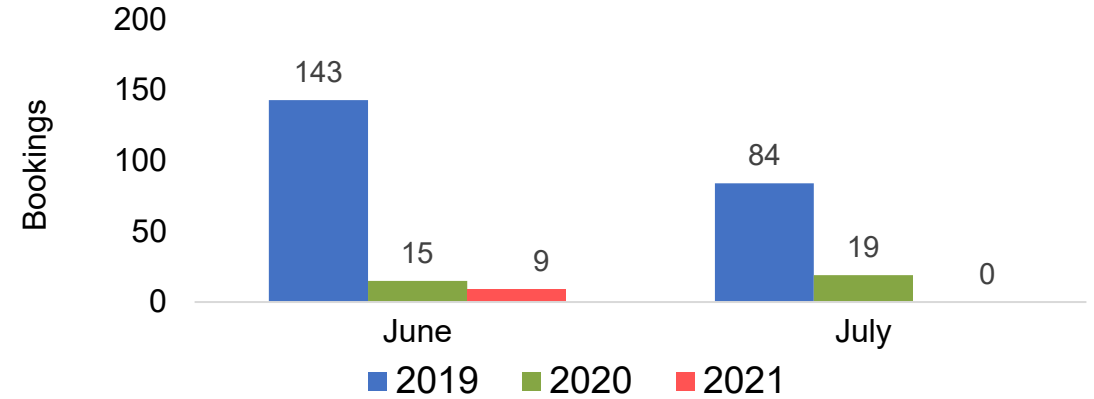


# Kaua'i by Month 2021

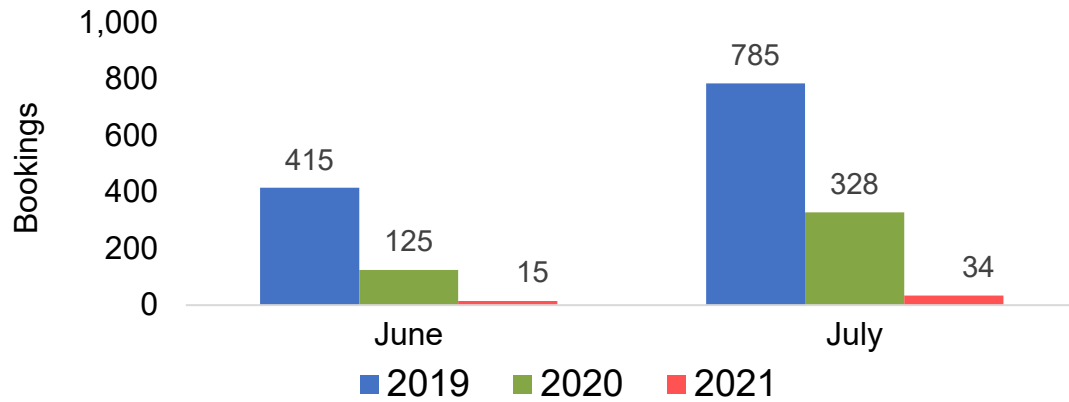
Travel Agency Booking Pace for Future Arrivals  
U.S.



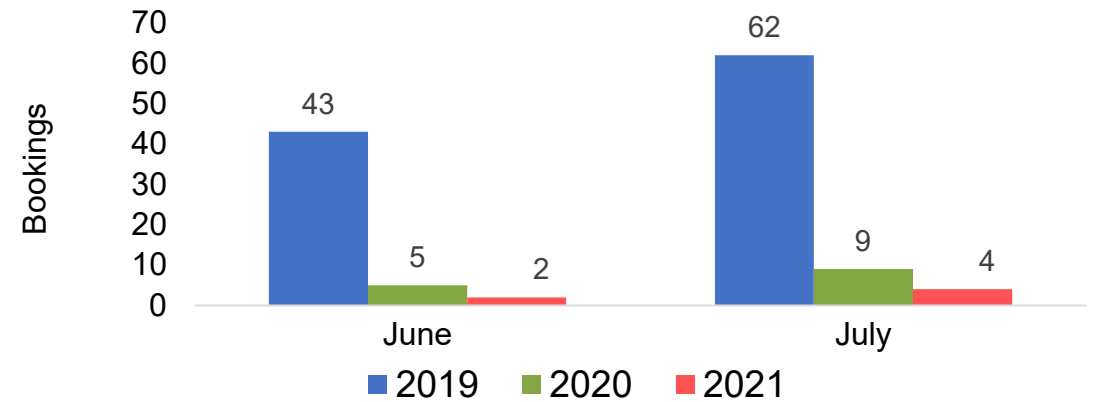
Travel Agency Booking Pace for Future Arrivals  
Japan



Travel Agency Booking Pace for Future Arrivals  
Canada



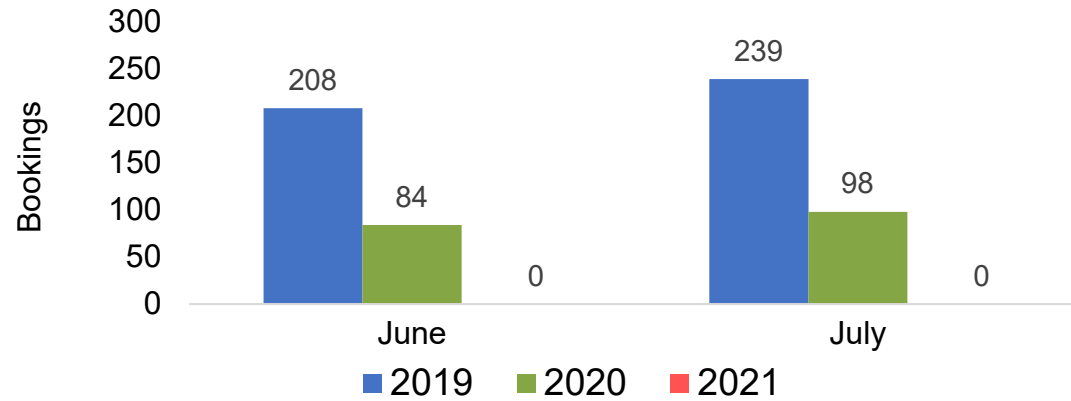
Travel Agency Booking Pace for Future Arrivals  
Korea



Source: Global Agency Pro as of 05/15/21

# Kaua'i by Month 2021 (cont.)

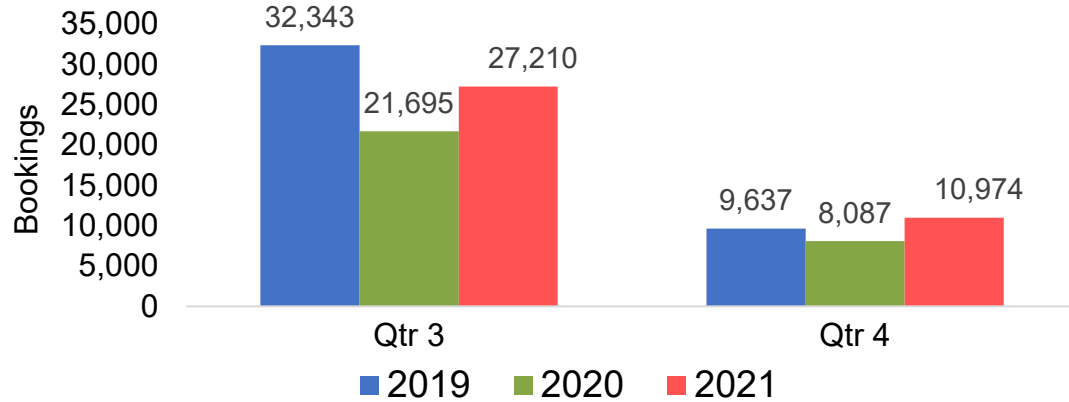
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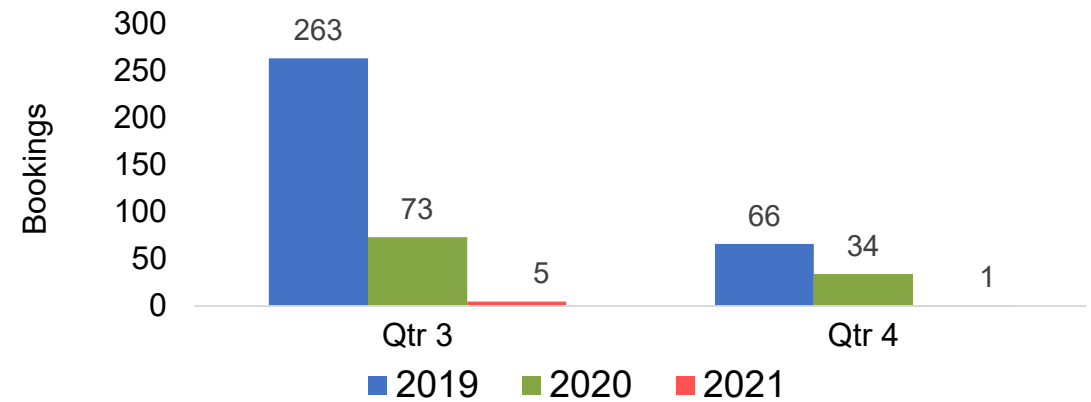
Source: Global Agency Pro as of 05/15/21

# Kaua'i by Quarter 2021

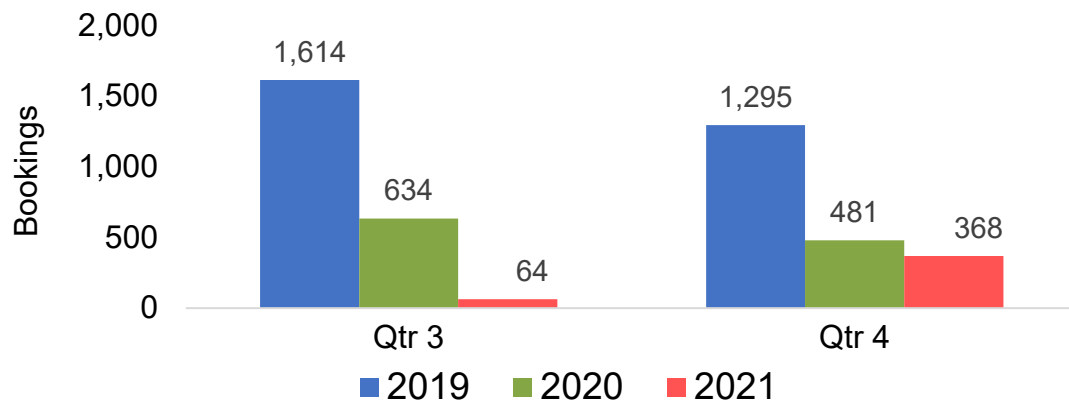
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U.S.



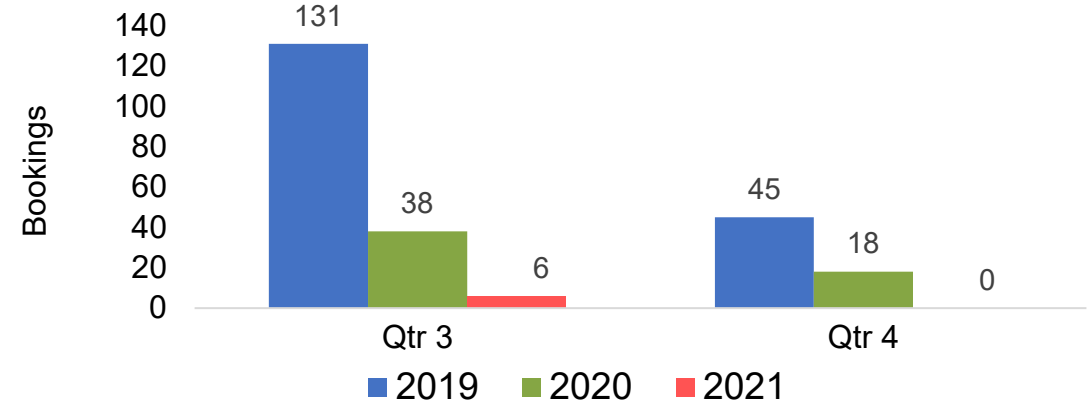
Travel Agency Booking Pace for Future Arrivals  
Japan



Travel Agency Booking Pace for Future Arrivals  
Canada



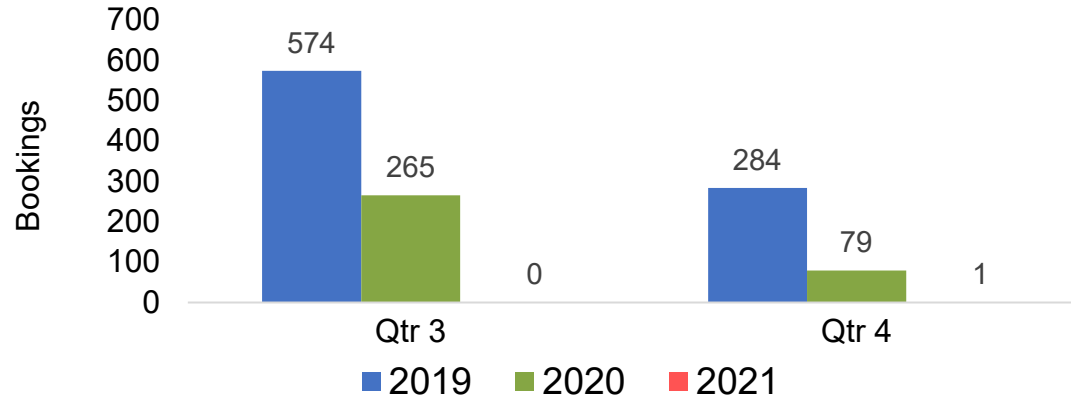
Travel Agency Booking Pace for Future Arrivals  
Korea



Source: Global Agency Pro as of 05/15/21

# Kaua'i by Quarter 2021 (cont.)

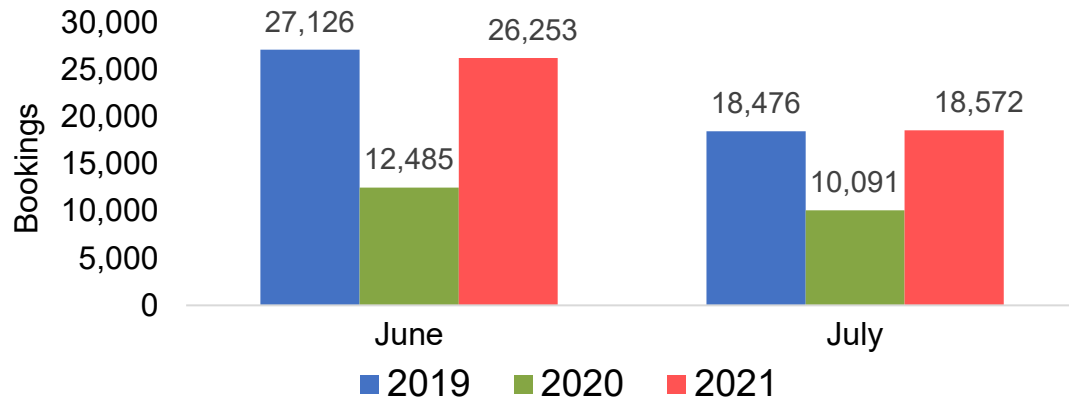
Travel Agency Booking Pace for Future Arrivals  
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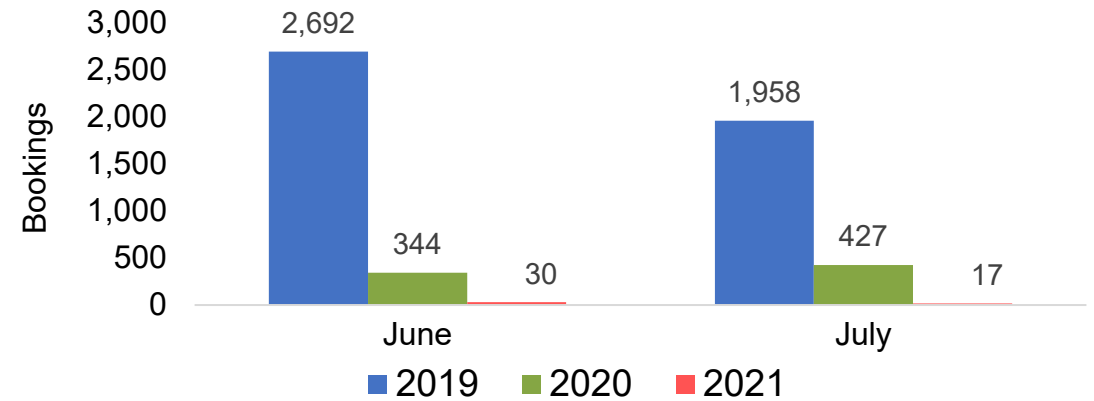
Source: Global Agency Pro as of 05/15/21

# Hawai'i Island by Month 2021

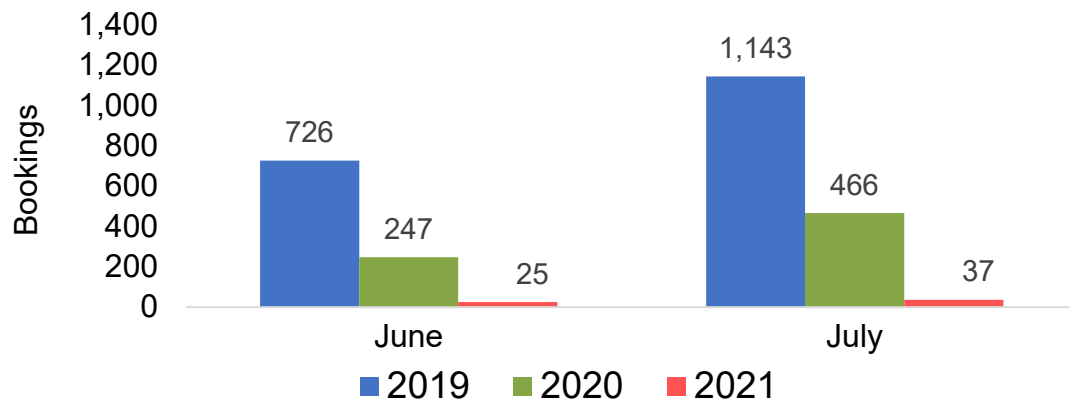
Travel Agency Booking Pace for Future Arrivals  
U.S.



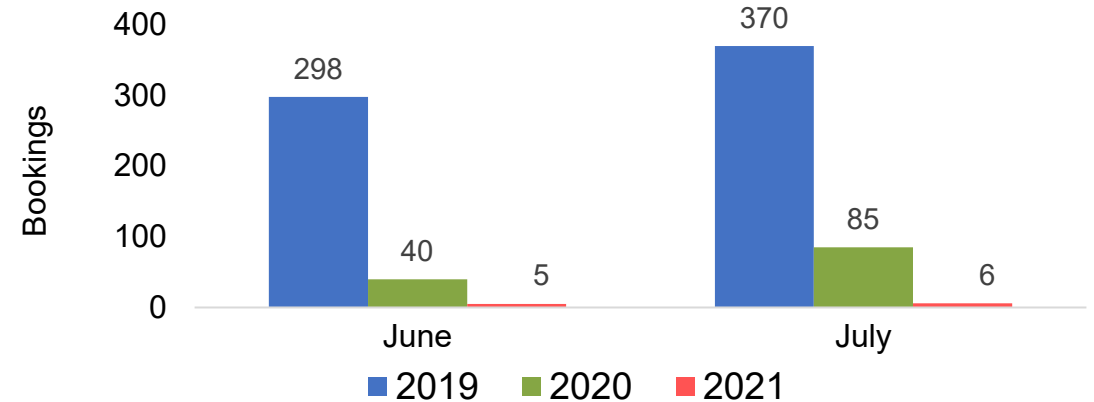
Travel Agency Booking Pace for Future Arrivals  
Japan



Travel Agency Booking Pace for Future Arrivals  
Canada

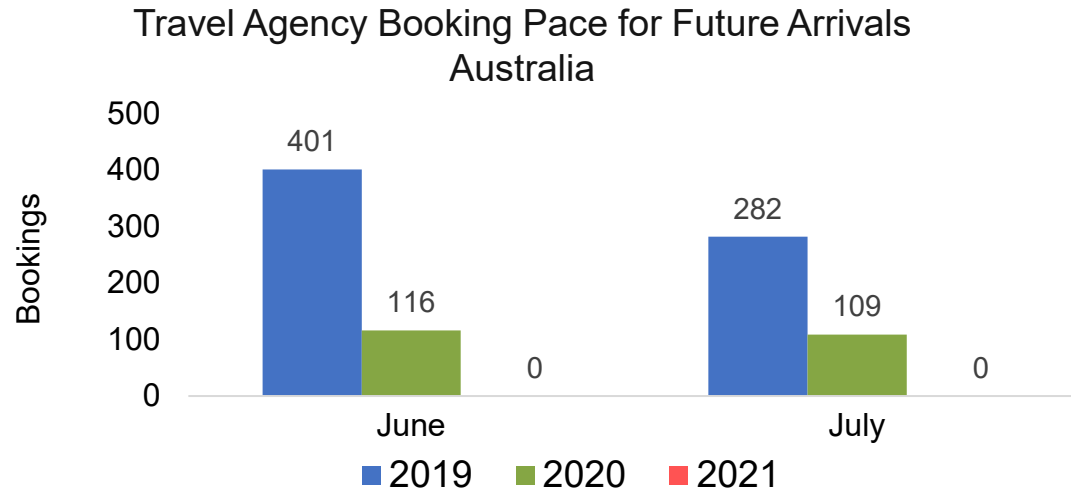


Travel Agency Booking Pace for Future Arrivals  
Korea



Source: Global Agency Pro as of 05/15/21

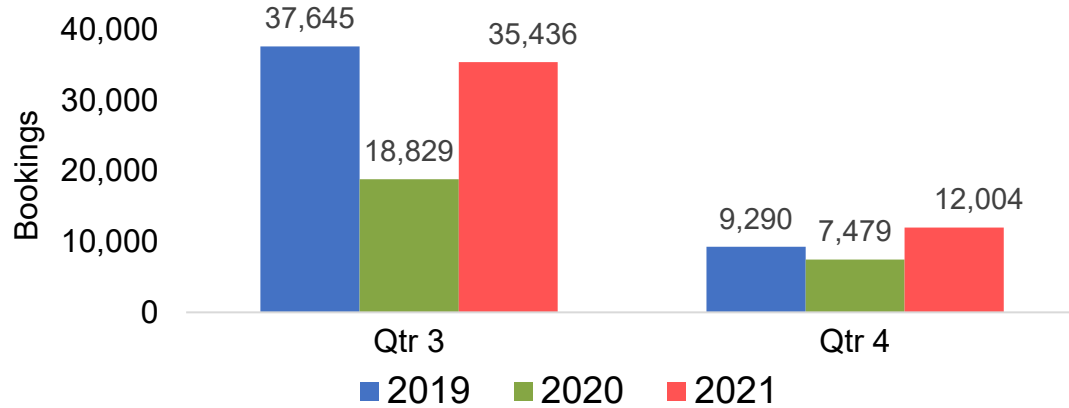
# Hawai'i Island by Month 2021 (cont.)



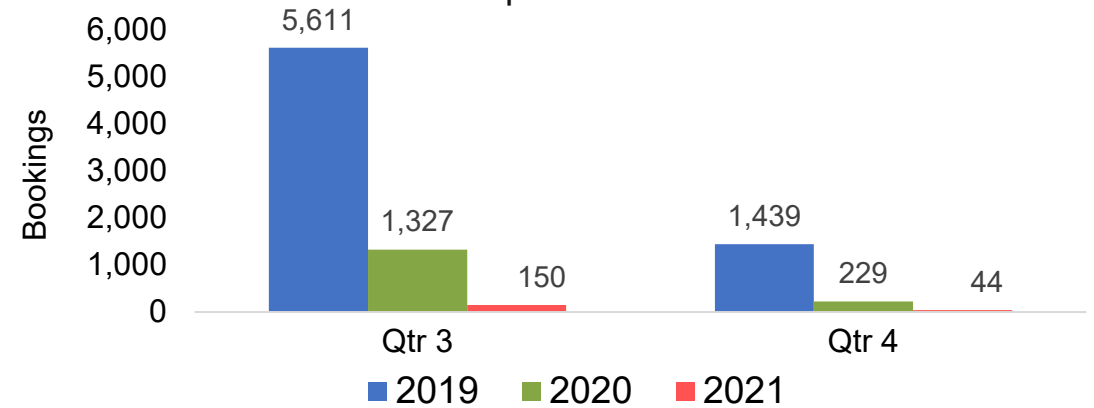
Source: Global Agency Pro as of 05/15/21

# Hawai'i Island by Quarter 2021

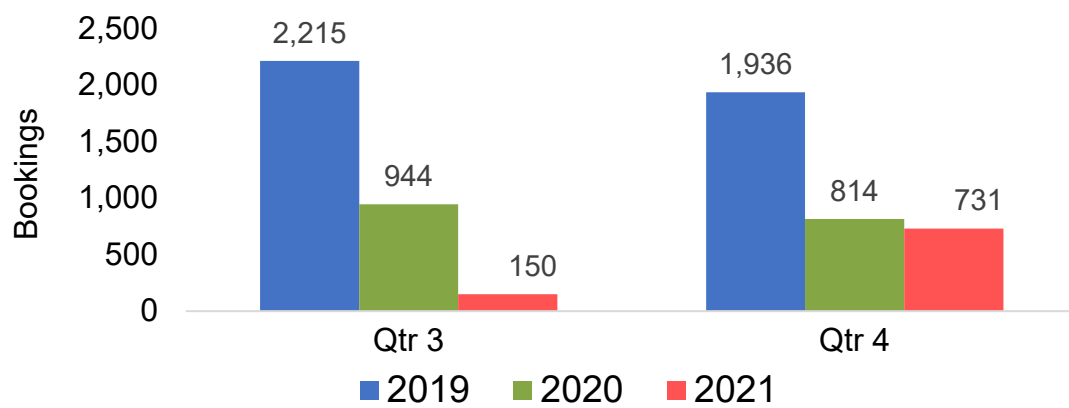
Travel Agency Booking Pace for Future Arrivals  
U.S.



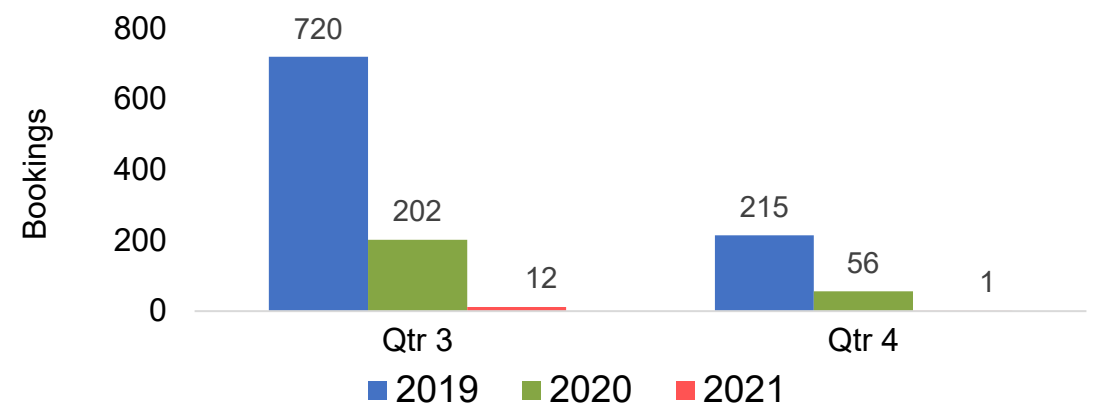
Travel Agency Booking Pace for Future Arrivals  
Japan



Travel Agency Booking Pace for Future Arrivals  
Canada

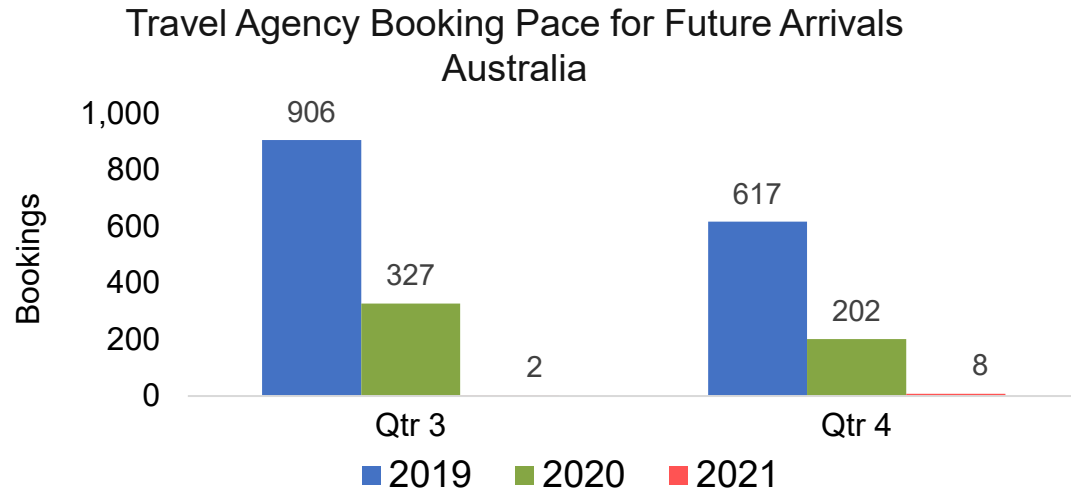


Travel Agency Booking Pace for Future Arrivals  
Korea



Source: Global Agency Pro as of 05/15/21

# Hawai'i Island by Quarter 2021 (cont.)



Source: Global Agency Pro as of 05/15/21



# **Agenda Item**

## **8**

Discussion and/or Action to Transition the  
Marketing Standing Committee Meetings into  
the HTA Regular Board Meeting



Hawai'i Convention Center  
1801 Kalākaua Avenue, Honolulu, Hawai'i 96815  
**kelepona** tel 808 973 2255  
**kelepa'i** fax 808 973 2253  
**kahua pa'a** web [Hawai'itourismauthority.org](http://Hawai'itourismauthority.org)

**David Y. Ige**  
*Governor*

**John De Fries**  
*President and Chief Executive Officer*

**REGULAR MARKETING STANDING COMMITTEE MEETING  
HAWAII TOURISM AUTHORITY  
Wednesday, April 28, 2021 at 10:30 a.m.  
Virtual Meeting**

**MINUTES OF MARKETING STANDING COMMITTEE MEETING**

**COMMITTEE MEMBERS PRESENT:** George Kam (Chair), Fred Atkins, Kyoko Kimura, Sherry Menor-McNamara, Daniel Chun

**COMMITTEE MEMBER ABSENT:**

**HTA STAFF PRESENT:** John De Fries, Keith Regan, Pattie Herman, Jennifer Chun, Kalani Ka'anā'anā

**GUESTS:** Rep. Richard Onishi, Chris Kam, John Reyes, Jay Talwar, Eric Takahata, Rick Fries

**LEGAL COUNSEL:** Gregg Kinkley

**1. Call to Order and Pule:**

**2. Approval of Minutes of the March 24, 2021 Marketing Standing Committee Meeting**

Chair Kam requested a motion to approve the minutes of the March 24, 2021 Marketing Standing Committee meeting. Kiyoko Kimura made a motion, which was seconded by Sherry Menor-McNamara. The motion was unanimously approved.

**3. Presentation and discussion of the travel agents booking pace and general market research trends**

Chair Kam recognized Jennifer Chun, HTA Director of Tourism Research, reported that the U.S. travel agencies have significant increase in booking pickup for May, June, Q3 and Q4. She noted that there are very few of the Japanese market coming in May and June with additional bookings for Q3 and Q4. She said that a few booking are seen for Canada and Korea with more cancellations due to lack of flights and restrictions. She added that Australia has hopeful bookings but with more cancellations. She noted that visitors to Oahu and Maui are mostly from the U.S. markets and for Kauai bookings has similar levels as of last year but significantly lower than 2019 and Hawai'i Island is seeing a higher number of

bookings compared to 2019.

Chair Kam asked for public testimony and there was none.

#### **4. Presentation TravelTrak America survey results by OmniTrak**

Chair Kam recognized Chris Kam, President of Omnitrak Group, to provide an update. Mr. Kam reported that TravelTrakAmerica conducts trip surveys on up to 9500 travelers across the U.S. and on marketing effectiveness studies. He said that travel demand is returning with the avid travelers shopping. He noted that destinations that maintained the marketing presence in the past year reaped benefits. He explained that Texas has leapfrogged Hawai'i because much of the travels done are VFR travel and could be pushing demand on Texas that has a large population size.

Mr. Kam reported that the research targeted U.S. households and asked very detailed questions about their last month of travel. He noted that the data presented are preliminary findings for the first quarter because travels in March are fielded in April. He said that 37% of travelers said they took a trip (by plane or by car) in March which actually is the highest point seen in the last 15 months. He noted that they have a strong interest to travel with time and finances available and that affordability and safety are the biggest barriers. He said that 75% are actively shopping for a destination, 6% considers visiting Hawai'i in the next 6 months and 14% in the next two years ranking Hawai'i to #17 and #5 respectively. He added that there are a good percentage of people whose travel motivation to Hawai'i points to the avid traveler but that it's not the only destination they're considering, thus much work is needed to market them. He said that 65% of those considering a trip to Hawai'i in the next six months say they will get the vaccine as soon as possible with only 5% not planning to get the vaccine. He concluded that willingness to get the vaccine tends to be higher among travelers than non-travelers and among those considering Hawai'i than travelers in general. Mr. Kam said that 41% of these travelers have previously visited Hawai'i in the past three years and half of them visited California, Florida and New York among others. He added that majority of these people live in California followed by New York, Texas, Florida with higher interest among the younger age groups from 18 to 54 years of age with income over \$100,000 plus. He said that these people are well-educated with dominant profiles in management and CEO positions.

Mr. Kam reported that travel demands are returning in general thus marketing activity must be present for Hawai'i to get its share in a very competitive marketplace and to have the ability to pick the ideal traveler and not the other way around. He noted that studies showed that people who are aware of Hawai'i's marketing efforts have a stronger brand perception and travel intentions for visiting Hawai'i, thus more likely to be engaged with Hawai'i's offerings. He added that insights gleaned from other OmniTrak studies showed

that domestic travel demands remained relatively strong and there's a better perception around handling the pandemic for those who advertise continuously. He explained that it's harder to increase travel demand and improve brand perceptions among in-state residents than out-of state visitors.

He shared insights on rethinking from the traditional model of destination branding to also branding it as a great place to work, live, play and educate. He said that they have fielded a survey built around this theory on one of the top 10 metro areas in the U.S. and will share the results when available.

Ms. Menor-McNamara asked what marketing reconsideration can be done with these visitor profiles. Mr. Kam responded that HTA needs to have a market drive like what his clients on the mainland are doing. Ms. Menor-McNamara said that it's important to take his report and come up with ideas that have good ROI moving forward. Mr. Kam said that a traveler should be looked at not only on a spending standpoint but on the responsible travel front and all the great things that there are to see in Hawai'i. Chair Kam said that the ROI is always spoken but the ROO (Return of Objective) has to be taken into consideration also. He added that looking at responsible tourism, regenerative tourism and a circular economy, it might not always be the ROI but also with the ROO of making it a better place for people to live and benefit the local economy. He noted that they are headed towards the ROO to identifying objectives and key performance indicators, which includes not only a quantitative but also a qualitative analysis to incorporate the quality of life.

Mr. De Fries noted that during Earth Day, Secretary John Kerry acknowledged Hawai'i's renewable energy initiative pointing out Hawai'i Green Growth and Aloha Plus Challenge as being a model recognized domestically and internationally. He said that Hawai'i Green Growth was designated as a UN Local 2030 Hub which will translate into increased business travel from the Asia Pacific region. He added that there's an early discussion on the Kohala Coast emerging as an equivalent of Davos Switzerland and establishing it as a World Sustainability Forum which will bring world leaders and thought leaders through the island.

Chair Kam verified with Ms. Chun the frequency it's being done and responded that it has been approved to be done once more this fiscal year and the Board will decide how many times it will be moving forward.

Ms. Kwan read a question of John White asking if the DMAP will still be funded with the budget adjustments. Mr. De Fries affirmed. Ms. Anderson added that they intend to implement the actions of the DMAPS and are working with the respective counties and community. Mr. Kaanaana noted that they started to move forward with some of the advocacy work that doesn't necessarily require a budget.

## **5. MCI updates and discussion presentation by John Reyes; Senior Vice President, HVCB**

Chair Kam recognized John Reyes, HVCB Senior Vice President to provide an update. Mr. Reyes reported that the Meet Hawai'i Team consists of five sellers which includes him who covers west coast, Midwest, northeast southeast Citywide sales effort predominantly in the corporate market. He noted that MCI is a good target market because they are respectful, organized, and spends high dollars. He stressed the importance of relationships noting that the booking window for single property meetings which are held in the hotels is from 18 to 24 months and for citywide meetings in the convention center is from six to eight years. He added that they have a sales coordinator, one who handles convention services, a sales operation manager and one for the Alele program.

Mr. Reyes reported that according to Northstar Group's survey, in-person meetings are starting to gather strong interest and there are numerous inquiries for group meetings in Q4 of 2022 and 2023. He noted that there's an increase in sourcing and request for proposals with lesser rebooking. He noticed that there's a shift in hybrid events which are primarily overseas and international attendees for Citywide and single property. He said that planners themselves are ready to travel and fear of COVID-19 is decreasing with worries of customers pertaining on the evolving protocols, hotel and venue staffing and limited liability policies of the government for all industries. He noted that room nights are low but is looking at the tentative business for Citywide which is 251% increase from the prior year and the single property side is showing that business is starting to come back.

Mr. Reyes reported that the Simple View database shows the future pace for both Citywide and single property with the year-end goal of 375,000 definite room nights that should be produced. He noted that the 2022 pace target is doing well but 2023 to 2026 is so low. He explained that this is primarily due to the gap in citywide business that HVCB is doing a lot of targeted selling and marketing to corporate and association groups that can have meetings within five years. He noted that looking at 2021, 2022 and 2023, about 90% of are single property rooms which can be attributed to the booking window and going farther beyond 2023, the tentative number becomes more of a Citywide. He noted that today, they had a virtual trade show selling and marketing Hawai'i to over 60 high-level incentive and corporate customers with over 300 appointments and over 500 conversations that happened.

Mr. Reyes reported that 2020 is supposed to be the best year in Hawai'i with over 20 conventions but the pandemic impacted the Citywide bookings and three out of the eight bookings rebooked. He said that the team is currently focused on formulating guidelines for meetings, conventions and incentives and have started with the COVID-19 MCI Guidelines for Honolulu wherein the meetings are managed by professional planners and professional communications are enabled amongst the attendees. He added that the mayors of Maui and Kaua'i are planning to have something similar. He said that they're on their last virtual trade show in June.

Mr. Atkins asked Mr. Reyes the importance of funding to be able to get a booking go definite. Mr. Reyes responded that beyond the selling process of direct sales and relationships, citywide customers will ask the kind of hard dollar incentive available. He noted that it's important to understand that there's a criteria for rental incentive and for hard dollar incentives promotion on an ROI.

Mr. Regan read the question from the public about staffing. Mr. Reyes responded that they went down from 18 to 9 last year. He noted that they are good in the single property side and it would be good to have a dedicated corporate seller and an association seller to because these are targeted sellers and know who to sell to.

Ms. Menor-McNamara asked what other conventions centers are doing and what MCI is doing differently besides the incentive funds based on their present resources. He responded that a lot of competitive destinations have set up digital studios for the hybrid meetings. He added that they are putting much into branding Hawai'i as a great destination and opportunity, with all of the different amenities available and that in conjunction with high profile brands, they are working towards a targeted team approach to selling. He stressed that the most important thing to do now is to inform people that Hawai'i is opening with the safety precautions and flexible digital studio in place. He added that they're working on the Made in Hawai'i aspect promoting all different businesses that can benefit from conventions and the Mālama program. Ms. Menor-McNamara offered to talk about the incentives and new ideas on how to better connect local economy with these high-spending visitors and Mr. Reyes accepted.

**6. 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**

Chair Kam recognized Jay Talwar of HVCB to give an update. Mr. Talwar reported that although it's decreasing, respondents still have a high level of fear of returning to public activities, losing their job and dying. He showed a graph showing an onslaught of tourism with the pandemic which is incomparable to previous crisis. He noted that the U.S. leisure air traveler marketplace is fairly flat although vaccination has rolled out. He said that Hawai'i dropped to number six this month for the most desired domestic destinations from number five last January with the state of Texas leapfrogging Hawaii. He added that there's much marketing to be done to keep fighting for Hawai'i's share. He noted that the avid traveler who spends correctly, behaves appropriately, and shares the Hawaiian values are really looking at Hawai'i as their next leisure destination but are also looking at Alaska, the Caribbean, Europe, Asia, Mexico and Canada. He added that Hawaii is still a desirable place for the overall traveler marketplace in 2021 and in its highest since 2016. He noted that such market consists of younger generations with Gen X at 72% and Millennials at 82%. He noted that there's positive news in attracting visitors with higher household incomes. He said that when factored in, all of the Counties looked good for scheduled U.S. seats to

Hawai'i in April and May 2021 versus 2019 except for Oahu which is lagging behind. He added that until the international flights are back, they need to be pushing for the domestic traveler for Oahu.

Mr. Talwar reported that with the avid explorer being the target audience, they continue to improve on how to effectively invite these travelers to Mālama Hawai'i with the help of industry partnerships. He noted that they have over 90 partners and that the volunteer programs continue to grow. He said that with the present budget, they can do a little bit and act as a catalyst for the industry and their dollars to get to share their messaging through their communications. He added that the hotels and organization partners have been involved with the Mālama Hawai'i messaging and are positioning their brands and gaining momentum along with it. He said that they are still producing the messaging and paid media will start in May 17 to June and will start again in August to November.

Ms. McNamara asked the reason why Texas leapfrogged Hawai'i in the top five locations and of ideas to leverage the local businesses. She suggested that they come up with actionable items and proactive plans in doing things beyond pre-COVID activities in the next meetings. Mr. Talwar responded that the reason for Hawai'i going behind Texas wasn't asked but thinks that her assumption of lesser restrictions is fair. He noted that the first job is to get the visitors to Hawai'i and if they will track the right ones, spending on local businesses will follow as these customer are people who wants to experience something unique culturally and environmentally.

#### **7. Presentation by HTJ including market insights, updates on airline booking pace, leisure and group segments and programs for the balance of this year**

Chair Kam recognized Eric Takahata, Managing Director of Hawai'i Tourism Japan, to give an update. Mr. Takahata reported that Japan's real GDP and consumer price index has a good sign of recovery with consumer confidence up. He added that the exchange rate is fluctuating, unemployment rate is higher and household savings decreased. He noted that the vaccine roll out started mid-February and two months behind the U.S. but are expecting to have the majority of the population vaccinated by September 2021. He added that Japan's COVID-19 cases are under control globally but there's a concern within the country that the numbers are increasing. He said that according to the latest JTB consumer sentiment survey, over 20% of respondents identify Hawai'i as a place that they want to visit first once overseas travel resumes. He added that a negative PCR test upon entry to Japan and 14-day quarantine is needed for all travelers coming in to Japan.

Mr. Takahata reported that there are about 34 to 35 flights from Japan into the State with an average of 8,500 seats moving forward in the coming months. He noted that major wholesalers like JTB and HIS are offering major wholesaler package products from July 1 arrival to Hawai'i promoting for summer onwards. He added that Delta and Korean Airlines are planning to resume their suspended flights for this coming summer, and the Managed

Travel concept with the Ministry of Tourism is a good sign that the Japanese government is looking at resuming tourism soonest, especially to Hawai'i. He compared promotion activities of competitive destinations and noted that Hong Kong, Singapore, Taiwan, Thailand, New Zealand, and Australia are pouring resources in marketing to Japan as everyone identified the Japanese is the ideal traveler that they want to their destination with Hong Kong alone planning to invest \$145 million for 2021-2022.

Mr. Takahata reported that the HTJ initiatives are going through a "savesaver mode" with the reduced and fixed cost budget at this time. He said that they are engaged with the Mālama campaign and in maintaining presence thru the Mālama Hawai'i site and Surfing in Hawai'i microsite, where they're looking for marketing opportunities with the Hawai'i representatives through their social media and digital platforms. He noted that the Aloha shirts campaign, which sold out in the first day with tremendous media coverage, is in its last phase. He added that they will be launching the Hokule'a microsite on June 8 which will talk about the voyaging, responsible regenerative tourism and World Ocean Day celebration in Japan. He said that they will continue doing the Hawai'i Tourism Forum and are preparing for the Hawai'i Japan Summit on September 2021 and Hawai'i Expo which is moved to Q4. He noted that the Hōkūle'a Education Program with its movie tickets sold out on all 14 theaters across Japan then is on schedule to show the film throughout Japan. Mr. Takahata said that they have reduced HTJ staffing from 15 to 9 full time staff since January.

