



Ke'ena Kuleana Ho'okipa O Hawai'i
Hawai'i Convention Center
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Josh Green, M.D.
Kia'aina Governor

John De Fries
Pelekikena & Luna Ho'okele
President & Chief Executive Officer

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

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

PŌ'AHĀ, 25 MEI 2023, 9:30 AM
THURSDAY, MAY 25, 2023 AT 9:30 AM

Kikowaena Hālāwai O Hawai'i
Papahale Ho'okū Ka'a | Lumi Nui A
1801 Alaākea Kalākaua
Honolulu, Hawai'i 96815

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

E ho'olele 'iwa'ia ka hālāwai ma o ka Zoom
Meeting will be live streaming via Zoom
<https://us06web.zoom.us/j/86923454556>

*E noi 'ia 'oe e kainoa me kou inoa. E 'olu'olu, e ho'okomo i kou inoa piha akā hiki nō iā 'oe ke ho'ohana i ka inoa kapakapa e like me kou makemake. E noi 'ia 'oe e hā'awi mai i kāu helu leka uila. Hiki nō ke ho'opihapiha penei, ****@****mail.com*

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

Hiki i ka lehulehu ke hō'ike mana'o ma o ka palapala a i 'ole ma o ka waha. E kau palena 'ia ka hō'ike mana'o waha (ma ke kino a i 'ole ma o ka Zoom) he 'elima minuke ka lō'ihī no kēlā me kēia kumuhana. E kāinoa no ka hō'ike mana'o waha ma ke pākaukau ho'okipa ma ka lumi hālāwai. E kāinoa no ka hō'ike mana'o waha ma o ka Zoom ma o ke pihī "Q&A."

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

E ho'ohui 'ia nā palapala hō'ike mana'o i hiki ma ka pū'olo hālāwai. No nā palapala hō'ike mana'o i hō'ea mai ma hope o ka pa'a o ka pū'olo hālāwai (he 48 hola ma mua o ka hālāwai), e kāka'ahi 'ia nā kope i ka papa alaka'i a e mākaukau no ka 'ike 'ia e ke anaina ma ka hālāwai. E leka uila 'ia nā palapala iā Carole Hagihara-Loo ma carole@gohta.net, a i 'ole, e lawe kino 'ia i ke ke'ena.

Written testimony received ahead of the preparation of the board packet will be included in the board packet. Written testimony received after the issuance of the board packet (48 hours ahead of the meeting) will be distributed to the board and available for public inspection at the meeting. Email written testimony to Carole Hagihara-Loo at carole@gohta.net or hand-delivered to the HTA office.

Papa Kumumana'ō
AGENDA

1. *Ho'omaka*
Call to Order
2. *Kikolā*
Roll Call to Announce Name of Participating Board Members and to Identify Who Else is Present with Board Member if Location is Nonpublic
3. *Wehena*
Opening Cultural Protocol
4. *'Āpono Mo'olelo Hālāwai*
Approval of Meeting Minutes
 - a. *Hālāwai Papa Alaka'i Kūmau*
April 27, 2023 Regular Board Meeting
5. *Hō'ike O Nā Hālāwai I 'Ae 'Ia*
Report of Permitted Interactions at Informational Meetings or Presentations Not Organized by the Board Under HRS section 92-2.5(c)
6. *Hō'ike A Ka Luna Ho'okele Ho'okō/Ka Luna Kāko'o Ke'ena/Ka Luna Alowelo*
Reports of the Chief Executive Officer/Chief Administrative Officer/Chief Brand Officer
 - a. *Nūhou No Nā Papahana 'Apelila 2023*
Update on Programs During April 2023
 - b. *Nūhou Ho'oholomua Papahana Ho'okele Loli*
Update on HTA's Implementation of Change Management Plan
 - c. *Nūhou No Nā Noi Hana*
Update on RFPs
 - i. **RFP 23-02:** Destination Brand Management & Marketing Services for the Canada Market
 - ii. **RFP 23-03:** Destination Brand Management & Marketing Services for the United States Market
 - iii. **RFP 23-08:** Support Services for Destination Stewardship