Ms. Menor-McNamara asked about the new implemented activities compared to pre-COVID. Mr. Takahata said that pre-COVID, they were going into the Made in Hawai'i products to support local retailers but would like to further that once program budget returns knowing that Japanese traveler spends a lot of money in retail.

Chair Kam said that HTJ and Ms. Menor-McNamara can work together to prepare for this and to identify the local companies that will initially be highlighted through social media platforms. Mr. Takahata agreed to work with her next week.

Ms. Kimura asked about the lifting of the quarantine requirements. Mr. Takahata responded that they have no news about it but it will depend much on the vaccine rollout, case counts and when will Japan follow Korea's vaccine exemption. He said that according to the Consul General, there is no mandatory three-day quarantine under the emergency declaration.

Mr. Atkins asked what contributes to the high rating for travel to Hawai'i in JTB's research. Mr. Takahata responded that the brand positioning in Japan is good with Hawai'i being viewed as safe and clean destination with everything under one roof for culture, retail, and dining experience. Ms. Menor-McNamara shared that the Japanese market has embraced and taken home the Hawaiian culture which can be attributed to the large and repeat travelers sector. Mr. Atkins suggested bringing in VIPs (airlines or wholesalers) on a trip to trade shows aside from the airline seats and rooms to establish better ties. Mr. Takahata



informed that Mr. Kaanaana had set up with several organizations for the Made in Hawai'i Festival for Japanese visitors to participate, selling tickets in person, and having the consumers as well as buyers from Japan department stores and the likes to be able to import and export products from Hawai'i to Japan.

Chair Kam asked what activities are being done for the Japanese travelers to model a pono traveler. Mr. Takahata said that he would be honored to present their activities around the theme of Mālama and in educating the Japanese visitor before they come back. He acknowledged the importance of managed travel products that they're administering very closely with the travel companies.

Chair Kam said that it should be a 2-way process to include what can be done in support to Hawai'i doing things in a pono way also. Ms. Herman suggested that they put something together with the Department store buyers and have them come through the Hawai'i Convention Center which could again engage into a possible group coming in from Japan to Hawai'i. Mr. Takahata said that they plan to bring buyers in to the Made in Hawai'i Festival, Convention Center and in as many venues as possible. Mr. Kaanaana reinforced that Mr. Takahata's work resonates with the Kaua'i and Maui DMAP actions and that the marketing of shopping local and buying Hawai'i is a catalyst for local businesses.

Chair Kam invited the public to provide testimony. Mr. Duke Ah Moo from Hilton Hotels in Hawai'i acknowledged HTJ's work in bringing a lot of group business to the islands which is key right now just when decisions are being made for future groups and the amount of leads and the inquiries for travel next year is happening now with Hawai'i up against other destinations. He noted that the ability of the hotels sales teams' perspective to get to Japan and call those clients is very limited so they really depend on HTJ. He reiterated that HTJ's representation for the Island is not just limited to leisure but to a significant amount of group business as well.

Hiroyuki Kitagawa, President of Japan Hawai'i Travel Association, said that they have 40 members which includes major wholesalers (i.e. JTB), airline companies (Japan and Hawaiian Airlines), major hotels and transportation and traction companies. He expressed the group's concern of the budget cuts to the Japanese market as the work of HTJ in marketing is very important for them. He advocated that now is the time to strengthen Hawaii's marketing for other competing nations such as the Guam, Australia, Asia, New York and Europe have started marketing aggressively to the Japanese market. He called on each committee members to provide their testimonies in behalf of the airlines, transportation, attraction, and hotel industry.

Hiroshi Kuroda, Regional Manager of Japan Airlines, said that that up until March 2020, airlines operated daily flights from Honolulu to different parts of Japan and that very few global destinations have as many flights per day which denotes that Hawai'i is a very

important destination for the Japanese. He added that the Japanese customers spend a lot of money in Hawai'i which is important for the economy as well. He said that they are making efforts to continue operating flights between Hawai'i and Japan and stressed the importance of preparing and continuing communication about Hawai'i to Japanese customers to avoid missed timing of the marketing shortage strategy,

John Morgan, President and Owner of the Kualoa Ranch, stressed the importance of continuous awareness building for the Japanese market because they are respectful, appreciative of culture and the kind of visitors that they want. He added that the Japanese consists of about 40% of their customers. He said they have short loaded 370 people at the height of COVID and have brought back less than 200 people but could increase the number with the Japanese market back. He said that success in this directly translates to benefits to the community, agriculture, tourism and culture.

Toshie Nakabayashi, Japan Division Vice President of Sales of Roberts Hawai'i, said that being born and raised in Japan, the Japanese nature is truly respectful of culture, nature, and history and will be very sensitive in communicating with the local people which makes them the ideal traveler. She expressed appreciation of the Hawai'i Forum for the hospitality industry in Japan as it provides an opportunity to directly communicate with industry people and direct consumers of their airport shuttle business where they can answer a lot of their questions. She said that it's important to keep all channels of Hawai'i open and needs HTA and state of Hawai'i people to join them in recovering this very important market.

Danny Ojiri, Vice President Sales/Marketing of Outrigger Enterprises Group, reminded everybody that Japan has been their number one international market for years and a very important market to rebuilding tourism in a sustainable and more responsible way. He noted that the Japanese is the perfect visitor for Hawai'i and with just 1.5 million arrivals, the economic impact is an average of \$2 billion plus a year or 250 dollars plus PPDS. He said that marketing activities must continue to tell them of the Mālama Hawai'i messaging and that Hawai'i welcomes people from Japan with its clean and ready environment and protocols in place.

Dale Carstensen speaking from the perspective of Marriott and from Oahu Visitors Bureau reiterated that HTJ is critically important to the destination because they work in collaboration with the Japan community, with partners and wholesale partners, in the engagement and everything that they do and with the airlines. He said that Hawaii must remain competitive with other destinations to protect Hawaii's future and core and the Mālama program. He urged the board's support and HTA's collaboration in protecting the HTJ Budget in behalf of the hotels, tourist attractions and the community moving forward.

Sandy Narvaez of Marriot International thanked Mr. Takahata and HTJ for taking the time to educate the community about the market, cultural nuances and ways to connect to one another. He acknowledged them for reaching out and ensuring the success of small businesses, for promoting Hawai'i's culture in a responsible way and for helping find connections across ethnic background.

Mr. Regan read a question from the audience asking for HTJ's strategy in bringing Japan customers to Maui and Kaua'i. Mr. Takahata responded that pre-pandemic, they were promoting all of the Hawaii Islands with special programs for each island and will be promoted again once they wrap up with travel back to Hawai'i. He added that Kaua'i and Maui have the product mix that can attract the Japanese market.

Mr. Atkins added that the big challenge is that it's expensive to come to the islands and that the Japanese market respects relationships and the lost relationship needs to be restored and to be redone and cultivated. He noted that the Japanese are extremely loyal when you give them a good product.

Ms. Menor-McNamara asked about top priorities to be implemented from their presentation. Mr. Takahata said that they're focused in bringing back repeat visitors which is a big segment of those who have expressed strong interest of coming back thru surveys. He added that the multi-generational families that love Hawai'i and want to bring their kids and the entertainment world inquiring for large scale concerts are also top priorities.

Chair Onishi said that the Senate statement about concern on the ROI during the pandemic to HTJ had not been addressed to the public which is troubling. Mr. Fries responded the he had addressed the issue in several interviews in the last three to four weeks but will double up on the messaging to the public. Rep. Onishi said that the cuts proposed by the Senate go back deeper to HTA's function. He urged the organization to fully educate the public and the legislature as to the importance of HTA's work and the inability to prepare and educate the tourists about Hawai'i's expectations when they arrive, to provide continuous communication on opening up travel and to deal with other issues in Japan without having a program in place. Chair Kam thanked Rep. Onishi saying that they'll definitely work on the communication and education of the public and to justify the investments to the Japan market.

Rick Fried said that he had addressed in all of his writings and in his letter to all the Representatives and the Senators two days ago about issues making it essential for HTA to be more involved. He noted that it's imprudent to spend no amount to probably Hawai'i's single most valued tourists for a long time when the whole world is trying to grab them, thus marketing can't be stopped.

## **8. HTA Branding Budget Discussion and Action**

Chair Kam recognized Pattie Herman to provide an update. Ms. Herman showed a document showing budget cuts to the GMTs with Japan taken as an example with a current annual budget of \$9 million that is cut to \$4.5 million. She noted that this gives them a tight monthly fixed cost of \$170,933 which is bringing them in an idling position but ready to step up at the right time. She said that they won't be in full force but doing great with putting out the messaging. She added that the rest of the GMTs get much smaller budgets but are desperately trying to do things even for free because of their passion for Hawai'i.

Ms. Herman explained that the column with revised fixed costs (75% reduction) was an exercise done with the added pressure to cut back. She noted that this type of cost reduction will be a stop work order and takes Japan from \$170,933 to \$42,733 fixed costs. She added that Oceana only has 1 staff to represent New Zealand and Australia as the other two staff can't live with a part-time salary. She explained that this is a danger zone for without continuous marketing, competitive destinations will compete for the pono travelers. She noted that if cut back to 75%, Japan's total reduction for seven months will be \$897,000.

Ms. Herman discussed the financial penalties that go with it which includes severance pay and reduced rent penalty to downsize aside from continuing to cut staff. She showed that the cost consequences of terminating the five key markets would total to \$2,320,724. She said that further cut to Japan from \$4.5 million to another 2.5 million will end up with \$2million left to market. She identified consequences as cutting HTA's Hōkūle'a educational program, direct touch points with consumers, Mālama Hawai'i content translation, Hawai'i Expo and Japan Summit, media, Aloha program, Airline Co-op and Wholesale Co-op Travel Trade media, and more. She said that this will also be the case with Oceania, Canada and Korea but in a more severe way because they have less funding.

Mr. De Fries noted that this exercise was at his direction of assessing the implications of putting a stop work order and suspending the contract as was done with China and Europe. He said that the teams' recommendation is to hold the GMTs to the current monthly fixed cost and to remain at that level until the market is fully remobilized with the national policy as the primary indicator for motivation. Chair Kam said that by listening to all testimonies, they should be investing as there's a lot of work to do in targeting the pono traveler and in focusing on the four pillars and Mālama Hawai'i. He agreed to keep the current monthly fixed costs and will ask the other board members also. He added that it takes investment, money and people especially in trying to pivot to responsible and regenerative tourism and a circular economy.

Ms. Menor-McNamara asked what's included in the fixed costs other than salaries and rent and if there were negotiations to reduce costs. Ms. Herman identified the fixed costs a collateral fulfillment (warehouses), consumer relationship management systems (computer systems), website contract for development, collateral storage on all of the GMTs, PR agencies, media clipping services and Aloha Ma'ema'e program. She noted that HTA will be

responsible for contracts signed if there are penalties involved. She said that there have been numerous negotiations to cut costs, not only on rent but also on media and in anything that has to do with any contracting.

Mr. Atkins verified about the staff reduction with the budget cuts. Ms. Herman responded that it was when the budget dropped to \$170,000 from \$9 million to \$4.5 million that the staff reduced to 9. She explained that the 75% reduction is just an exercise. Mr. De Fries informed that the GMTs were just asked to restrict the budget as a means of saving it for the re-launch sequence. Mr. Atkins said that he doesn't recommend severing the ties down further taking into consideration the damage it's going to cost or do. He noted that with the public testimony mentioned with employee cuts it's going to take a long time to come back with having to cut as high as 70% to 90% employees.

Ms. Kimura noted that the BRICK didn't have any closing recommendation regarding the budget cuts. Mr. De Fries asked confirmation from the committee if they support for the GMTs to have no further cuts under fixed cost and said that they can come back to the committee monthly with programming to justify budgetary increase. Chair Kam responded the Board has approved an annual budget where they are given flexibility and they have to take responsibility to adjust accordingly to the market situation. He said that he's concerned with having to be so caught up in trying to squish everything and it's important to make sure there's investment in the community so that when tourists come, they will be welcomed and that this action takes funding. He said that he will open the discussion with the other board members.

Mr. De Fries said that the Tourism Senate Chair talked about cost per visitor as one metric and noted that they will be back next month with what Chair Kam suggested and what the metric will look like. Chair Kam said that it would be an opportunity to educate everybody on the importance of investing in a market with the subject experts' given testimony.

Mr. Atkins said that they can't make a decision in the marketing committee but can recommend to the Board tomorrow. He agreed with Mr. Kam that it's an opportunity to explain things not just from the Japanese market but in the four pillars and more and to have different industries present their testimony just like today. He added that he's in support of recommending it to the Board tomorrow and will also respect their decision.

Ms. Kimura requested to have the information be brought back to BRICK so they can make a recommendation back to the Board. Chair Kam agreed to hold off any decision but will share tomorrow about the market discussions. Ms. McNamara agreed.

## **9. Adjournment:**

The meeting adjourned at 2:23 p.m.

Respectfully submitted,

*Sheillane Reyes*

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Sheillane P. Reyes  
Recorder

# **Agenda Item**

**9**

Market Updates for USA, Japan, South Korea,  
Oceania and Canada

# **Market Updates**

## **USA**





# **2021 MARKET UPDATE**

**HTA BOARD OF DIRECTORS MEETING  
5.27.2021**

# AGENDA

- Market Conditions
- Target Audience
- Consumer Strategy
- Trade Strategy
- Regenerative Tourism / DMAP Initiatives



# MARKET CONDITIONS

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# MARKET CONDITIONS

## U.S Economy

- Economic recovery is strong, in part due to three rounds of economic stimulus.
- GDP growth forecast for the remainder of 2021 is at 3.7% and up 3.1% in 2022, according to Conference Board.
- The primary driver of the predicted rapid economic expansion will be a surge in consumer spending as the economy fully reopens. High and increasing vaccination rates and low new COVID-19 case numbers indicate that the reopening process may be complete for much of the country by the end of the summer.

# MARKET CONDITIONS

## U.S COVID-19 Cases and Vaccinations

	U.S.	Hawai'i
Total Cases Reported	32,771,733	33,834
7-Day U.S. Average Cases	35,442	78
Deaths	583,074	492
Vaccines Administered	266,596,486	1,398,499
Received One Dose	154,624,231	880,868
Fully Vaccinated	118,987,308	623,006
% of Population Fully Vaccinated	37%	44%

# MARKET CONDITIONS

## U.S Travel Restrictions - Residents

Travel within the United States. CDC recommends delaying travel until you are fully vaccinated, 2 weeks after second dose.

- Wear a mask over your nose and mouth. Masks are required on planes, buses, trains, and other forms of public transportation traveling into, within, or out of the United States and in U.S. transportation hubs such as airports and stations.
- Avoid crowds and stay at least 6 feet/2 meters (about 2 arm lengths) from anyone who is not traveling with you.
- Wash your hands often or use hand sanitizer (with at least 60% alcohol)

## U.S Travel Restrictions – Arrivals

All air passengers coming to the United States, including U.S. citizens and fully vaccinated people, are required to have a negative COVID-19 viral test result no more than 3 days before travel or documentation of recovery from COVID-19 in the past 3 months before they board a flight to the United States.

# MARKET CONDITIONS

## U.S Arrivals to Hawai'i

	U.S. Total	U.S West	U.S East
2020 P	1,982,449	1,306,388	676,061
2019	6,871,839	4,595,319	2,276,520
2018	6,377,352	4,203,894	2,173,458
January 2021 P	74,133	47,477	26,656
February 2021 P	228,760	164,861	63,899
March 2021 P	429,279	296,117	133,162

# MARKET CONDITIONS

## U.S Transpacific Seat Capacity

Preliminary as of 5/18/21 –Subject to adjustment

	# of SEATS June 2019	# of SEATS June 2020	# of SEATS June 2021P	# of SEATS July 2019	# of SEATS July 2020	# of SEATS July 2021P	# of SEATS August 2019	# of SEATS August 2020	# of SEATS August 2021P
O'ahu	441,174	81,216	500,040	462,801	119,333	553,939	453,028	140,757	527,334
Maui	257,829	12,885	307,887	273,254	18,461	343,021	248,915	16,876	331,686
Kona	104,573	3,281	126,530	110,095	7,528	139,115	98,448	9,657	137,772
Kaua'i	90,144	2,340	87,527	94,336	2,780	100,555	86,220	4,439	106,592
Hilo	4,700	0	5,178	5,146	0	5,549	4,804	0	5,549
<b>Total</b>	<b>898,420</b>	<b>99,722</b>	<b>1,027,162</b>	<b>945,632</b>	<b>148,102</b>	<b>1,142,179</b>	<b>886,611</b>	<b>171,729</b>	<b>1,108,933</b>



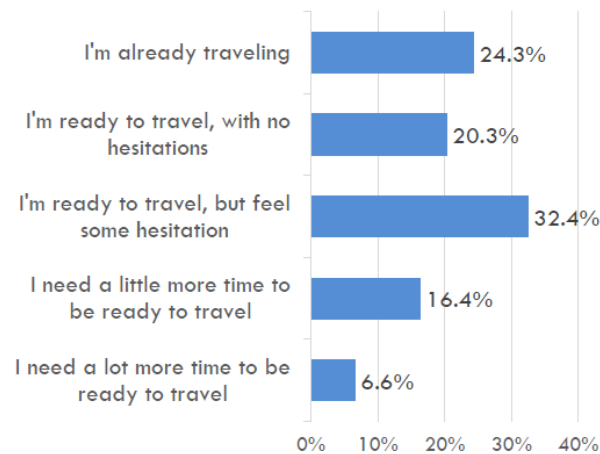
# MARKET CONDITIONS

## U.S Traveler Sentiment

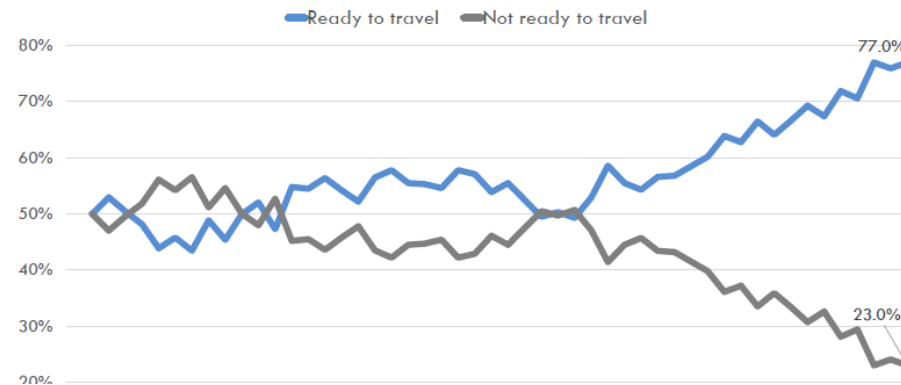
COVID concerns keep dropping as 58% of American travelers are now fully vaccinated:

American travelers' personal health concern levels about COVID are at all time low, with nearly a third now relatively unconcerned about contracting the virus. Confidence in travel's safety continued to increase. The majority of American travelers remain ready to travel and marketable: Over 70% of American travelers say they are excited and open to new trips in the near term, as well as highly desiring of travel inspiration.

**Question:** When it comes to getting back out and traveling again, which best describes your current state of mind? (Select one)



Historical data



# MARKET CONDITIONS

## Competitive Destinations



### NYC & COMPANY PRESENTS "NYC REAWAKENS"

NYC & Company Also Announce Largest-Ever \$30 Million Marketing Campaign for New York City Tourism Recovery



### Visit California awarded upwards to \$24M Spring Marketing Push

Visit California is investing in brand advertising to drive demand in anticipation of the summer travel season and beyond.



Various European Countries are opening to US travelers this summer



Nonstop to Europe this summer.

Get ready to make your travel plans with expanded seasonal flights to Europe.

U.S. travelers can now visit Greece, Italy, Croatia and Spain. So take off and explore the beauty of the Greek Islands, picturesque villages along the Amalfi Coast, the pebble-rock beaches of Croatia or the brilliant architecture of Barcelona. Use money or miles to book your summer adventure.

# TARGET AUDIENCE

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# TARGET AUDIENCE

The Mindful Traveler – respectful, responsible, environmentally conscious

- Adults 25-54
- Income \$100K+
- Participates in 2+ activities while traveling
- Skew toward repeat Hawai'i Visitors
- Nationwide coverage





# The Mindful Traveler

Seek to explore and make meaningful memories

Respect the culture and environment of the places they visit

Desire to support something bigger than themselves



# CONSUMER STRATEGY

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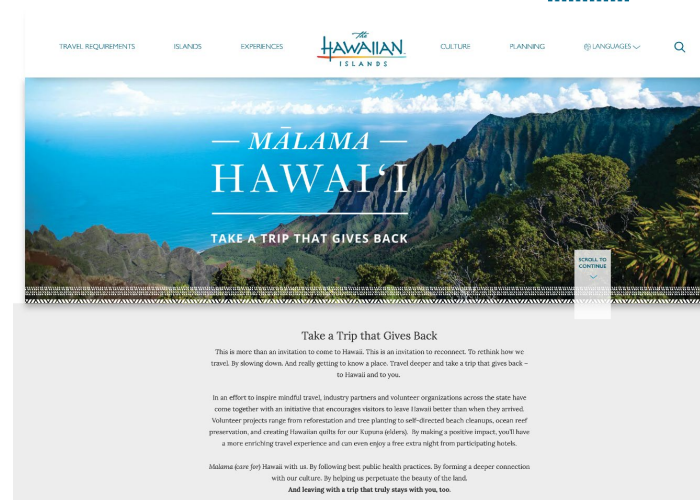


**Mālama Hawai'i Campaign**



# MĀLAMA HAWAI'I PARTNERS

- 95 partners... and counting
  - Listed on [gohawaii.com/malama](http://gohawaii.com/malama)
- Volunteer programs continues to grow:
  - Amy B.H. Greenwell Ethnobotanical Garden
  - Hawaii Environmental Restoration
  - Kipuka Olowalu
  - Maui Cultural Lands
  - Papahana Kuaola
  - Leeward Haleakalā Watershed Restoration Partnership
  - E Ala Pa'aiiau



## Statewide

[Alaska Airlines](#)

## Kauai

[Hilton Garden Inn Kauai at Wailua Bay](#)

[The ISO](#)

[Kaha Lani](#)

[Kauai Grand Hyatt Kauai Resort & Spa](#)

[Kauai Kailani](#)

[Kauai Koloa Landing Resort at Poipu, Autograph Collection](#)

[Kauai's Marriott Resort](#)

[Kiahuna Plantation & the Beach Bungalows](#)

[Koa Kea Hotel & Resort](#)

[Makahauna](#)

## Maui

[Andaz Maui at Wailea Resort](#)

[Chase 'N Rainbows](#)

[Courtyard Maui Kahului Airport](#)

[Fairmont Kea Lani](#)

[Four Seasons Resort Maui at Wailea](#)

[Hana Maui Resort](#)

[Hyatt Regency Maui Resort & Spa](#)

[Kaanapali Alii](#)

[Kamaole Sands](#)

[Lahaina Shores Beach Resort](#)

[Makena Surf](#)

[Paki Maui](#)

[Polo Beach Club](#)

[Puunoa Beach Estates](#)

[Residence Inn Maui Wailea](#)

[The Ritz-Carlton, Kapalua](#)

[Sheraton Maui Resort & Spa](#)

[Wailea Beach Villas](#)

[Wailea Ekahi Village](#)

[Wailea Elua Village](#)

[Wailea Ekolu Village](#)

[Wailea Grand Champions](#)

[Wailea Beach Resort](#)

[The Westin Maui Resort & Spa, Kaanapali](#)

## Island of Hawaii

[Courtyard King Kamehameha's Kona Beach Hotel](#)

[Fairmont Orchid, Hawaii](#)

[Haliu Kai](#)

[Hilo Hawaiian Hotel](#)

[Kanaloa at Kona](#)

[Kona Reef](#)

[Mauna Kea Beach Hotel, Autograph Collection](#)

[Sheraton Kona Resort & Spa at Keauhou Bay](#)

[Waikoloa Beach Marriott Resort & Spa](#)

[Waimea Country Lodge](#)

[The Westin Hapuna Beach Resort](#)

## Volunteer Opportunities

[Battleship Missouri Memorial](#)

[Hawaii Land Trust](#)

[Hawaiian Legacy Reforestation Initiative](#)

[Lahaina Restoration Foundation](#)

[Pacific Whale Foundation](#)

[Sustainable Coastlines Hawaii](#)

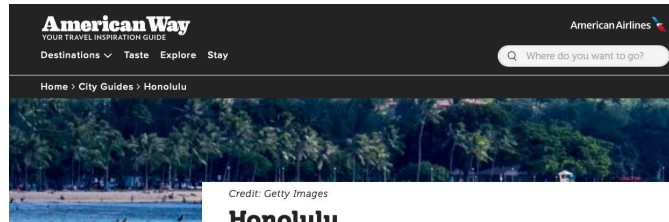
[Travel2Change](#)

[Uluhau o Hualalai](#)

[Waikoloa Dry Forest Initiative](#)



# MĀLAMA HAWAI'I PARTNER EXAMPLES



Credit: Getty Images

## Honolulu

Your definitive guide to the Hawaiian capital

Seasonal weather



BOYD FARROW

The main gateway to the Hawaiian Islands, Honolulu is a modern cosmopolitan city with a unique blend of cultures and cuisines, energetic arts and nightlife scenes, a historic district which boasts the US's only royal palace, and a variety of great shops. It is surrounded by some of the world's most spectacular coastal cliffs and epic forest trails offering breathtaking views of enchanted bays and beyond. Yet Honolulu's biggest draw is undoubtedly its beaches — from Waikiki, the ever-bustling surfer's paradise on Oahu's southeastern shore, to the hundreds of near-deserted coves where your sundowner companions could be a family of sea turtles.

*Malama (care for) Hawaii with us. In an effort to inspire mindful travel, industry partners and volunteer organizations across the Hawaiian Islands have come together with an initiative that encourages visitors to give back to the destination. Volunteer projects range from reforestation and tree planting to self-directed beach cleanups, ocean reef preservation and even creating Hawaiian quilts for our kupuna (elders). By making a positive impact, you'll have a more enriching travel experience and can even enjoy a free extra night from participating hotels.*

*Travel deeper and take a trip that gives back—to Hawaii and to you. For more information and for a list of participating partners, visit [gohawaii.com/malama](http://gohawaii.com/malama). While you're there, don't forget to participate in the [Hawaii Safe Travels Program](#).*

— MĀLAMA —  
HAWAI'I  
TAKE A TRIP THAT GIVES BACK

Advertisement

Advertisement

Are you travel safe?  
**FIND OUT**  
and get **40% off**

Advertisement

Enter to win 25,000 American Airlines AAdvantage miles

CLICK HERE



## Take a Trip That Gives Back

When you visit The Kahala, we want you to truly experience our island home and travel deeper. Connect with our community through our **Malama** Hawaii offer, which provides 20% off your stay in exchange for participating in one of the sustainability initiatives offered by Travel2Change and KISCA. This package is dedicated to mindful travel—encouraging you as a visitor to leave Hawaii better than when you arrived.

LEARN MORE

### Plant Your Legacy TREETMENT

Enjoy a unique opportunity to restore Hawaii's diverse ecosystem by planting a tree in your name, or in honor of someone you love. As a thank you, receive \$50 off a Kahala Spa treatment.

LEARN MORE



# Public Relations & Influencer Examples





# FIRSTHAND MEDIA EXPERIENCES

- **Jeff Jenkins**, Social influencer with *T+L*
- **Zahrah Farmer**, "Days with Zahrah" on KGO-TV (Bay Area) and Amazon Prime
- **Chaney Kwak**, Hemispheres
- **Kira West**, Social influencer with United
- **Jeanne Cooper**, SFGate, Frommer's Marin Magazine



*Meet cultural advisor Kumu Kaponu Kamaunu  
He taught me about "Mālama Hawai'i" and  
@fairmontkealani's self-directed beach clean-up  
voluntourism initiative utilizing the @4ocean  
Clean-Up kit*

# GOOD MORNING AMERICA

- Featured the Hawaiian Islands all morning on Friday, May 14
  - Taped segments filmed on Maui
  - LIVE filmed on O'ahu
- Included Mālama Hawai'i messaging and campaign footage
- Total estimated publicity value: \$5,080,800



**Mālama Hawai'i**  
Aquaculture

# MĀLAMA HAWAI'I - AQUACULTURE VIDEO

**Mālama Hawai'i**  
Sustainable Farming

# MĀLAMA HAWAI'I - SUSTAINABLE FARMING VIDEO



**Mālama Hawai'i**  
Reforestation

# MĀLAMA HAWAI'I – REFORESTATION VIDEO

**Mālama Hawai'i**  
Habitat Stewardship

# MĀLAMA HAWAI'I – HĀBITAT STEWARDSHIP VIDEO

**Mālama Hawai'i**  
Teaser

# MĀLAMA HAWAI'I TEASER VIDEO

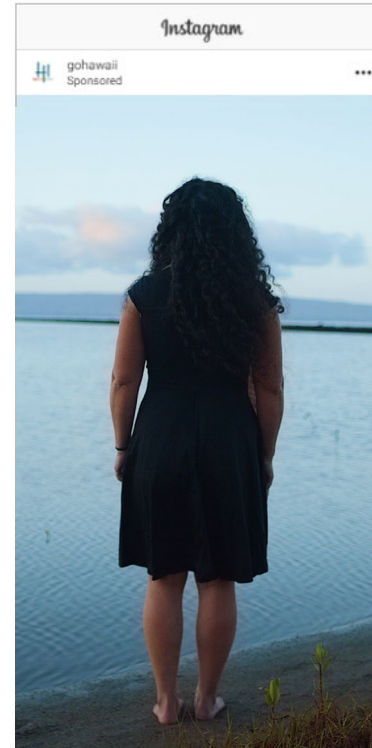


# Social Media





# SOCIAL MEDIA EXAMPLES









Gohawaii.com









# GOHAWAII.COM/MALAMA



Find your Malama Hawaii experience below.

TRAVEL REQUIREMENTS ISLANDS EXPERIENCES **The HAWAIIAN ISLANDS** CULTURE PLANNING LANGUAGES

			
<b>Aquaculture</b> <b>Noelani Lee</b> Visitors restoring traditional native Hawaiian masterworks discover the secret to healing a community - and themselves. <a href="#">MORE &gt;</a>	<b>Habitat Stewardship</b> <b>Kiai Collier</b> Volunteers leave a positive impact that lasts generations by protecting fragile habitats extending from the mountain to the ocean. <a href="#">MORE &gt;</a>	<b>Reforestation</b> <b>Sam Ohu Gon III</b> Hikers are led deep into a special realm - where species found nowhere else still reign - to conserve native ecosystems and the vibrant culture they sustain. <a href="#">MORE &gt;</a>	<b>Sustainable Farming</b> <b>Rick Barboza</b> By perpetuating endangered plants and recreating the centuries-old methods of his ancestors, a farmer gets volunteers' hands dirty planting not just native crops, but the seeds of Hawaii's sustainable future. <a href="#">MORE &gt;</a>



# Coop Program





# CO-OP EXAMPLES

**The HAWAIIAN ISLANDS**

*Explore offers now!*

## Explore, Rejuvenate and Reconnect

Take this time to *mālama* (care for) Hawai'i, its culture and communities.

**KAUA'I**

**O'AHU**

**MAUI MOLOKA'I LĀNA'I**

**ISLAND OF HAWAII'**

SCROLL DOWN FOR OFFERS

# CO-OP EXAMPLES

**READY TO  
CHOOSE AN  
ISLE SEAT?**  
The Islands await!

[BOOK NOW](#)

**Alaska**  
AIRLINES



**ALOHA AWAITS**  
Discover Hawaii with an  
unparalleled change of scenery

GO THERE WITH  
**MARRIOTT BONVOY**  
30 Hotel Brands. Endless Experiences.




**Hawaii's  
hometown  
airline**

HAWAII FLIES WITH US.

[LEARN MORE](#)

**HAWAIIAN**  
AIRLINES.



Here's to new  
memories in Hawaii.

[START  
PLANNING](#)

**Hilton**



**'ALOHILANI RESORT**  
WAIKIKI BEACH

**ELEVATE YOUR STAY IN WAIKIKI**  
WITH EXCLUSIVE ACCESS TO LONGBOARD CLUB

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PREVIEW RATE  
**STARTING FROM \$199**

Be among the first to stay in our newly  
renovated rooms

[BOOK NOW](#)

**OUTRIGGER.**  
REEF WAIKIKI BEACH



*Summer  
Play-cation*

SAVE 15% ON YOUR STAY AND PLAY!

OAHU • MAUI • KAUAI • HAWAII ISLAND

**AQUA-ASTON**  
HOTELS FOR ALL

[BOOK NOW >](#)



# TRADE STRATEGY

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Travel Trade

May 27, 2021



# TRAVEL TRADE STRATEGY

HVCB will continue to work closely with the trade to achieve marketing goals through:

- New content development focused on traveler types beginning with mindful travel/*Mālama Hawai'i*, followed by culture, culinary, and outdoor travel
  - Digital Guides will be downloadable content within the travel agent portal and in a format that can be shared with clients
- Updating the Hawai'i Destination Specialist (HDS) online and live workshop curriculum to incorporate new *Mālama Hawai'i* messaging
- Implementing trade media tactics to communicate *Mālama Hawai'i* messaging and drive travel advisors to the agent portal to complete their HDS Certification



## Show Your Clients How to Care for Hawaii

With fresh ocean breezes, rich cultural heritage and mouthwatering culinary traditions, your clients are bound to be inspired by Hawaii as they dream about traveling again. Invite them to learn more about the latest entry requirements and how to *malama* (care for) these truly unique islands by traveling safely.

[Learn More >](#)

## Expand your knowledge of Hawaii

- Access to specialist-only webinars
- Flexible, multitermed program to complete at your own pace
- Satisfied clients will recommend you to family and friends and boost consumer referrals
- Stand apart from other advisors with exclusive use of the Official Hawaii Destination Specialist badge

The specialist program is filled with the valuable information you need to become a true expert, benefiting both you and your clients. Earn this badge to let your clients know you're an Official Hawaii Destination Specialist.

[Get Certified >](#)



# TRAVEL TRADE STRATEGY

HVCB will continue to work closely with the trade to achieve marketing goals through:

- Execution of *Mālama Hawai'i* virtual event May 12-13 featuring travel protocols, island updates, *mālama* messaging, partner presentations, entertainment and a resource hub
  - 32 supplier participants, over 2100 registrants and 1486 unique viewers
- Conducting additional statewide and island specific virtual training events with Hawai'i partners to reach more advisors more efficiently
- Turnkey digital marketing program for travel advisors with Travel Agency Tribes (TAT) will be launched to complement HVCB's fall cooperative program with key stakeholders



# TRAVEL TRADE STRATEGY



- HVCB initiated cooperative marketing programs
  - Select wholesale partners invited to participate to drive conversion
  - Stakeholders provide special offers
  - Travel advisors with known customer base have the opportunity to close the sale
- Consortia tactics will be executed with select partners enabling HVCB to reach consumers that are known travelers and align with the Hawai'i target traveler
  - These relationships also provide access to training opportunities for large groups of qualified travel advisors
- New partnership with TA Connect allows for ongoing database updates and a CRM to target advisors based on specific criteria



# Meetings, Conventions & Incentives



May 27, 2021

# MCI STRATEGY – ENGAGEMENT

- Target MCI market segments that have highest opportunity for market recovery for Single-Property & Citywide group business
  - Medical
  - Scientific
  - High Tech
  - 3<sup>rd</sup> Party
  - Financial
  - Business Services
- Promote Mālama Hawai‘i Program as part of the Right Customer/Right Group focus
- Develop and implement program to “Shop Local” connecting local businesses to incoming MCI Groups



# MCI PROGRAMS & ACTIVITIES

- Expand strategic partnerships with organization like Corporate Event Marketing Association (CEMA) to grow corporate group business and Professional Convention Management Association (PCMA)
- Grow Meet Hawai'i's Third-Party Partnerships to extend Hawai'i MCI sales reach with targeted market segments
- Continue participation in dedicated Hawai'i section at IMEX America November 2021
- Explore the use of the GoHawaii App as platform for "Shop Local" with MCI Groups (Workshops, Ship Back Home, Must Shop, Show Your Badge)

# MCI GROUPS

## I MUA HAWAI'I VIRTUAL EVENTS April 28 – 29, 2021

"How likely are you to include Hawai'i in a future site selection" 9.8 (on scale of 1- 10)

### Highlights of Key Definites

- Single Property
  - Incentive – multi-level marketing corporation, November 2022 (6,065 room nights)
  - Incentive – technology association, March 2022 (1,026 room nights)
  - Incentive – confidential group, January 2022 (951 room nights)
  - Meeting – medical association, April 2022 (694 room nights)

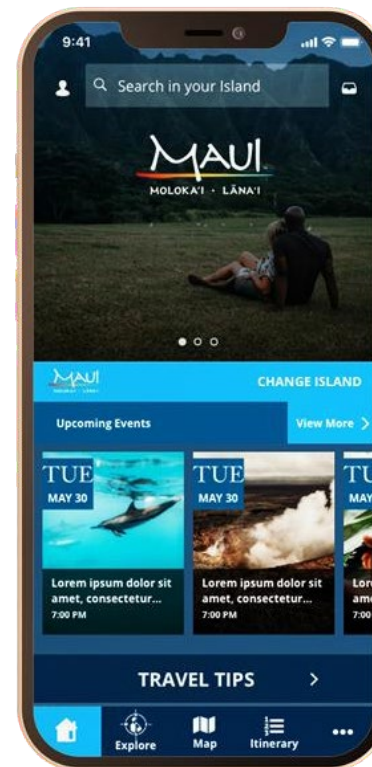
### Highlights of Key Tentatives

- Citywide
  - Convention – fraternal association, June 2022 (7,040 room nights)
- Single Property
  - Convention – medical corporation, February 2022 (4,765 room nights)
  - Incentive – insurance corporation, August 2021 (3,515 room nights)
  - Incentive – confidential group, November 2022 (2,400 room nights)
  - Incentive – high tech corporation, March 2022 (2,382 room nights)
  - Incentive – confidential group, February 2022 (2,100 room nights)



# GOHAWAII APP & KIOSK

- **Kuleana videos:** Educate visitors on destination values and behaviors to protect natural resources
- **Warrior marker:** Share Hawaiian culture and encourage visitation to appropriate historical and cultural sites
- **Explore section:** Connect visitors with local businesses; locally made products, shopping, dining, activities, golf, transportation, accommodations, etc.
- **Each island carousel:** Communicate pre-arrival requirements, i.e. Hanauma Bay and Wai'ānapanapa reservation systems
- **Real-time information:** Geo-fencing communications for road closures, areas not permitted for entry etc.
- **Events calendar:** Promote community events
- **Post-launch rollout:** Promote local laws on reef safe sunscreen, and more...



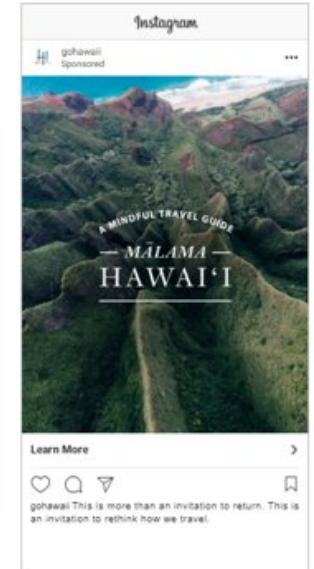
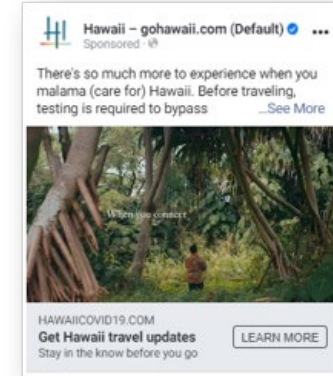
# REGENERATIVE TOURISM / DMAP INITIATIVES

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# REGENERATIVE TOURISM

HVCB's marketing efforts are based on the Hawaiian concepts of *mālama Hawai'i* and *kuleana* – our responsibility to protect and support the local community; native Hawaiian culture, practices and places; and Hawai'i's natural beauty and resources which are the components that make up HTA's pillars.

Embracing this responsibility includes finding the type of traveler who share the same values and then reaching them with a marketing message that invites them to be a part of this special place and to honor its people and places while they are visiting.







**Mahalo**



# **Market Updates**

## **Japan**

The slide features a white background with abstract, flowing, colorful ribbons in shades of red, orange, yellow, green, and blue. The Hawaii Tourism logo is centered at the top, with the word "HAWAII" in a stylized blue font and "TOURISM" in a simpler blue font, both underlined by a thin horizontal line. Below the logo, the word "JAPAN" is written in a smaller, blue, sans-serif font. The main title "2021 MARKET UPDATE" is displayed in a large, bold, black, sans-serif font. Below the title, the text "HTA BOARD MEETING" and "5.27.2021" are centered in a bold, black, sans-serif font. At the bottom, the name "Eric Takahata" and his title "Managing Director" are centered in a smaller, black, sans-serif font.

**HAWAII TOURISM**<sup>TM</sup>  
JAPAN  
**2021 MARKET UPDATE**

**HTA BOARD MEETING**  
**5.27.2021**

Eric Takahata  
Managing Director

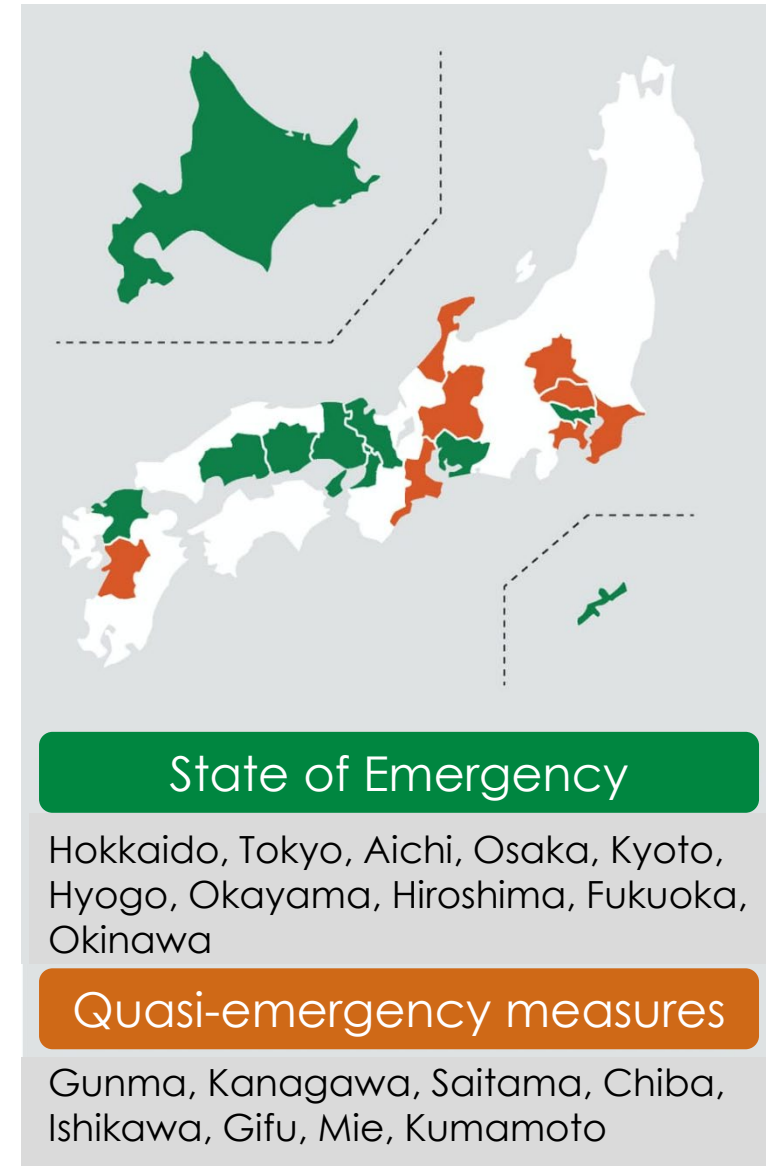
# MARKET CONDITIONS

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# MARKET CONDITIONS

- Japan expands and extends emergency measures as cases rise across the nation (as of 5/24)
- Estimation of economic loss : ¥1 trillion (\$9.2 billion)
- Japan to cut number of visiting Tokyo Games officials to less than 90,000



# MARKET CONDITIONS

(as of 5/24)

## Population

United States	Japan	Hawai'i	Tokyo
330.14 million	125.9 million	1.41 million	14 million

## Cases of COVID-19 in the US, Hawai'i and Japan

	U.S.	Hawai'i	Japan
Total Cases	32,947,548	35,901	718,864
Recovered	NA	NA	639,887
Deaths	587,342	496	12,312

## Comparison of cases in Hawai'i and Japan per capita (100,000)

United States	Japan	Hawai'i	Tokyo
9,908	572	2,535	1,126

**\*CDC Level 4 Japan**

# MARKET CONDITIONS

## ~Japan's COVID-19 vaccination~

**Japan Population: 126.5 million** (Japan has reserved doses to cover all population)

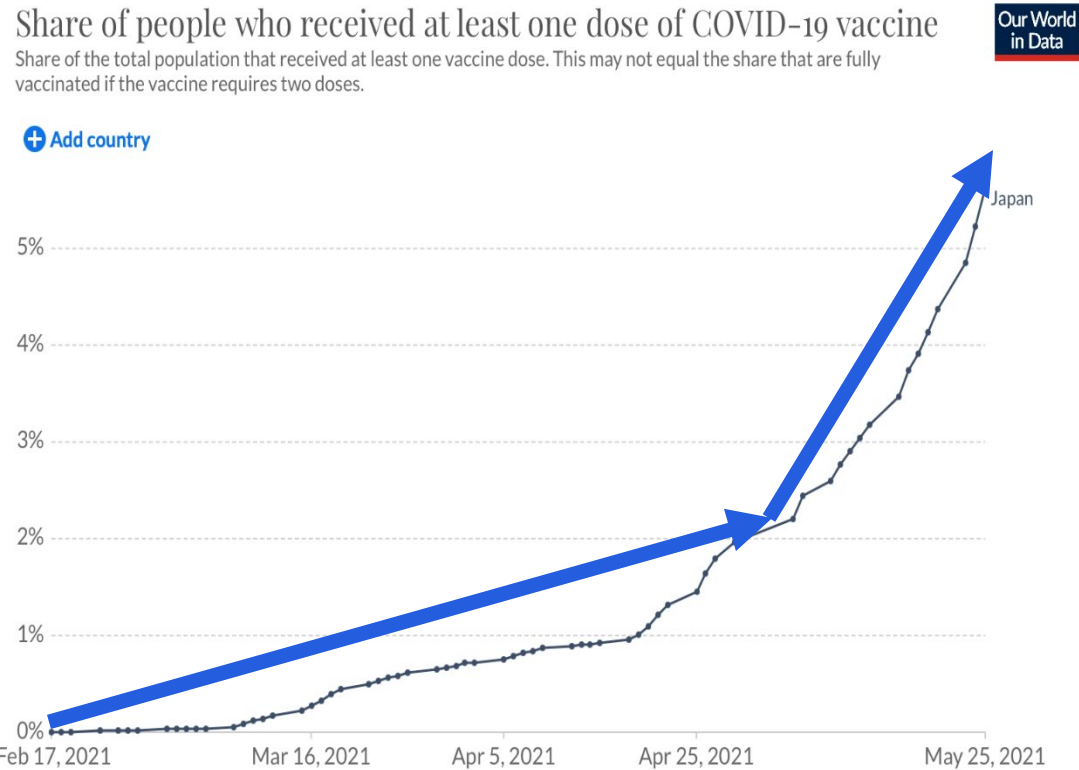
### Vaccine Schedule

- ❖ **2/17:** Medical Workers (est. 4 million)
- ❖ **4/12:** Senior\* (65+ years old, est. 36 million)
  - ❖ By end of June, completion of 2<sup>nd</sup> dose for senior citizens
- ❖ **Next:**
  - ❖ Person with underlying conditions (est 10.3 million)
  - ❖ Care-taker for senior facility (200K), 60-64 years old
- ❖ By September 2021, the government has secured vaccines for all citizens (16+ years old)



# MARKET CONDITIONS

## ~Japan's COVID-19 vaccination~



U.S.	Hawai'i	Japan
49.1%	57%	5.6%

- Japan government targets over 1 million dose per day
- **5.6%** of Japan's population (at least one dose)  
As of 5/25, over 7.5 million doses administered
- Target of vaccinating **1 million** people a day (Japan Government)
- **Approved** Moderna and AstraZeneca vaccines
- Additional doses
  - Secured **50 million** doses from Pfizer by the end of September
  - Discussed Moderna (**50 million**) & Novavax (**150 million**) to receive
  - Additional vaccination personnel measures

# MARKET CONDITIONS

## Travel conditions continued...



All travelers, including returning Japanese nationals are required:



To submit a proof of a negative PCR Test for all entry into Japan



To quarantine for 14 days

# MARKET CONDITIONS ~AIRLIFTS (MAY TO JULY)~



JAPAN AIRLINES

## 2021 May

Op Airline Name	Flight #	Origin Code	Total Flights	Seats
All Nippon Airway	NH 186	HND	9	2,214
Hawaiian Airlines	HA 822	NRT	13	3,614
Hawaiian Airlines	HA 450	KIX	4	1,112
Japan Airlines	JL 74	HND	8	1,488
			<b>34</b>	<b>8,428</b>

### Total Flights # by airport

- ❖ Haneda-17
- ❖ Narita-13
- ❖ Kansai-4

7 to 8 flights per week

## 2021 June

Op Airline Name	Flight #	Origin Code	Total Flights	Seats
All Nippon Airway	NH 186	HND	8	1,968
Hawaiian Airlines	HA 822	NRT	13	3,614
Hawaiian Airlines	HA 450	KIX	4	1,112
Japan Airlines	JL 74	HND	9	1,674
			<b>34</b>	<b>8,368</b>

### Total Flights # by airport

- ❖ Haneda-17
- ❖ Narita-13
- ❖ Kansai-4

7 to 8 flights per week

## 2021 July

Op Airline Code	Flight #	Origin Code	Total Flights	Seats
All Nippon Airway	NH 186	HND	9	2,214
Hawaiian Airlines	HA 822	NRT	14	3,892
Hawaiian Airlines	HA 450	KIX	4	1,112
Japan Airlines	JL 74	HND	8	1,488
Total			<b>35</b>	<b>8,706</b>

### Total Flights # by airport

- ❖ Haneda- 17
- ❖ Narita-14
- ❖ Kansai-4

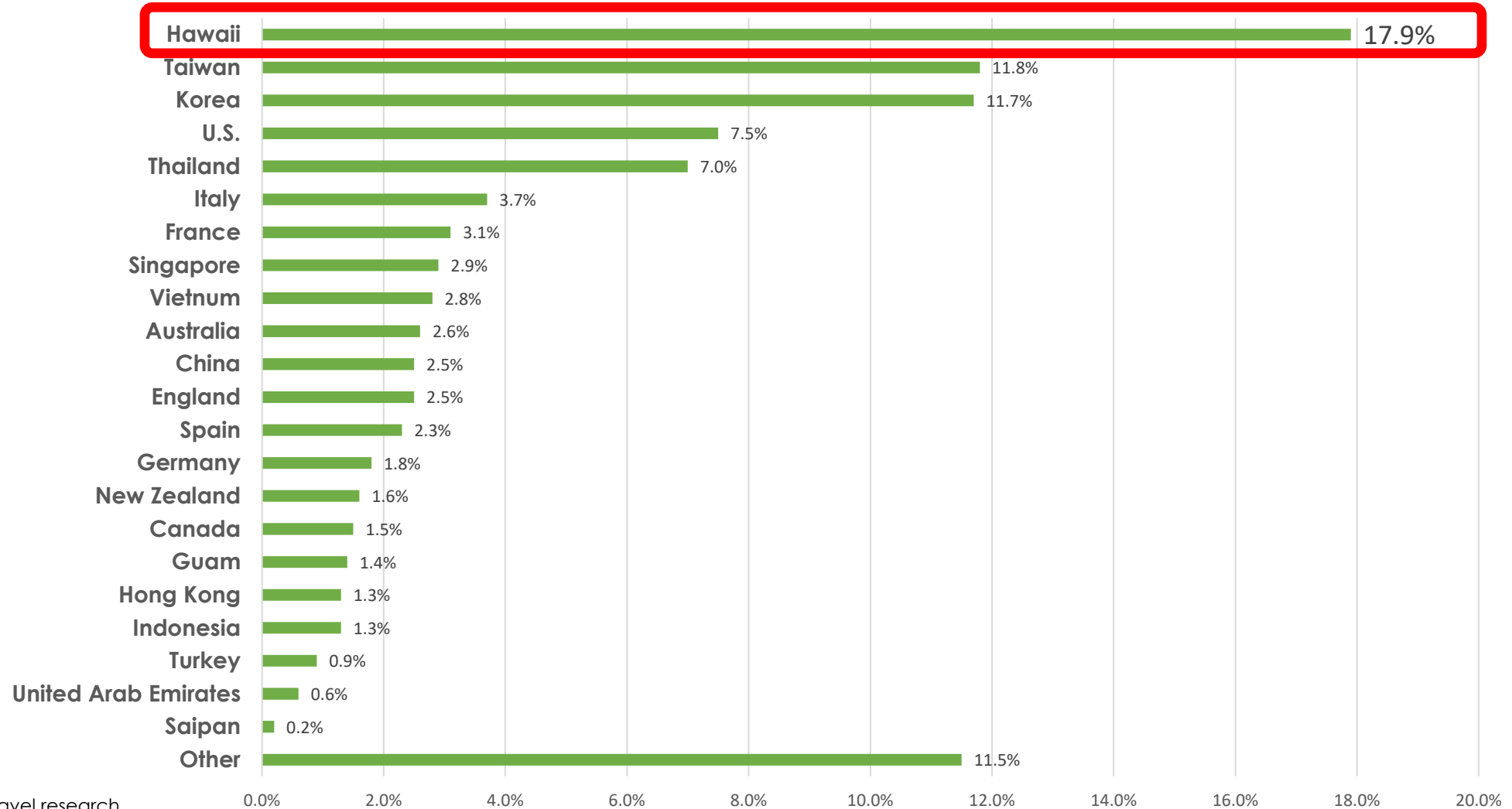
7 to 8 flights per week



# MARKET CONDITIONS ~Consumer sentiment~

Q: Which destination you select for next trip?

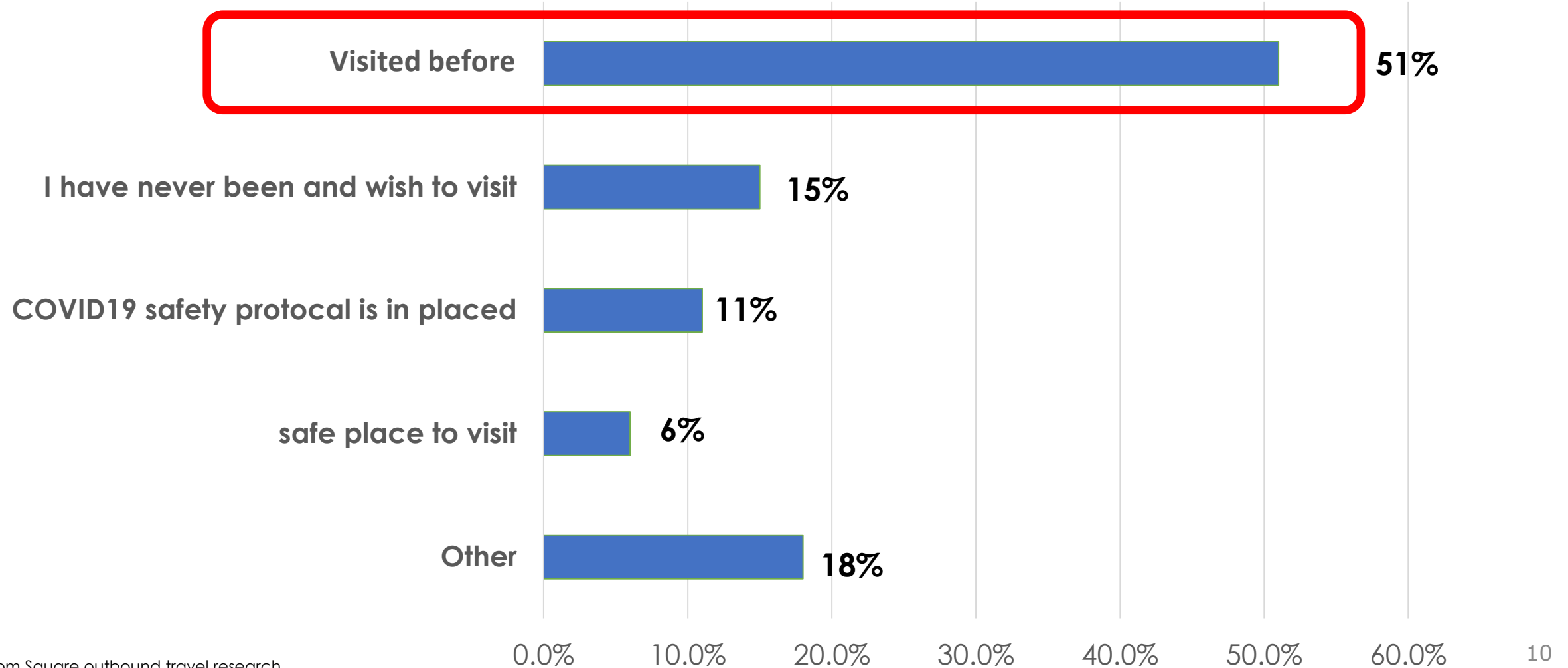
(n=1,981)



# MARKET CONDITIONS ~Consumer sentiment~

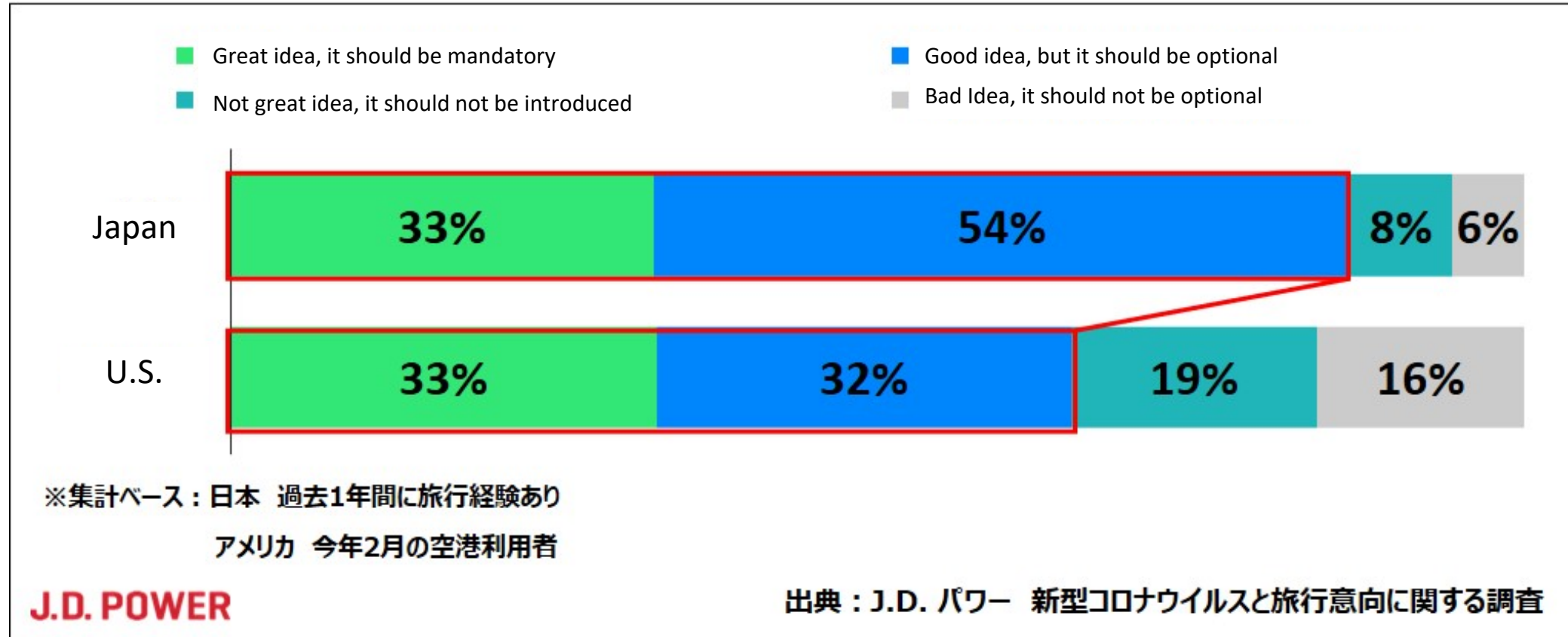
Q: Why did you select the destination?

(n=1,981)



# MARKET CONDITIONS

Q: What is your opinion of a “digital vaccine passport?” (n=2,000)



Travelers like the “vaccine passport” idea

**Japan: 87% vs US: 65 %**

# TARGET AUDIENCE

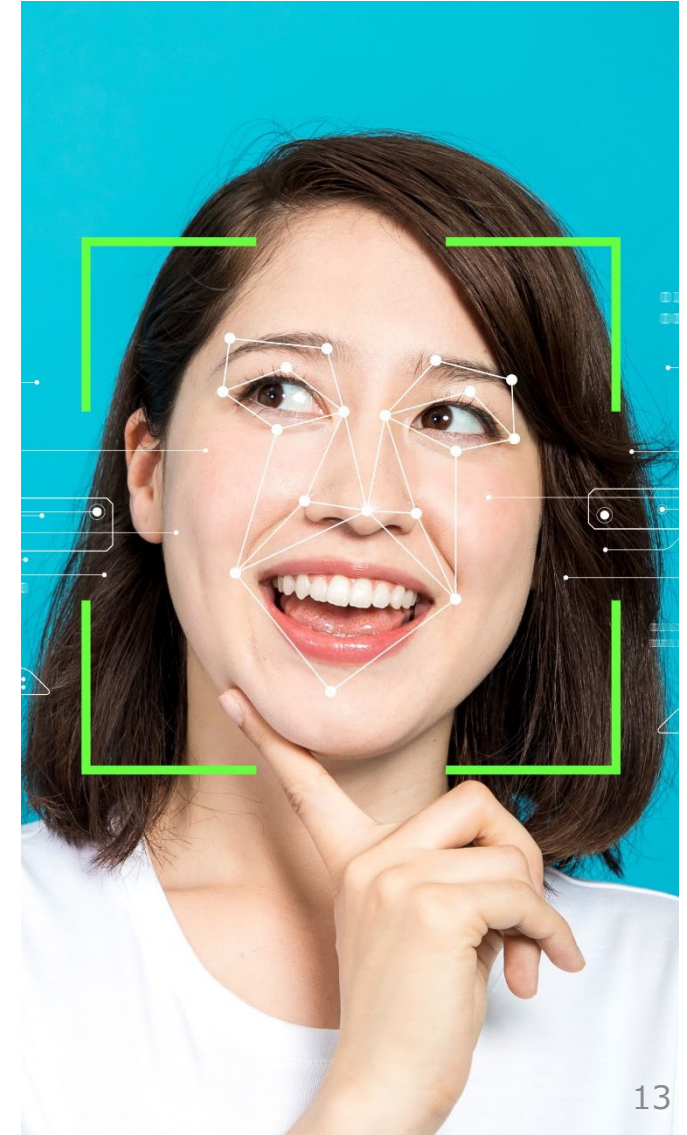
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# TARGET AUDIENCE

- Hawai'i repeaters
- Visit outbound travel once a year at least
- Willing to invest on self-improvement & wellbeing
- Globally conscious contributors
- Higher income over US \$100,000

***(Spending potential, desirable attributes, segment size)***





# Target audience personas



## Pono Travelers

### MAIN ATTRIBUTE

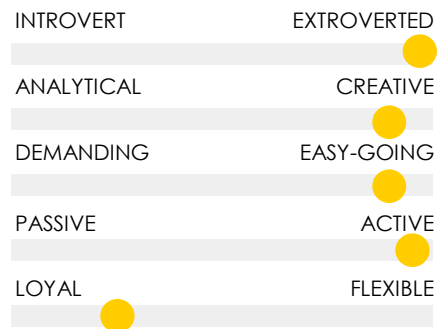
AGE: 20-40s

RESIDENCE: Japan

PROFESSION: Various

RELATIONSHIP: Various

### PERSONALITY



## Multi-Generation Families

### MAIN ATTRIBUTE

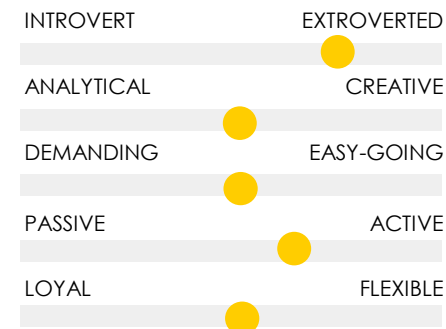
AGE: 30-50s

RESIDENCE: Japan

PROFESSION: Various

RELATIONSHIP: Married and have children

### PERSONALITY



## New-norm workers

### MAIN ATTRIBUTE

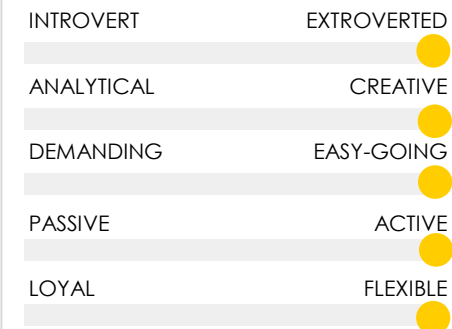
AGE: 20-40s

RESIDENCE: Japan

PROFESSION: Various but mostly able to work remotely

RELATIONSHIP: Various

### PERSONALITY



## Couples/Romance

### MAIN ATTRIBUTE

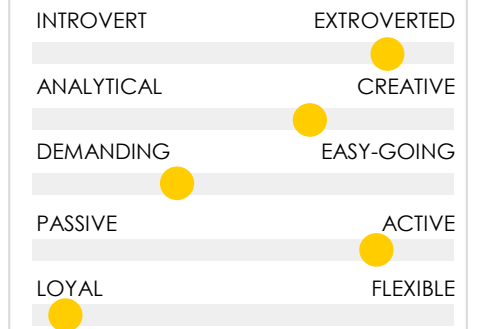
AGE: 20-30s, 40-60s

RESIDENCE: Japan

PROFESSION: Various

RELATIONSHIP: Couple

### PERSONALITY





# PRIMARY TARGET REGIONS



## Major market region

- Kanto area  
(Tokyo, Kanagawa, Saitama, Chiba)
- Kansai area  
(Osaka, Hyogo, Kyoto, Nara)

## Secondary market region

- Aichi, Fukuoka, Sapporo

# CONSUMER STRATEGY

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A close-up photograph of a person's hands pouring water from a brown ceramic pitcher into their cupped hands. The background is a soft-focus field of green grass and small pink flowers. The scene is peaceful and evokes a sense of nature and care.

— MĀLAMA —  
HAWAII‘I

地球にやさしい旅を

# CONSUMER STRATEGY

Jan – Dec 2021 approach

- Focus on public relation and SNS contents distribution for Jan – Dec of 2021
  - Hawai'i New Normal & Safety Protocol
  - New destination experience introduction & stories
  - Responsible Tourism (Mālama Hawai'i) direction  
(i.e. SDGs = Aloha+ Challenge)
- HTJ CRM (database) campaign to target Hawai'i fan & Repeaters
- Aloha Program Hawai'i specialists enhancement program

(Hawai'i culture program, Responsible Tourism – Mālama Hawai'i and Support Hawai'i Program)



# CONSUMER STRATEGY

Jul – Dec 2021 approach

- Prepare for travel resuming from Japan
  - Implement the contents of DMAP through newsletter and media website
  - Collaborate with Hawai'i media which has Hawai'i repeaters as readers
  - Collaborate with media partners and stakeholders to send out unified messages
- Continue to approach media relating to edu-tourism and media focusing on sustainability

# CONSUMER STRATEGY

Jul – Dec 2021 approach

- Collaborative initiatives with airline/credit card company to target high value market from their membership data
- Branding campaigns based on Responsible Tourism (Mālama Hawai'i)
- In progress: Hilton Grand Vacation, JCB Credit Cards, E Noa Tours Mālama initiatives
- Media initiatives to reach target audiences
- Digital marketing and advertising initiatives



# CONSUMER STRATEGY

## HTJ INITIATIVES ~MĀLAMA HAWAI‘I~



# TRADE STRATEGY

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# TRADE STRATEGY

## ~TRAVEL INDUSTRY OUTLOOK~



- Major wholesaler package products will be available from July 1 arrival to Hawai'i and will focus sales promotion for Summer onward
- JATA's consideration of travel combination concept of Managed Travel concept with vaccine tour as outbound travel recovery
- Airlines increase air seats for summer, especially 2<sup>nd</sup> week of August
- Working with Japanese carriers to air Kuleana/Mālama content inflight





# TRADE STRATEGY

## ~AIRLINES PREPARATIONS~



JAPAN AIRLINES

Airlines Trialing IATA Travel Pass




- ANA started IATA Travel Pass experiment between 5/24 to 6/6 on Hawai'i and New York routes, Haneda departure.
- Qualification: over 18 years old with IC chip passport and smart phone holders.
- JAL has experimented the 3 COVID vaccine proof, CommonPass, VeriFLY and IATA Travel Pass starting 4/2.
- These experiments available for the flights from Haneda and Narita.

# TRADE STRATEGY ~WHOLESALE PREPARATIONS~

- Major wholesalers have placed the package tours departing from **7/1, 2021**

ルックJTBのござりサービス

- 出発前から安心！RAKUなびリゾートハワイ
- 新しい旅JTBスマートハワイ

ハワイのおすすめツアー

<p>JTBスマートハワイPlus ホノルル5日間</p> <p>10/2000円～12/1000円</p> <p>出発日: 07/01～10/31</p> <p>HIGHGATE X ルック JTB特設企画 新しい旅のご紹介</p>	<p>JTBスマートハワイPlus ホノルル5日間</p> <p>10/2000円～12/1000円</p> <p>出発日: 07/01～10/31</p> <p>HIGHGATE X ルック JTB特設企画 新しい旅のご紹介</p>	<p>JTBスマートハワイ ホノルル5日間</p> <p>10/2000円～12/1000円</p> <p>出発日: 07/01～10/31</p> <p>新しい旅のご紹介 楽しみながらご体験できるお楽しみが！</p>
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2020年11月より 日本からの渡航者 受け入れ再開!  
Hawaii

百休み Summer vacation 旅行特集 2021

2021/7/1 ~ 2021/12/24

ANAトラベラーズで行く! Hawaii

ホノルル空港への送迎は、往復専用車を ご用意します。

「新型コロナウイルス感染症の対策について」

ANAトラベラーズは、お客様に安心してご参加いただくため、皆様を不安を少しでも解消できるよう、新型コロナウイルス感染症への対策を実施しております。

>詳しくはこちらをご確認ください。

＜航空券+ホテルのフリープラン＞ハワイ5日間＜スタンダードクラスホテル利用＞

旅行代金 170,800～207,800円

出発日 2021/7/1～2022/4/20

旅行日数 5日間

目的地: ハワイ(米国)/オアフ島・ホノルル

航空会社: ハワイアン航空、日本航空、大韓航空、ANA (エーエヌエー)、ユナイテッド航空

ホテル: 指定なし

食事: 朝食0回 昼食0回 夕食0回

ツアー詳細を見る

夏休み 海外旅行大特集 2021年

今から計画を立てて、充実した夏休みを過ごそう!

2021-2022 年末年始もチェック

パッケージツアー

7月の空席情報

7月16日(金)～7月31日(土) 出発の空席情報が一目でわかる! 表の下のスクロールバーを動かして気になる出発日をチェック!

	7月16日(金)	7月17日(土)	7月18日(日)	7月19日(月)	7月20日(火)	7月21日(水)
ハワイ	○	○	○	○	○	○
グアム	○	○	○	○	○	○

「○」: 空席あり 「-」: 空席なし ※空席は3月12日現在の情報です。



# TRADE STRATEGY



- Extensive online education (Mālama)
- Enhancement of travel trade website
- Recovery preparation
- Recovery product development support to include Mālama
- Immediate stakeholder implementation support
- Industry education (Industry FAM tours, Japan Summit, etc.)
- Collaborate with travel trade media to message Hawai'i's destination strategy (Mālama)



# TRADE STRATEGY

## ~ONLINE HAWAI'I TOURISM FORUM~



フォーラムに参加して  
コロナ禍にハワイの情報をキャッチ

2021年3月「新型コロナウイルスとハワイ州」、4月「SDGsとハワイ州」、5月「教育旅行とハワイ州」をテーマに「ハワイ・ツーリズム・フォーラム」を開催します。各テーマの専門家、ハワイ関連パートナーが登壇し、取り組み、事例を紹介します。今後の旅行商品開発やニューノーマルのハワイ旅行に備えませんか？

<p>3/17(水) 9:00-12:00 新型コロナウイルスとハワイ州</p> <p>ハワイ州の新型コロナウイルスにおける状況をはじめ安全・衛生対策、航空会社の取り組みなどを紹介</p>	<p>4/21(水) 9:00-12:00 SDGsとハワイ州</p> <p>ハワイ版のSDGsとは？ ハワイ州をはじめハワイ関連パートナー、NPOの取り組みを紹介</p>	<p>5/19(水) 9:00-12:00 教育旅行とハワイ州</p> <p>学びの宝庫ハワイには、オンライン授業、バーチャル修学旅行の観光資源が満載。事例と共に紹介</p>
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お問い合わせ：  
ハワイ州観光局 セールsteam  
sales@htjapan.jp

HAWAII TOURISM JAPAN  
ハワイ州観光局

### 1st HTF: 3/17, COVID19 situations in Hawai'i (as of 5/18)

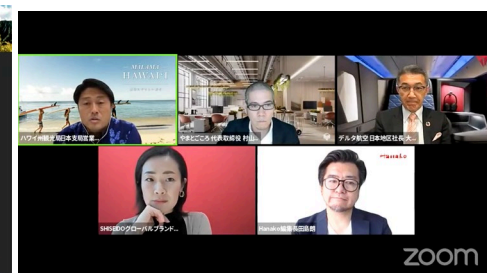
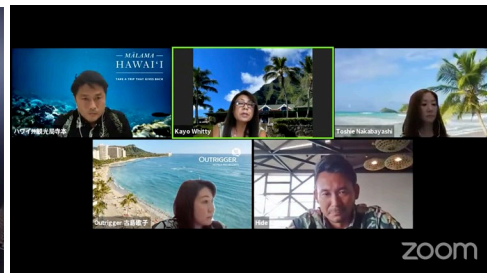
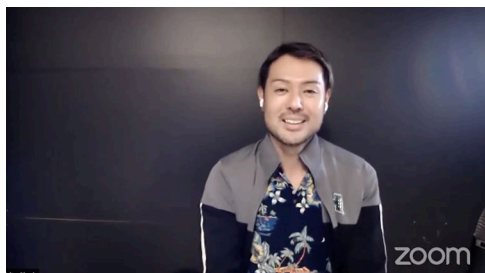
- Total 764 LIVE participants
- **2,279 views**
- 47 media exposure, 1,292,996,717 Impression, AVE\$182,478

### 2nd HTF: 4/21, SDGs x Hawai'i (as of 5/18)

- Total 782 LIVE participants
- **2,256 views**
- 52 media exposure, 1,541,354,423 PV, AVE \$196,158

### 3rd HTF: 5/18, SDGs x Hawai'i (as of 5/18)

- Total 672 LIVE participants
- **1,200 views**
- 36 media exposure, 15,293,491,309 PV, AVE \$139,500

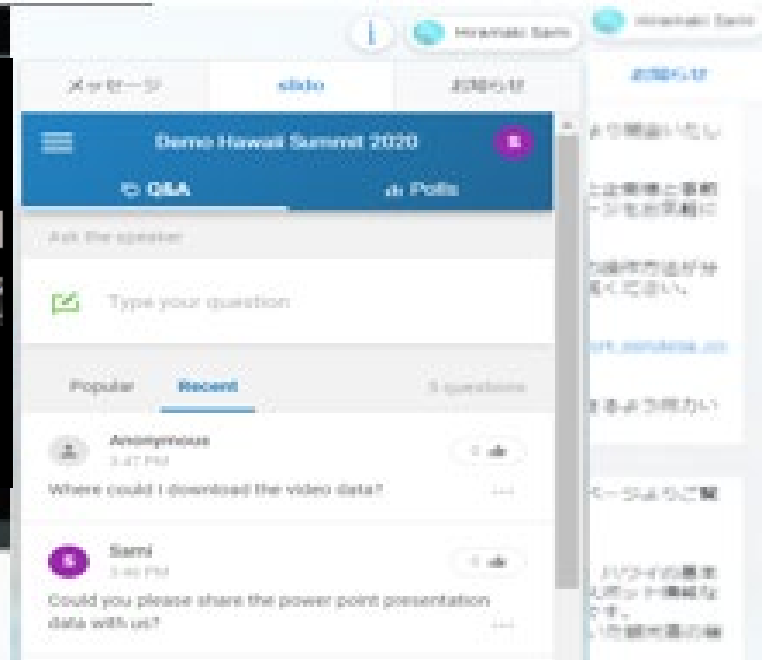


# TRADE STRATEGY

## ~HAWAI'I JAPAN SUMMIT (SEPTEMBER 2021)~

### Hawai'i Japan Summit program:

- Keynote speech
- Market Update
- Partner B2B session
- FAM tour





# TRADE STRATEGY

## ~Hawai'i Expo virtual Event (Q4 2021)~



TIME SCHEDULE		タイムスケジュール
10:00-10:46	セレクトショップ	セレクトショップ
11:00-11:46	アパレルブース	アパレルブース
12:00-12:46	フード＆ドリンクブース	フード＆ドリンクブース
13:00-13:46	アラモアナホテルブース	アラモアナホテルブース
14:00-14:46	ハレクラニブース	ハレクラニブース
15:00-15:46	ハイアットブース	ハイアットブース
16:00-16:46	マリノットブース	マリノットブース

BOOTH CHANNEL		ブースチャンネル
HOTEL	AIR	ACTIVITY
WEDDING	TRAVEL	CAR
SEMINAR	WORKSHOP	HJT



Booth image



Stage Image

- Entertainment Stage
  - Partner's Booth
  - Seminar & Workshop area
  - E-commerce/Shops area
- And more

# TRADE STRATEGY

## ~MCI~

- Promote “Hawai‘i as learning destination” via Mālama
- Target 3 core segments – incentive, edu-tourism and entertainment
  - Incentive – MLM, construction, telecommunication, retail
  - Edu-tourism – small-scale, high-spending schools in 5 cities
  - Entertainment – HIS, JTB and KNT’s entertainment division
- Short-term, small group bookings
  - e.g. 50 – 100 pax , 100 - 200 room nights
  - 2022 onward
- Educate wholesalers MCI/Group via online and other methods

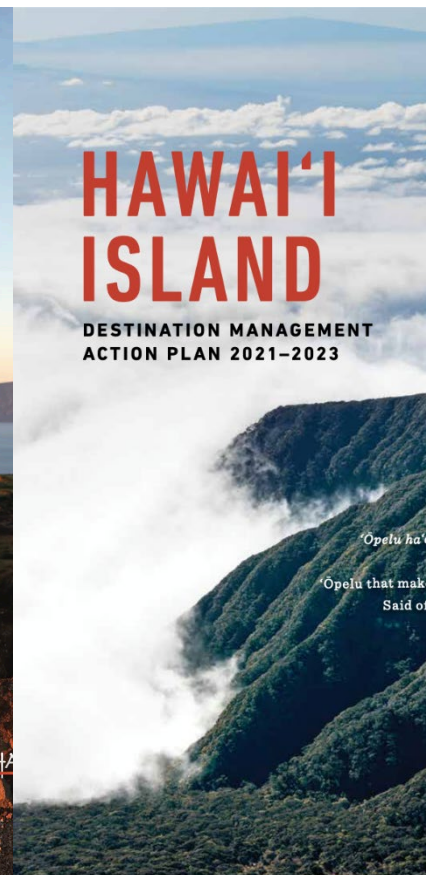
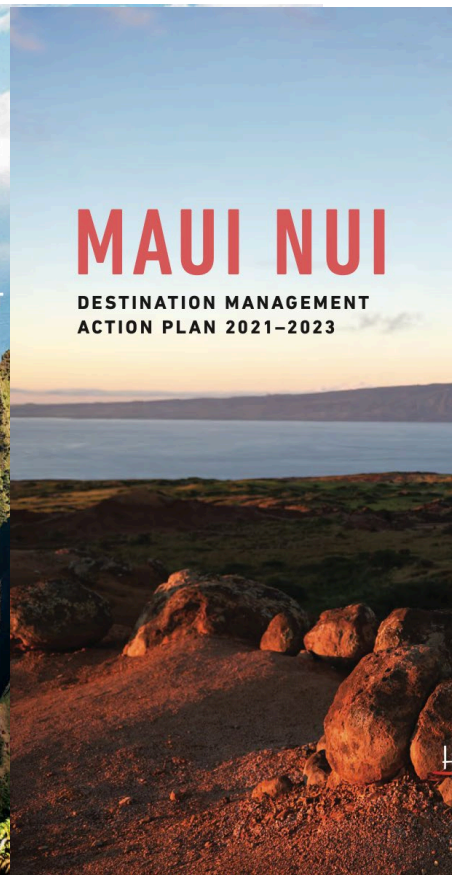
# REGENERATIVE TOURISM / DMAP INITIATIVES

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# REGENERATIVE TOURISM/DMAP INITIATIVES

~DMAP 2021-2023~



**Education to both travel trade & general consumers**



# REGENERATIVE TOURISM/DMAP INITIATIVES



- Public relation – messaging distribution
- Enhancement of Hawaiian Island contents on HTJ Platform “[allhawaii.jp](http://allhawaii.jp)”
- Educational resource development (in Japanese)
- SNS diffusion

























# REGENERATIVE TOURISM/DMAP INITIATIVES ~COLLABORATION WITH LOCAL COMMUNITIES~

— MĀLAMA —  
HAWAI‘I

20 NPOs information page posted (as of 5/19)

地球にやさしい旅を

 <p>アウワヒ・フォレスト・レストレーション・プロジェクト (Auwahi Forest Restoration Project)</p>	 <p>ホオクアアイナ (Ho'okua'aina)</p>	 <p>ハワイ・フォレスト・インスティテュート (Hawaii Forest Institute)</p>	 <p>ノースショア・コミュニティ・ランド・トラスト (North Shore Community Land Trust)</p>	 <p>ナショナル熱帯植物園 (National Tropical Botanical Garden)</p>	 <p>アハ・プナナ・レオ (Aha Pūnana Leo)</p>	 <p>イミロア天文学センター (Imiloa Astronomy Center of Hawaii)</p>	 <p>コーラル・リーフ・アライアンス (The Coral Reef Alliance)</p>	 <p>ブループラネット財団 (Blue Planet Foundation)</p>	 <p>マノア・ヘリテージ・センター (Mānoa Heritage Center)</p>
 <p>カウアイ・ミュージアム (Kauai Museum)</p>	 <p>マラマ・マウナルア (Mālama Maunaloa)</p>	 <p>イオレ・ステewardシップ・センター (Iole Stewardship Center)</p>	 <p>クプ・ハワイ (KUPU Hawaii)</p>	 <p>ハワイ・ランド・トラスト (Hawaii Land Trust)</p>	 <p>ビショップミュージアム (Bishop Museum)</p>	 <p>パエパエ・オ・ヘ・エイア (Paepae o He'eia)</p>	 <p>サスティナブル・コースト・ラインズ・ハワイ (Sustainable Coastlines Hawaii)</p>	 <p>ポリネシア航海協会 (Polynesian Voyaging Society)</p>	 <p>イオラニ宮殿 (Iolani Palace)</p>

<https://www.allHawaii'i.jp/MālamaHawaii'i/community/>





# REGENERATIVE TOURISM/DMAP INITIATIVES ~HAWAIIAN EVENT~



ハワイを学ぶラーニングサイト  
**ALOHA PROGRAM**



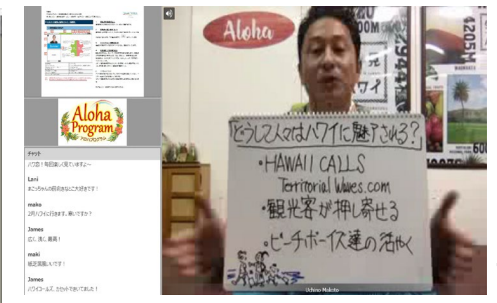
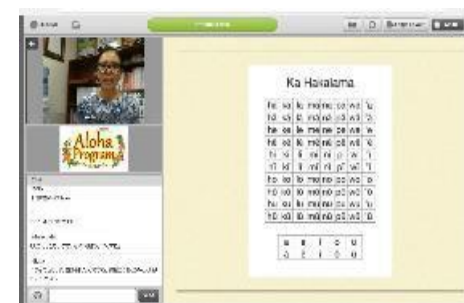
## Workshop



## Field Trip ~Aloha Program Week in Hawai'i~



## Webinar



AP members: **62,009 members**

Hawai'i Specialists: **26,703 members**



# REGENERATIVE TOURISM/DMAP INITIATIVES ~HAWAIIAN CULTURE EVENT~





# REGENERATIVE TOURISM/DMAP INITIATIVES ~HAWAI'I MADE PRODUCT PROMOTIONS~

*allhawaii*



美しい地球を残したい! 母のマ...  
子どもたちの肌を守る安全な日焼け止め  
を使うことは、未来の子どもたちへ美...

[www.allhawaii.jp](http://www.allhawaii.jp)



ハワイのママキティーで綺麗と...  
ハワイに自生するハーブ、ママキの葉を  
使ったママキティー。古代ハワイアン...

[www.allhawaii.jp](http://www.allhawaii.jp)



ハワイを思い自然を思うマラマ...  
手つかずの大自然に囲まれたカウアイ  
島。この島の雄大な自然と大地にイン...

[www.allhawaii.jp](http://www.allhawaii.jp)



食べる

その他  
4月23日は地ビールの日! メイドイン  
ハワイの地ビールの中から自分のお気  
に入りを見つけよう!  
今日4月23日は「ビールの日」または「地ビ  
ールの日」として知られていることをご存じ  
ですか? 日本地ビール協会を中心とする「地  
ビールの日選考委員会」が平成11年に定めた  
日で、個性豊かな地ビールは、年々人気...

2021.04.23

## Event





A close-up photograph of a person's hands pouring water from a brown ceramic pitcher into their cupped hands. The background is a soft-focus field of green grass and small pink flowers. The text is overlaid in the center.

— MĀLAMA —  
HAWAII

地球にやさしい旅を



An aerial photograph of a tropical coastline. A vibrant rainbow arches across the sky, starting from the left edge and ending over the ocean on the right. The landscape features lush green mountains and a small sandy beach. The text "Mahalo Nui Loa" is centered over the image.

# Mahalo Nui Loa

HAWAII TOURISM  
JAPAN



# **Market Updates**

## **South Korea**



# **2021 MARKET UPDATE**

## **HTA BOARD MEETING 5.27.2021**

Irene Lee

Korea Country Manager of Hawai'i Tourism Korea



# MARKET CONDITIONS

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# MARKET CONDITIONS

## Outbound market condition

- **Exemption from 14-day quarantine:** Starting May 5, Korea exempts the 14-day quarantine to Korean residents who are fully vaccinated in Korea.
- **Vaccine passport:** Korea's vaccine passport app, COOV, has been officially released on Apple's iOS app store. Vaccinated people can authenticate themselves by downloading COOV on their smartphones in the form of a QR code, and can use the app at airports, restaurants, sports stadiums, and more places in the future.

# MARKET CONDITIONS

## **Korea COVID-19 status** (as of May 17, 2021)

- Total number of confirmed cases: 131,671
- Total number of recovery: 121,764 (92%) / Total number of death: 1,900 (1.4%)
- Total number of inoculation: 1<sup>st</sup> dose - 3,733,806 (7.2%) / 2<sup>nd</sup> dose - 940,345 (1.8%)
- The government will maintain the social distancing measure to Level 2.5 till the end of May

## **Korea vaccination update** (as of May 17, 2021)

- Free vaccination to all citizens which began in mid February aiming at vaccination rate of 23% by Q2 and achieving herd immunity by November
- Vaccination timeline:
  - ✓ **Q1 & 2:** high-risk groups, front-line medical staff and senior citizens aged over 65
  - ✓ **Q3 - 1:** chronically ill people, citizens aged over 50 and infrastructure workforce
  - ✓ **Q3 - 2:** all adults aged from 18 to 64
  - ✓ **Q4:** completion of 2<sup>nd</sup> dose vaccination and achieve herd immunity

# MARKET CONDITIONS

## Overall market condition

- Forecasted Korean economy growth in 2021: 3.2%
- Currency exchange: USD 1 = KRW 1,124.52 (as of May 17; appreciated vs. LY)
- Number of outbound travelers in 2020: 2,519,118 pax (-85.6% YoY)
- Number of outbound travelers in March 2021: 143,366 pax (-48.4% YoY)
- Flight operation forecast (number of flights per week)

	May – Aug 2021	Sept 2021	Oct 2021	Nov 2021	Dec 2021	Seats Aircraft
<b>Hawaiian Airlines (HA460)</b>	2 flights/w	2 flights/w	3 flights/w	3 flights/w	3 flights/w	277 seats (A330)
<b>Korean Air (KE001/KE053)</b>	-	3 flights/w	3 flights/w	5 flights /w	5 flights /w	276 seats (A330) 368 seats (B747)
<b>Asiana Airlines (OZ232)</b>	-	3 flights/w	3 flights/w	3 flights/w	3 flights/w	311 seats (A350)

# MARKET CONDITIONS

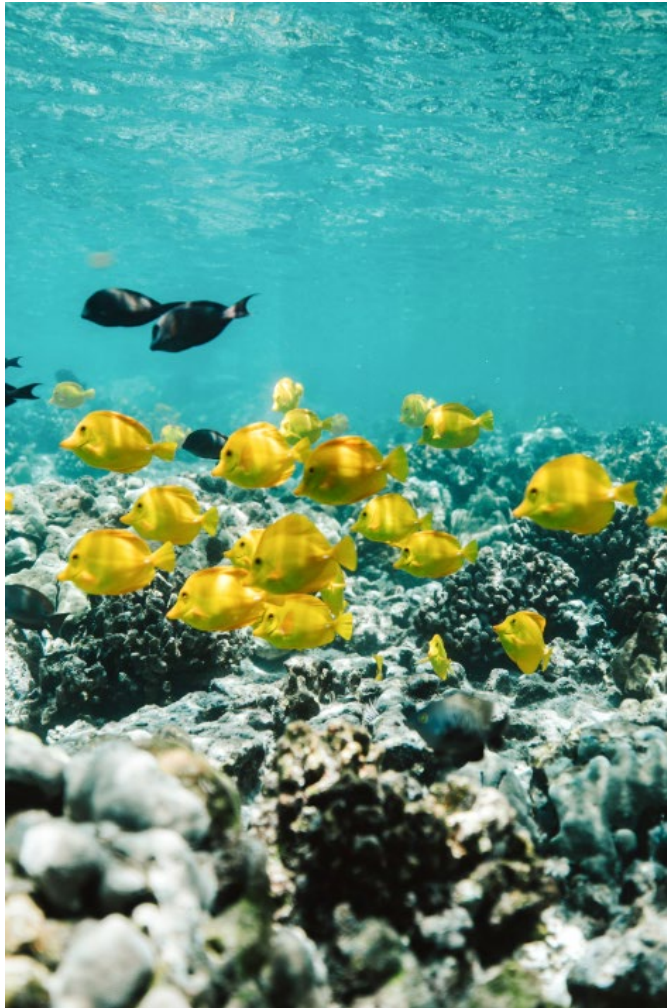
## Korea pre-travel testing program

- Launched in Feb 5
- 4 Major hospitals in Korea made the agreement of trusted testing partner programs with the State of Hawai'i
  - ✓ Yonsei University Severance Hospital (owned by Yonsei University)
  - ✓ Kangbuk Samsung Hospital (owned by Samsung Group)
  - ✓ Inha University Hospital (owned by Inha University & Korean Air)
  - ✓ Seoul Asan Medical Center (owned by Hyundai Group)
- Waiting AG/DOH to sign the submitted agreement letters:
  - ✓ COVID-19 Test Center at ICN (operated by Inha University)
  - ✓ Korea University Hospitals (owned by Korea University)





# MARKET CONDITIONS



## Competitive destinations

- **Countries under discussion with Korea for mutual recognition of vaccine certificates:** Australia, Taiwan, Marianas, Switzerland, and Maldives
  - ✓ **Visit Maldives** launched 'I'm Vaccinated' campaign targeting to make Maldives the first fully vaccinated tourism sector in the world. As of now, over 65% of the eligible Maldivian population have received the vaccine and over 90% of the eligible tourism industry is vaccinated
  - ✓ **Switzerland** tourism board Launched the online Switzerland Travel Academy in May to enhance the understanding of the destination for trade partners in Korea
  - ✓ **Guam** Tourism Office announced its vaccination status recording over 50% full vaccination rate among adults and will exempt quarantine to all international travelers with negative COVID-19 test result within 72 hours of departure starting from May 15

# TARGET AUDIENCE

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# TARGET AUDIENCE

- Hawai'i Tourism Korea will target **high value mindful visitors** under the COVID-19 recovery stage along with four key strategic pillars
- Key geographic Area: Seoul and Busan

## High Value Mindful visitors

### Millennial-Minded

Independent,  
followers of special  
interest, adventurers  
keen to try various  
activities and new  
experiences,  
high-spending,  
romance

### Mainstreamers

Conformist, conventional,  
favoring well-known brands,  
family travel, safety,  
High disposable income,  
romance

### First-time visitors

Travelers who haven't  
visited Hawai'i yet,  
high-spending, romance

# KEY RECOVERY STRATEGY

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# 2021 KEY RECOVERY STRATEGY



Revitalize the market demand targeting mindful travelers



Position Hawai'i as the top of mind destination and the first go-to destination for COVID-19 recovery period



Refresh the images of Hawai'i with DMAP initiatives



Educate the travel trade and media partners for regenerative tourism



Develop co-op with airlines, travel agencies and OTAs



# CONSUMER STRATEGY

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# CONSUMER STRATEGY

## Consumer strategy

- Through active promotion with consumer publications and social media HTK will:
  - ✓ Inspire Korean travelers that Hawaiian Islands are an ideal destination to travel in COVID-19 recovery period where people can travel without quarantine
  - ✓ Position the Hawaiian Islands as a clean, safe and sustainable destination
  - ✓ Educate Korean consumers on regenerative tourism
- **Promote Hawaiian culture and educate Koreans on regenerative tourism** as a unique experience to help understand the spirit of Aloha and Mālama value
- Leverage social media channels active in all consumer activities to create online buzz and drive engagement



# CONSUMER PROGRAMS

## Social media campaign - #Stories of aloha

- Re-launch consumer interactive social media campaign called **#StoriesOfAloha**
- Launch consumer giveaway online event to share and post best travel moments, **safe & clean environment and experiences, community enrichment program** in Hawai'i through social media channels to share their memories in Hawaiian Islands
- Re-start of Aloha Report by engaging a local correspondent living in Hawai'i to deliver up-to-date local contents on HTK Instagram channel
- Expected ROI: Social Media Value of \$1.2M from consumer reaches





# CONSUMER PROGRAMS

## Digital recovery consumer campaign - It's time, experience Hawai'i

- Collaborate with **NAVER**, largest portal site in Korea to publish series of Hawai'i posts to position the Hawaiian Islands as the first go-to travel destination in recovery period of COVID-19
- HTK will publish 1 post a week during 4 months (total 16 posts) to generate online exposure on its main website targeting Korean high-value mindful travelers
- Each post to embrace HTA's 4 strategic pillars
  - ✓ **Branding**
  - ✓ **Natural Resources**
  - ✓ **Hawaiian Culture**
  - ✓ **Community**



# CONSUMER PROGRAMS

## Media promotion - B2C educational content development with major publication

Work with Vogue, the leading consumer lifestyle magazine in Korea with the largest online fan base to develop **GenZ-friendly educational content** and place online/print advertorial

- Co-op consumer campaigns with sustainable consumer brands to increase branding and Gen Z consumer participation which will also go viral to create online buzz
- Collaboration with professional Influencers whose voices reach avid and mindful travelers to create more in-depth message of DMAP in interview article format



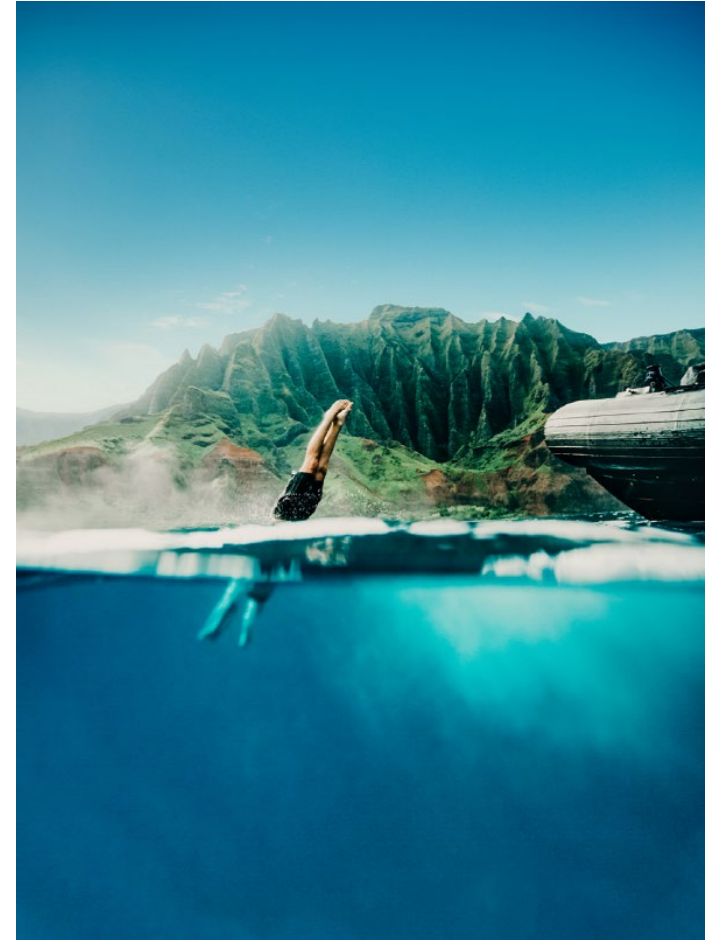


# TRADE STRATEGY

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# TRADE MARKETING STRATEGY-1

- Create campaigns that **accelerate the pace of Hawai'i bookings** and stimulate calls-to-action in partnership with online booking platforms run by retail groups and trade partners
- **Drive high-value visitation:** increase Per Person, Per Day Spending (PPPD) and Visitor Spending for the Hawaiian Islands. Focus marketing on segments that have higher trip expenditures
- **Drive regenerative destination image:** build the brand awareness of the Hawaiian Islands as a regenerative tourism destination through DMAP initiatives



# TRADE MARKETING STRATEGY-2

- Execute **integrated marketing and regenerative tourism branding campaigns** with travel trade partners from wholesalers and OTAs as well as airlines to **develop new products**
- Organize **educational seminars** in collaboration with travel agents to provide in-depth training about the Hawaiian Islands and DMAP initiatives
- Expand marketing initiatives with airline partners – Korean Air, Asiana Airlines, and Hawaiian Airlines – **to increase airlift on the ICN-HNL route** for the recovery period



# KEY TRADE PROGRAM

## Regenerative tourism promotion with wholesalers/OTAs

- Develop large-scale online promotions with key wholesalers and OTAs throughout 2<sup>nd</sup> half of the year to boost Hawai'i products sales in recovery period
- Feature regenerative tourism and Mālama messages in promotions targeting potential consumers
- The promotion may include live-commerce/home shopping platform
- Potential promotion partners:
  - Hana Tour
  - Mode Tour
  - Interpark
  - Verygood Tour
  - Honeymoon Travel
- Expected KPI – develop new Hawai'i FIT & PKG tour products in market and maximize the number of product sales





# KEY TRADE PROGRAM

## Airline co-op with HA/KE/OZ

- Initiate marketing co-op promotions with major airline partners – Korean Air, Asiana Airlines, and Hawaiian Airlines to aggressively promote resumed ICN-HNL route for the recovery period
  - ✓ HA – Hawai'i Rooted promotion (regenerative tourism & Mālama)
  - ✓ KE – Aloha Care First promotion (safety & sustainability)
  - ✓ OZ – Fly Hawai'i promotion (culture & authenticity)
- Expected KPI – Increase the ticket sales of ICN-HNL route of respective airlines throughout intensive co-op promotions





# KEY TRADE PROGRAM

## Aloha Specialist University (ASU)

- Kicked off its in-market **agent training program** called Aloha Specialist University (ASU)
- Invite Korean travel agents who can better represent Hawaiian Islands in the Korean market in focus of;
  - ✓ Regenerative tourism & DMAP
  - ✓ Kuleana (responsibility) & Mālama (care for)
  - ✓ Voluntourism
- Conduct **a series of webinars on quarterly basis to train travel agents** about enriched cultural heritages, offering hands-on experience and deep-rooted history of the Hawaiian Islands as well as latest destination update on COVID-19





**MCI**

**HAWAII TOURISM™**  
KOREA

## MCI marketing strategy

- Promote Hawai'i as a Meetings, Conventions, and Incentives (MCI) destination with special focus on the state-owned Hawai'i Convention Center and citywide convention growth
- All MCI efforts will be geared towards securing and converting **high-value MCI leads** from various market segments in 2022 and 2023
- Introduce voluntourism to MCI partners as suggested group activities in Hawai'i

## MCI Program - Meet Hawai'i 'ohana meeting

- Organize **Meet Hawai'i virtual meetings** with trade partners and key airlines, MCI planners, MCI-specialized travel agencies, and corporate clientele to share up-to-date market conditions and **regenerative tourism initiative**
- Key target group:
  - ✓ finance/banking, insurance, multi-level marketing, health-care, religion, manufacturing, education, entertainment
  - ✓ **Newly-emerging Korean incentive groups** are in the technological sector

# REGENERATIVE TOURISM/ DMAP INITIATIVES

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# REGENERATIVE TOURISM/ DMAP INITIATIVES

## Educate consumers with DMAP initiatives

- **Respect Hawaiian culture**
  - Develop contents related to Kuleana and Mālama Hawai'i in deeper and more diverse aspects on HTK social channels
  - Introduce cultural contents via newsletters
- **Respect environment, natural resources and endangered species**
  - Introduce Hawaiian Islands' efforts to keep it safe, clean and sustainable
  - Promote voluntourism program and Mālama Hawai'i campaign to increase awareness and engagement
- **Respect and engage with residents**
  - Deliver regenerative tourism initiative to key media to increase their understanding of unique diversity of Hawai'i's people, places and cultures
- **Adhere to safety protocols**
  - Share the latest on safety guidelines and travel tips through social channels and newsletters
- **Help the residents by promoting Hawai'i Made products**
  - Continue to communicate Hawai'i local businesses and cover the news on social channels and newsletter to increase its awareness in Korean market
  - Actively pitch Hawai'i local products to media especially the items purchasable in Korea



# REGENERATIVE TOURISM/ DMAP INITIATIVES

## Educate trade / industry partners with DMAP initiatives

- **Respect Hawaiian culture**
  - Continue to distribute Hawai'i Rooted video and introduce ma'ema'e toolkits to maintain the cultural authenticity of Hawaiian language
- **Respect environment, natural resources and endangered species**
  - Share Kuleana and Mālama Hawai'i videos to industry partners so they can promote those assets in their media channels
- **Respect and engage with residents**
  - Increase partner's awareness, familiarization, and understanding of the diversity of Hawai'i's people, places, and culture through educational programs
- **Adhere to safety protocols**
  - Remind and update the partners with latest COVID-19 guidelines and safety protocols through regular newsletters and meetings
- **promot Hawai'i Made products**
  - Continue Introduce local products or small enterprises to industry partners to build relationship and find business opportunities
  - ex) Hanjin Travel

# REGENERATIVE TOURISM/ DMAP INITIATIVES

Promote local businesses/Hawai'i Made products

## - Support local promotion with Hanjin

- HTK introduced local businesses and products of Hawai'i through HTK social channels, consumer newsletters
- From these activities, HTK was able to position Hawaiian local culinary brands; Kaimana and Liko Lehua on Hanjin online e-commerce promotion as a part of 'world culinary tour' promotion



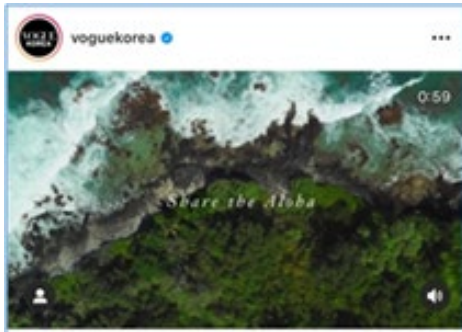
# REGENERATIVE TOURISM/ DMAP INITIATIVES

## Distribution of Kuleana, Mālama Hawai'i assets

## Education on Safe Travels program & Mālama Hawai'i

### Social media campaign

- Goal: introducing TTP program launch utilizing Kuleana video assets from HVCB
- Ad Value: \$120,000



TRAVEL INFO

자가 격리 없이 떠나는 하와이 여행

코로나19로 해외 방문이 어려운 시기, 하와이주에서 안전한 여행을 위한 2가지 방법을 제시했다. 방문객 사전 검사 프로그램과 '직속' 가능한 형태로 여행객을 위해 하와이 여행을 즐길 수 있다.

방문객 사전 검사 프로그램 하와이 여행이 안전하고 편리하다. 2월 20일부터 하와이주 방문객은 방문객 사전 검사 프로그램을 통해 2021년 9월 1일부터 하와이주에 도착하는 여행객은 24시간 전 하와이주에 도착하기 전에 하와이주에서 안전한 여행을 위한 2가지 방법을 제시했다. 방문객 사전 검사 프로그램과 '직속' 가능한 형태로 여행객을 위해 하와이 여행을 즐길 수 있다.

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### Print Advertorial

- Goal: share detailed information on TTP program in Korea including list of partnership hospitals and introduction to Safe Travel.
- PR value: \$60,000

2021 Aloha Specialist University  
- Q1  
일시: 2021년 3월 31일 (수) 오후 3시

HAWAII TOURISM KOREA

### 하와이 안전여행 시스템 (Safe Travels)

- 입국객 여행 정보 통합 관리 시스템
- 2020년 9월 1일부터 시행
- 하와이 입국객 필수 사항
- 한국어 지원

<https://travel.hawaii.gov/>

YouTube

- HTK held its 1st Aloha Specialist University which is an online education webinar for B2B partners in March
- covered latest updates on TTP Program along with specific step by step guidelines on Safe Travel.
- introduced the concept of Mālama Hawai'i as the core value of the year
- Total 20 travel agencies including airlines partners participated



# REGENERATIVE TOURISM/ DMAP INITIATIVES

## Educate Gen-z with DMAP message

### - Gen-Z consumer promotion

- Collaborate with Vogue to develop offline/online contents to incorporate message of DMAP initiatives and regenerative tourism in right tone and manner to approach to Gen Z who will grow to be the future travelers
- In order to inspire Gen Z who consumes contents interactively, HTK will develop integrated on/offline consumer events
- Co-op consumer campaigns with sustainable consumer brands leveraging social engagement campaign



# **Market Updates**

## **Oceania**





# 2021 MARKET UPDATE

## HTA BOARD MEETING 5.27.2021

Darragh Walshe  
Senior Account Director

# MARKET CONDITIONS

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# MARKET CONDITIONS

## Australia & New Zealand Economies



Comparably strong domestic economies

Unite  
against  
COVID-19

Covid-19 Eliminated from the Community



Strong exchange rate:

- \$1 AUD = \$0.77 USD
- \$1 NZD = \$0.72USD

HAWAII TOURISM  
OCEANIA

# INSIGHTS

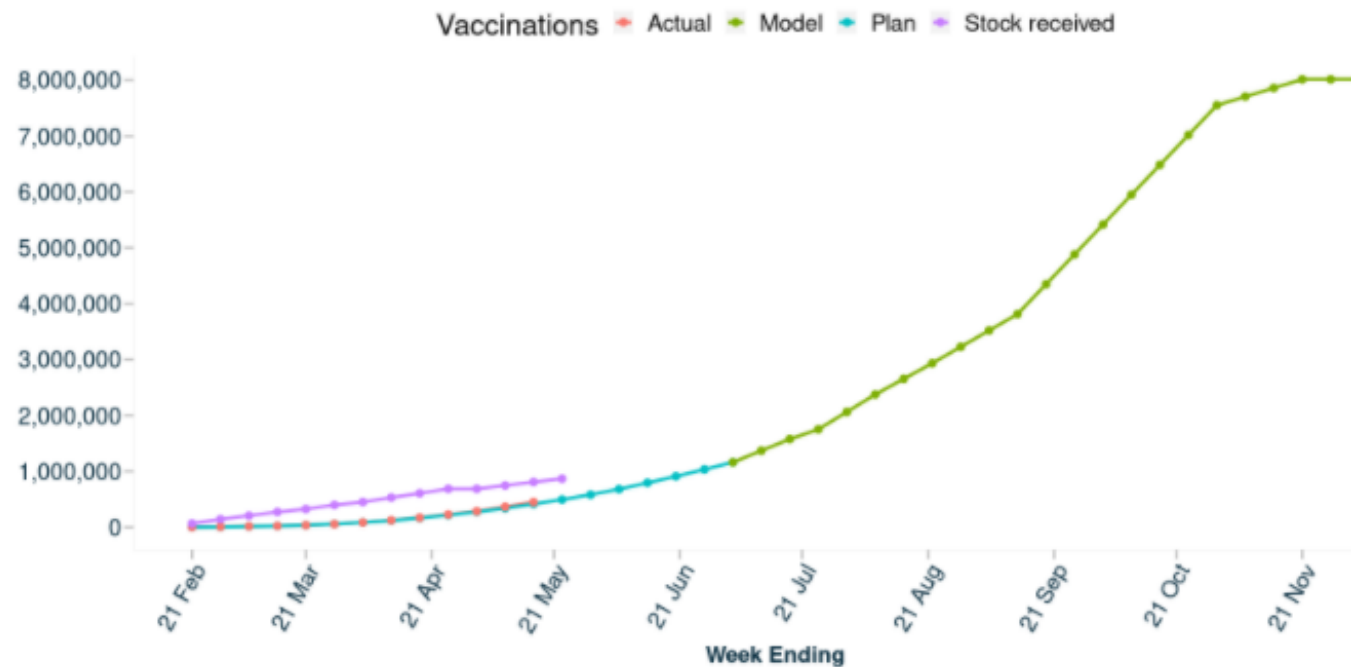
## Insights

- ANZ-Roy Morgan Research reveals that Consumer Confidence is up. In fact, a huge 20.2pts higher than the same time a year ago,
- 28% of Australians say their families are 'better off' financially than this time last year. In addition, 37% of Australians expect their family to be 'better off' financially this time next year
- Over 6.69 million Australians (52.2% of paid workers) have at least 2 weeks of annual leave due, up from 6.14 million prior to the pandemic
- New Zealand's economic outlook much better than expected, with a jump in GDP growth (to +4.4%) and lower unemployment. (to under 5%)

# VACCINE ROLLOUT IS KEY

Cumulative doses to end of year

NZ Roadmap to Q4



Daily doses increasing (AU)

**3,278,854**  
Total vaccine doses administered as at 18 May

**+95,530**  
Past 24 hours



# BORDERS & BUBBLES

## Recent Trend towards Under-Promising in order to Over-Deliver

- Australian Prime Minister Morrison says border changes to occur on ‘sliding scale’ amid pressure from Liberal MPs to reopen before mid-2022
- “The government is currently considering how to implement the “next steps” towards the reopening of Australia’s borders, including the easing of travel and quarantine restrictions for vaccinated Australians”
- NZ Prime Minister Jacinda Ardern speaks about the possibility of having vaccinated people arriving from overseas before the (vaccination) rollout in NZ is finished (Q4).
- “The reality is we’re already open to New Zealand. (Trans-Tasman Bubble). We’ll almost certainly be open to other places. We think the UK and US [with vaccines] will become effectively a safe low-risk destination.” *Flight Centre head, Graham Turner*

# BORDERS & BUBBLES

- The successful Trans-Tasman bubble saw over 100,000 quarantine free travellers in the first 3 weeks
- Demand for the NZ – Cook Islands Bubble has seen Air NZ put on extra flights
- Hawai'i must remain top of mind and in the key conversations
- We remain hopeful that Hawai'i will see visitors from Oceania returning in Quarter Four of this year



# TARGET AUDIENCE

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# REGENERATIVE TOURISM FOCUS

Visitors  
who  
**CARE**

Visitors  
who are  
**AWARE**

Visitors  
who  
**SHARE**

## **CARE, AWARE, SHARE**

A blueprint based around three elements of the consumer travel journey.

1. Targeting potential travellers who **CARE**
2. Focussing on brand and product-aligned messaging that ensures we have a visitor who is **AWARE**
3. Provide the platforms for this visitor to influence friends, family and followers – i.e to **SHARE**

# VISITORS WHO CARE



## **CULTURAL EXPLORERS\***

- Learning and discovery
- Local immersion
- Families and couples
- Planning: destination website, Airline/hotel sites
- 35- 54 years of age



## **AUTHENTIC EXPERIENCERS\***

- Tangible engagement
- History and culture
- Voluntourism
- Planning: OTAs, Airline/hotel sites
- Mature traveller 55+ year of age



# CONSUMER STRATEGY

---



# REGENERATIVE TOURISM FOCUS

Visitors  
who  
CARE

Visitors  
who are  
AWARE

Visitors  
who  
SHARE

## Consumer Activity – Awareness

- Digital Marketing
- Advertising
- PR stories
- Direct Communication
- Partnerships aligned to community, culture and mālama
- Pre & post arrival messaging
- Smart Social

# REGENERATIVE TOURISM FOCUS

Visitors  
who  
CARE

Visitors  
who are  
AWARE

Visitors  
who  
SHARE

## Consumer Activity – Sharing of experiences

- Media & Influencers with the right audience
- Promotions which encourage sharing of personal experiences
- Strong social network presence
- Partnerships with social media special interest groups
- Trade and Industry partnerships which encourage sharing
- Pre & post arrival messaging
- Hashtag focus

# THE RIGHT MESSAGE

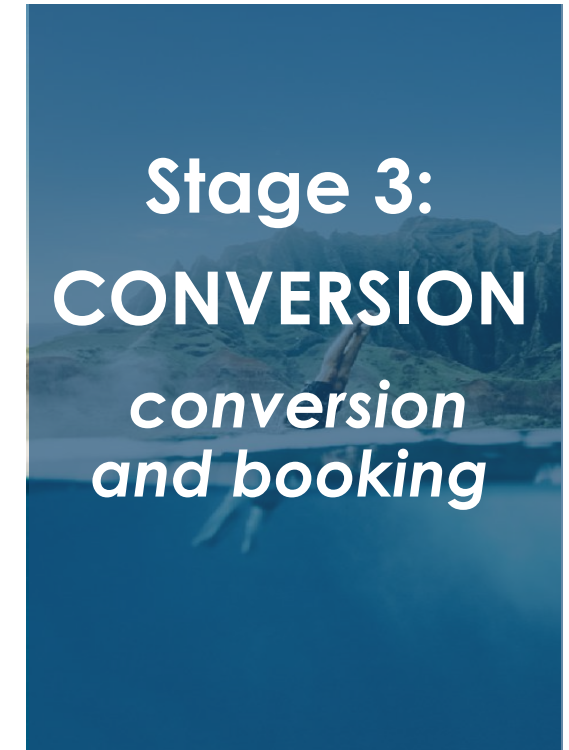


**MĀLAMA HAWAI'I**



# CONSUMER STRATEGY

## 3 Stage Recovery Plan



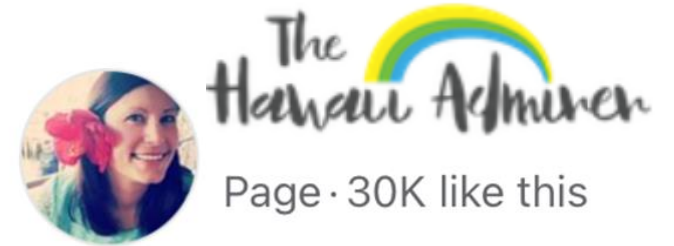




# CONSUMER STRATEGY – STAGE 2

## Stage 2: Brand Depth

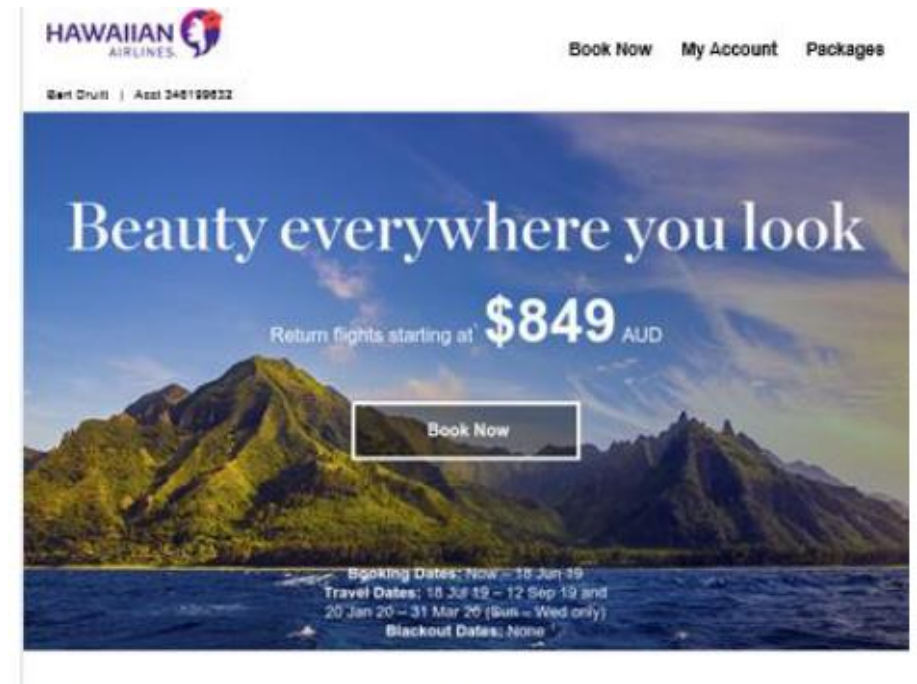
- Active Planning stage
- Timing around planned re-opening of air access and growing consumer confidence to travel
- Setting the foundation for inspiring and motivating the desired future visitor to choose Hawai'i
- Activity aligned to brand pillars and creating travel intention through rich content and imagery with a focus on digital marketing and PR activity
- Social media – unique partnership with @hawaiiadmirer
- Amplify Kuleana and Mālama Hawai'i videos



# CONSUMER STRATEGY – STAGE 3

## Stage 3: Conversion

- Conversion – booking and travel
- Air access resumes - HTO will work with airline partners to support this transition.
- Call to action sensitive to the environment aligned with trade integration.
- Restart paid media
- #LetHawaiiHappen is introduced in social media
- Launch of signature campaigns





# RESPONSIBLE TOURISM – MĀLAMA

- Promoting the Mālama Hawai'i initiative:
  - Work with trade to partners on opportunities to promote this and include in Hawai'i packages.
  - Journalist press trips which showcase the voluntourism experience and hotels in the Mālama initiative
  - Promote across digital channels – organic and paid



# INFINITE EXPERIENCES CAMPAIGN

Influencer famil



Audience polls



Live streaming





# CULTURAL TOURISM INITIATIVE

- Broadcast partnership
- Tap into themes of culture, sustainability and nature experiences
- Resonate with the Oceania market
- Q1 initiative in 2022



# TRADE STRATEGY

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# REGENERATIVE TOURISM FOCUS

Visitors  
who  
CARE

Visitors  
who are  
AWARE

Visitors  
who  
SHARE

## Trade Activity – Awareness & Product Alignment

- Travel trade education
- Partnering with the right segments
- Ensure product is aligned
- Connecting local trade with the industry
- Reaching their engaged clients

# TRADE STRATEGY – KEY INITIATIVES

## Trade initiatives:

- Implementation of Mālama program
- Leverage our Tradewinds platform
- Virtual destination showcase
- Month of Lei
- Product managers famil
- Aloha Fridays content second half of the year



# MCI & EVENTS – SOME GOOD NEWS

## Golden Oldies Rugby – May 2021:

- 1,000 visitors
- Minimum stay 7 days, with many opting for pre or post add-ons (including NI)
- Mix of teams from AU, NZ, USA & local
- More events in the pipeline including Netball at the HCC
- A result of a strong partnership and aloha





# REGENERATIVE TOURISM / DMAP INITIATIVES

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[www.gohawaii.com/malama](http://www.gohawaii.com/malama)

## Giving Back on Vacation

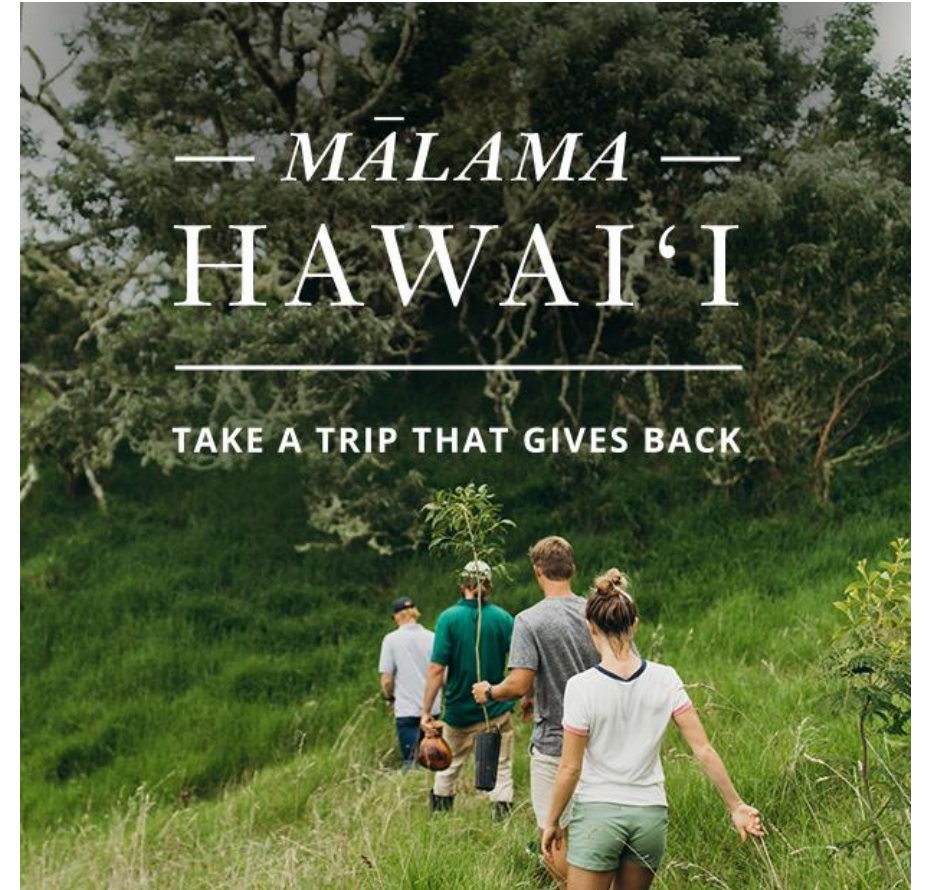


**HAWAII TOURISM**  
OCEANIA



# WHERE HTO CAN PLAY A PART

- Promoting the Mālama Hawai'i programme and message
- Understanding the details and principles around the DMAP initiative
- Matching our visitor with the right experience and location
- Clear and respectful messaging around kuleana
- A targeted approach on visitors who **Care**, are **Aware** and who will **Share**



# HAWAI'I MADE

- Working with US Embassy & Trade in local markets
- Partnering Hawai'i Made partners for all in-market events
- Featuring Hawai'i Made in PR initiatives and press trips
- Creating stories and consumer messaging around Hawai'i Made





# GUIDED BY HTA PILLARS



Marketing



Hawaiian Culture



Natural Resources



Community





MAHALO NUI LOA

HAWAII TOURISM™  
OCEANIA



# **Market Updates**

## **Canada**



# **2021 MARKET UPDATE**

**HTA BOARD MEETING  
5.27.2021**

Susan Webb  
President



# MARKET CONDITIONS

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HAWAII TOURISM™  
CANADA

# MARKET CONDITIONS

## GENERAL ECONOMY

Economic Indicators	2020p	2021f	2022f	2023f
Real GDP, market prices (2012 \$) (% change)	-5.3%	5.4%	4.0%	1.3%
Personal Disposable Income (2012 \$) (% change)	8.0%	-2.6%	1.0%	1.8%
Household Spending (2012 \$) (% change)	-6.4%	4.6%	5.2%	2.5%
CAD/USD	\$1.34	\$1.30	\$1.28	\$1.26

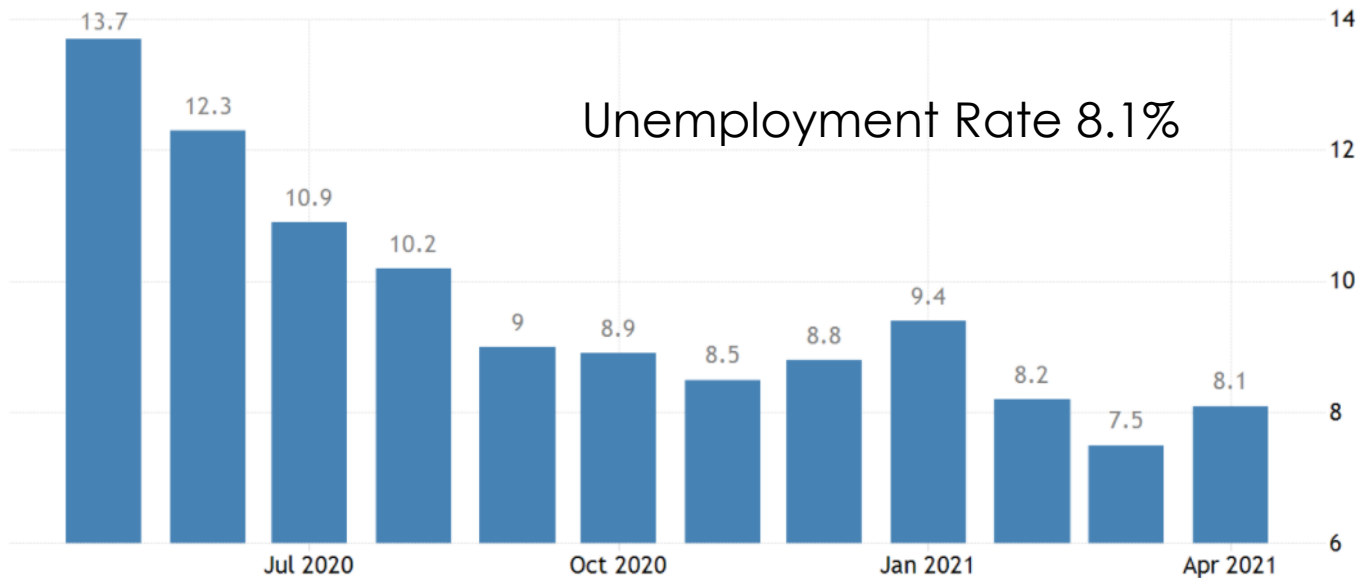
- Canadian federal government's fiscal response + C\$407 billion or 18.5% of GDP
- Canadian Dollar very strong **USD\$0.82**
- Bank of Canada's interest rate 0.25%
- Extremely high fiscal deficit





# MARKET CONDITIONS

## GENERAL ECONOMY

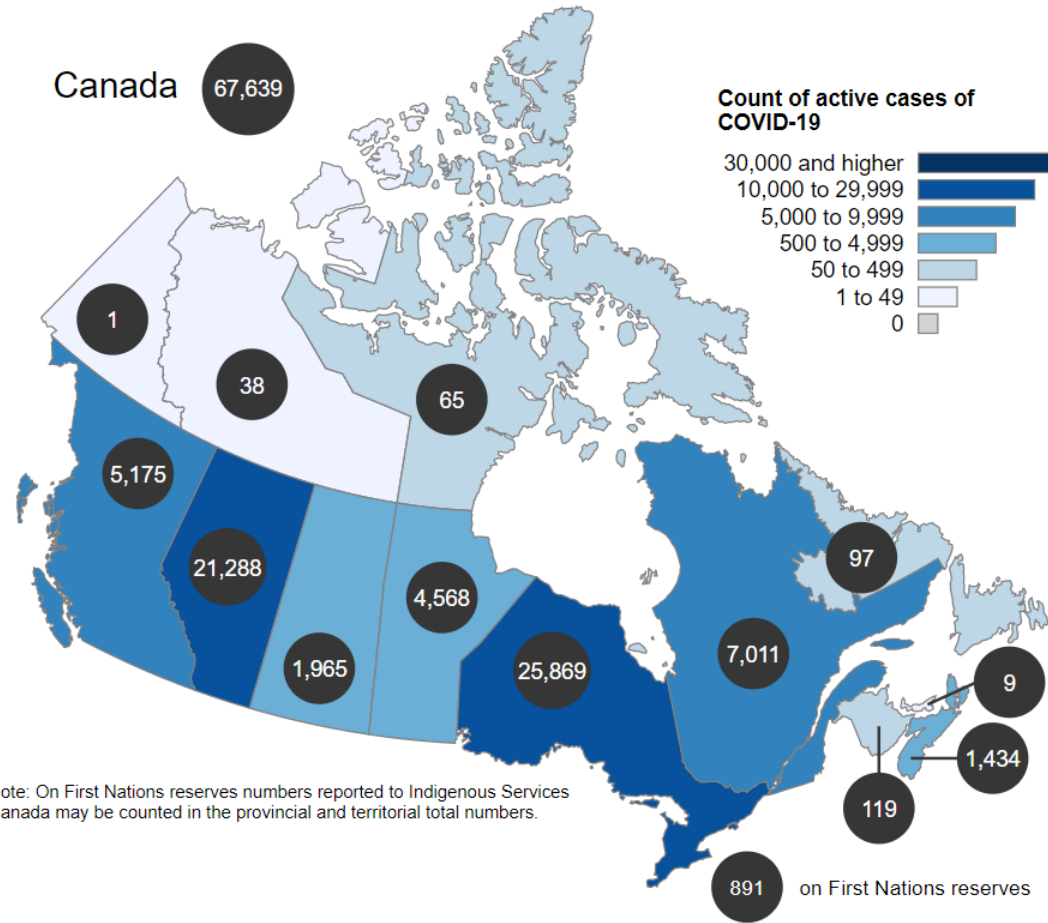


SOURCE: TRADINGECONOMICS.COM | STATISTICS CANADA

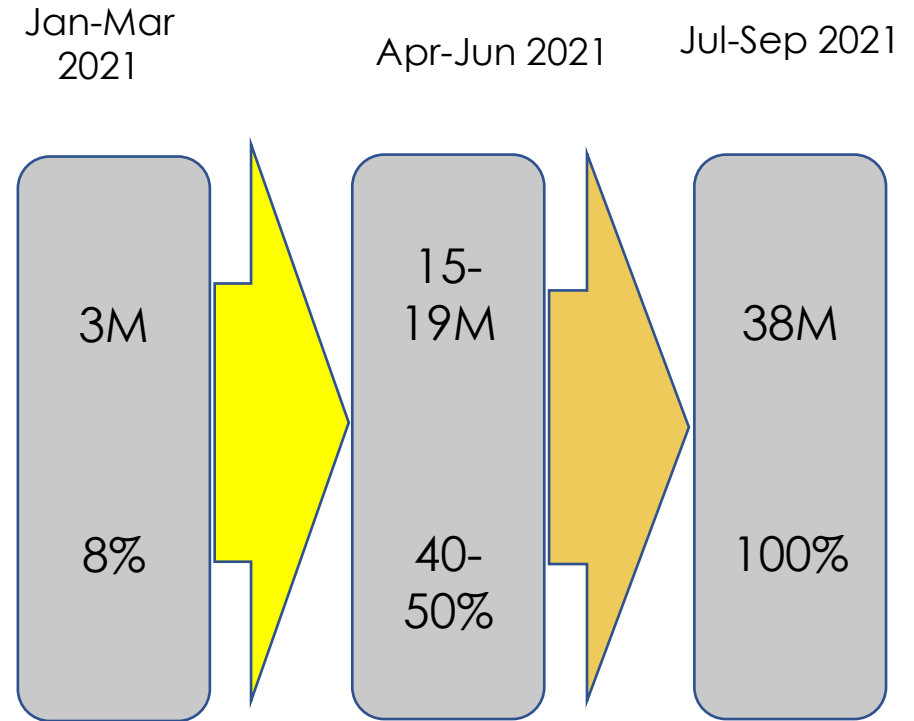
- Consumer confidence increased to 98.4, more than 80% of pre-pandemic level (120.6)
- Wage subsidy program extended to September (November) 2021

# MARKET CONDITIONS

## ACTIVE COVID-19 CASES



## Canada's COVID-19 Immunization Timeline



Information is based on regulatory approval and anticipated delivery schedules of vaccine supply  
Source: Health Canada

# MARKET CONDITIONS

## TRAVEL RESTRICTIONS

### **Inbound restrictions:**

- **Air Travel:**
  - Essential Travel only
  - Pre-boarding PCR test
  - Test at landing + 3-day hotel quarantine (4 airports)
  - 11-day quarantine at home or federal facility
- **Sea Travel:** essential travel only
- **Land Travel:**
  - Essential Travel/returning Canadians
  - 14-day quarantine/PCR test

### **Outbound restrictions:**

- Essential travel only
- Only some insurance companies covering COVID related illnesses



# AIRLIFT



165.5K seats for the Winter 2021/2022

- **Resumes September:**

- YVR-HNL
- YVR-OGG

- **Resumes December:**

- YVR-KOA
- YYZ-HNL
- YYC-OGG

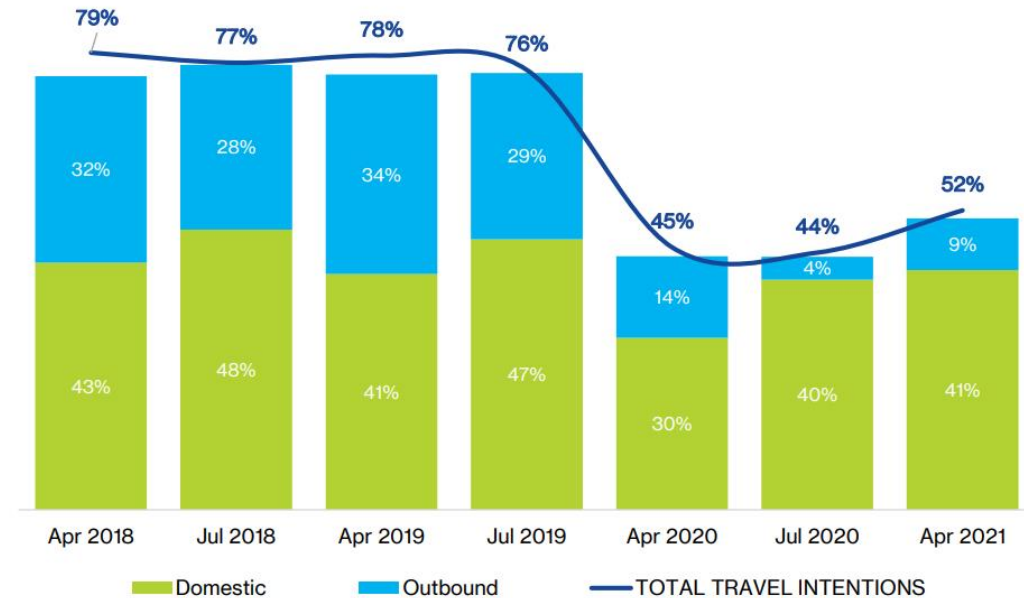
- **New routes: NON STOP FLIGHTS**

- YYC-HNL
- YYZ-OGG
- YUL-HNL (Montreal)



- Planning month by month
- Stopped the service to Hawai'i on May 2<sup>nd</sup>

Summer Trip Intentions, by quarter



Source: CBoC quarterly travel intentions survey of Canadians 18+. Total includes trips with an unreported/unknown destination. April and July surveys reference overnight leisure travel activity occurring between May 1 – October 31, each year.

# MARKET CONDITIONS

## TRAVEL SENTIMENT

- Pent-up demand
- Flexibility in booking required
- Safety & health protocols (BUSA)
- Intentions (YouGov)
  - Friends & Family
  - Multi-generational
  - Beach Trip
  - Hike/walk holiday in countryside

## COMPETING DESTINATIONS' ACTIVITY

- Bermuda: paid social
- Jamaica: trade training webinars, consumer advertising, virtual events
- Cayman Islands: paid social and training webinars
- Visit Florida: training webinars, virtual events, consumer advertising
- Mexico: disengaged promotion from different destinations





# TARGET AUDIENCE

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HAWAII TOURISM™  
CANADA

# TARGET AUDIENCE

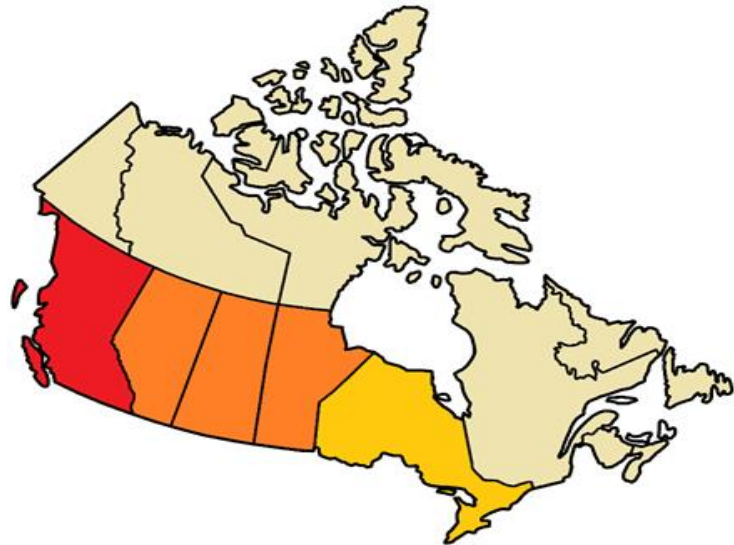
Mindful Travelers



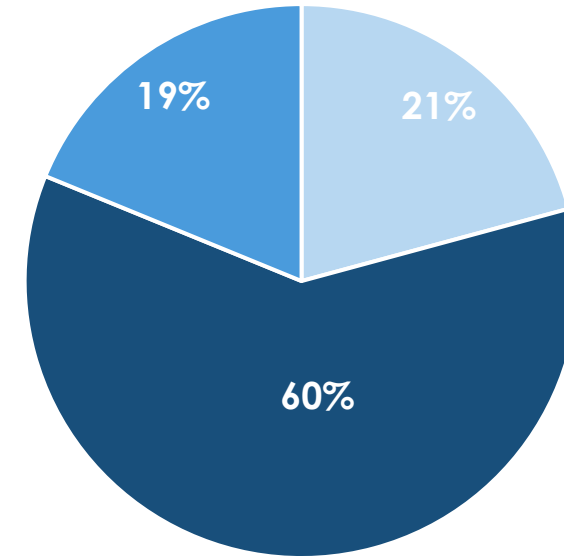
# TARGET AUDIENCE

## Priority Markets:

1. British Columbia (Vancouver)
2. Alberta (Calgary and Edmonton)
3. Ontario (Toronto)
4. Québec (Montreal)
5. Rest of Canada



■ 18-34 ■ 35-64 ■ 65+



Source: Numeris RTS Canada Spring '19



# CONSUMER STRATEGY

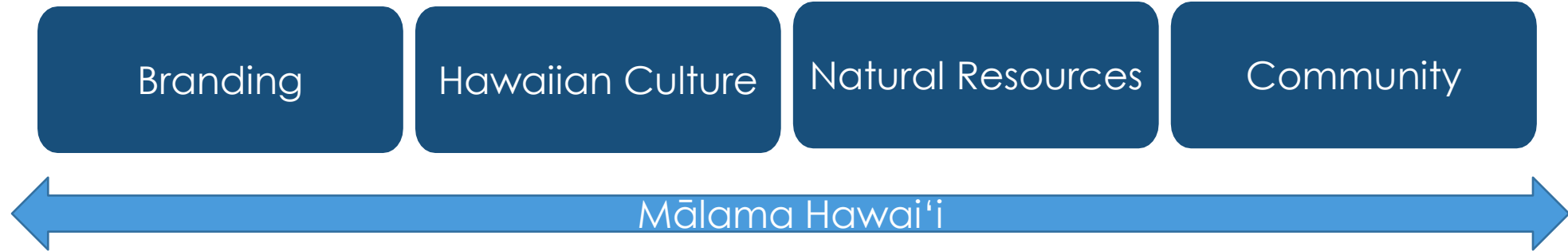
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HAWAII TOURISM™

CANADA



# APPROACH



## **DIRECT TO CONSUMER**

Target the consumer to keep the Hawaiian Islands brand top of mind when looking for a destination that offers culture, beautiful beaches, safety and a diversity of activities. Ultimately, communicate to Canadian travelers that Hawai'i expects them to respect local communities, natural resources and to preserve the Hawaiian Islands essence and values.

## **PUBLIC RELATIONS**

Use relationships with consumer and travel writers as well as influencers in traditional, digital and social media outlets to showcase the Hawaiian Islands, their values and culture, to consumers in their articles, posts and blogs.



# CORE MESSAGING

Our strategy and actions are founded within the pillars of Branding, Community, Hawaiian Culture and Natural Resources promoting respect for the 'āina.



Mālama Hawai'i

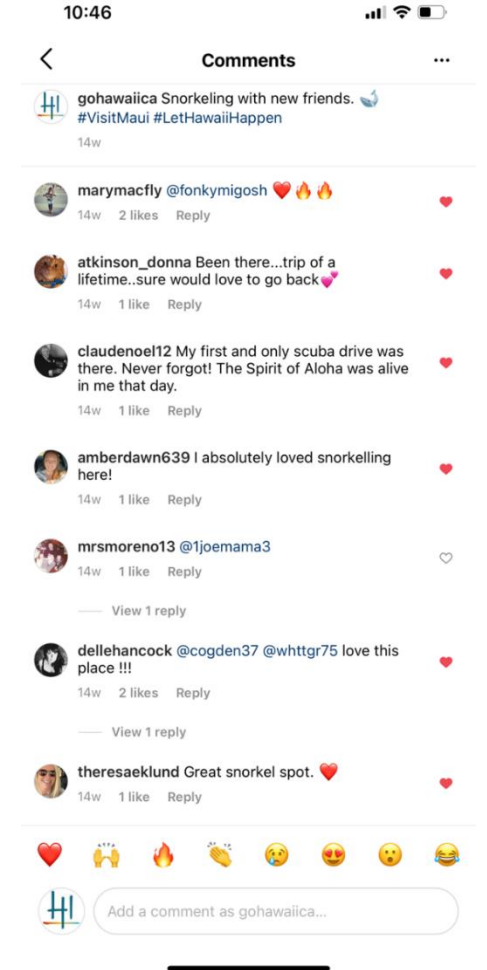
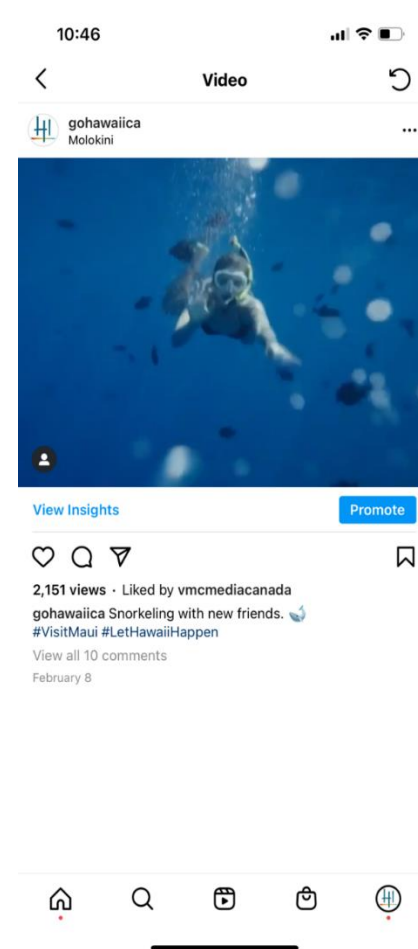
# MEDIA

Display

Video

Social

Continuous research  
Retargeting  
Programatic



# TACTICS

The following tactics will run via display and video and optimized towards performance.



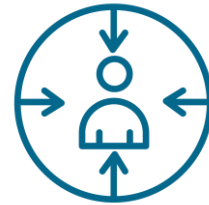
## AUDIENCE SEGMENT TARGETING

Reach prospective consumers that fall into our key pillars.



## KEYWORD TARGETING

Serve ads to consumers who are actively research luxury destinations.



## RETARGETING

Engage with consumers who have visited one of our webpages or clicked on an ad.



## ORGANIC AND PAID SOCIAL

Continuous feed in HTCAN social networks, organic and paid (budget permitting) to keep travelers engaged with the destination, encouraging responsible travel

Note: Retargeting would be 100% display – no video.

# PROMOTIONAL CAMPAIGNS



New route promotion targeting frequent travelers by age. In-flight videos, AC media. Inaugural events



Mālama Hawai'i packages, inclusion of educative video with confirmation



Kuleana videos at warehouses promoting respect with travel campaign

## *Zoomer Radio*

Radio campaign targeting Baby Boomers: How would you travel "green" to Hawai'i? (depending on partners)





# PROMOTIONAL CAMPAIGNS

— *MĀLAMA* —  
HAWAII'Ī

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# PUBLIC RELATIONS

- Proactive pitching
- Themes:
  - Responsible tourism
  - Family travel
  - Culture, Art and History
  - Culinary
  - Adventure /Outdoor Activities

CoastReporter

## Island sea life: Kona's coastal wow

Feb 9, 2020 6:00 AM By: Rick Millikan



*The green turtle is native to Hawaii. | Pacific Whale Watch Organization Photo*

Sea life is one of Kona's big attractions.

A Body Glove cruise even guarantees dolphin sightings! And after munching continental breakfasts, we encounter an entertaining pod of these friendly critters. Cruises like this also facilitate snorkeling. Anchoring in a peaceful cove, crewmen distribute snorkeling gear, including prescription-lensed masks. One fellow presents helpful instructions and safety tips.

Plunging into crystal waters, keeners like me start identifying the colourful fish. Descriptive names make it easy. Convict tangs wear black-and-white stripes. Sergeant fish have black-and-yellow bands.

<https://www.coastreporter.net/in-the-community/island-sea-life-konas-coastal-wow-3414721>

1/3

NUVO



Kuleana: Thinking About Sustainable Business and Tourism on Hawaii

Cultural responsibility.

Writer Sabrina Pirillo



There is a fundamental word in Hawaiian used to define responsibility: *kuleana*—a deep

# PUBLIC RELATIONS

CANADIAN  
Geographic

NATIONAL POST

CORUS.  
MÉDIA

Canadian  
TRAVEL PRESS  
CANADA'S MOST TRUSTED TRAVEL TRADE PUBLICATION SINCE 1948

THE  
GLOBE  
AND  
MAIL

LA  
PRESSE

CAA  
MAGAZINE

AIR CANADA  
enRoute

pax GLOBAL  
MEDIA

DREAMSCAPES  
TRAVEL AND LIFESTYLE MAGAZINE

WESTJET MAGAZINE

TRAVEL  
PULSE

TORONTO STAR

LE JOURNAL  
DE QUÉBEC

LE JOURNAL DES VOYAGES  
Tourisme  
PLUS

POSTMEDIA

TODAY'S  
bride

MY PASSION MEDIA

WL | WESTERN LIVING  
MAGAZINE

HOMOCULTURE  
We know gay culture. You should too. WWW.THEHOMOCULTURE.COM

HAWAII TOURISM  
CANADA

- Individual Press Trips: Air Canada direct routes
- Top tier journalists Toronto, Montreal, Vancouver and Calgary (bilingual)
- All itineraries will promote responsible tourism
- Themes:
  - Family Travel
  - Hawaiian Culture
  - Outdoor/Adventure
  - Hawaiian Cuisine



# TRADE STRATEGY

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# TRADE STRATEGY

## Education

- Webinars (En/Fr)
- Newsletters
- Emphasis on Mālama



- Hawai'i Destination Specialist Program  
Travel trade campaign



**HTCAN has been developing trade & consumer initiatives which no cost**

**Continuous communication with agents and tour operators**

## Trade shows

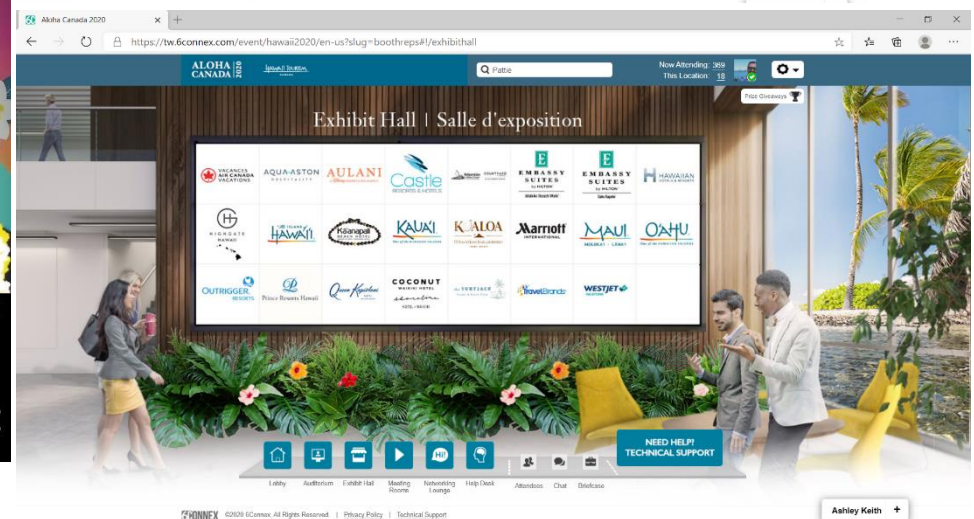
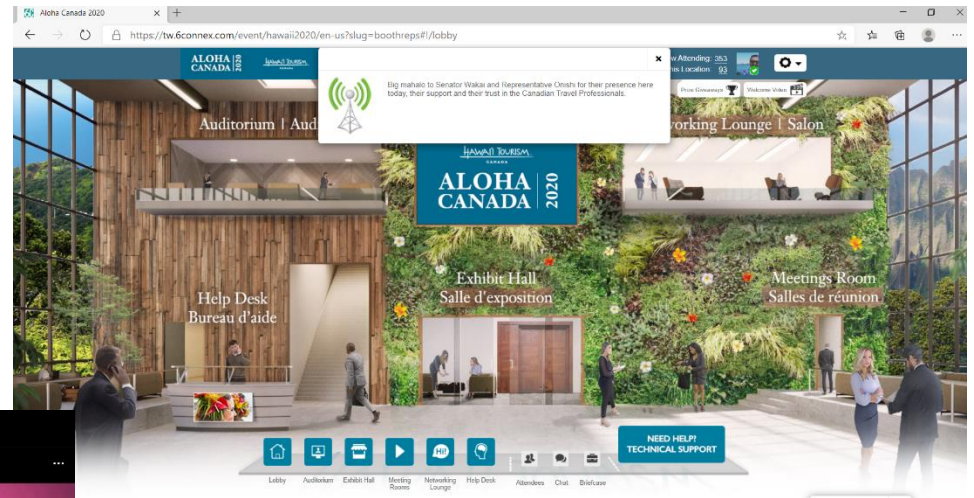
- WestJet Expo (tentative Fall)
- TravelBrands Agent appreciation (tentative late Summer)
- ACV Product Launches (tentative late Summer)
- Discover America Canada Fall event (TBA)



# TRADE STRATEGY

## Aloha Canada virtual (October 28)

- 20+ partners
- Hawaiian agent producers
- Island Chapters
- NaHHA partnership
- Cultural webinars
- Product webinars
- Trade show
- Prizes
- Gifts
- Media appointments
- MCI event





# TRADE STRATEGY

## Tour Operators:

- Co-op campaigns
- Product Launches
- Training
- Sustainable approach/market



Pending Campaigns

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New Approaches & Partners

HTCAN is promoting the usage of the digital marketing material and all promotional items are sustainable



Intrepid Group



A woman with long dark hair, wearing a teal dress, is placing a white flower lei on a man's head. The man is wearing a blue and white striped short-sleeved shirt. They are outdoors with a blurred green background. The text 'MCI' is overlaid in the center, and the Hawaii Tourism Canada logo is at the bottom.

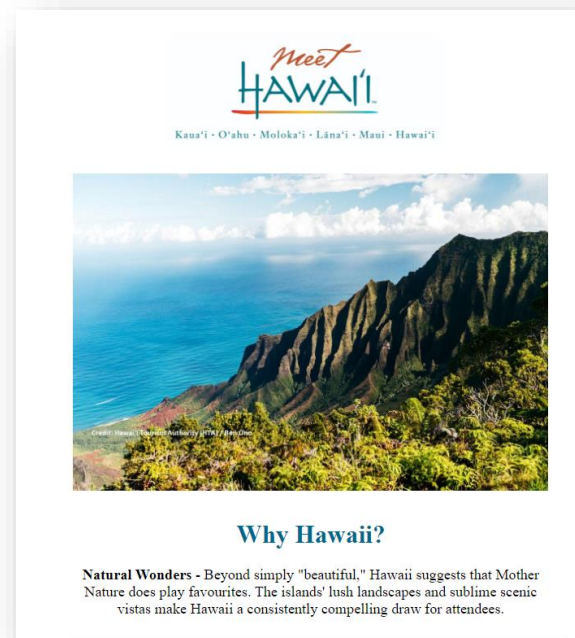
**MCI**

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HAWAII TOURISM  
CANADA

# MCI

- Spring/Summer & Fall/Winter newsletter
- Development of Mālama Tool Kit for groups
- Hawaii in demand for 2022 +



## Confirmed:

- Sep 2021, 133 room nights Maui. Home Equity
- April 2022, 200-250 pax, Maui. Essential Meetings (auto parts)

## Tentative:

- Oct 2021, 105 pax, Maui, 420 rm nights
  - Shaw Communications. (on hold for now – Covid)
- Oct 2021, 50 pax, Maui 100 rm nights
  - LGA Airport (Canadian planner) (on hold for now – Covid)
- Mar 2022, 120 pax, Maui & Hawai'i Island, 288 rm nights
- Mar 2022, 200 pax, Maui, Oahu & Hawaii Island, 800 rm nights
- May 2022, 90 pax, Oahu, 45 rm nights (sleeping rooms only)
- Nov 2022, 284 pax, Oahu, 142 rm nights (sleeping rooms only)
- Feb 2022, 130 pax, Maui, 347 rm nights

# REGENERATIVE TOURISM / DMAP INITIATIVES

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# REGENERATIVE TOURISM/DMAP INITIATIVES

## RESPECT OUR 'ĀINA

HTCAN will include the Kuleana and Mālama videos in every communication and the educative material developed for the DMAPs, creating awareness of the importance of the respect of the land.





# REGENERATIVE TOURISM/DMAP INITIATIVES

## RESPECT OUR HAWAIIAN CULTURE

HTCAN will include cultural webinars in all the training activities (Trade/MCI), organize media events and post on social to sensitize the Canadian market to the Hawaiian culture and history, and deeply explaining concepts like mālama, ho'okipa, aloha to create cultural ambassadors.



# REGENERATIVE TOURISM/DMAP INITIATIVES

## RESPECT OUR ENVIRONMENT, NATURAL RESOURCES AND ENDANGERED SPECIES

HTCAN will include cultural webinars in all the training activities (Trade/MCI), organize media events and post on social to sensitize the Canadian market to the Hawaiian culture and history, and deeply explaining concepts like mālama, ho'okipa, and aloha to create cultural ambassadors.

Work with the Conservation Council for Hawai'i to promote their donation program.



# REGENERATIVE TOURISM/DMAP INITIATIVES

## RESPECT OUR RESPECT AND ENGAGE WITH OUR RESIDENTS

HTCAN will include cultural webinars in all the training activities (Trade/MCI), organize media events and post on social to sensitize the Canadian market to the Hawaiian culture and history, and deeply explaining concepts like mālama, ho‘okipa, aloha to create cultural ambassadors.





# REGENERATIVE TOURISM/DMAP INITIATIVES

## ADHERE TO HAWAI'I SAFETY PROTOCOLS

HTCAN will work with the Canadian travel trade and media to have them promote the importance of respecting the safety protocols.

HTCAN will partner up with the Canadian carriers to show the Mālama Hawai'i videos in all their inbound flights.



# REGENERATIVE TOURISM/DMAP INITIATIVES

## PROMOTE LOCAL BUSINESSES AND HAWAI'I MADE PRODUCTS

Include Hawai'i producers in our training and media out reach to have people familiarized with Hawai'i made products and the importance of consuming local.

Promote this to all MCI planners for their groups coming to Hawaii as well as promotional items purchased in advance.





# **Agenda Item**

## **10**

Discussion and/or Action on  
HTA's Communications Plan

## HTA COMMUNICATIONS PLAN -- ABRIDGED VERSION

PHASE 1: NOW THROUGH JUNE 21 (GOV. IGE'S INTENT TO VETO DEADLINE)

PHASE 2: JUNE 22-JULY 6 (POSSIBLY CONVENE SPECIAL SESSION)

PHASE 3: NOW THROUGH DECEMBER 31

<b>Audience</b>	<b>Objectives/Goals</b>	<b>Methods</b>	<b>Responsibility</b>	<b>Phase</b>
Legislators	Meet with key legislators to discuss HTA's role in rebuilding Hawai'i's economy and the potential effects of HB862.	<ol style="list-style-type: none"> <li>1. Talking points</li> <li>2. Infographics</li> <li>3. E-bulletin</li> </ol>	<p>Lead: John</p> <p>Support: George, HTA board, leadership, contractors and industry partners</p>	Phase 1 Phase 2
Governor Ige	Assist Gov. Ige with the next steps regarding HB862 and a possible replacement bill.	<ol style="list-style-type: none"> <li>1. Meetings</li> <li>2. Phone calls</li> <li>3. Emails</li> </ol>	<p>Lead: John, George</p> <p>Support: HTA board, leadership</p>	Phase 1
Residents	Educate residents about HB862, the DMAPs, and generate support for HTA.	<ol style="list-style-type: none"> <li>1. Press releases</li> <li>2. Social media boosted posts</li> <li>3. E-bulletin</li> </ol>	<p>Lead: John</p> <p>Support: HTA board, leadership, staff</p>	Phase 1 Phase 2
Media	Convey to the public through the media the detrimental effects on HTA and the community if HB862 passes into law as drafted.	<ol style="list-style-type: none"> <li>1. Interviews</li> <li>2. Press releases</li> <li>3. Press conferences, if needed</li> <li>4. Op-Eds</li> <li>5. Letters from John to HTA's distribution list</li> </ol>	<p>Lead: John, George, Marisa, Erin, Nathan</p> <p>Support: HTA board, leadership, staff, contractors, industry partners, stakeholders</p>	Phase 1 Phase 2
Visitor Industry	Generate visitor industry opposition to HB862 and support for HTA.	<ol style="list-style-type: none"> <li>1. Outreach</li> <li>2. Talking points</li> <li>3. Infographics</li> </ol>	<p>Lead: John, Pattie</p> <p>Support: HTA board, leadership, HLTA, AHLA</p>	Phase 1 Phase 2
Contractors/Other Stakeholders	Generate contractors/stakeholders opposition to HB862 and HTA's Tourism Research Division being moved to DBEDT.	<ol style="list-style-type: none"> <li>1. Outreach</li> <li>2. Talking points</li> <li>3. Infographics</li> </ol>	<p>Lead: John, Kalani, Caroline, Jen</p> <p>Support: HTA board, leadership, staff</p>	Phase 1 Phase 2
Counties	Generate opposition to HB862 from the mayors.	<ol style="list-style-type: none"> <li>1. Meetings</li> <li>2. Phone calls</li> <li>3. Emails</li> </ol>	<p>Lead: John</p> <p>Support: HTA board, leadership, county liaisons, visitor bureaus</p>	Phase 1 Phase 2

## HTA COMMUNICATIONS PLAN -- ABRIDGED VERSION

PHASE 1: NOW THROUGH JUNE 21 (GOV. IGE'S INTENT TO VETO DEADLINE)

PHASE 2: JUNE 22-JULY 6 (POSSIBLY CONVENE SPECIAL SESSION)

PHASE 3: NOW THROUGH DECEMBER 31

Audience	Objectives/Goals	Methods	Responsibility	Phase
Visitors	Inform and educate visitors pre- and post-arrival about: <ul style="list-style-type: none"> <li>• June: Rental Car Shortage</li> <li>• July: Illegal Vacation Rentals</li> <li>• August: Respecting Hawai'i's Culture</li> <li>• September: Caring for the 'Āina</li> <li>• October: Holiday Travel</li> <li>• November: Giving and Sharing Aloha</li> </ul>	<ol style="list-style-type: none"> <li>1. Press releases</li> <li>2. Announcements</li> <li>3. Letters from John</li> <li>4. Social media boosted posts</li> <li>5. Wire services</li> <li>6. Interviews</li> <li>7. HTA's website</li> <li>8. Coordinate with GMT</li> <li>9. Coordinate with visitor industry partners</li> <li>10. Messaging on Safe Travels</li> <li>11. Coordinate with state and county departments</li> </ol>	Lead: John, Marisa, Erin, Nathan, GMT, industry partners  Support: HTA board, leadership, staff	Phase 3
Residents	Ensure residents that HTA and the visitor industry are listening to their concerns, educate them about the DMAPs, and how HTA is addressing some of the key tourism-related issues residents are experiencing.	<ol style="list-style-type: none"> <li>1. Press releases</li> <li>2. Interviews</li> <li>3. E-bulletin</li> <li>4. Social media boosted posts</li> <li>5. HTA's website</li> <li>6. Coordinate with lawmakers, plus state and county departments</li> </ol>	Lead: John, Marisa, Erin, Nathan  Support: HTA board, leadership, staff, contractors, industry partners, stakeholders	Phase 3

# HTA COMMUNICATIONS PLAN -- ABRIDGED VERSION

PHASE 1: NOW THROUGH JUNE 21 (GOV. IGE'S INTENT TO VETO DEADLINE)

PHASE 2: JUNE 22-JULY 6 (POSSIBLY CONVENE SPECIAL SESSION)

PHASE 3: NOW THROUGH DECEMBER 31

## Regenerative Tourism Will Renew Our Hawai'i Nei



### Puts Our Community First

- Gives everyone a voice in our future
- Embraces diverse views, respectfully
- Empowers through community-led solutions
- Makes quality of life our top priority



### Preserves Our Environment

- Cherishes the sanctity of our 'āina
- Restores the vitality of our natural resources
- Allows native species, flora and fauna to thrive
- Addresses vital needs in impacted areas



### Protects Our Culture

- Connects our people to the legacy of our home
- Encourages a shared kuleana to nurture Hawai'i's future
- Strengthens the links between different ethnic groups
- Revitalizes Hawaiian culture among new generations



### Supports Our Economy

- Encourages kama'āina and visitors to mālama each other
- Inspires meaningful economic growth benefiting all
- Guides smart choices to sustain future generations
- Perpetuates our treasured heritage, events and traditions



Regenerative Tourism is the  
Path Forward to a Better and  
More Sustainable Future for  
All of Hawai'i

**HAWAII TOURISM**  
AUTHORITY  
hawaiitourismauthority.org

# 11

Presentation and Action on the Proposed Statewide  
Reservation Management System to be Implemented  
in Partnership with DLNR and Other Key  
Stakeholders





# Statewide Reservation System Update

Kalani L. Ka'anā'anā

May 27, 2021

# Overview



Using a tech solution to better manage and regulate access to our busiest parks and trails. Integrate Hawai'i State Park & trail access, parking, PUC commercial use and potential user fees into one platform for ease of use by patrons, while maintaining free access for kama'āina. Parks/cultural sites/high use areas can on-board individually and utilize the platform to streamline park accessibility as well as distribute pre-visit educational videos and information.



## **Current Situation:**

## **The Challenge**

Numerous systems with varying rate structures have been implemented for reservation, parking, and entrance fee collection at Hawai'i State Parks.

First come-first served system in some parks leads to uncertainty of space/availability for park goers.

Information is dispersed on different websites, leading to a confusing and difficult user experience



## **Current Situation:**

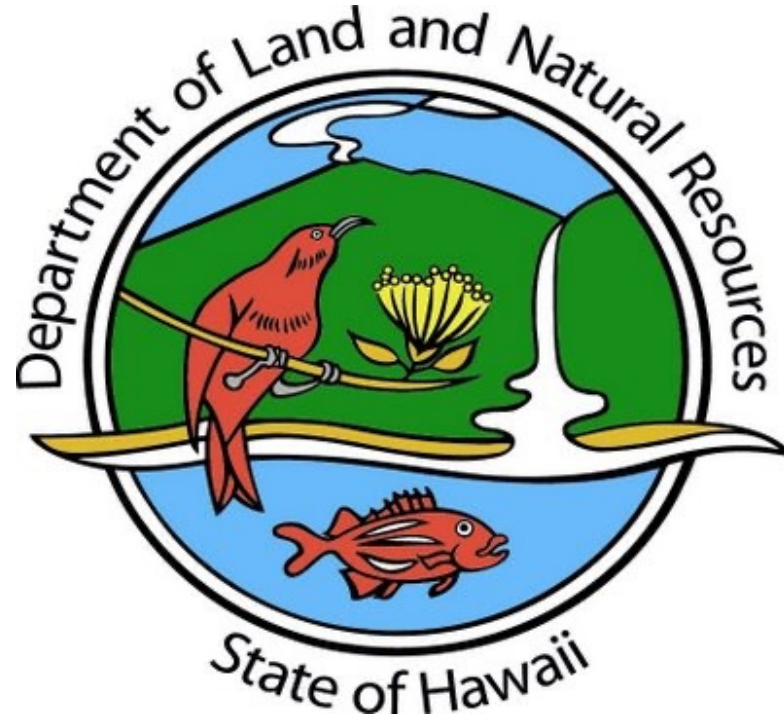
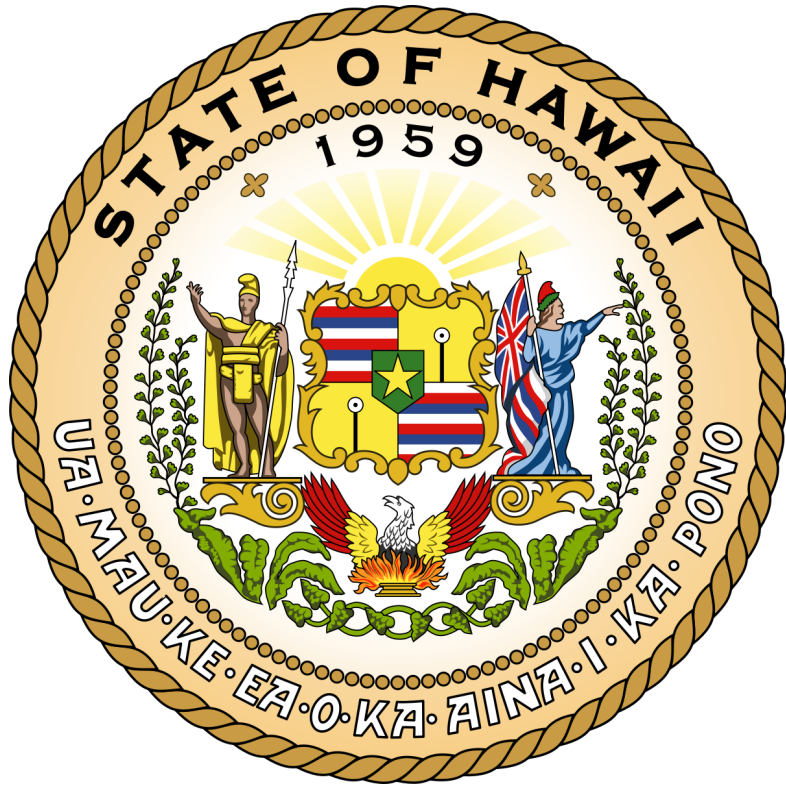
## **The Opportunity**

Reservation systems represent a new way of managing destinations for over-use, overcrowding, safety monitoring, and user experience.

Integrate reservations, day-use, and parking fees into one system for maximum usability, fee collection, and ease of management.

Reinvest fees to upgrade infrastructure, hire/retain conservation and interpretive staff, maintain trails and parking areas, and manage long-term health of natural attractions





# Initial Stakeholders







# Timeline

TBD; anticipate 6 months – 1 year minimum to complete phased Design, Development, Release, and Ongoing Maintenance.



# Budget

\$1,500,000

Includes costs for Discovery, Requirements/scoping, User Experience, Design, Development and Launch.

Other considerations not in this budget are marketing and maintenance.

# **Agenda Item**

## **12**

Presentation/Discussion and Action on  
HTA's Financial Reports for April 2021

# HAWAII TOURISM

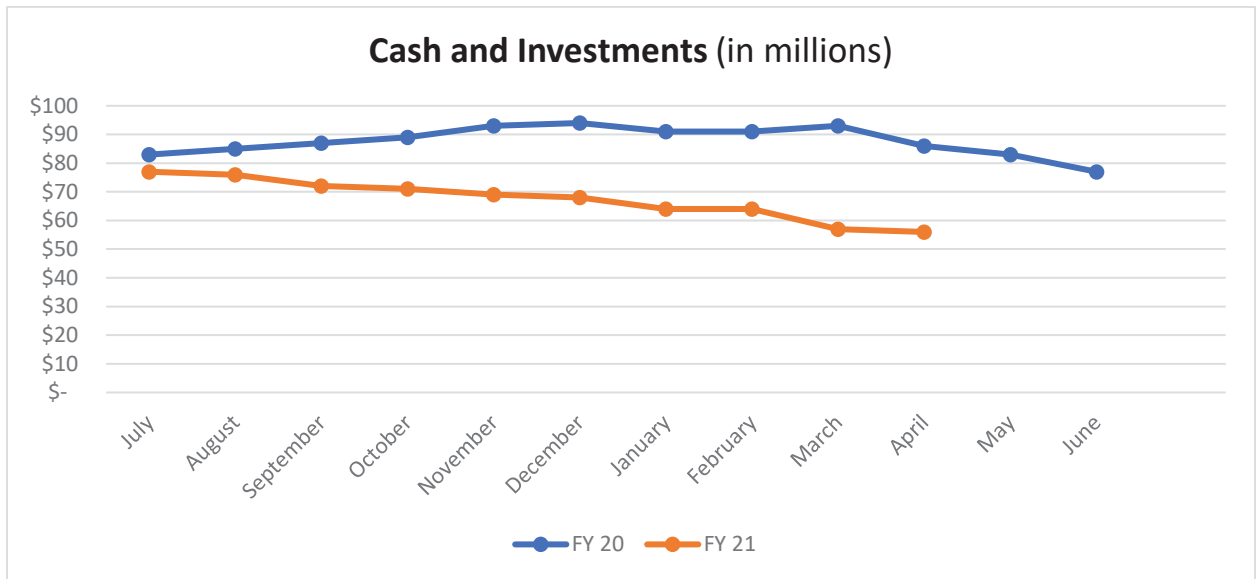
## AUTHORITY

### Financial Statements – Executive Summary

April 1, 2021 – April 30, 2021

#### Tourism Special Fund:

1. \$56.5M in cash and investments



- a. Includes \$5M in Emergency Fund held as investments.
  - i. Approximately \$5.1M held in money market funds
  - ii. Further detail provided in the financial statements (as of April 2021)
- b. Cash from March 31, 2021 decreased by approximately \$1.3M due to payments of \$1.6M in expenditures, partially offset by receiving \$354K in miscellaneous revenue.

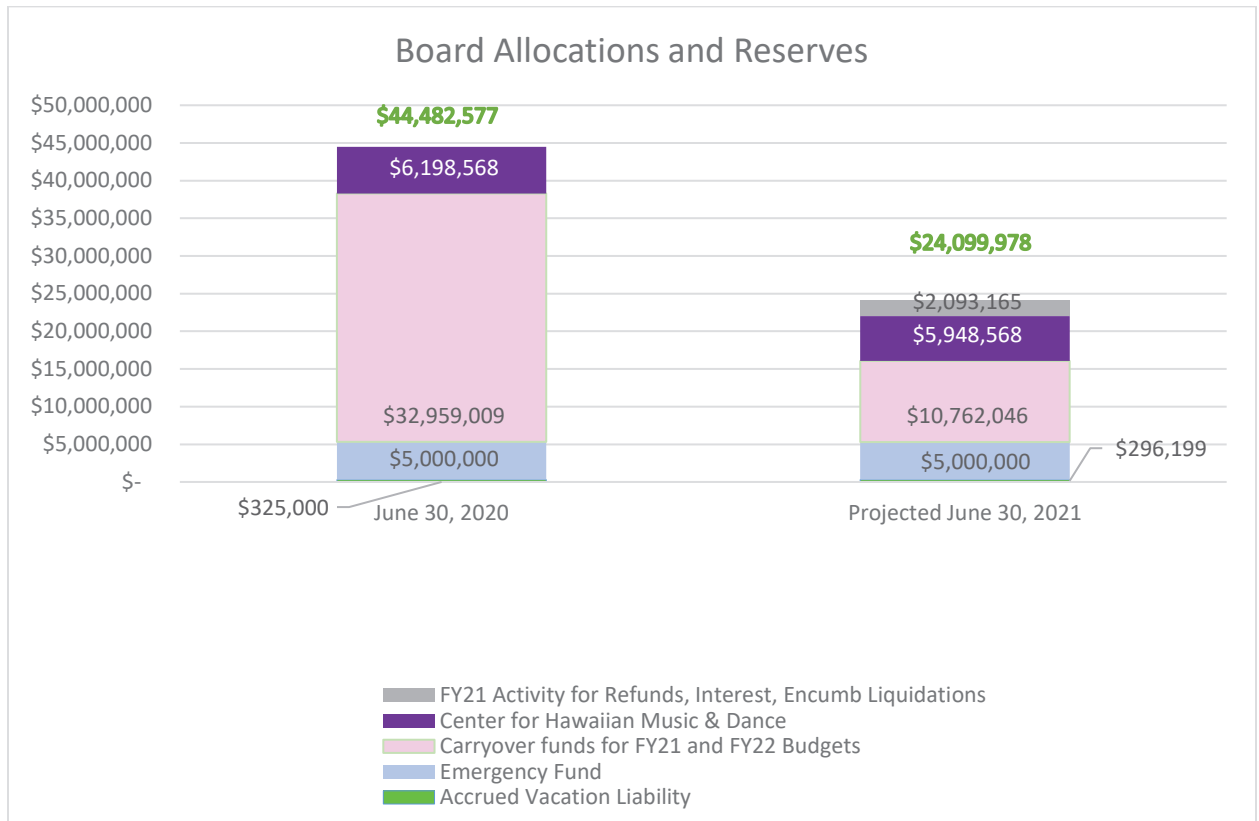
2. HTA's outstanding encumbrances are summarized as follows:

\$5.4M	Prior year encumbrances currently being spent down	
\$26.5M	Current year encumbrances remaining	
\$31.9M	Total encumbrances outstanding at April 30, 2021	

The \$5.4M in prior year encumbrances compares against a \$32.8M balance at the beginning of FY 2021, which included \$14.7M in encumbrances we anticipated cancelling heading into FY2021 – all of which have now been cancelled. Staff routinely

makes a concerted effort to liquidate older encumbrances that should no longer be encumbered and that is reflected here.

3. \$24M reserved as Board allocations projected for the end of FY 2021, compared to \$44.4M at the beginning of the fiscal year. (This does not include approximately \$3M in COVID-related cost reimbursements that HTA anticipated receiving. It does include \$5M Emergency Fund and \$5.9M for the Center for Hawaiian Music & Dance.) A supporting schedule is embedded in these financial statements to provide greater detail. These balances are comprised of the following:



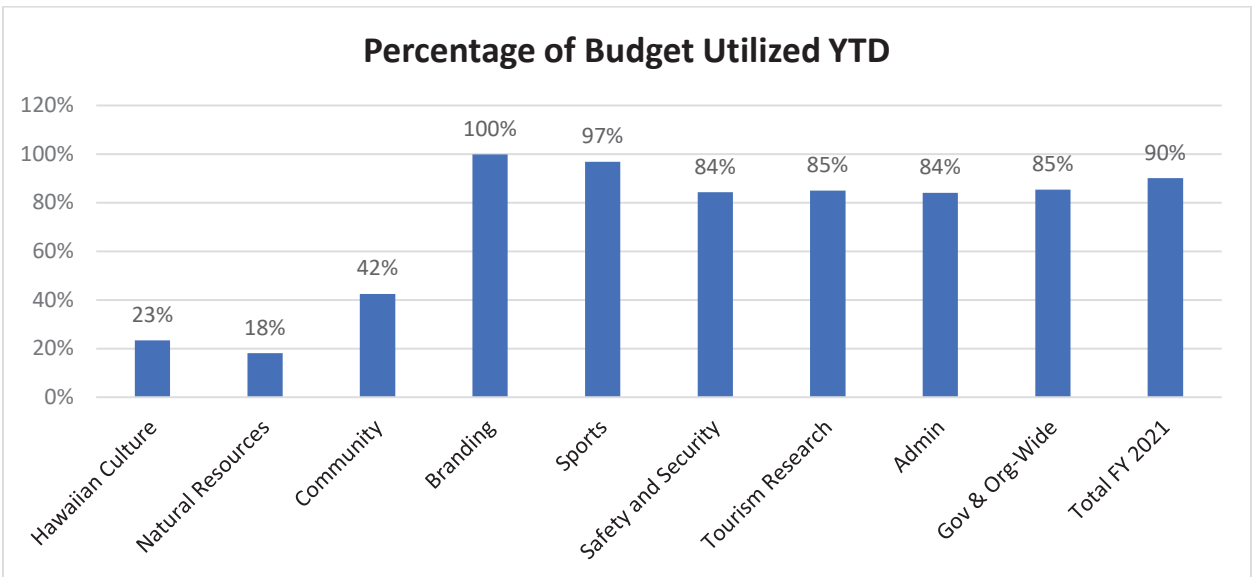
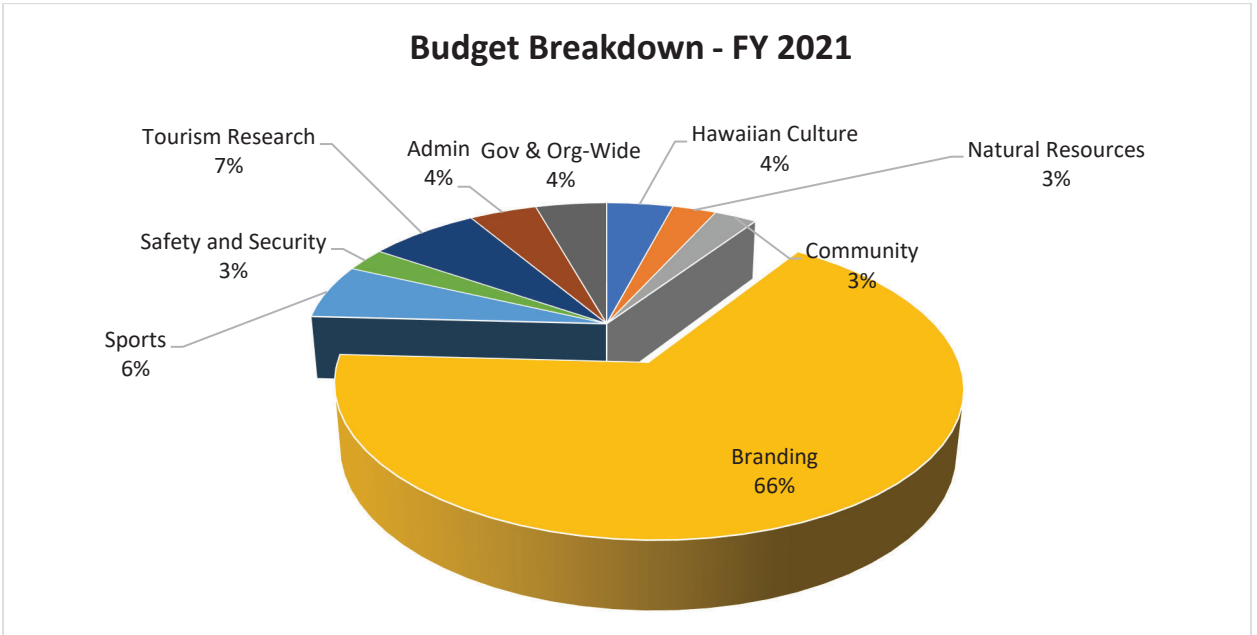
Staff continues to review the FY 2021 budget for savings opportunities and to assess the funding of its programs. Accordingly, this balance may change.

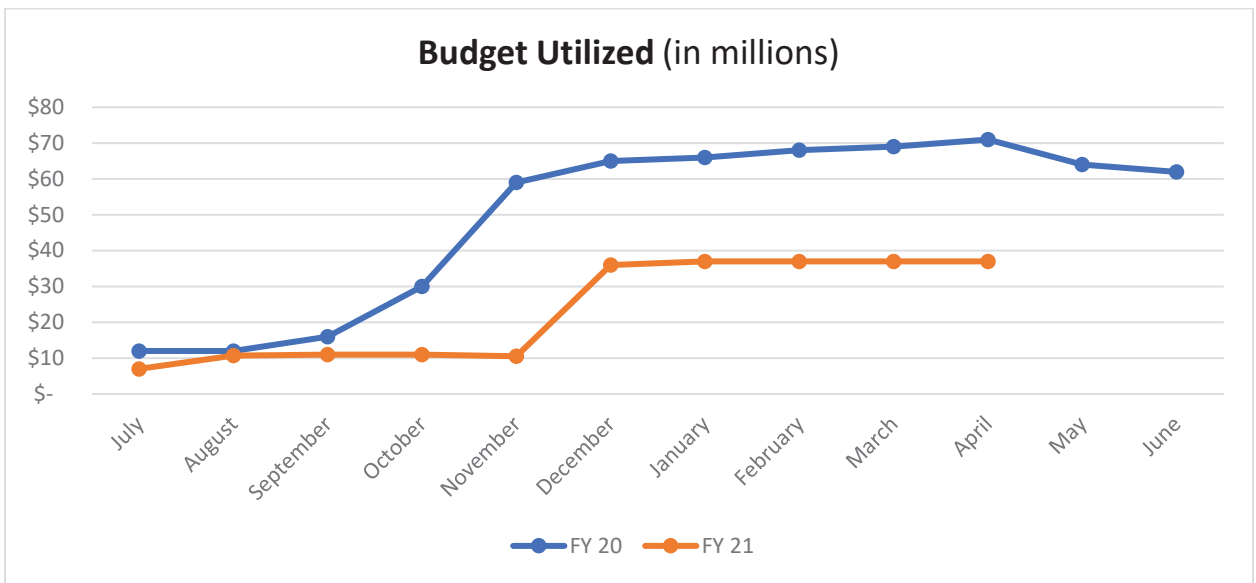
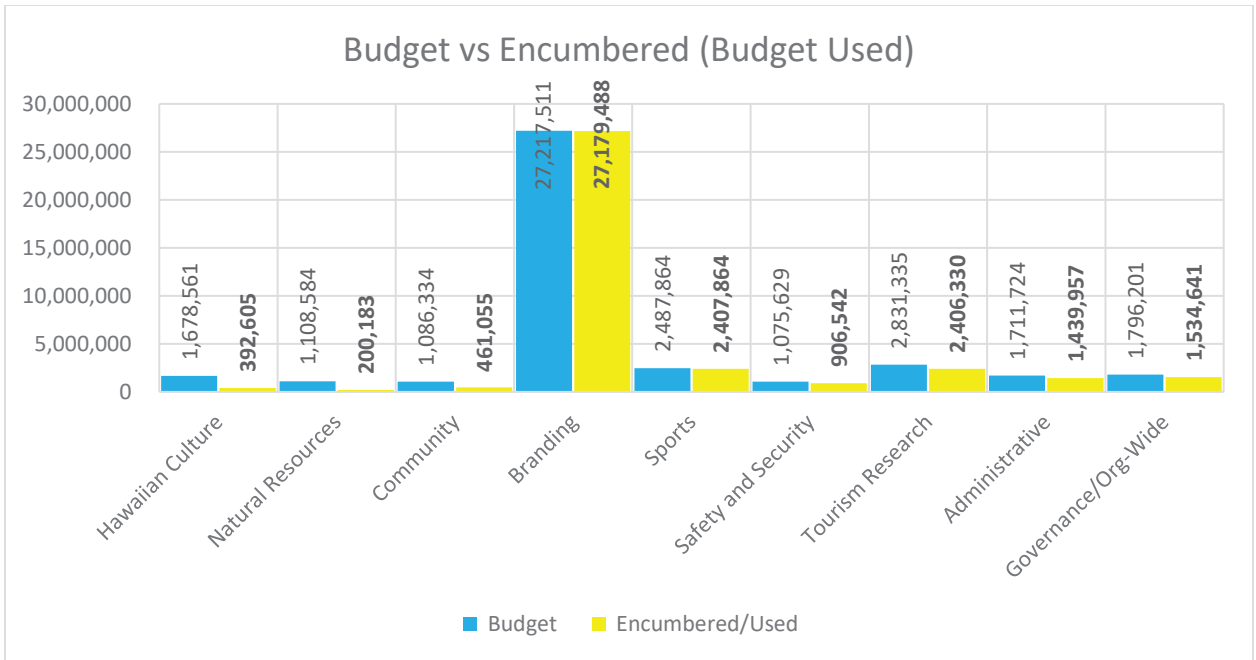
4. At its December 2020 meeting, the HTA Board of Directors approved an amended FY 2021 budget. The budget was reduced from \$48.7M to \$41M, funded as follows:



Prior Year Carryover	40,959,781
CARES Funding for VASH Flight Assistance Program	33,962
FY 2021 Budget	40,993,743

5. \$36.9M of the \$41.0M FY 2021 budget utilized/encumbered, or 90%. The following are various charts to depict our budget, budget utilization and trends.





6. Notable budget reallocations made during April 2021 are highlighted below. A detail of the reallocations made cumulatively for the fiscal year are detailed on the accompanying Budget Reallocation Summary.
  - a. Reallocated \$75,000 within Research programs to fund the expanded frequency of the resident sentiment survey.

7. Operating Income (Loss):

- a. No TAT was received in April 2021.
  - i. HTA's TAT allocation was suspended due to the COVID-19 pandemic, resulting in HTA not receiving the statutorily prescribed allocation from May 2020 through April 2021.
- b. Other revenue received year-to-date is comprised of the following, which included \$13K in investment income and \$341K in refunds in April 2021:

Investment	412,094
Refunds on contracts	1,046,949
	<u>1,459,043</u>

- c. Incurred \$22.3M in expenditures YTD.

**Convention Center Enterprise Special Fund:**

- 8. \$27.2M in cash
  - a. Decrease from March of \$307K due to recording \$312K in expenditures, which was partially offset by \$5K in investment income.
- 9. \$19.1M in cash with contractor or with DAGS, for R&M projects (as of March 2021).
  - a. Includes \$2M in Emergency R&M funds
  - b. These funds are encumbered or budgeted toward specific projects such as trellis replacement, house audio upgrades, ballroom gutter and transom glass repair, chiller replacement, exterior planter repairs, and various equipment purchases and upgrades. Of the \$19.1M, approximately \$4.1M has been contracted (as of March 2021).
  - c. The amount of cash with the contractor already takes into account \$6.6M expended on current and future projects (in-progress costs or preliminary work); includes recent costs expended on meeting room roof repairs.
- 10. \$18.5M reserved as Board allocations projected for the end of FY 2021, compared to a reserve balance of \$23.5M at the beginning of the fiscal year. This includes funds targeted to fund future repair and maintenance projects (such as kitchen wall rehabilitation, third-floor exterior planter repair, exterior building painting), large equipment and F&B china purchases, convention center operating contingencies and operating capital. With HTA's TAT allocation currently suspended, the FY 2021

Convention's Center Enterprise Special Fund budget is being funded entirely by its reserves.

11. \$403K of prior year outstanding encumbrances currently being spent down.

12. Operating Income:

a. No TAT was received in April 2021.

i. HTA's TAT allocation for the CCESF was suspended due to the COVID-19 pandemic, resulting in HTA not receiving the statutorily prescribed allocation from May 2020 through April 2021.

b. Convention Center Operations

i. \$2.4M operating loss fiscal-year-to-date per HCC financial statements (as of April 2021).

**Hawaii Tourism Authority**

Balance Sheet

Tourism Special Fund

As of 4/30/21

	<u>Current Year</u>
Assets	
Current Assets	
Checking	51,479,262.04
Petty Cash	<u>5,000.00</u>
Total Current Assets	<u>51,484,262.04</u>
Total Assets	<u><u>51,484,262.04</u></u>
Fund Balance	
Current year payables	
Accounts Payable	20.00
Credit Card Payable	<u>186.67</u>
Total Current year payables	<u>206.67</u>
Encumbered Funds	
FY 2015 Funds	7,851.29
FY 2016 Funds	25,104.71
FY 2017 Funds	15,706.80
FY 2018 Funds	24,658.14
FY 2019 Funds	921,607.71
FY 2020 Funds	4,490,989.33
FY 2021 Funds	<u>26,499,269.09</u>
Total Encumbered Funds	<u>31,985,187.07</u>
Unencumbered Funds	
Total Unencumbered Funds	19,498,868.30
Total Fund Balance	<u><u>51,484,262.04</u></u>



**Hawaii Tourism Authority**  
 Balance Sheet  
 Convention Center Enterprise Special Fund  
 As of 4/30/21

	Current Year
<b>Assets</b>	
Current Assets	
Checking	27,156,077.83
Total Current Assets	27,156,077.83
Accounts Receivable	
Accounts Receivable	323,726.13
Total Accounts Receivable	323,726.13
Total Assets	27,479,803.96
<b>Fund Balance</b>	
Encumbered Funds	
FY 2018 Funds	400.00
FY 2019 Funds	177,919.83
FY 2020 Funds	225,000.50
FY 2021 Funds	9,080,355.21
Total Encumbered Funds	9,483,675.54
Unencumbered Funds	
Total Unencumbered Funds	17,996,128.42
Total Fund Balance	27,479,803.96

**Hawaii Tourism Authority**

Balance Sheet

Emergency Trust Fund

As of 4/30/21

	<u>Current Year</u>
Assets	
Current Assets	
Investments	5,141,943.91
Total Current Assets	<u>5,141,943.91</u>
 Total Assets	 <u><u>5,141,943.91</u></u>
 Fund Balance	
Current year net assets	
Total Current year net assets	<u>16,151.65</u>
Prior years	
Total Prior years	5,125,792.26
 Total Fund Balance	 <u><u>5,141,943.91</u></u>

HTA Allocations  
FY 2020 and FY 2021 (Projected)

HTA Allocations:

**Annual Budgets:**  
**-\$4.1M FY 2021 HTA Tourism Special Fund**  
 (\$0M TAT + \$32.9M carryover + \$8.1M encumbrance cancellations processed in FY21)  
**-\$7.5M FY 2021 Convention Center Fund**

**\$5M Emergency Funds**

<b>\$5M Emergency Fund Reserve</b> (Established by Statute as a separate fund, to be used upon declaration of a tourism emergency by the Governor; HTA requested to use in FY21)	<b>\$0M Mandated by Board</b> (designated for use in the event of a significant economic downturn upon Board approval; used to fund FY 21 budget in response to COVID-19)
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	Tourism Special Fund Long-Term Obligations, Commitments and Allocations:		Convention Center Fund Long-Term Obligations, Commitments and Obligations:	
	6/30/2020	Projected 6/30/2021	6/30/2020	Projected 6/30/2021
Carryover of FY 2020 to FY 2021 Budget (Use in FY 21)	32,959,009	10,762,046		
Carryover Available for FY 2022 Budget	-	-	2,586,817	2,586,817
FY21 Interest, Refunds and Other Income	-	1,459,043	20,862,308	15,915,761
Encumbrance liquidations	-	634,122		
Center for Hawaiian Music & Dance	6,198,568	5,948,568		
Accrued Health Liability	-	-		
Accrued Retirement Liability	-	-		
Accrued Vacation Liability	325,000	296,199	80,000	73,805
<b>Total Long-Term Obligations and Commitments</b>	<b>39,482,577</b>	<b>19,099,978</b>	<b>23,529,125</b>	<b>18,576,383</b>

**TOTAL RESERVES (incl \$5M Emergency Fund) 44,482,577 24,099,978**

**23,529,125 18,576,383**

**Hawaii Tourism Authority**  
Statement of Revenues and Expenditures  
348 - Tourism Special Fund  
21 - FY 2021 Funds  
From 4/1/2021 Through 4/30/2021

	Total Budget	Current Period Actual	Current Year Actual	Total Budget Variance
Revenue				
Refunds	0.00	341,441.89	1,046,948.73	1,046,948.73
Total Revenue	<u>0.00</u>	<u>341,441.89</u>	<u>1,046,948.73</u>	<u>1,046,948.73</u>
Expense				
Perpetuating Hawaiian Culture	1,678,561.00	35,980.64	192,891.14	1,485,669.86
Natural Resources	1,108,584.00	0.00	106,479.03	1,002,104.97
Community	1,086,334.00	53,722.25	348,425.40	737,908.60
Branding	27,217,511.00	733,689.71	4,660,857.32	22,556,653.68
Sports	2,487,864.00	0.00	1,873,431.00	614,433.00
Safety and Security	1,075,629.00	185,185.27	576,563.48	499,065.52
Tourism Research	2,831,335.00	78,945.90	648,124.56	2,183,210.44
Administrative	1,706,724.00	168,823.00	915,397.05	791,326.95
Governance and Organization-Wide	1,796,201.00	169,452.43	1,002,729.05	793,471.95
Total Expense	<u>40,988,743.00</u>	<u>1,425,799.20</u>	<u>10,324,898.03</u>	<u>30,663,844.97</u>
Net Income	<u>(40,988,743.00)</u>	<u>(1,084,357.31)</u>	<u>(9,277,949.30)</u>	<u>31,710,793.70</u>

**Hawaii Tourism Authority**  
Statement of Revenues and Expenditures  
361 - Convention Center Enterprise Special Fund  
21 - FY 2021 Funds  
From 4/1/2021 Through 4/30/2021

	<u>Total Budget</u>	<u>Current Period Actual</u>	<u>Current Year Actual</u>	<u>Total Budget Variance</u>
Revenue				
HCC Revenue	4,188,144.00	0.00	3,508,683.33	(679,460.67)
Total Revenue	<u>4,188,144.00</u>	<u>0.00</u>	<u>3,508,683.33</u>	<u>(679,460.67)</u>
Expense				
Branding	70,000.00	12,590.45	65,836.73	4,163.27
Administrative	255,700.00	38,899.74	190,852.50	64,847.50
HCC Operating Expense	7,519,257.00	0.00	1,219,182.55	6,300,074.45
HCC Repair and Maintenance	2,000,000.00	0.00	0.00	2,000,000.00
HCC Sales and Marketing / MFF	1,356,157.00	242,433.00	851,058.00	505,099.00
Governance and Organization-Wide	529,420.00	18,461.85	249,241.23	280,178.77
Total Expense	<u>11,730,534.00</u>	<u>312,385.04</u>	<u>2,576,171.01</u>	<u>9,154,362.99</u>
Net Income	<u>(7,542,390.00)</u>	<u>(312,385.04)</u>	<u>932,512.32</u>	<u>8,474,902.32</u>



**Hawaii Tourism Authority**  
Statement of Revenues and Expenditures  
348 - Tourism Special Fund  
Prior Year Funds  
From 4/1/2021 Through 4/30/2021

	<u>Total Budget</u>	<u>Current Period Actual</u>	<u>Current Year Actual</u>	<u>Total Budget Variance</u>
Revenue				
Interest and Dividends	0.00	13,340.59	412,094.29	412,094.29
Total Revenue	<u>0.00</u>	<u>13,340.59</u>	<u>412,094.29</u>	<u>412,094.29</u>
Expense				
Perpetuating Hawaiian Culture	2,673,431.42	19,500.00	1,319,224.48	1,354,206.94
Natural Resources	1,282,200.00	43,200.00	1,063,982.43	218,217.57
Community	2,381,173.21	53,543.00	597,610.86	1,783,562.35
Branding	21,213,138.80	0.00	6,534,836.85	14,678,301.95
Sports	434,671.22	0.00	266,733.00	167,938.22
Safety and Security	1,433,403.12	0.00	740,214.05	693,189.07
Tourism Research	2,709,523.93	68,760.49	1,106,458.23	1,603,065.70
Administrative	605,544.63	7,329.84	213,936.35	391,608.28
Governance and Organization-Wide	63,171.50	3,000.00	58,215.88	4,955.62
Total Expense	<u>32,796,257.83</u>	<u>195,333.33</u>	<u>11,901,212.13</u>	<u>20,895,045.70</u>
Net Income	<u>(32,796,257.83)</u>	<u>(181,992.74)</u>	<u>(11,489,117.84)</u>	<u>21,307,139.99</u>

**Hawaii Tourism Authority**  
Statement of Revenues and Expenditures  
361 - Convention Center Enterprise Special Fund  
Prior Year Funds  
From 4/1/2021 Through 4/30/2021

	<u>Total Budget</u>	<u>Current Period Actual</u>	<u>Current Year Actual</u>	<u>Total Budget Variance</u>
Revenue				
Interest and Dividends	0.00	5,035.39	183,678.02	183,678.02
HCC Revenue	<u>0.00</u>	<u>0.00</u>	<u>1,272,207.00</u>	<u>1,272,207.00</u>
Total Revenue	<u>0.00</u>	<u>5,035.39</u>	<u>1,455,885.02</u>	<u>1,455,885.02</u>
Expense				
HCC Operating Expense	1,736,916.67	0.00	1,433,517.00	303,399.67
HCC Sales and Marketing / MFF	1,245,908.83	0.00	0.00	1,245,908.83
Governance and Organization-Wide	51,917.03	0.00	32,750.00	19,167.03
Total Expense	<u>3,034,742.53</u>	<u>0.00</u>	<u>1,466,267.00</u>	<u>1,568,475.53</u>
Net Income	<u>(3,034,742.53)</u>	<u>5,035.39</u>	<u>(10,381.98)</u>	<u>3,024,360.55</u>

**Hawaii Convention Center**  
Facility  
Income Statement  
From 4/01/2021 Through 4/30/2021  
(In Whole Numbers)

	Current Month Actual	Current Month Budget	Variance	Current Month Prior Year	YTD Actual	YTD Budget	Variance	YTD Prior Year
<b>Direct Event Income</b>								
Rental Income (Net)	156,766	173,750	(16,984)	0	557,445	572,399	(14,954)	605,956
Service Revenue	134,713	83,544	51,169	0	522,781	327,890	194,891	243,045
<b>Total Direct Event Income</b>	<b>291,479</b>	<b>257,294</b>	<b>34,185</b>	<b>0</b>	<b>1,080,226</b>	<b>900,289</b>	<b>179,937</b>	<b>849,001</b>
<b>Direct Service Expenses</b>	<b>127,910</b>	<b>136,776</b>	<b>8,866</b>	<b>100,576</b>	<b>485,863</b>	<b>501,170</b>	<b>15,307</b>	<b>519,035</b>
<b>Net Direct Event Income</b>	<b>163,569</b>	<b>120,518</b>	<b>43,051</b>	<b>(100,576)</b>	<b>594,363</b>	<b>399,119</b>	<b>195,244</b>	<b>329,966</b>
<b>Ancillary Income</b>								
Food and Beverage (Net)	5,859	138,001	(132,142)	70,265	17,887	144,566	(126,679)	1,085,574
Event Parking (Net)	449	5,623	(5,174)	6,000	449	6,748	(6,299)	185,049
Electrical Services	0	0	0	0	0	0	0	33,001
Audio Visual	496	3,200	(2,704)	0	959	6,100	(5,141)	43,633
Internet Services	0	0	0	0	0	0	0	0
Rigging Services	0	0	0	0	0	200	(200)	22,502
First Aid Commissions	0	0	0	0	0	0	0	0
<b>Total Ancillary Income</b>	<b>6,804</b>	<b>146,824</b>	<b>(140,020)</b>	<b>76,265</b>	<b>19,295</b>	<b>157,614</b>	<b>(138,318)</b>	<b>1,369,759</b>
<b>Total Event Income</b>	<b>170,373</b>	<b>267,342</b>	<b>(96,969)</b>	<b>(24,311)</b>	<b>613,658</b>	<b>556,733</b>	<b>56,926</b>	<b>1,699,725</b>
<b>Other Operating Income</b>								
Non-Event Parking	25	0	25	262	25	0	25	12,853
Other Income	2,243	1,417	826	1,335	5,195	5,668	(473)	35,228
<b>Total Other Operating Income</b>	<b>2,268</b>	<b>1,417</b>	<b>851</b>	<b>1,597</b>	<b>5,220</b>	<b>5,668</b>	<b>(448)</b>	<b>48,081</b>
<b>Total Gross Income</b>	<b>172,640</b>	<b>268,759</b>	<b>(96,119)</b>	<b>(22,715)</b>	<b>618,879</b>	<b>562,401</b>	<b>56,478</b>	<b>1,747,806</b>
<b>Net Salaries &amp; Benefits</b>								
Salaries & Wages	257,894	268,798	10,904	299,646	982,252	1,072,948	90,696	1,483,960
Payroll Taxes & Benefits	75,567	92,842	17,275	140,299	433,203	371,368	(61,835)	485,103
Labor Allocations to Events	(119,999)	(130,981)	(10,982)	(87,064)	(457,906)	(481,800)	(23,894)	(217,793)
<b>Total Net Salaries &amp; Benefits</b>	<b>213,462</b>	<b>230,659</b>	<b>17,197</b>	<b>352,882</b>	<b>957,549</b>	<b>962,516</b>	<b>4,967</b>	<b>1,751,270</b>
<b>Other Indirect Expenses</b>								
Net Contracted Services	13,765	24,936	11,171	39,755	47,772	98,584	50,812	110,722
Operations	(3,284)	7,584	10,868	754	26,272	30,336	4,064	41,760
Repair & Maintenance	123,404	64,384	(59,020)	28,944	271,285	257,536	(13,749)	197,786
Operational Supplies	11,753	23,694	11,941	9,471	24,307	79,866	55,559	144,589
Insurance	8,642	10,121	1,479	9,334	37,275	35,133	(2,142)	48,533
Utilities	126,200	190,345	64,145	139,761	470,604	579,716	109,112	630,486
Meetings & Conventions	292	725	433	352	3,667	2,900	(767)	4,844
Promotions & Communications	2,194	2,300	106	8,892	730	9,200	8,470	23,783
General & Administrative	10,449	12,391	1,942	4,921	25,982	47,777	21,795	75,232
Management Fees	0	18,633	18,633	18,232	0	74,532	74,532	72,942
Other	0	2,166	2,166	2,402	73,363	8,664	(64,699)	152,131
<b>Total Other Indirect</b>	<b>293,417</b>	<b>357,279</b>	<b>63,862</b>	<b>262,818</b>	<b>981,256</b>	<b>1,224,244</b>	<b>242,988</b>	<b>1,502,807</b>
<b>Net Income (Loss) before CIP Funded Expenses</b>	<b>(334,238)</b>	<b>(319,179)</b>	<b>(15,059)</b>	<b>(638,414)</b>	<b>(1,319,926)</b>	<b>(1,624,359)</b>	<b>304,433</b>	<b>(1,506,270)</b>
<b>CIP Funded Expenses</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>2,202</b>	<b>71,758</b>	<b>0</b>	<b>71,758</b>	<b>150,692</b>
<b>Net Income (Loss) from Operations</b>	<b>(334,238)</b>	<b>(319,179)</b>	<b>(15,059)</b>	<b>(636,212)</b>	<b>(1,248,168)</b>	<b>(1,624,359)</b>	<b>376,191</b>	<b>(1,355,578)</b>
<b>Fixed Asset Purchases</b>	<b>2,626</b>	<b>4,167</b>	<b>1,541</b>	<b>0</b>	<b>5,202</b>	<b>16,668</b>	<b>11,466</b>	<b>34,703</b>
<b>Net Income (Loss) After Fixed Asset Purchases</b>	<b>(336,864)</b>	<b>(323,346)</b>	<b>(13,518)</b>	<b>(636,212)</b>	<b>(1,253,370)</b>	<b>(1,641,027)</b>	<b>387,657</b>	<b>(1,390,281)</b>

**Hawaii Convention Center**  
 Facility  
 Income Statement  
 From 4/01/2021 Through 4/30/2021  
 (In Whole Numbers)

	Current Month Actual	Current Month Budget	Variance	Current Month Prior Year	YTD Actual	YTD Budget	Variance	YTD Prior Year
<b>Revenues</b>								
Food & Beverage	8,585	227,550	(218,965)	95,556	25,179	238,620	(213,441)	1,920,855
Facility	295,713	269,411	26,302	7,597	1,087,875	921,257	166,618	1,205,411
<b>Total Revenues</b>	<b>304,298</b>	<b>496,961</b>	<b>(192,663)</b>	<b>103,153</b>	<b>1,113,055</b>	<b>1,159,877</b>	<b>(46,822)</b>	<b>3,126,266</b>
<b>Expenses</b>								
Food & Beverage	48,765	143,047	94,282	112,318	135,586	285,873	150,288	1,311,374
Facility	589,771	673,093	83,322	629,248	2,297,395	2,498,363	200,968	3,321,162
<b>Total Expenses</b>	<b>638,536</b>	<b>816,140</b>	<b>177,604</b>	<b>741,566</b>	<b>2,432,980</b>	<b>2,784,236</b>	<b>351,256</b>	<b>4,632,536</b>
<b>Net Income (Loss) before CIP Funded Expenses</b>	<b>(334,238)</b>	<b>(319,179)</b>	<b>(15,059)</b>	<b>(638,414)</b>	<b>(1,319,926)</b>	<b>(1,624,359)</b>	<b>304,433</b>	<b>(1,506,270)</b>
<b>CIP Funded Expenses</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>2,202</b>	<b>71,758</b>	<b>0</b>	<b>71,758</b>	<b>150,692</b>
<b>Net Income (Loss) from Operations</b>	<b>(334,238)</b>	<b>(319,179)</b>	<b>(15,059)</b>	<b>(636,212)</b>	<b>(1,248,168)</b>	<b>(1,624,359)</b>	<b>376,191</b>	<b>(1,355,578)</b>
<b>Fixed Asset Purchases</b>	<b>2,626</b>	<b>4,167</b>	<b>1,541</b>	<b>0</b>	<b>5,202</b>	<b>16,668</b>	<b>11,466</b>	<b>34,703</b>
<b>Net Income (Loss) after Fixed Asset Purchases</b>	<b>(336,864)</b>	<b>(323,346)</b>	<b>(13,518)</b>	<b>(636,212)</b>	<b>(1,253,370)</b>	<b>(1,641,027)</b>	<b>387,657</b>	<b>(1,390,281)</b>

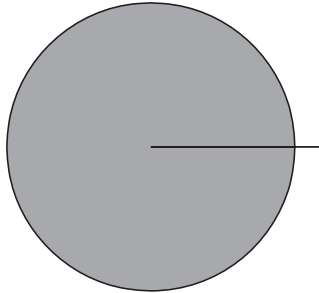
**Hawaii Convention Center**  
Sales and Marketing  
Income Statement  
From 4/1/2021 Through 4/30/2021  
(In Whole Numbers)

	Current Month Actual	Current Month Budget	Variance	Current Month Prior Year	YTD Actual	YTD Budget	Variance	YTD Prior Year
Other Operating Income								
Other Income	0	0	0	13	0	0	0	241
Total Other Operating Income	0	0	0	13	0	0	0	241
Total Gross Income	0	0	0	13	0	0	0	241
Net Salaries & Benefits								
Salaries & Wages	18,228	22,108	3,880	33,546	70,538	88,432	17,894	172,528
Payroll Taxes & Benefits	4,764	6,850	2,086	15,204	19,083	27,400	8,317	42,959
Total Net Salaries & Benefits	22,992	28,958	5,966	48,750	89,621	115,832	26,211	215,487
Other Indirect Expenses								
Net Contracted Services	0	0	0	0	0	0	0	0
Repair & Maintenance	5,320	5,517	197	3,201	21,279	22,068	789	20,128
Utilities	253	300	47	475	1,012	1,200	188	1,717
Meetings & Conventions								
Mileage	0	0	0	0	0	0	0	0
Meals & Entertainment	0	208	208	0	0	832	832	326
Meetings & Conventions	0	0	0	0	(694)	0	694	237
Dues & Subscriptions	0	83	83	147	755	332	(423)	417
Total Meetings & Conventions	0	291	291	147	61	1,164	1,103	980
Promotions & Communications								
Site Visit	0	0	0	(2,000)	0	0	0	0
Photography	0	0	0	0	0	0	0	79
Advertising	0	1,667	1,667	1,047	0	6,668	6,668	1,047
Web Development & Maint	345	3,725	3,380	2,234	4,268	14,900	10,632	10,918
Market Research	0	0	0	0	0	0	0	0
Promotional	0	250	250	0	0	1,000	1,000	(1,264)
Attendance Promotion	0	0	0	0	0	0	0	0
Global Outreach	0	0	0	0	0	0	0	0
Total Promotions & Comm	345	5,642	5,297	1,281	4,268	22,568	18,300	10,779
Marketing Flexibility Fund	0	0	0	0	0	0	0	0
General & Administrative	1,090	708	(382)	1,165	1,798	2,832	1,034	1,969
Management Fees	0	0	0	0	0	0	0	0
Other	1,047	1,266	219	2,094	4,188	5,064	876	8,377
Total Other Indirect Expenses	8,055	13,724	5,669	8,363	32,607	54,896	22,289	43,950
Net Income (Loss) from Operations	(31,047)	(42,682)	11,635	(57,100)	(122,228)	(170,728)	48,500	(259,197)
Fixed Asset Purchases	0	0	0	0	0	0	0	0
Net Income (Loss) After Fixed Asset Purchases	(31,047)	(42,682)	11,635	(57,100)	(122,228)	(170,728)	48,500	(259,197)



## Summary Of Investments

### Investment Allocation



0.0%	CASH	61.98
100.0%	CASH EQUIVALENTS	5,139,912.58
100.0%	<b>TOTAL</b>	<b>5,139,974.56</b>

### Investment Summary

	Market Value	%	Estimated Income	Current Yield
CASH	61.98	0.00	0	0.00
CASH EQUIVALENTS	5,139,912.58	100.00	514	0.01
<b>Total Fund</b>	<b>5,139,974.56</b>	<b>100.00</b>	<b>514</b>	<b>0.01</b>

### Schedule Of Investments

UNITS	DESCRIPTION	BOOK VALUE	MARKET VALUE	% OF CATEGORY
	CASH	61.98	61.98	100.00
	CASH EQUIVALENTS			
	CASH MANAGEMENT			
5,139,912.58	DREYFUS TREASURY OBLIGATIONS CASH MANAGEMENT FUND	5,139,912.58	5,139,912.58	100.00
	<b>Total Fund</b>	<b>5,139,974.56*</b>	<b>5,139,974.56*</b>	<b>100.00*</b>

Budget Reallocation Summary  
 FY 2021  
 Through April 30, 2021

Budget Line Item	Program Code	Amended Budget (December 2020)	Year-to-Date		April 2021 Activity
			Reallocation	Budget After Reallocations	
<b>Perpetuating Hawaiian Culture</b>					
<i>From:</i>					
Hawaiian Culture Opportunity Fund	215	250,000	(300)	249,700	
				-	
				-	
			(300)		-
<i>To:</i>					
Memberships and Dues - Hawaiian Culture	297	-	300	300	
				-	
				-	
				-	
				-	
				-	
			300		-
<b>Natural Resources</b>					
<i>From:</i>					
State Employee Salaries - Natural Resources	936	64,959	(39,375)	25,584	
Visitor Impact Program	406	1,000,000	(91,000)	909,000	
				-	
				-	
			(130,375)		-
<i>To:</i>					
In-House Contracted Staff - Natural Resources	499	20,000	63,000	83,000	
Aloha Aina	402	-	91,000	91,000	
				-	
				-	
			154,000		-
<b>Community</b>					
<i>From:</i>					
Community-Based Tourism - Hawaii Island	733	250,000	(6,205)	243,795	(6,205)
				-	
				-	
			(6,205)		(6,205)
<i>To:</i>					
Community-Based Tourism - Oahu	731	81,000	6,205	87,205	6,205
				-	
				-	
				-	
				-	

Budget Reallocation Summary  
 FY 2021  
 Through April 30, 2021

Budget Line Item	Program Code	Amended Budget (December 2020)	Reallocation	Budget After Reallocations	April 2021 Activity
			-	-	
			-	-	
			-	-	
			<b>6,205</b>		<b>6,205</b>
<b>Branding</b>					
<i>From:</i>					
Travel - Branding	398	10,000	(400)	9,600	
Global Marketing Shared Resources	350	787,000	(50,000)	737,000	
				-	
			<b>(50,400)</b>		<b>-</b>
<i>To:</i>					
Marketing Opportunity Fund	380	-	400	400	
gohawaii.com	318	300,000	50,000	350,000	
				-	
			<b>50,400</b>		<b>-</b>
<b>Sports</b>					
<i>From:</i>					
Polynesian Football Hall of Fame	377	155,000	(105,000)	50,000	
				-	
			<b>(105,000)</b>		<b>-</b>
<i>To:</i>					
Football (Hula Bowl)	384	-	25,000	25,000	
Sports Programs - Unallocated	379	-	80,000	80,000	
				-	
			<b>105,000</b>		<b>-</b>
<b>Safety and Security</b>					
<i>From:</i>					
None				-	
				-	
			<b>-</b>		<b>-</b>
<i>To:</i>					
				-	
				-	
			<b>-</b>		<b>-</b>
<b>Tourism Research</b>					
<i>From:</i>					
Visitor Arrivals and Departure Surveys	512	1,150,581	(256,390)	894,191	(83,500)
				-	
				-	

Budget Reallocation Summary  
 FY 2021  
 Through April 30, 2021

Budget Line Item	Program Code	Amended Budget (December 2020)	Reallocation	Budget After Reallocations	April 2021 Activity
			<b>(256,390)</b>		<b>(83,500)</b>
<b>To:</b>					
Evaluation and Performance Studies	513	662,810	121,500	784,310	75,500
Marketing Research	514	42,850	134,890	177,740	8,000
				-	
				-	
			<b>256,390</b>		<b>83,500</b>
<b>Administration</b>					
<b>From:</b>					
				-	
				-	
			-		-
<b>To:</b>					
				-	
				-	
			-		-
<b>Governance and Organization-Wide</b>					
<b>From:</b>					
State Employees Fringe	931	1,535,226	(23,625)	1,511,601	
Organization-Wide	915	195,000	(6,000)	189,000	
				-	
			<b>(29,625)</b>		<b>-</b>
<b>To:</b>					
Governance - Gen Board/Others	919	89,600	6,000	95,600	
				-	
			<b>6,000</b>		<b>-</b>
<b>Board Allocations</b>					
<b>From:</b>					
None				-	
				-	
			-		-
			-		-

Note: At its December 17, 2020 meeting, the HTA Board approved an amended FY21 budget. This schedule captures reallocations made after the amended budget.

Hawaii Tourism Authority  
 Budget Statement - Summary  
 FY 2021  
 As of April 30, 2021

Category	Tourism Special Fund				Convention Center Enterprise Special Fund			
	Budget	YTD Amount of Budget Used	Balance	Activity for April 2021	Budget	YTD Amount of Budget Used	Balance	Activity for April 2021
<b>Revenues</b>								
TAT Revenue Allocation	-	-	-	-	-	-	-	-
Prior Year Carryover	40,959,781	-	40,959,781	-	7,542,390	-	7,542,390	-
Availability of \$5M Emergency Fund (Subject to Governor Approval)	-	-	-	-	-	-	-	-
Other	33,962	1,459,043	(1,425,081)	354,783	-	1,455,885	(1,455,885)	5,035
	<u>40,993,743</u>	<u>1,459,043</u>	<u>39,534,700</u>	<u>354,783</u>	<u>7,542,390</u>	<u>1,455,885</u>	<u>6,086,505</u>	<u>5,035</u>
<b>Expenditures</b>								
<b>Perpetuating Hawaiian Culture</b>								
Hawaiian Culture Programs	1,450,000	177,266	1,272,734	-	-	-	-	-
In-House Contracted Staff - Hawaiian Culture	-	-	-	-	-	-	-	-
State Employee Salaries - Hawaiian Culture	228,561	215,339	13,222	(1,801)	-	-	-	-
Subtotal	<u>1,678,561</u>	<u>392,605</u>	<u>1,285,956</u>	<u>(1,801)</u>	<u>-</u>	<u>-</u>	<u>-</u>	<u>-</u>
<b>Natural Resources (Statute: \$1M minimum)</b>								
Natural Resources Programs	1,000,000	91,599	908,401	-	-	-	-	-
In-House Contracted Staff - Natural Resources	83,000	83,000	-	-	-	-	-	-
State Employee Salaries - Natural Resources	25,584	25,584	-	-	-	-	-	-
Subtotal	<u>1,108,584</u>	<u>200,183</u>	<u>908,401</u>	<u>-</u>	<u>-</u>	<u>-</u>	<u>-</u>	<u>-</u>
<b>Community</b>								
Community Programs	931,500	313,935	617,565	12,959	-	-	-	-
In-House Contracted Staff - Community	-	-	-	-	-	-	-	-
State Employee Salaries - Community	154,834	147,120	7,714	-	-	-	-	-
Subtotal	<u>1,086,334</u>	<u>461,055</u>	<u>625,279</u>	<u>12,959</u>	<u>-</u>	<u>-</u>	<u>-</u>	<u>-</u>
<b>Branding</b>								
Branding Programs	26,682,500	26,670,840	11,660	-	-	-	-	-
In-House Contracted Staff - Branding	-	-	-	-	-	-	-	-
State Employee Salaries - Branding	535,011	508,648	26,363	-	70,000	70,000	-	-
Subtotal	<u>27,217,511</u>	<u>27,179,488</u>	<u>38,023</u>	<u>-</u>	<u>70,000</u>	<u>70,000</u>	<u>-</u>	<u>-</u>
<b>Sports</b>								
Sports Programs	2,487,864	2,407,864	80,000	-	-	-	-	-
Subtotal	<u>2,487,864</u>	<u>2,407,864</u>	<u>80,000</u>	<u>-</u>	<u>-</u>	<u>-</u>	<u>-</u>	<u>-</u>
<b>Safety and Security</b>								
Safety and Security Programs	1,075,629	906,542	169,087	188	-	-	-	-
Subtotal	<u>1,075,629</u>	<u>906,542</u>	<u>169,087</u>	<u>188</u>	<u>-</u>	<u>-</u>	<u>-</u>	<u>-</u>
<b>Tourism Research</b>								
Tourism Research Programs	2,422,942	2,022,150	400,792	8,207	-	-	-	-
In-House Contracted Staff - Tourism Research	-	-	-	-	-	-	-	-
State Employee Salaries - Tourism Research	408,393	384,180	24,213	-	-	-	-	-
Subtotal	<u>2,831,335</u>	<u>2,406,330</u>	<u>425,005</u>	<u>8,207</u>	<u>-</u>	<u>-</u>	<u>-</u>	<u>-</u>
<b>Hawai'i Convention Center</b>								
Sales & Marketing	-	-	-	-	1,356,157	1,356,157	-	-
Operations	-	-	-	-	3,331,113	4,124,474	(793,361)	-
Major Repair & Maintenance	-	-	-	-	2,000,000	2,000,000	-	-
Subtotal	<u>-</u>	<u>-</u>	<u>-</u>	<u>-</u>	<u>6,687,270</u>	<u>7,480,631</u>	<u>(793,361)</u>	<u>-</u>
<b>Administrative (Statute: Cannot exceed 3.5% = \$2,765,000)</b>								
Operations	608,700	419,730	188,970	112,059	-	-	-	-
In-House Contracted Staff - Admin	-	-	-	-	-	-	-	-
State Employee Salaries - Admin	1,103,024	1,020,227	82,797	(27,000)	255,700	249,505	6,195	(6,195)
Subtotal	<u>1,711,724</u>	<u>1,439,957</u>	<u>271,767</u>	<u>85,059</u>	<u>255,700</u>	<u>249,505</u>	<u>6,195</u>	<u>(6,195)</u>
<b>Organizationwide Costs</b>								
State Employee Fringe	1,511,601	1,336,465	175,136	-	189,420	189,420	-	-
Organization-Wide	189,000	105,000	84,000	-	340,000	158,287	181,713	-
Governance - Board/Others	95,600	93,176	2,424	1,099	-	-	-	-
Subtotal	<u>1,796,201</u>	<u>1,534,641</u>	<u>261,560</u>	<u>1,099</u>	<u>529,420</u>	<u>347,707</u>	<u>181,713</u>	<u>-</u>
<b>Total Expenditures</b>	<u>40,993,743</u>	<u>36,928,665</u>	<u>4,065,078</u>	<u>105,711</u>	<u>7,542,390</u>	<u>8,147,843</u>	<u>(605,453)</u>	<u>(6,195)</u>
<b>Revenues vs Expenditures</b>	<u>-</u>	<u>(35,469,622)</u>			<u>-</u>	<u>(6,691,958)</u>		
Administrative Cap (3.5%, HRS 201B-11)	2,765,000	2,765,000						
HTA's Budgeted/Actual Administrative Costs (applying AG Definition)	1,711,724	1,439,957	2.2%	1.8%				
	1,053,276	1,325,043						



Hawaii Tourism Authority  
Budget Statement  
April 30, 2021

Program Code	Program Title	Budget - FY21	Encumbered (Budget Used) - FY21	Budget Remaining	April 2021 Activity
<b>Perpetuating Hawaiian Culture</b>					
202	Hawaiian Culture Initiative	500,000.00	5,528.79	494,471.21	0.00
208	Hawaiian Music and Dance Center	250,000.00	0.00	250,000.00	0.00
212	Merrie Monarch Hula Festival	100,000.00	100,000.00	0.00	0.00
215	Hawaiian Culture Opportunity Fund	249,700.00	71,437.72	178,262.28	0.00
216	Olelo Hawaii	250,000.00	0.00	250,000.00	0.00
217	FESTPAC	50,000.00	0.00	50,000.00	0.00
297	Memberships and Dues - Hawaiian Culture	300.00	300.00	0.00	0.00
374	Surfing	50,000.00	0.00	50,000.00	0.00
932	Salaries - Hawaiian Culture	228,561.00	215,338.69	13,222.31	(1,801.31)
	<b>Perpetuating Hawaiian Culture</b>	<b>1,678,561.00</b>	<b>392,605.20</b>	<b>1,285,955.80</b>	<b>(1,801.31)</b>
<b>Natural Resources</b>					
402	Aloha Aina (formerly NR and Leg Prov NR)	91,000.00	91,000.00	0.00	0.00
406	Visitor Impact Program	909,000.00	599.00	908,401.00	0.00
499	In-House Contracted Staff - Natural Resources	83,000.00	83,000.00	0.00	0.00
936	State Employee Salaries - Natural Resources	25,584.00	25,584.00	0.00	0.00
	<b>Natural Resources</b>	<b>1,108,584.00</b>	<b>200,183.00</b>	<b>908,401.00</b>	<b>0.00</b>
<b>Community</b>					
731	Community-Based Tourism - Oahu	87,205.00	87,133.09	71.91	6,204.19
732	Community-Based Tourism - Maui County	350,000.00	127,028.65	222,971.35	0.00
733	Community-Based Tourism - Hawaii Island	243,795.00	53,543.67	190,251.33	0.00
734	Community-Based Tourism - Kauai	250,000.00	45,974.73	204,025.27	6,500.00
797	Memberships and Dues - Community	500.00	255.00	245.00	255.00
933	State Employee Salaries - Community	154,834.00	147,120.00	7,714.00	0.00
	<b>Community</b>	<b>1,086,334.00</b>	<b>461,055.14</b>	<b>625,278.86</b>	<b>12,959.19</b>
<b>Branding</b>					
4	Cruise Infrastructure Improvements and Arrival Experience	50,000.00	50,000.00	0.00	0.00
318	gohawaii.com (formerly Online Website Coordination)	350,000.00	350,000.00	0.00	0.00
320	Island Chapters Staffing and Admin	2,400,000.00	2,400,000.00	0.00	0.00
321	US (formerly North America)	14,605,000.00	14,605,000.00	0.00	0.00
322	Canada	400,000.00	400,000.00	0.00	0.00
323	Japan	4,500,000.00	4,500,000.00	0.00	0.00
324	Korea	300,000.00	300,000.00	0.00	0.00
325	Oceania	400,000.00	400,000.00	0.00	0.00
331	Meetings, Convention & Incentives	2,395,000.00	2,395,000.00	0.00	0.00
339	Global Digital Marketing Strategy (former Intl Online Strat)	380,500.00	380,500.00	0.00	0.00
350	Global Mkt Shared Resces (formerly Intellect Prop Data Bank)	737,000.00	737,000.00	0.00	0.00
380	Marketing Opportunity Fund	400.00	340.31	59.69	0.00
397	Memberships and Dues - Branding	125,000.00	123,000.00	2,000.00	0.00
398	Travel - Branding	9,600.00	0.00	9,600.00	0.00
723	Hawaii Film Office Partnership	30,000.00	30,000.00	0.00	0.00
934	State Employee Salaries - Branding	535,011.00	508,648.00	26,363.00	0.00
	<b>Branding</b>	<b>27,217,511.00</b>	<b>27,179,488.31</b>	<b>38,022.69</b>	<b>0.00</b>
<b>Sports</b>					
312	PGA Tour Contracts	2,166,864.00	2,166,864.00	0.00	0.00
377	Polynesian Football HoF	50,000.00	50,000.00	0.00	0.00
378	UH Athletics Branding Partnership	166,000.00	166,000.00	0.00	0.00
379	Sports Programs - Unallocated	80,000.00	0.00	80,000.00	0.00
384	Football	25,000.00	25,000.00	0.00	0.00
	<b>Sports</b>	<b>2,487,864.00</b>	<b>2,407,864.00</b>	<b>80,000.00</b>	<b>0.00</b>
<b>Safety and Security</b>					
601	Visitor Assistance Programs	650,000.00	487,500.00	162,500.00	0.00
602	Crisis Management	425,629.00	419,041.57	6,587.43	188.47
	<b>Safety and Security</b>	<b>1,075,629.00</b>	<b>906,541.57</b>	<b>169,087.43</b>	<b>188.47</b>
<b>Tourism Research</b>					
505	Est of Visitor Arrivals by Country by Month	3,500.00	3,500.00	0.00	0.00
506	Infrastructure Research (Accommodations and Airseats)	520,879.00	464,846.85	56,032.15	0.00
512	Visitor Arrivals and Departure Surveys	894,191.00	662,855.03	231,335.97	0.00
513	Evaluation and Performance Studies	784,310.00	708,172.53	76,137.47	0.00
514	Marketing Research	177,740.00	177,465.00	275.00	7,725.00
597	Memberships and Dues - Research	42,322.00	5,311.00	37,011.00	482.00
935	State Employee Salaries - Research	408,393.00	384,180.00	24,213.00	0.00
	<b>Tourism Research</b>	<b>2,831,335.00</b>	<b>2,406,330.41</b>	<b>425,004.59</b>	<b>8,207.00</b>
<b>Administrative</b>					
101	Community-Industry Outreach & Public Relations Svcs	265,000.00	147,385.01	117,614.99	2,385.01
103	hawaiiauthority.org (formerly HTA web/Global Social)	50,000.00	35,959.44	14,040.56	0.00
901	General and Administrative	288,700.00	235,849.47	52,850.53	109,673.86
909	Protocol Fund	5,000.00	535.60	4,464.40	0.00
930	State Employee Salaries - Admin	1,103,024.00	1,020,227.03	82,796.97	(26,999.97)
	<b>Administrative</b>	<b>1,711,724.00</b>	<b>1,439,956.55</b>	<b>271,767.45</b>	<b>85,058.90</b>
<b>Governance and Organization-Wide</b>					
915	Organization-Wide	189,000.00	105,000.00	84,000.00	0.00
919	Governance - Gen Board/Others	95,600.00	93,175.54	2,424.46	1,099.12
931	State Employees Fringe	1,511,601.00	1,336,465.00	175,136.00	0.00
	<b>Governance and Organization-Wide</b>	<b>1,796,201.00</b>	<b>1,534,640.54</b>	<b>261,560.46</b>	<b>1,099.12</b>
<b>Total</b>	<b>FY 21</b>	<b>40,993,743.00</b>	<b>36,928,664.72</b>	<b>4,065,078.28</b>	<b>105,711.37</b>
<b>Convention Center Enterprise Special Fund:</b>					
<b>Branding</b>					
934	State Employee Salaries - Branding	70,000.00	70,000.00	0.00	0.00
	<b>Branding</b>	<b>70,000.00</b>	<b>70,000.00</b>	<b>0.00</b>	<b>0.00</b>
<b>Administrative</b>					
930	State Employee Salaries - Admin	255,700.00	249,505.22	6,194.78	(6,195.00)
	<b>Administrative</b>	<b>255,700.00</b>	<b>249,505.22</b>	<b>6,194.78</b>	<b>(6,195.00)</b>
<b>HCC Operations</b>					
850	HCC Operating Expense	7,519,257.00	7,633,157.00	(113,900.00)	0.00

Hawaii Tourism Authority  
 Budget Statement  
 April 30, 2021

Program Code	Program Title	Budget - FY21	Encumbered (Budget Used) - FY21	Budget Remaining	April 2021 Activity
860	HCC Repair and Maintenance	2,000,000.00	2,000,000.00	0.00	0.00
870	HCC Sales and Marketing / MFF	875,625.00	875,625.00	0.00	0.00
871	HCC Local Sales	480,532.00	480,532.00	0.00	0.00
	<b>HCC Operations</b>	<b>10,875,414.00</b>	<b>10,989,314.00</b>	<b>(113,900.00)</b>	<b>0.00</b>
<b>Governance and Organization-Wide</b>					
915	Organization-Wide	340,000.00	158,287.00	181,713.00	0.00
931	State Employees Fringe	189,420.00	189,420.00	0.00	0.00
	<b>Governance and Organization-Wide</b>	<b>529,420.00</b>	<b>347,707.00</b>	<b>181,713.00</b>	<b>0.00</b>
<b>Total</b>	<b>FY 21</b>	11,730,534.00	11,656,526.22	74,007.78	(6,195.00)

# **14**

Discussion and Action on HTA Board Resolution  
2021-2-1 Including, but not Limited to, Research,  
Planning, Budgeting, Operations, Staff Roles and  
Strategic Initiatives



## **RESOLUTION 2021-2-1**

### **RE: Realignment and Reorganization of HTA Strategic Plan and Operations**

WHEREAS, the COVID-19 pandemic has caused both a national and global economic crisis, substantial disruption of the visitor industry, significant loss of employment that has yet to be restored, and the loss of economic drivers of related industries and interdependent businesses statewide; and

WHEREAS, research published by UHERO (see Appendix A to this Resolution) indicates the impact of the pandemic has been more severe than 9/11 and may have long-lasting and systematic effect on travel and tourism; and

WHEREAS, prominent thought-leaders across the globe (see Appendix B to this Resolution) believe that travel and tourism will forever change after 2020 and that “governments will need to redesign their tourism strategies to become better stewards of their destinations”; and

WHEREAS, the Hawai'i Tourism Authority's (HTA) research indicates pent up travel demand by American domestic travelers is leading the resurgence of visitor arrivals; and the repositioning of air seats domestically. Other contributing factors include the increased disposable income derived from Federal stimulus checks, increased vaccination rates, recent travel advisories from the Centers for Disease Control and Prevention cautioning Americans to avoid travel to 80% of the world (Asia, Oceania, Canada, Europe, Mexico and the Caribbean); as well as the availability of industry discounts stimulating increased travel will result in an unprecedented destination management challenge for which HTA and an array of state and county agencies bear collective responsibility; and

WHEREAS, the State is experiencing increased visitor arrivals that is placing additional pressure on communities and resources, adding to existing hotspots, traffic congestion, and overcrowding in some areas. HTA has responded by initiating Destination Management Action Plans in each county in an effort to become better stewards of the destination by first listening to community, industry and other stakeholders to map our way forward; and

**DRAFT #1 HTA Staff Recommendation**  
**Confidential - Not For Distribution**

**Final Staff Recommendation Forthcoming**

WHEREAS, under HRS §201B-3(a)(14), the Authority is empowered to “develop, coordinate, and implement state policies and directions for tourism and related activities taking into account the economic, social, and physical impacts of tourism on the State, Hawai‘i’s natural environment, and areas frequented by visitors”; and

WHEREAS, the HTA President and Chief Executive Officer meets weekly to update senior policy leaders including, but not limited to, the Governor, Lieutenant Governor, Mayors of each county, the COVID-19 Incident Commander (Hawai‘i Emergency Management Agency, Director), Directors of the Departments of Health and Business Economic Development and Tourism to address the policies concerning the Hawai‘i Safe Travels Program, plans to mitigate the spread of COVID-19, vaccinations rollout and issues pertinent to the economic recovery of the State (see Appendix C to this Resolution); and

WHEREAS, the Authority’s 2020 – 2025 Strategic Plan was developed and adopted *prior* to the outbreak of the COVID-19 pandemic and must be substantially revised to account for the economic, social, and physical impacts of COVID-19 on tourism; and

WHEREAS, the Board recognizes the desire of the community, civil society and government to take this opportunity to rethink and reimagine tourism; and

WHEREAS, the Board recognizes its unique obligation to balance the needs of the community and the visitor industry to maximize tourism benefits while mitigating the negative impacts thereof; and

WHEREAS, the Board recognizes that the underlying situation before the pandemic and into the recovery post pandemic necessitates hospitality’s transformation toward a regenerative and resilient tourism model; and

WHEREAS, the Board has the power, generally under HRS §201B-3(a) and specifically under §201B-3(a)(17), to “Coordinate all agencies and advise the private sector in the development of tourism-related activities and resources”; and

WHEREAS, the Board has the power, generally under HRS §201B-3(a) and specifically under HRS §201B-3(a)(24), to “develop and implement emergency measures to respond to any adverse effects on the tourism industry”; and

**DRAFT #1 HTA Staff Recommendation  
Confidential - Not For Distribution**

**Final Staff Recommendation Forthcoming**



WHEREAS, the Authority is empowered, generally under HRS §201B-7(a) and specifically under HRS §201B-7(b), to expend funds and delegate to staff the responsibility for facilitating and monitoring the functions of the Authority.

NOW, THEREFORE, BE IT RESOLVED, by the Board of Directors of the Hawai'i Tourism Authority that:

1. President and Chief Executive Officer John De Fries, shall be directed to take immediate action to review, realign, and reorganize the Authority's strategic plan, budget, and operations (including, but not limited to, its corporate governance and procurement policies and procedures; the Authority's organizational structure, staff roles and functions; and its processes for research, planning, and management) to ensure that the Authority's activities and initiatives adapt to the "New Normal" and continue to take into account the economic, social, and physical impacts of tourism on the State, Hawai'i's natural environment, and areas frequented by visitors.
2. President and Chief Executive Officer John De Fries, shall be directed to take immediate action to provide training and support to the Authority's staff to ensure that they gain and maintain the skills and knowledge they need to fulfill their roles and functions in the "New Normal".
3. President and Chief Executive Officer John De Fries is authorized, pursuant to Board Policy #400-50, to realign the Authority's budget and utilize part or all of any unencumbered appropriation balance (including any funds reserved as Board allocations projected for the end of FY 2021), to: (a) fund the realignment and reorganization of the Authority's strategic plan and operations; and (b) fund the programs and activities described in Appendix D to this Resolution. This authorization supersedes all policies, budget allocations, and directives previously issued by the Board.
4. A written summary of the Authority's proposed realignment and reorganization plan (the "Change Management Plan") must be submitted to the Board for approval at the June 2021 meeting; and
5. Written progress reports on the Authority's implementation of the approved "Change Management Plan" shall be submitted each month to the Board.

Accepted and agreed as of the \_\_\_th day of \_\_\_\_\_, 20\_\_.

**DRAFT #1 HTA Staff Recommendation  
Confidential - Not For Distribution**

**Final Staff Recommendation Forthcoming**

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APPROVED AS TO FORM AND LEGALITY:

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GREGG KINKLEY  
Deputy Attorney General  
State of Hawai'i

**DRAFT #1 HTA Staff Recommendation  
Confidential - Not For Distribution**

**Final Staff Recommendation Forthcoming**

**APPENDICES**  
**to HTA RESOLUTION 2021-2-1**  
**RE: Realignment and Reorganization of HTA**  
**Strategic Plan and Operations**

**Appendix A**

The Future of Travel and Tourism After the COVID-19 Pandemic And Implications for Hawai'i

**Appendix B**

The Future of Travel After the Coronavirus Pandemic

**Appendix C**

HTA Weekly Senior Leaders Briefing 5/24/21

**Appendix D**

Staff Recommendations for Programs to be Encumbered

DRAFT #1 HTA Staff Recommendation  
Confidential - Not For Distribution

Final Staff Recommendation Forthcoming

# **Appendix A**

## The Future of Travel and Tourism After the COVID-19 Pandemic And Implications for Hawai'i

**DRAFT #1 HTA Staff Recommendation  
Confidential - Not For Distribution**

**Final Staff Recommendation Forthcoming**

# THE FUTURE OF TRAVEL AND TOURISM AFTER THE COVID-19 PANDEMIC AND IMPLICATIONS FOR HAWAI‘I

OCTOBER 1, 2020



UHERO BRIEFS ARE CIRCULATED TO STIMULATE DISCUSSION AND CRITICAL COMMENT. THE VIEWS EXPRESSED ARE THOSE OF THE INDIVIDUAL AUTHORS. WHILE BRIEFS BENEFIT FROM ACTIVE UHERO DISCUSSION, THEY HAVE NOT UNDERGONE FORMAL ACADEMIC PEER REVIEW.

By Paul Brewbaker, Frank Haas, and James Mak

“May You Live Long and Prosper”

Mr. Spock

*Star Trek*

Shortly after the start of the coronavirus epidemic in the U.S., CNN Business ran a story with the provocative headline: “The travel industry is suffering its worst shock since 9/11 because of coronavirus.”<sup>1</sup> An article in USA TODAY (September 11-13, 2020) noted the parallel between 9/11 and the current pandemic and how Americans are responding to the crisis in similar ways. As the virus raced across the country though, COVID-19’s impact on the travel industry has turned out to be far worse than 9/11. The pandemic has turned 2020 into a lost year for the U.S. travel industry.<sup>2</sup> And the future is uncertain.

This brief examines what the future of travel and tourism might look like primarily in the U.S. and examines future implications for Hawai‘i. We point out similarities between post-9/11 and the current pandemic and the response to the two crises. We emphasize the potential long-lasting and systemic effects of the pandemic on travel and tourism, rather than just the recovery.

## TRAVEL AND TOURISM POST-9/11

Following the 9/11 terrorist attacks, the U.S. travel industry was crippled as the nation’s air transportation system completely shut down for four days after commercial jets were used as weapons, killing almost 3,000 victims. Beyond the tragic human toll, the U.S. airline industry lost nearly \$5 billion in passenger and freight revenues in the month of September alone. Cancellations poured into hotel reservation lines and travel agencies. Making matters worse, 9/11 occurred when the U.S. economy was already in a recession.<sup>3</sup>

When air travel resumed, airline revenue passenger miles improved every month in the first six months after the September attacks compared to the same months in the previous year; but growth did not lead to a quick or full recovery. Airlines lowered fares to entice people to fly; they also reduced capacity. Newly formed organizations including the Transportation Security Administration (TSA) and the Department of Homeland Security imposed heightened security requirements that added greatly to the time, cost, and hassle involved in flying. These changes along with the fear of terrorism induced travelers to switch to land modes of transportation, especially for shorter trips. On top of all that, a weak economy reduced business (especially convention) travel—the crème de la crème of the travel business. Likewise, international travel tanked. Travelers were advised to stay away from crowds and avoid iconic attractions as they were at greatest risk of attacks by terrorists. The economies of the America’s largest cities were hit especially hard because large cities are more dependent on business travel, international visitors, and aviation.

1 <https://www.cnn.com/2020/02/29/business/travel-industry-coronavirus-economic-impact/index.html>

2 <https://www.seattletimes.com/life/travel/how-covid-19-turned-2020-into-a-lost-year-for-the-travel-industry-travel-troubleshooter/>

3 James Mak, *Tourism and the Economy: Understanding the Economics of Tourism*, University of Hawai‘i Press, 2004, Chapter 15.



Fortunately, timely and sound economic crisis management by the Federal Reserve (Fed) kept the U.S. financial system operating nearly seamlessly. Emergency appropriations by Congress—including billions in grants and loans to the nation's airlines—kept the short-run economic fallout from being worse than initially feared. TSA security checks were quickly put in place at airports to safeguard air travel. As tourism gradually recovered, leisure travel was first to return, mostly to places travelers perceived as safe. Hawai'i benefited from the substitution as many Americans opted to visit the islands instead of foreign destinations. By 2003, the number of visitor arrivals to Hawai'i had fully recovered.<sup>4</sup>

Shortly after 9/11, travel experts were mulling over what lasting changes might 9/11 have on travel and tourism. On the 19th anniversary of 9/11, it appears that what has affected travelers the most are the heightened security measures adopted in air travel and stricter visa regulations.<sup>5</sup>

Psychological scars remain. In the U.S. the yearly number of deaths attributable to terrorism are miniscule compared to the number of people who perish on the nation's roads and highways.<sup>6</sup> Yet, a 2019 Gallup Poll revealed that nearly half (46%) of Americans said that they were still worried about being a victim of terrorism.<sup>7</sup> The 2017 poll revealed that 32% of Americans were "less willing" to fly on airplanes, 26% were less willing to go into skyscrapers, 38% were less likely to attend events where there are thousands of people, and 46% were less willing to travel overseas. Researchers have found that people make their travel decisions based on perceived risks rather than actual risks.

Today, Americans have adapted to the security measures and travel restrictions put in place after 9/11 as permanent features of travel. However, these measures are not without cost.

Data from the U.S. Department of Transportation show domestic airfares (adjusted for inflation) have been trending upward since 2000—24% between 2000 and 2018— (except for dips right after 9/11, during the Great Recession, and between 2014 and 2016). There are multiple factors, in addition to the cost of travel, that influence the demand for travel; the most important one being economic growth. The number of passenger enplanements at all U.S. airports increased from 640 million in 2000 to nearly 900 million in 2018.<sup>8</sup>

## TRAVEL AND TOURISM AND COVID-19

The causes are different, but most Americans are once again reluctant to fly during the pandemic. The Franklin Templeton-Gallup Economics of Recovery Study, July 2-14, 2020 (released on August 6) reveals 52% of American adults who flew at least once per year pre-COVID-19 now say they are uncomfortable with flying.<sup>9</sup> Older adults (age 55+) feel lot more uncomfortable about flying (69%) than younger adults between the ages of 18 and 34 (33%). New information indicates that the younger travelers are leading the travel recovery.<sup>10</sup>

The Templeton-Gallup study also found that the level of comfort also varies by the length of the flight. Forty-four percent of the respondents in the study felt okay taking flights lasting less than two hours, but

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4 Christopher Edmonds, Carl Bonham, and James Mak, "The Impact of 9/11 and other terrible global events on tourism in the United States and Hawaii," *Journal of Travel Research*, August 2006, Vol. 45 pp. 99-110.

5 Dominic James Fusco, *Towers, Travel and Terrorism: How the Game Has Changed Since 9/11* at <https://www.goabroad.com/articles/travel-changes-9-11>

6 <https://ourworldindata.org/terrorism>

7 <https://news.gallup.com/poll/4909/terrorism-united-states.aspx>

8 <https://www.bts.gov/tsar>

9 <https://news.gallup.com/poll/316742/air-travelers-uncomfortable-flying.aspx>

10 <https://www.travelweekly.com/Travel-News/Travel-Agent-Issues/Generation-X-Y-and-Z-to-the-rescue-A-youthful-embrace-prods-recovery>

only 27% felt comfortable taking flights that lasted between four to six hours and 21% felt comfortable taking flights of more than six hours.

Fear of flying is not the only impediment to travel; travel restrictions—especially border closures and quarantines—and virus testing requirements and delays also discourage people from traveling.

The sharp decline in air travel in the U.S. due to COVID-19 can be seen in Table 1, which shows U.S. Department of Transportation estimates of month-to-month percentage changes in domestic air passengers carried by U.S. airlines between January 2020 and July 2020 compared to changes in the same months in 2019.<sup>11</sup> April was the worst month.<sup>12</sup>

**TABLE 1**

**% Changes in Monthly U.S. Domestic Air Passengers on U.S. Airlines and Changes in Hawai'i Air Passenger and Visitor Arrivals in 2020 Compared with the Same Months in 2019**

Month, 2020	U.S. Domenstic	Hawai'i	Visitor Arrivals in Hawai'i by Air	
	Air Passengers	Air Passengers	All Visitors	Domestic Visitors
January	+6.2%	+7.2%	+5.3%	+9.1%
February	+7.4	+7.5	+12.6	+12.9
March	-51.0	-49.7	-53.6	-48.7
April	-95.7	-98.7	-99.5	-99.2
May	-88.5	-97.4	-98.9	-98.6
June	-77.9	-95.9	-98.2	-97.7
July	-70.1	-94.4	-97.7	-97.1
August		-93.9	-97.6	-96.7

Sources: U.S. data from U.S. Department of Transportation at <https://www.bts.gov/newsroom/us-airline-july-2020-passengers-decrease-73-july-2019-rise-30-june-2020-preliminary>. Hawai'i air passenger counts from <http://dbedt.hawaii.gov/visitor/daily-passenger-counts/>; Hawai'i visitor data from the Hawai'i Tourism Authority at <https://www.hawaiiauthority.org/research/monthly-visitor-statistics/>

Passenger numbers at TSA airport checkpoints for 2020 and 2019 tell the same story of a near total collapse in air travel during the pandemic. Total passenger “throughput” reached its lowest point on April 14, 2020 at 87,534, or 96% fewer than the number on the same day in 2019. With recovery in slow motion, the May 31 passenger count was 86% less than that on the same day in 2019, 78.7% less on June 30, 72% less on July 31, 68.8% less on August 31, and 64.4% less on World Tourism Day (September 27, 2020).<sup>13</sup>

Because of Hawaii's total reliance on air transportation (cruise travel was suspended in March) Table 1 also displays the corresponding percentage changes in air passenger counts and visitor arrivals in Hawai'i in the first eight months of 2020 compared to the same months in 2019. While air travel in the rest of the country is making a slow recovery, tourism recovery in Hawai'i has yet to begin as the state is not relaxing

11 The International Air Transportation Association (IATA) produces its own estimates of U.S. domestic air passenger traffic using revenue passenger kilometers (RPK) instead of the number of passengers. IATA's estimates (Monthly Air Passenger Market Analysis) of percentage changes in U.S. domestic air passenger travel are similar to those produced by the U.S. Department of Transportation: Jan. 2020, +8% over 2019; Feb. 2020, +9.5%; March, (minus) -51.1%; April, -95.7%; May, -89.5%; June, 80.0%; July, -72.6%; August, -69.3%.

12 Intercity rail passenger traffic (excluding commuter passengers) fell as well with the sharpest decline occurring in April 2020 (-95.6%) compared to the volume of passengers in April 2019. June was still down 92.8% compared to 2019. (See, <https://data.bts.gov/Research-and-Statistics/Intercity-Passenger-Rail-Travel-Passengers/n8yb-nfq5>) Highway travel (on all roads and streets) was also down, but not as sharply as air or rail travel. The deepest drop was in April 2020 at 40.2% from April 2019. In July 2020, highway travel in vehicle miles was down only 11.5% from the volume in July 2019. (See <https://data.bts.gov/Research-and-Statistics/Highway-Travel-All-Systems/qeh3-a6ec>)

13 <https://www.tsa.gov/coronavirus/passenger-throughput>

its 14-day trans-Pacific travel quarantine (that went into effect on March 26) on arriving passengers until October 15. In 2019 Hawai'i received 10.2 million visitors.<sup>14</sup> During the current pandemic a few thousand visitors are still trickling in each month; 4,564 in April and 22,344 in August.<sup>15</sup> And they are not the typical pre-pandemic tourists; they tend to be younger, traveling in smaller parties, stay much longer, are frequent visitors, and a large percentage of them are visiting friends and relatives.

The U.S. lodging industry has seen better numbers overall than the airline industry. Nonetheless, the American Hotel & Lodging Association (AHLA) in a report (August 31, 2020)—*State of the Hotel Industry Analysis: COVID-19 Six Months Later*—argues that “The hotel industry is on the brink of collapse.”<sup>16</sup> Smith Travel Research (STR) reports that the average U.S. hotel occupancy rate ending the week of August 29, 2020 was less than 50%.<sup>17</sup> It was less than 30% on Oahu.

Vacation rentals in the U.S. (which are banned on O'ahu during the pandemic) are generally bouncing back more quickly than hotels.<sup>18</sup> This may surprise some travel experts. One travel expert surmises that travelers will consider staying in someone's house more risky than staying in a hotel because it is more difficult for vacation rental platforms to enforce safety standards.<sup>19</sup> Instead, a consultant for vacation rentals concludes that “what's happened is that the vacation rental product has become attractive to travelers, because safety concerns around renting someone else's home have been balanced against the safety concerns of staying in a hotel with shared spaces.”<sup>20</sup>

## International Travel and COVID-19

International travel has also plunged because of the global pandemic. According to the UN World Tourism Organization (UNWTO) international tourism could fall by 58–78% in 2020 depending on the speed of containment and the closing and reopening of borders.<sup>21</sup> As of September 1, 115 destinations—just 53% of destinations world-wide—have eased travel restrictions.<sup>22</sup> Economies devastated by the pandemic also must rebound to spur tourism recovery.

The U.S. government has lifted its blanket level-4 “Avoid All Travel” advisory on travel by Americans to foreign countries, but because of America's high COVID-19 infection rate, Americans are not welcome in many countries including the popular and important European Union (as of September 1).<sup>23</sup> *Travel Weekly* columnist Richard Turen exaggerated a little when he wrote, “The going is tough, but there is nowhere to go.”<sup>24</sup> Likewise, the U.S. prohibits travelers from China, Iran, U.K., Ireland and a number of countries in the European Schengen area from coming to the U.S.<sup>25</sup> Restrictions remain fluid depending on each country's progress in curbing the virus.

The international consulting firm, *Oxford Economics*, forecasts (August 14, 2020) the U.S. will see a 76.5% decline in international inbound arrivals in 2020, equivalent to 61 million fewer visitors, and full recovery to 2019 levels is not expected until 2025.<sup>26</sup>

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14 <https://www.hawaiitourismauthority.org/media/5062/2019-annual-report-final-for-posting.pdf>

15 <https://www.hawaiitourismauthority.org/research/monthly-visitor-statistics/>

16 <https://www.ahla.com/sites/default/files/State%20of%20the%20Industry.pdf>

17 <https://str.com/data-insights-blog/video-us-performance-results-week-ending-august-29>

18 <https://www.travelweekly.com/Travel-News/Hotel-News/Vacation-rentals-bouncing-back-more-strongly-than-hotels>

19 <https://foreignpolicy.com/2020/06/13/travel-tourism-coronavirus-pandemic-future/>

20 <https://www.travelweekly.com/Travel-News/Hotel-News/Vacation-rentals-bouncing-back-more-strongly-than-hotels>

21 <https://www.unwto.org/news/covid-19-international-tourist-numbers-could-fall-60-80-in-2020>

22 <https://www.unwto.org/more-than-50-of-global-destinations-are-easing-travel-restrictions-but-caution-remains>

23 <https://www.cnn.com/travel/article/us-international-travel-covid-19/index.html>

24 <https://www.travelweekly.com/Richard-Turen/The-going-is-tough-but-there-is-nowhere-to-go>

25 <https://www.cdc.gov/coronavirus/2019-ncov/travelers/from-other-countries.html>

26 [https://resources.oxfordeconomics.com/hubfs/Global-Travel-Service-July-2020.pdf?utm\\_campaign=PR-UK&utm\\_](https://resources.oxfordeconomics.com/hubfs/Global-Travel-Service-July-2020.pdf?utm_campaign=PR-UK&utm_)

In sum, much of what happened in travel and tourism in the U.S. after 9/11 is repeating itself during the current coronavirus pandemic. One New York Times writer observes that travel in the U.S. during 2020 is much like traveling during the summer of 1965: road trips over flying; domestic over foreign destinations; national parks and open spaces over big cities. She writes, “What’s new is old is new again—just add Google Maps, face masks and curbside pickups.”<sup>27</sup>

## THE FUTURE OF TRAVEL AND TOURISM

Harold Vogel writes, “The urge to travel is universal” because people are born with innate and insatiable curiosity.<sup>28</sup> Frances Brown writes that people travel because they feel a need to “escape from ordinary life.”<sup>29</sup> Time and time again, tourism has shown its resilience after major shocks. Tourism bounced back from 9/11 (2001), the SARS epidemic (2003)<sup>30</sup> and most recently the global financial crisis. Borrowing from post-9/11 experience, a coalition of travel companies and organizations (“Let’s Go There Coalition”) is developing a massive ad campaign to urge Americans to start planning for their next trip to anywhere.<sup>31</sup> Tourism will return from the COVID-19 pandemic but certainly with lasting changes.

There is no shortage of experts who have shared their views on tourism’s future after COVID-19.<sup>32</sup> Opinions from several leading thinkers in *Foreign Policy* (June 13, 2020) are representative:<sup>33</sup>

- Many people—especially the elderly—will either opt to not travel or limit their travel. Those who travel will do so within a new system of interlocking safe zones. Their travels will stick to the safe zones or in their own countries. The same will be true for businesses.
- Online meetings will be the norm. Business meetings, family vacations, and leisure activities will increasingly move into virtual worlds.
- Travel will take a bigger slice of our smaller disposable incomes. Many health protocols will become permanent. Two dramatic trends will occur: Some governments will redesign their tourism strategies to become better stewards of their destinations. Other governments will do the opposite by racing to the bottom and return to overtourism. But smart travelers will opt to visit places with good governance and health systems. They will take fewer trips but stay longer. They will see this pandemic as a harbinger of what’s to come from the climate crisis. They will act like responsible citizens as well as passionate travelers.
- Before the lockdown, it was easy to point out all the harm mass tourism has done. After a long travel interruption due to the pandemic, people will be more aware of what they have lost in easy connectedness.

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umUbreBp8opVejW2Un4tz\_eLi8q3DWdQE\_ix3A7QxCCQrCaIVQ0tTtdcOOuIV\_w&utm\_content=93590253&utm\_source=hs\_email

27 <https://www.nytimes.com/2020/09/04/travel/to-many-travelers-2020-was-the-summer-of-1965.html>

28 Harold Vogel, *Travel Industry Economics: A Guide for Financial Analysts*, Cambridge University Press, 2001, p. xiii.

29 Frances Brown, *Tourism Reassessed, Blight or Blessing*, Butterworth, and Heinemann, 2000, p. 9.

30 Bob McKercher and Kaye Chon, “The Over-Reaction to SARS and the Collapse of Asian Tourism,” *Annals of Tourism Research*, 31 (3), July 2004, p. 716-719 at <https://www.ncbi.nlm.nih.gov/pmc/articles/PMC7148758/>

31 <https://www.travelweekly.com/Travel-News/Travel-Agent-Issues/Trade-hopes-to-kick-start-travel-with-biggest-ad-blitz-since-September-11>

32 See, for example, <https://www.travelweekly.com/Arnie-Weissmann/How-travel-will-be-bought-and-sold-in-August-2021-Part-1>; <https://www.travelweekly.com/Arnie-Weissmann/How-travel-will-be-bought-and-sold-in-August-2021-Part-2>; <https://www.washingtonpost.com/travel/2020/06/15/11-ways-pandemic-will-change-travel/>; <https://www.cnn.com/2020/05/10/heres-how-travel-will-change-after-the-covid-19-pandemic-recedes.html>; <https://thepointsguy.com/guide/travel-changed-coronavirus/>; <https://www.nytimes.com/interactive/2020/05/06/travel/coronavirus-travel-questions.html>; <https://foreignpolicy.com/2020/06/13/travel-tourism-coronavirus-pandemic-future/>;

33 <https://foreignpolicy.com/2020/06/13/travel-tourism-coronavirus-pandemic-future/>

- The next wave of travel will not be driven by the desire to go to hot spots or top-ten-list destinations. It will be the desire simply to go, and to figure things out along the journey. Road trips and adventure travel will be popular but not packaged tours. There will be a boom in domestic travel.
- Globalism cannot be reversed. Cultural curiosity cannot be expunged.

Post-COVID-19 predictions on future travel are not very different from some of those that were made after 9/11.<sup>34</sup> The pandemic is accelerating some changes that were underway for some time.

It is also important to note that many predictions are based on expectations of what tourists and tourism suppliers want and not necessarily what destination residents want. A good example is vacation rentals. Experts predict vacation rentals will be in much demand post-COVID-19. One reason: The pandemic has demonstrated that working remotely is feasible for many people.<sup>35</sup> A survey of businesses (in May, 2020) by the Federal Reserve Bank of Atlanta found that firms expect working from home in the U.S. to triple after the pandemic is over, rising from 5.5% to 16.6% of all working days. Moreover, firms anticipate 10% of their full-time workforce will be working from home five days a week.<sup>36</sup> University of Chicago researchers Jonathan Dingel and Brent Neiman estimate that 37% of jobs in the U.S. can be performed entirely at home.<sup>37</sup> The shift to working at home could increase demand for longer trips that combine work and pleasure. Bookings.com and Airbnb are exploiting this growing demand for “workations” by introducing longer stay rates.<sup>38</sup> Guests can work productively from someone else’s house, just not from their own home. And guests may bring a large family along. Hotels are not as well suited for that.

However, even before the pandemic, residents in a number of destinations have vigorously opposed the spread of vacation rentals in their residential neighborhoods.<sup>39</sup> Some governments (including Honolulu<sup>40</sup>) have responded to political pressure exerted by constituents by imposing strict regulations on their proliferation and how they do business. Thus, travelers may prefer vacation rentals, but the supply may not be there. The predicted increase in vacation rentals may not be realized in every destination.

The current pause in travel and tourism due to COVID-19 provides opportunities for residents of tourist destinations to rethink the role of tourism in their communities. Some won’t want to go back to what existed before. Even before the pandemic, residents of many destinations have been demanding more say on tourism in their communities to make sure that their wellbeing comes first. This will continue.

## IMPLICATIONS FOR HAWAII’I

Hawaii’s tourism industry has essentially been shut down since the end of March. For all of 2020, University of Hawaii’i Economic Research Organization (UHERO) forecasts (September 25, 2020) visitor arrivals by air and inflation adjusted visitor spending in Hawaii’i will be about 73% less than in 2019. Given Hawaii’s economic dependence on tourism (only Nevada is more dependent on tourism) the state ranks among the worst in economic performance during the current pandemic. A long and uncertain road to tourism recovery lies ahead.

The COVID-19 pandemic has exposed several critical weaknesses in Hawaii’s readiness to respond to crises. The most glaring weaknesses are poor crisis management at the state level and confusing

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34 See Mak (2004), Chapter 15.

35 <https://www.washingtonpost.com/travel/2020/06/15/11-ways-pandemic-will-change-travel/>

36 <https://www.frbatlanta.org/blogs/macroblog/2020/05/28/firms-expect-working-from-home-to-triple>

37 [https://bfi.uchicago.edu/wp-content/uploads/BFI\\_White-Paper\\_Dingel\\_Neiman\\_3.2020.pdf](https://bfi.uchicago.edu/wp-content/uploads/BFI_White-Paper_Dingel_Neiman_3.2020.pdf)

38 <https://www.travelweekly.com/Travel-News/Hotel-News/Bookingcom-introducing-longer-stay-rates>

39 <https://uhero.hawaii.edu/regulating-home-share-rentals-in-hawaii/>; also <https://www.nytimes.com/2020/09/24/travel/airbnb-pandemic.html>

40 <http://www.honolulu.gov/dppstr.html>



coordination between the State and the four county governments. A survey conducted in late August by the University of Hawai'i Public Policy Center found Hawai'i residents highly critical of the State's handling of the pandemic.<sup>41</sup> Hawai'i went from a destination considering marketing itself as one of the safest places to vacation to a second lockdown on O'ahu (August 27) to prevent the healthcare system from being overwhelmed. Finally, in mid-September, Governor David Ige appointed a new leadership team to improve the effectiveness of the state's response to the pandemic and establish a pre-flight testing program to relax the 14-day quarantine currently imposed on all travelers to Hawaii beginning October 15. Hopefully, important lessons will be learned and retained to better prepare Hawai'i to meet the next disaster.

Hawai'i is especially vulnerable to Post-COVID-19 changes in travel and tourism. Health experts warn that COVID-19 may be with us for years. And even when a vaccine becomes available, it may only be 50 to 60 percent effective, meaning that if you vaccinate 100 people, 40 to 50 people may still get sick.<sup>42</sup> Because Hawai'i is already an expensive place to visit, making some of the current health protocols permanent will render a Hawai'i vacation even more expensive. ("Too expensive" is the top reason why Hawai'i visitors say they are unlikely to return.<sup>43</sup>) That doesn't include the expected rise in travel costs associated with measures to address climate change that might be added on top of that.<sup>44</sup> A recent study—"The carbon footprint of tourism"—published in *Nature Climate Change* finds that travel is highly income elastic and carbon-intensive and will constitute a growing part of the world's greenhouse gas emissions.<sup>45</sup> As Hawai'i is almost entirely dependent on long haul air travel, passengers wary of flying and consumers who don't want to contribute to climate change may opt to vacation elsewhere or spend leisure time in other ways. Thus, we should expect to see slower future growth in tourist travel to Hawai'i. Travel to Hawai'i was expected to slow in the next 25 years even before the COVID-19 pandemic.<sup>46</sup> The earlier prediction is now probably too optimistic.

The expected slowdown in the number of tourist arrivals may not entirely be a bad thing. Some would argue that it is time that we do with less but do it better. Hawai'i Tourism Authority's (HTA) latest tourism strategic plan adopted before the pandemic calls for the state to focus less on the number of visitors and more on attracting high spending and low impact visitors. Lawmakers are revisiting the longstanding discussion about diversifying away from tourism. Both are good ideas. And both are very difficult to achieve. On the first, every destination wants to do the same. Hawai'i cannot be like the kingdom of Bhutan which imposes a defacto minimum requirement on how much each visitor must spend by requiring all visitors to purchase an "all-inclusive packaged tour." Independent travel is not permitted.<sup>47</sup> Hawai'i has to focus on strategic marketing using data mining and analytics to target higher-spending/high-yield visitors, and investing in the state's tourism infrastructure to provide a visitor experience that will entice higher spending visitors to come. On the second, Hawai'i has made numerous attempts to diversify the economy in recent decades with little success. Studies are presently underway to review past diversification efforts to understand why they failed and thus help the state to craft more effective strategies going forward.

Technology will play a much bigger role in travel and tourism in Hawai'i (and everywhere) in the future. Hawai'i needs to develop a smart tourism plan. Until recently technology has been used largely to increase profits of tourism suppliers and reduce the cost of travel to consumers. In the future, technology—i.e. smart

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41 [https://drive.google.com/file/d/1F2gfvRKwbUvkbw\\_cfCewS6JUEnmlQDNG/view](https://drive.google.com/file/d/1F2gfvRKwbUvkbw_cfCewS6JUEnmlQDNG/view)

42 <https://www.npr.org/sections/health-shots/2020/09/12/911987987/a-covid-19-vaccine-may-be-only-50-effective-is-that-good-enough>

43 [https://www.hawaiiourismauthority.org/media/4996/vsat\\_qtr4\\_2019\\_final-repost-7-31-20.pdf](https://www.hawaiiourismauthority.org/media/4996/vsat_qtr4_2019_final-repost-7-31-20.pdf)

44 <https://uhero.hawaii.edu/charting-a-new-fiscal-course-for-hawaii-a-fiscal-architecture-approach/>

45 [https://forestpolicy.com/wp-content/uploads/2018/07/TourismCarbonFootprint\\_maintext.pdf](https://forestpolicy.com/wp-content/uploads/2018/07/TourismCarbonFootprint_maintext.pdf)

46 [https://files.hawaii.gov/dbedt/economic/data\\_reports/2045-long-range-forecast/2045-long-range-forecast.pdf](https://files.hawaii.gov/dbedt/economic/data_reports/2045-long-range-forecast/2045-long-range-forecast.pdf)

47 [https://www.kingdomofbhutan.com/visitor/visitor\\_1\\_.html](https://www.kingdomofbhutan.com/visitor/visitor_1_.html)

tourism—will also be used increasingly to aid destination management.<sup>48</sup> The rush to employ technology in travel and tourism spurred on by the pandemic is both a plus and a minus. Technological applications that improve efficiency is a plus. On the minus side, as capital and technology replace labor, one wonders how the tourism experience will be forever altered. What does the “Aloha spirit” mean when visitors are increasingly served by robots, and artificial intelligence replaces human interaction? The challenge to maintaining Hawaii’s brand image as the Aloha state is to come up with the proper balance between technology and personal service.

In 2019 we wrote a white paper charting a new course for Hawai’i tourism.<sup>49</sup> We outlined three conditions for tourism’s long-term success in any destination. They remain valid in the post-pandemic era: (1) a long-term strategic view, (2) authority to take action, and (3) sufficient resources to implement actions. Currently, Hawai’i is deficient in all three areas. Ultimately, success requires strong leadership and institutional reform driven by the governor and the legislature.<sup>50</sup>

The future of travel and tourism is not preordained. It will be shaped by the choices tourism’s decision makers—consumers, suppliers, and destination residents through our governments—are making in the face of our new realities.

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<sup>48</sup> <https://uhero.hawaii.edu/can-hawaii-rise-from-the-ashes-of-covid-19-as-a-smart-destination/>

<sup>49</sup> <https://uhero.hawaii.edu/wp-content/uploads/2019/08/ChartingANewCourseForHawaiiTourism.pdf>

<sup>50</sup> <https://uhero.hawaii.edu/wp-content/uploads/2020/04/HTASustainableDestinationManagement-1.pdf>

# **Appendix B**

## The Future of Travel After the Coronavirus Pandemic

**DRAFT #1 HTA Staff Recommendation  
Confidential - Not For Distribution**

**Final Staff Recommendation Forthcoming**

ANALYSIS

# The Future of Travel After the Coronavirus Pandemic

Travel and tourism will be changed forever. We asked seven leading thinkers for their predictions.

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By [James Fallows](#), [Vivek Wadhwa](#), [Pico Iyer](#), [Rolf Potts](#), [Elizabeth Becker](#), [James Crabtree](#), [Alexandre de Juniac](#)

JUNE 13, 2020, 12:00 PM

**As we enter the first summer of this new era of pandemics, a** tenuous easing of travel restrictions has begun. This month, the countries of the European Union will reopen their internal borders, and they plan to allow travel from outside the block some time in July. Singapore and China have begun permitting essential travel between them, but only for passengers who test negative for the coronavirus, use a contact-tracing app, and don't deviate from their itinerary. Iceland will allow tourists, but it plans to test them for the virus at the airport.

Grounded for many months, airlines are beefing up their summer schedules—though the number of flights will be a fraction of their pre-pandemic frequency. Airports are still mostly ghost towns (some have even been taken over by wildlife), and international long-distance travel is all but dead. Around the globe, the collapse of the tourist economy has bankrupted hotels, restaurants, bus operators, and car rental agencies—and thrown an estimated 100 million people out of work.

With uncertainty and fear hanging over traveling, no one knows how quickly tourism and business travel will recover, whether we will still fly as much, and what the travel experience will look like once new health security measures are in place. One thing is certain: Until then, there will be many more canceled vacations, business trips, weekend getaways, and

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To look beyond the summer and help us think about how the pandemic will permanently change the way we travel, *Foreign Policy* asked seven prominent experts to look into their crystal balls.

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## **The Collapse in Travel Will Bring Long-Term Changes**

*By James Crabtree, associate professor in practice at the Lee Kuan Yew School of Public Policy at the National University of Singapore and the author of The Billionaire Raj*

Just as mass unemployment leaves indelible scars on labor markets, so the current global travel collapse will bring long-term changes to patterns of international movement for both business and pleasure.

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## **Countries with strong pandemic records will deploy them as tourism marketing strategies: Discover Taiwan!**

Airlines and hoteliers hope nascent “travel bubbles”—small groups of countries reopening borders only among themselves—and “green lanes” for pre-screened travelers, such as those with antibodies showing immunity to COVID-19, will allow a gradual re-opening. They also hope that roughly normal travel will then resume next year. More likely is that a new system of interlocking safe zones will operate for the foreseeable future, or at least until a vaccine is widely deployed.

Travel will normalize more quickly in safe zones that coped well with COVID-19, such as between South Korea and China, or between Germany and Greece. But in poorer developing countries struggling to manage the pandemic, such as India or Indonesia, any recovery will be painfully slow.

All this will change the structure of future global travel. Many will opt not to move around at all, especially the elderly. Tourists who experiment with new locations in their safe zones or home countries will stick to new habits. Countries with strong pandemic records will deploy them as tourism marketing strategies—discover Taiwan! Much the same will be true for

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business, where ease of travel and a new sense of common destiny within each safe zone will restructure investment along epidemiological lines.

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## **The Pandemic Caused Us to Fast-Forward Into the Future**

*By Vivek Wadhwa, fellow at Harvard Law School, associate professor at Carnegie Mellon University, and co-author of *From Incremental to Exponential: How Large Companies Can See the Future and Rethink Innovation*, forthcoming in September*

Over the past month, I've spent time with more CEOs than I would meet in a year. They were relaxed, engaged, and attentive. We could brainstorm on ideas for them to reinvent their companies without having gatekeepers or naysayers torpedo the discussions. These were the most productive talks I've had with C-level executives—and as you may have guessed, this was all done from the comfort of our homes.

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## **Our business meetings, family vacations, and leisure activities will increasingly move into virtual worlds.**

Two months ago, it would have been inconceivable to be meeting over Skype or Zoom; now it is the norm. The pandemic caused us to fast-forward ten years into the future and there is no turning back. This is the way a lot of business communications will stay.

We may not realize it, but the videoconferencing technologies we are using are right out of science fiction. Remember the TV series *The Jetsons*? We now have the videophones that George and Judy used.

The next leap forward will come from virtual reality, which is advancing at breakneck speed and will take us by surprise. Our business meetings, family vacations, and leisure activities will increasingly move into virtual worlds. A trip to Tahiti or Mars, perhaps? The holodecks from *Star Trek* are on their way.

## Travel Could Become Unaffordable for Many

By *Elizabeth Becker*, the author of *Overbooked: The Exploding Business of Travel and Tourism*

Overnight, much of the world went from over-tourism to no tourism. Since then, locals have seen how their lives have improved without those insane crowds: clear skies with vistas stretching for miles, a drastic reduction of litter and waste, clean shorelines and canals, and a return of wildlife.

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### **Whatever our income level, travel will take a greater slice of our disposable income.**

But business after business went broke without those tourists, revealing how much the global economy depends on non-stop travel. The economic devastation will mean far fewer people can afford to travel. Whatever our income level, travel will take a greater slice of our disposable income.

So be prepared for two dramatically different trends.

Some national and local governments will redesign their tourism strategies to keep down crowds, keep more money in the local economy, and enforce local regulations including those protecting the environment. Many health protocols will become permanent.

Other governments will compete for the shrinking tourist dollar by racing to the bottom, allowing the travel industry to regulate itself, using deep discounts to fill hotels and airplanes and revive over-tourism.

Smart travelers will trust places with good governance and health systems. They will take fewer trips and stay longer. They will see this pandemic as a forecast of what's to come from the climate crisis. They will act like responsible citizens as well as passionate travelers.

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## **The Freedom to Travel Is Vital to the Post-Pandemic Recovery**

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*By Alexandre de Juniac, the director-general of the International Air Transport Association (IATA) and a former CEO of Air France-KLM*

It's too early for long-term predictions, but when the first travelers return to the skies, they will find measures that have become commonplace adapted to flying: reduced personal contact, enhanced sanitization, temperature checks, and social distancing. And where sufficient distance isn't possible—onboard aircraft or in airports—masks will be required.

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## **Measures that have become commonplace will be adapted to flying: reduced personal contact, enhanced sanitization, temperature checks, and social distancing.**

Within days of 9/11—the last great inflection point for aviation—flying resumed securely. But two decades later, we are still ironing out some of the inconsistencies and inefficiencies of security procedures. This time, months of being mostly grounded have given the airline industry more time to plan and prepare.

With the support of IATA and others, the International Civil Aviation Organization developed a global restart plan to keep people safe when traveling. Restart measures will be bearable for those who need to travel, with universal implementation the priority. It will give governments and travelers the confidence that the system has strong biosafety protections. And it should give regulators the confidence to remove or adjust measures in real time as risk levels change and technology advances.

The freedom to travel will be vital to the post-pandemic recovery. My hope is that we will come out of the crisis with a better passenger experience by moving people through airports more efficiently and increasing confidence in health safety. I am optimistic that this will be a winning result for travelers, governments, the airline industry, and the economy.

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## **We Forgot How Fundamental Travel Was to Modern Life**

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*By James Fallows, a staff writer for The Atlantic and the co-author, with Deborah Fallows, of Our Towns: A 100,000-Mile Journey into the Heart of America*

Because the process of travel was so routine and often so aggravating, people of the pre-pandemic era rarely concentrated on how fundamental that process—high-volume, high-speed, relatively low-cost human movement—was to the very idea of being modern.

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## **What might be lost with a long interruption in easy-connectedness is only now becoming evident.**

Students took it for granted that they could aspire to an academic program in a different region, country, or continent—and still go back to visit their families. People who had emigrated permanently, or left their countries for a few years of work or adventure, knew that their homeland was still in relatively quick reach. Children saw their grandparents up close. Families could gather for weddings, births, graduations, funerals. Businesspeople from remote locations went to conventions and conferences to make deals and coordinate plans. The world's cultural and touristic attractions became open to people from all corners of the globe. For Americans, air travel and international exposure were once such rarities that the now-absurd-sounding term “jet set” actually meant something when it was coined in the 1950s. The commodification of travel allowed people of ordinary means to compose a “bucket list” of sights they wanted to see—and to assume they'd be able to.

Before the lockdown, it was easy to recite all the harm mass travel had done, from the throngs overwhelming Venice or Machu Picchu to the standardization of hotel-and-airport life worldwide. What might be lost with a long interruption in easy-connectedness is only now becoming evident.

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## **There Will Be a Boom in Domestic Travel**

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By *Rolf Potts*, the author of four books, including the bestselling travel-philosophy primer *Vagabonding: An Uncommon Guide to the Art of Long-Term World Travel*

One startling detail about the ongoing coronavirus pandemic is that areas with concentrated outbreaks are called hot spots—which is exactly the same phrase the commercial travel industry has used to denote popular and fashionable destinations. This uncomfortable parallel reminds us that travel, in our globalized era, enabled the spread of the virus in a historically unprecedented way.

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## **I doubt the desire to go to so-called hot spots or top-ten-list destinations will drive the next wave of travel.**

For many people, travel is synonymous with vacations—and that's fine, but somehow I don't see vacationers as the model for post-pandemic travel. A constant source of travel headlines in recent years has been tourist overcrowding in places such as Venice and Bali, and I doubt the desire to go to so-called hot spots or top-ten-list destinations will drive the next wave of travel. It will be the desire simply to go, and to figure things out along the journey. Think road trip or backpacking adventure, not package tour.

No doubt the new world of travel will see a boom in domestic travel. Many will go by van or recreational vehicle—and that makes sense, given that one is a lot more self-contained when one travels that way. International travel will also return—and it will be pioneered not just by savvy backpackers and independent travelers going on their own pace and seeing how the journey plays out, but also by working-class folks around the world seeking out family back home, whether that's in Nigeria, Ecuador, or Poland.

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## **We Will Keep Traveling Because Curiosity Cannot Be Expunged**

By *Pico Iyer*, the author of 15 books that have been translated into 23 languages, most recently *Autumn Light* and *A Beginner's Guide to Japan*

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For all our good intentions, we are creatures of habit—and of increasingly diminished attention spans. And COVID-19 has reminded us how little we can confidently say about tomorrow, or even tonight. But my suspicion is that, for better and worse, we will be traveling—and living and making predictions—in June 2021 much as we did in June 2019.

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## **For better and worse, we will be traveling in June 2021 much as we did in June 2019.**

To some extent, we have to. I was obliged to take three flights in the middle of the pandemic, from Osaka to Santa Barbara, where my 88 year-old mother had just emerged from hospital. A few weeks earlier, I had to fly from Japan to California—for a day—for a public event to which I had long been contractually committed. It would be a blessing for the environment if we all traveled less. And anxiety about travel will be greater next season, and prices higher. But globalism, having spread from person to person for so long, cannot be reversed. Cultural curiosity cannot be expunged. My trips to North Korea have shown me what happens when people cannot get to see the world first-hand.

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*This article is part of Foreign Policy's ongoing series about the world after the COVID-19 pandemic. Other installments include:*

*How the Global Order Will Be Changed Forever by John Allen, Nicholas Burns, Laurie Garrett, Richard N. Haass, G. John Ikenberry, Kishore Mahbubani, Shivshankar Menon, Robin Niblett, Joseph S. Nye, Jr., Shannon K. O'Neil, Kori Schake, Stephen M. Walt*

*How the Economy Will Look After the Pandemic by Joseph E. Stiglitz, Robert J. Shiller, Gita Gopinath, Carmen M. Reinhart, Adam Posen, Eswar Prasad, Adam Tooze, Laura D'Andrea Tyson, Kishore Mahbubani*

*How Urban Life Will Be Transformed by Richard Florida, Edward Glaeser, Maimunah Mohd Sharif, Kiran Bedi, Thomas J. Campanella, Chan Heng Chee, Dan Doctoroff, Bruce Katz, Rebecca Katz, Joel Kotkin, Robert Muggah*

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*The Future of Entertainment, Culture, and Sports by Audrey Azoulay, Rahul Bhatia, Rick Cordella, Mark C. Hanson, Baltasar Kormakur, Jonathan Kuntz, David Clay Large, James S. Snyder*

*The Future of Schools and Universities by Arne Duncan, Andreas Schleicher, Mona Mourshed, Jennifer Nuzzo, Ludger Woessmann, Salvatore Babones, Davesh Kapur, Michael D. Smith, Dick Startz*

# **Appendix C**

HTA Weekly Senior Leaders Briefing 05-24-21

**DRAFT #1 HTA Staff Recommendation  
Confidential - Not For Distribution**

**Final Staff Recommendation Forthcoming**

# HTA Weekly Senior Leaders Briefing

## Safe Travels Transpacific Screened Passengers

Totals by Airport May 16 - 22, 2021

Honolulu (HNL)	Kahului (OGG)	Kona (KOA)	Hilo (ITO)	Līhu'e (LIH)	Grand Total
93,419	48,931	21,428	505	13,299	177,582

### Reason for Trip by Arrival Airport – Transpacific Screened Passengers

May 16-22	Honolulu (HNL)	Kahului (OGG)	Kona (KOA)	Hilo (ITO)	Līhu'e (LIH)	Grand Total
Airline Crew	4,186	1,944	845	8	514	7,497
Connecting Flight (Transit)	3,456	527	113	7	71	4,174
Corporate Meeting	142	50	78	0	19	289
Essential Worker	791	184	73	8	67	1,123
Honeymoon	307	342	72	0	78	799
Incentive Trip	24	32	21	0	1	78
Intended Resident	727	136	114	17	47	1,041
Military or Federal Government	1,632	16	8	3	24	1,683
Other	590	201	77	5	59	932
Other Business	740	254	174	7	89	1,264
Pleasure/Vacation	54,342	40,199	15,998	157	10,755	121,451
Returning Resident	13,259	2,157	1,626	180	587	17,809
Sports Event	41	1	1	0	1	44
To Attend School	93	3	7	0	1	104
To Get Married	117	104	15	0	29	265
Visiting Friends or Relatives	12,972	2,781	2,206	113	957	19,029
<b>Grand Total</b>	<b>93,419</b>	<b>48,931</b>	<b>21,428</b>	<b>505</b>	<b>13,299</b>	<b>177,582</b>

Passengers Registered as Residents	25,200	14.2%
Passengers Registered as Visitors	152,380	85.8%
Total Screened Passengers	177,580	100.0%

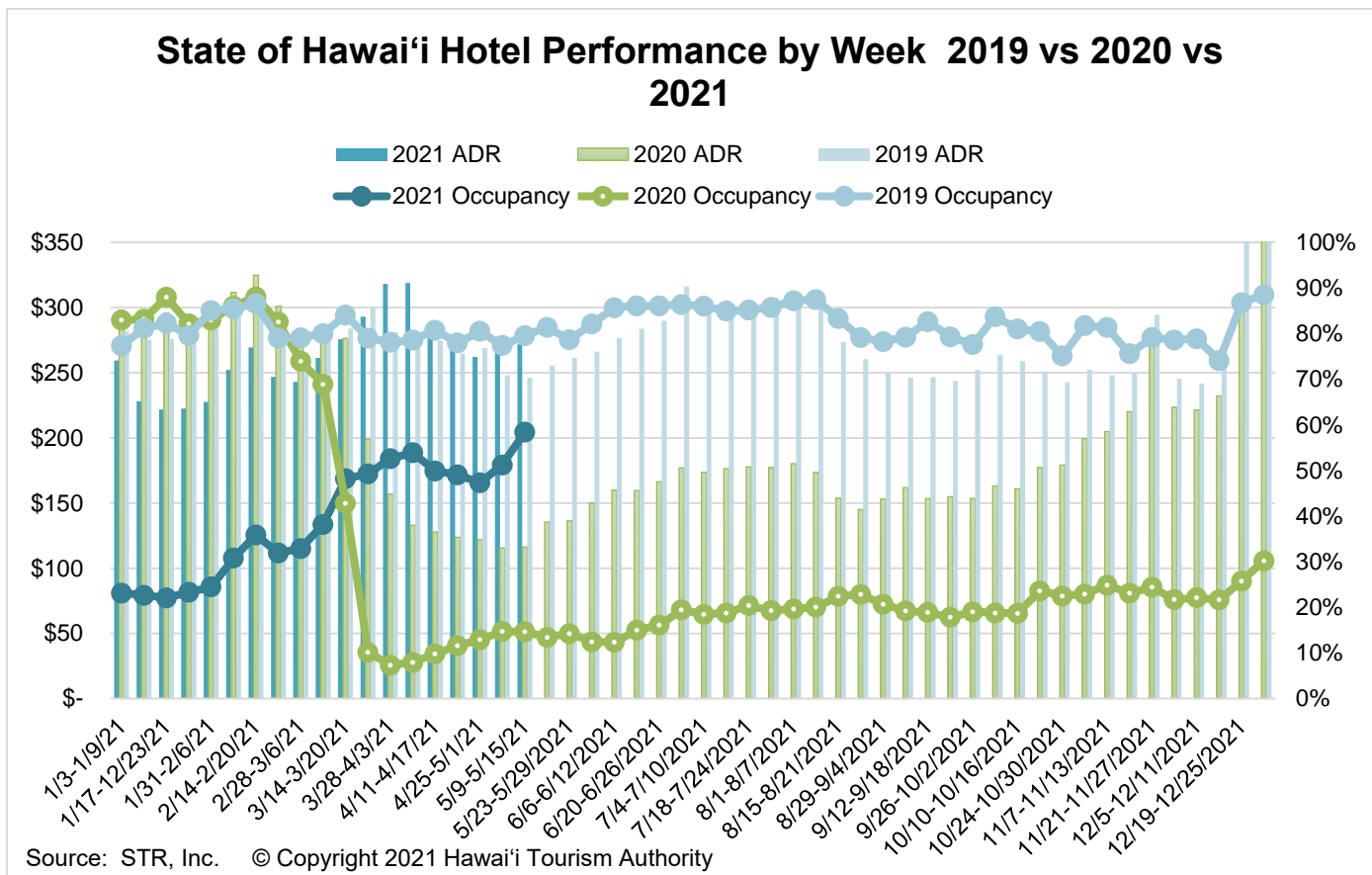
Source: Safe Travels program developed by the State of Hawaii Office of Enterprise Technology Services

Note: The data are preliminary and subject to change

# Hawai'i Hotel Performance

For the Week of May 09, 2021 to May 15, 2021

	Occupancy	ADR	RevPAR
<b>State of Hawai'i</b>	58.4%	\$ 271.71	\$ 158.68
<b>O'ahu</b>	55.0%	\$ 188.94	\$ 103.97
<b>Maui County</b>	67.2%	\$ 413.60	\$ 277.87
<b>Kaua'i</b>	52.8%	\$ 264.43	\$ 139.72
<b>Island of Hawai'i</b>	59.7%	\$ 302.07	\$ 180.23



*No longer published. For internal use only*

Source: STR, Inc. © Copyright 2021 Hawai'i Tourism Authority

*Note: Weekly hotel data are based on participating properties, which may vary from week to week. Also, fewer properties participate weekly compared to monthly.*



## Air Seats

### May 2021: Scheduled Nonstop Seats to Hawai'i by Port Entry

	Total			Domestic			International		
	2021	2020	% CHANGE	2021	2020	% CHANGE	2021	2020	% CHANGE
<b>STATE</b>	867,086	96,229	801.1	845,358	84,945	895.2	21,728	11,284	92.6
<b>HONOLULU</b>	437,902	87,351	401.3	416,174	76,067	447.1	21,728	11,284	92.6
<b>KAHULUI</b>	259,224	3,474	7,361.8	259,224	3,474	7,361.8	0	0	NA
<b>KONA</b>	108,886	3,088	3,426.1	108,886	3,088	3,426.1	0	0	NA
<b>HILO</b>	2,158	0	NA	2,158	0	NA			
<b>LIHU'E</b>	58,916	2,316	2,443.9	58,916	2,316	2,443.9	0	0	NA

Source: HTA analysis based on scheduled flights from Diio Mi flight schedules as of May 19, 2021, subject to change

### June 2021: Scheduled Nonstop Seats to Hawai'i by Port Entry

	Total			Domestic			International		
	2021	2020	% CHANGE	2021	2020	% CHANGE	2021	2020	% CHANGE
<b>STATE</b>	1,051,699	110,117	855.1	1,027,162	97,652	951.9	24,537	12,465	96.8
<b>HONOLULU</b>	524,577	93,522	460.9	500,040	81,057	516.9	24,537	12,465	96.8
<b>KAHULUI</b>	307,887	10,974	2,705.6	307,887	10,974	2,705.6	0	0	NA
<b>KONA</b>	126,530	3,281	3,756.4	126,530	3,281	3,756.4	0	0	NA
<b>HILO</b>	5,178	0	NA	5,178	0	NA			
<b>LIHU'E</b>	87,527	2,340	3,640.5	87,527	2,340	3,640.5	0	0	NA

Source: HTA analysis based on scheduled flights from Diio Mi flight schedules as of May 19, 2021, subject to change

## July 2021: Scheduled Nonstop Seats to Hawai'i by Port Entry

	Total			Domestic			International		
	2021	2020	% CHANGE	2021	2020	% CHANGE	2021	2020	% CHANGE
<b>STATE</b>	1,182,930	160,313	637.9	1,142,179	148,102	671.2	40,751	12,211	233.7
<b>HONOLULU</b>	594,690	131,544	352.1	553,939	119,333	364.2	40,751	12,211	233.7
<b>KAHULUI</b>	343,021	18,461	1,758.1	343,021	18,461	1,758.1	0	0	-
<b>KONA</b>	139,115	7,528	1,748.0	139,115	7,528	1,748.0	0	0	-
<b>HILO</b>	5,549	0	NA	5,549	0	NA			
<b>LIHU'E</b>	100,555	2,780	3,517.1	100,555	2,780	3,517.1	0	0	NA

Source: HTA analysis based on scheduled flights from Diio Mi flight schedules as of May 19, 2021, subject to change

## Destination Analysts COVID Tracker

Recent gasoline price inflation and shortages following the Colonial Pipeline cyber-attack have had a significant impact on the traveling community. Nearly one-third (30.9%) of travelers report being affected by the event. While the ultimate impact on the travel industry is unclear, some travelers (15.9%) say this volatility in the gasoline market has led them to reconsider or cancel upcoming travel plans.

- Recent gasoline price inflation and shortages following the Colonial Pipeline cyber-attack have had a significant impact on the traveling community. Nearly one-third (30.9%) of travelers report being affected by the event. While the ultimate impact on the travel industry is unclear, some travelers (15.9%) say this volatility in the gasoline market has led them to reconsider or cancel upcoming travel plans.
- **COVID concerns keep dropping as 58% of American travelers are now fully vaccinated:** American travelers' personal health concern levels about COVID again dropped to an all-time low, with nearly a third now relatively unconcerned about contracting the virus. Americans' expectation that the pandemic situation will improve in the U.S. in the next month reached a record 61.8%. Confidence in travel's safety continued to increase, and now just 34.7% are engaging in travel avoidance until the situation is more resolved—down over 20 percentage points in 3 months.
- **Yet travel prices and other economic concerns are on the rise:** Strong concerns about the national economy rose 3.5 percentage points in the last week to 76.9%. Americans' belief that travel prices will be low this summer has declined (31.5%), while disagreement that they will get low prices for travel is on the rise (41.6%). Americans vacationing over the

next 3 months anticipate they will spend \$1,720 on travel during this period.

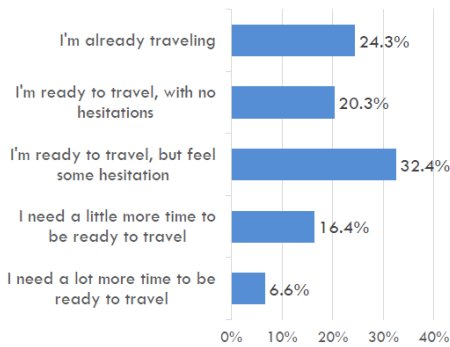
- **All eyes on gas prices:** Our ongoing decades-long research on American travelers has always shown a correlation between gas prices and travel sentiment. Recent gasoline price inflation and shortages following the Colonial Pipeline cyber-attack have had a significant impact on the traveling community. Nearly one-third (30.9%) of travelers report being affected by the event. While the ultimate impact on the travel industry is unclear, many travelers (15.9%) say this volatility in the gasoline market has led them to reconsider or cancel upcoming travel plans.
- **The majority of American travelers remain ready-to-travel and marketable:** Over 70% of American travelers say they are excited and open to new trips in the near-term, as well as highly desiring of travel inspiration. Our travel marketability predictive indices show that all segments have now reached the potentially marketable status. Search engines, email campaigns and social media remain the top channels that Americans say they would be most receptive to travel messaging in.
- **Americans continue to make trip plans:** Over 72% report doing some travel planning or dreaming in the last week. The months of July (32.6%) and August (31.6%) continue to see growth in the proportion of Americans expecting to take leisure trips during then. September and October also look strong for travel, with a quarter of Americans reporting they plan to get away in each of those months.
- **This summer definitely won't look like the last one, as Americans will engage in a wider range of trip-types:** While 46.3% of American travelers say they're planning low key close-to-home escapes, 40.7% also report that they will

be taking longer, more involved trips to interesting locations this summer. And 1-in-10 report they will be taking a bucket list trip.

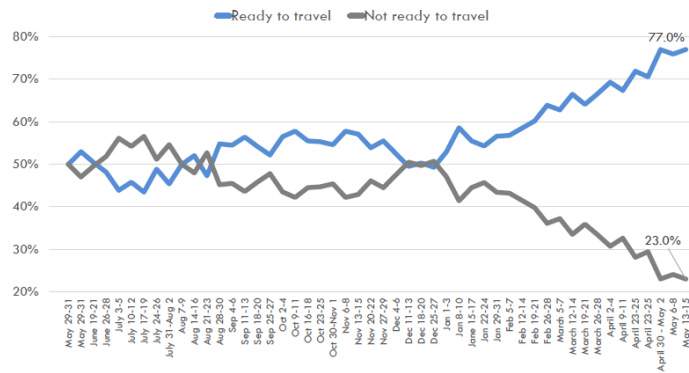
- Support of local tourism reaches pandemic record levels:** The proportion of American travelers that say they don't want tourists in their own communities reached a record low 37.5%, while 53.3% say they would be happy to see an ad promoting tourism to their community.

## TRAVEL STATE-OF-MIND

**Question:** When it comes to getting back out and traveling again, which best describes your current state of mind? (Select one)



Historical data



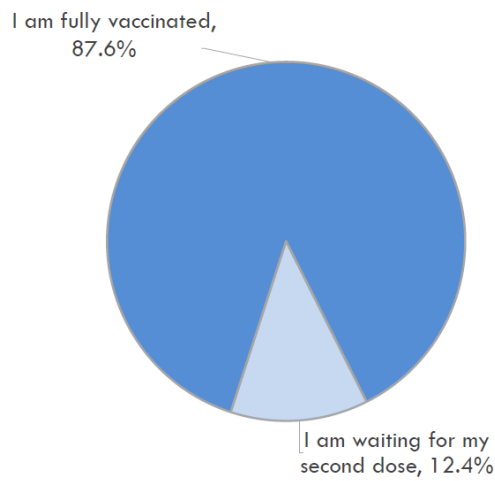
(Base: Waves 12-13 and 15-62. All respondents, 1,257, 1,214, 1,205, 1,231, 1,365, 1,213, 1,200, 1,206, 1,224, 1,201, 1,202, 1,207, 1,250, 1,225, 1,205, 1,200, 1,205, 1,203, 1,203, 1,204, 1,203, 1,203, 1,205, 1,206, 1,205, 1,205, 1,204, 1,206, 1,201, 1,207, 1,206, 1,225, 1,205, 1,206, 1,209, 1,209, 1,216, 1,210, 1,204, 1,209, 1,204, 1,208, 1,202, 1,206, 1,202, 1,210, 1,215, 1,206, 1,205 and 1,208 completed surveys.)



## VACCINATION STATUS

**Question:** Are you now fully vaccinated or are you waiting for your second dose? (Select the one that describes you)

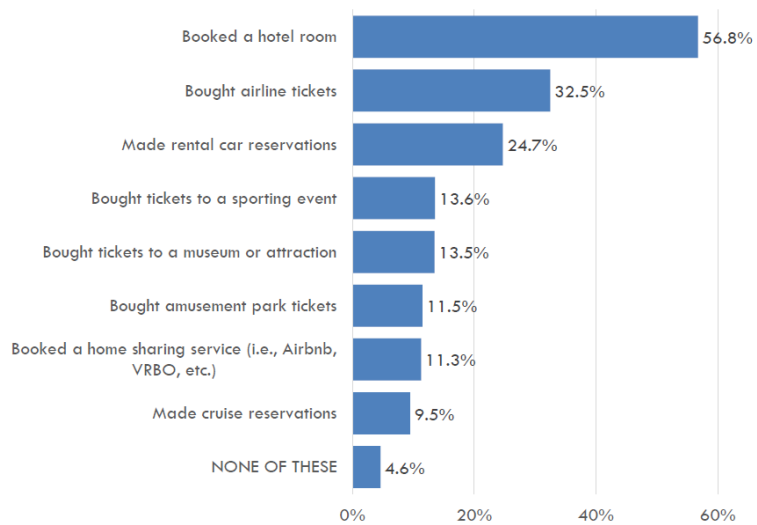
*(Base: Wave 62 data. All respondents who have been vaccinated, 795 completed surveys. Data collected May 13-15, 2021)*



## TRAVEL RESERVATIONS MADE IN THE PAST WEEK

**Question:** Which of these travel reservations did you make this week? (Select all that apply)

*(Base: Wave 62 data. Respondents who made travel reservations this week, 195 completed surveys. Data collected May 13-15, 2021)*

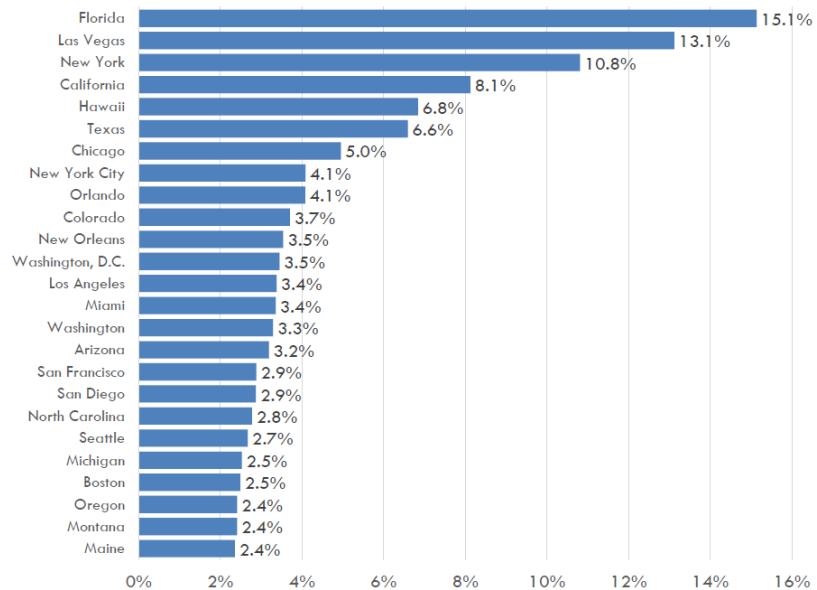


## MOST DESIRED DOMESTIC DESTINATIONS

**Question:** Which domestic destinations do you most want to visit this upcoming year? (Write in up to five)

(Please only include destinations in the United States)

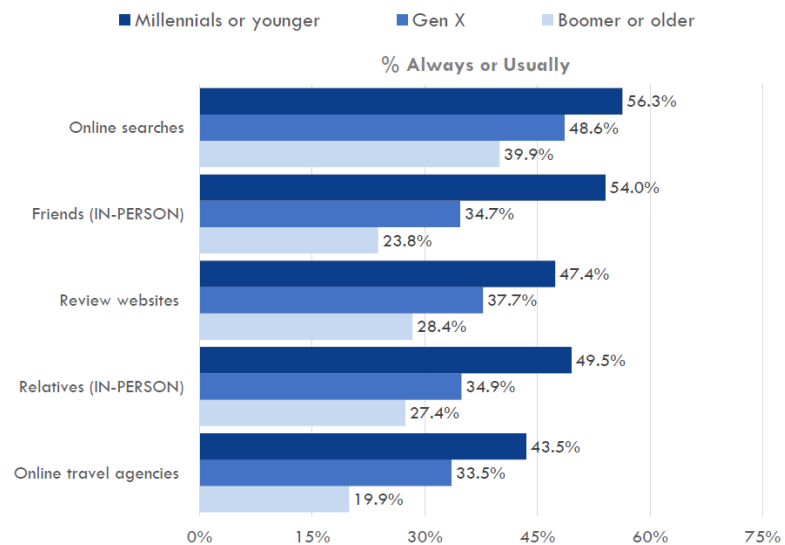
(Base: Waves 62 data. All respondents, 1,004 completed surveys. Data collected May 13-15, 2021)



## TOP 5 TRAVEL PLANNING RESOURCES FREQUENTLY USED: BY GENERATION

**Question:** How frequently do you generally use the following to help plan your leisure trips?

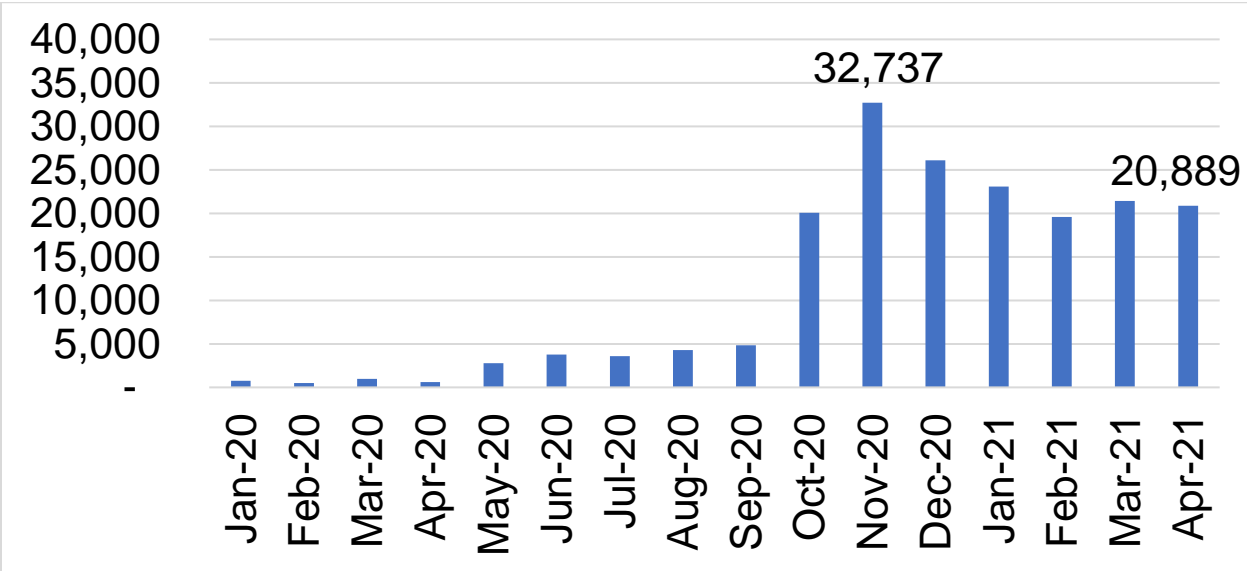
(Base: Wave 62 data. All respondents, 1,208 completed surveys. Data collected May 13-15, 2021)



Source: Destination Analysts COVID Tracker Wave 62 Client Version

# 1-800-GoHawaii Call Center Statistics

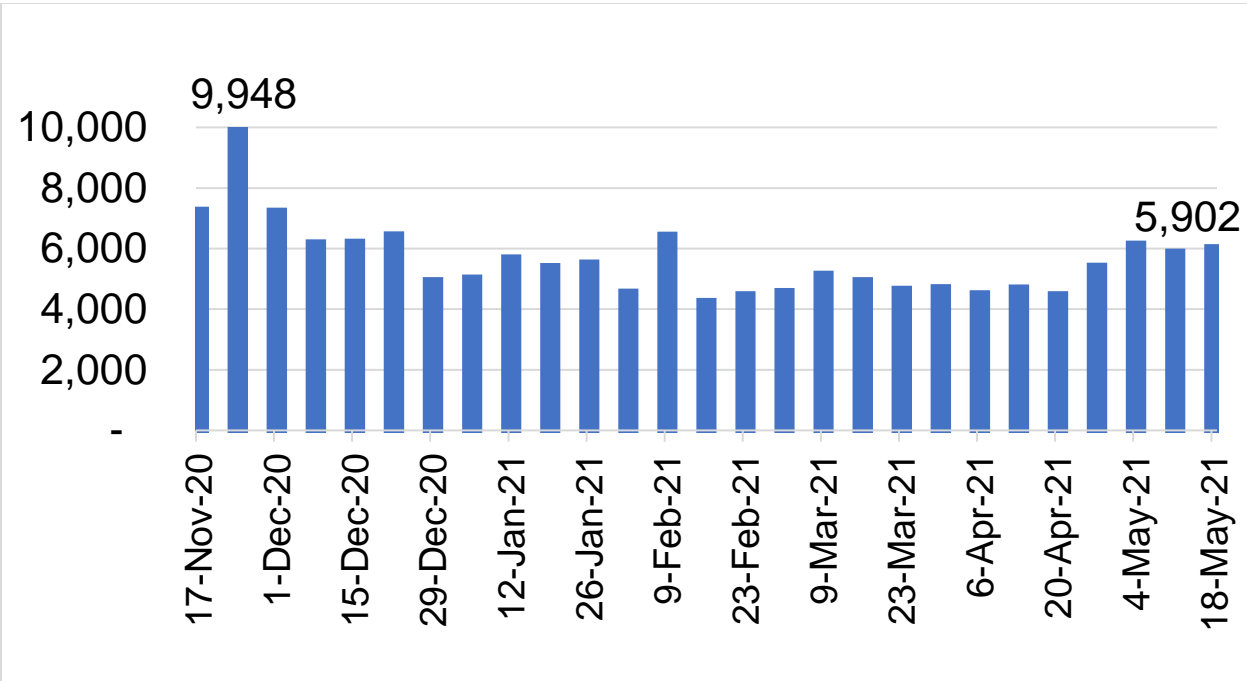
## Monthly Call Volume



Source: HVCB

Note: Does not include calls routed to Safe Travels or 211 (discontinued)

## Weekly Call Volume



Source: HVCB

Note: Does not include calls routed to Safe Travels or 211 (discontinued)

## Hawai'i Hotel Forecast

	Occupancy			ADR		
	2019	2020	2021F	2019	2020	2021F
<b>State of Hawai'i</b>	80.8%	37.1%	47.1%	\$283.05	\$267.39	\$252.31
<b>O'ahu</b>	84.1%	39.0%	49.2%	\$240.92	\$215.57	\$193.89
<b>Maui County</b>	77.7%	33.9%	45.9%	\$401.10	\$414.26	\$370.14
<b>Kaua'i</b>	72.8%	33.0%	43.2%	\$282.67	\$261.98	\$222.18
<b>Hawai'i Island</b>	77.0%	38.0%	47.9%	\$265.44	\$254.27	\$241.81

Source: STR, Inc., as of February 9, 2021

## Visitor Arrival Forecast

(thousands)	2019	2020	2021F	2022F	2023F	2024F
<b>DBEDT</b>	10,386	2,716	5,510	8,282	9,210	9,837
<b>UHERO</b>	10,386	2,716	6,407	8,800	9,149	9,228

Source: DBEDT as of Q1 2021, UHERO as of Q2 2021

## Transient Accommodation Tax Estimates

(thousands of dollars)

FY 2019	FY 2020	FY 2021	FY 2022	FY 2023	FY 2024
600,309	560,624	184,517	371,731	473,969	534,117

Source: Council on Revenues, March 8, 2021

# **Appendix D**

## Staff Recommendations for Programs to be Encumbered

**DRAFT #1 HTA Staff Recommendation  
Confidential - Not For Distribution**

**Final Staff Recommendation Forthcoming**



Program	Pillar	Encumbrance Amount	Description	Contractor/Vendor	
Statewide Reservation System	Natural Resources	1,500,000	Support for project implementation in partnership with the DLNR to plan, design and implement a comprehensive statewide reservation system at state parks and trails.	DLNR	Kalani
Community Enrichment Program (CEP)	Community	2,000,000	Program to support the development of projects and events in CY 2022 in the following areas: Agritourism, cultural tourism, nature tourism, edutourism, community sports, health and wellness, and voluntourism.	HVCB - Island Chapters	Caroline
Community-Based Tourism - Destination Management Action Plans (DMAPs)	Community	2,450,000	Implementation of O'ahu, Kaua'i, Maui Nui, and Hawai'i Island's Destination Management Action Plans.	HVCB - Island Chapters	Caroline
Statewide Kāheha Program (Airports & Harbors)	Hawaiian Culture	1,000,000	Continue to create a sense of place through programs that highlight the host culture at Hawai'i airports. This is accomplished through incorporation of the Hawaiian language, Hawaiian cultural content, greeting programs that share Hawaiian music and hula at the entry and exit points to the State, and other educational programs to enhance the pre- and post-arrival experience for visitors. Continued work on providing Hawaiian language greeting, signage, arrival information, and increased safety information. Also support for a pilot program of enhanced VIP ambassadors who can educate visitors of local COVID protocols.	DOT Airports	Kalani
Hawaiian Culture Initiative- NaHHA	Hawaiian Culture	445,000	In accordance with HRS 201B, HTA's Strategic Plan and collective ambition to integrate authentic cultural practices into the visitor industry to perpetuate Hawaii's unique cultural heritage. Programs supported under this area will provide structural change in the Industry to increase the authenticity and frequency of Hawaiian culture in the visitor industry. These programs will also help to bridge the visitor industry and the Hawaiian community. Examples of programs are the Native Hawaiian Hospitality Association, Hawaiian Language projects, support for various community and other state agency projects that support the continued integration of Hawaiian culture and the visitor industry and other similar programs.	Native Hawaiian Hospitality Association	Kalani
Sustainable Tourism Association of Hawaii	Natural Resources	50,000	Support for Sustainable Tourism certification for attractions and other visitor industry products that have an environmental impact on Hawai'i.	Sustainable Tourism Association of Haw	Kalani
Community Outreach and Public Relations	All	200,000	The money would be used to contract a videographer/ photographer/editor to create a new video for HTA, along with video testimonials for the DMAPs, social media videos, etc., along with a media outlet(s) to help promote tourism's benefits.	RFPs	Marisa
Pop-Up Mākeke	Hawaiian Culture	100,000	Support for the Pop-Up Mākeke is a centralized online marketplace supporting Hawai'i small businesses. We are excited to announce Pop-Up Mākeke is set to launch on June 1st and will be the exclusive marketplace for official Merrie Monarch artisan vendors. We also plan to showcase several artisans on our shopping channel-like television show expected to air in July.	Native Hawaiian Hospitality Association	Kalani
Hawaiian Music Initiative	Hawaiian Culture	250,000	Initial funding for the the implementation of an online digital music and culture showcase for Hawaiian music, hula and history. The program will be recorded and broadcast digitally and feature supporting channels like a website, podcast, etc.	Native Hawaiian Hospitality Association	Kalani
Hawaiian Language Program	Hawaiian Culture	100,000	Programs that work towards revitalizing and normalizing Hawaiian Language as a foundation of the Hawaiian culture which draws visitors to Hawai'i.	Native Hawaiian Hospitality Association	Kalani
Waikiki Ambassador Program	Hawaiian Culture	500,000	Support for a pilot project to increase the number of Aloha Ambassadors serving in the Waikiki Resort area in response to the forecasted increase in the summer surge. The ambassadors would serve in three main capacities (Clean, Safety, Aloha).	WBID	Kalani

<b>Program</b>	<b>Pillar</b>	<b>Encumbrance Amount</b>	<b>Description</b>	<b>Contractor/Vendor</b>	
Kūkulu Ola	Hawaiian Culture	1,750,000	Support for community-initiated projects that preserve the Native Hawaiian culture into the future. Funding will be awarded through an RFP process to support community projects that align with the HTA Strategic Plan to support long term cultural preservation efforts that enhance, strengthen and perpetuate Hawaiian culture.	Native Hawaiian Hospitality Association	Kalani
Aloha 'Āina	Natural Resources	1,750,000	Support for community-initiated programs to manage, improve and protect Hawai'i's natural environment. Funding will be awarded through an RFP process to support community projects that align with the HTA Strategic Plan and island DMAP actions to address impacts on natural resources.	Native Hawaiian Hospitality Association	Kalani

12,095,000

**Convention Center Enterprise Special Fund**

Payroll		500,000	Payroll for HTA staff	DAGS / B&F	Marc
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