7. *Hō'ike Noi'i 'Oihana Ho'okipa*
Report on Tourism Research
 - a. *Hō'ike'ike a Kūkā i ka 'Ike Mākeke no Hawai'i a me nā Mākeke 'Oihana Ho'okipa Nui o Hawai'i*
Presentation and Discussion of **Current Market Insights and Conditions in Hawai'i and Key Major Hawai'i Tourism Markets**
 - b. *Hō'ike'ike Loa'a 'Auhau Noho Pōkole*
Transient Accommodations Tax Revenue Report
8. *Mo'olelo a Nūhou na ke Kōmike Mo'ohelu Kālā, 'Oihana Kālā, a Kikowaena Hālāwai o Hawai'i no ka Hālāwai o ka 23 Mei 2023*
Report and Update by the **Budget, Finance and Convention Center Standing Committee** of their Meeting held on May 23, 2023
 - a. *Kūkā a Hana no ka Mana'o Hāpai o ke Kōmike Mo'ohelu Kālā, 'Oihana Kālā, a Kikowaena Hālāwai o Hawai'i no ka Mo'olelo Kālā no 'Apelila 2023*
Discussion and Action on the Recommendation by the Budget, Finance, and Convention Center Standing Committee on the **HTA's Financial Report for April 2023**
 - b. *Kūkā a Hana no ka Mana'o Hāpai o ke Kōmike Mo'ohelu Kālā, 'Oihana Kālā, a Kikowaena Hālāwai o Hawai'i no ka Mo'olelo Kālā o ke Kikowaena Hālāwai Hawai'i no 'Apelila 2023 a me ka Nūhou no ka Papa Hana Ho'olālā CIP he 6 Makahiki o ke Kikowaena Hālāwai o Hawai'i*
Discussion and Action on the Recommendation by the Budget, Finance, and Convention Center Standing Committee on **Hawai'i Convention Center's April 2023 Financial Reports and Update on the Hawai'i Convention Center's 6-Year CIP Plan**
 - c. *Hō'ike'ike I Ke Noi Ho'one'e Kālā*
Presentation on Proposal to Reallocate Funds from Multiple Budget Line Items
9. *Kūkā no ka Nūhou Hana Mākeke Hālāwai, 'Aha, a Hana Ho'oholomua a me ka Mo'olelo Pace, a me ka Hana Kikowaena Hālāwai o Hawai'i a me ke Kālā Loa'a Kūloko*
Discussion Regarding an **Update on the Meetings, Conventions and Incentives Market Activity and Pace Report, and Hawaii Convention Center Activity and Local Sales**
10. *Hō'ike, Kūkākūkā a Ho'oholo No Ka Pāhana EDA a DLNR*
Presentation, Discussion & Action on DLNR's Proposed EDA Project
11. *Hō'ike o Ka Hui Noi'i Launa Aupuni A 'Aha'ōlelo no ke Kau 'Aha'ōlelo 2023*
Report of the Legislative Permitted Interaction Group on the **2023 Legislative Session**
12. *Kūkākūkā No Ka Papa Alaka'i*
Discussion on the **HTA Board Composition**

13. *Hō'ike, Kūkākūkā a Ho'oholo No Ke Noi Kālā Ho'oholo Makahiki Kālā 2024*

****Presentation, Discussion & Action on FY2024 Operating Funds Request**

14. *Ho'oku'u*
Adjournment

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

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

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

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

Inā he lawelawe a mea like paha e pono ai ke kīnānā, e ho'oka'a'ike aku me Carole Hagihara-Loo ma (808)-973-2289 a ma ka leka uila carole@gohta.net e like me ka wikiwiki i hiki, 'a'ole ho'i a ma 'ō aku o ka 'ekolu lā ma mua o ka hālāwai. Inā 'ike 'ia he noi i ka lā ma mua o ka hālāwai, e ho'ā'o mākou e 'imi i ka lawelawe a mea like paha, 'a'ole na'e ho'i e hiki ke ho'ohiki 'ia ke kō o ua noi lā. Ua noa pū kēia ho'olaha ma nā kino 'oko'a e la'a ke kope pa'i nui, Braille, a kope uila pū ma ke noi.

If you need an auxiliary aid/service or other accommodation due to a disability, contact Carole Hagihara-Loo at (808) 973-2289 or carole@gohta.net as soon as possible, preferably no later than 3 days prior to the meeting. If a response is received the day before the meeting, we will try to obtain the auxiliary aid/service or accommodation, but we cannot guarantee that the request will be fulfilled. Upon request, this notice is available in alternative formats such as large print, Braille, or electronic copy.

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

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

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Approval of Minutes of the
April 27, 2023 Regular Board Meeting



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**REGULAR BOARD MEETING
HAWAII TOURISM AUTHORITY
Thursday, April 27, 2023, 9:30 a.m.**

Hybrid In-Person & Virtual Meeting

MINUTES OF THE REGULAR BOARD MEETING

MEMBERS PRESENT:

George Kam (Chair), Mike White (Vice Chair), Kimberly Agas (Zoom), David Arakawa (Zoom), Dylan Ching, Keone Downing, Mahina Paishon Duarte, Stephanie Iona, James McCully, Sherry Menor-McNamara, Sig Zane (Zoom)

MEMBERS NOT PRESENT:

Ben Rafter

HTA STAFF PRESENT:

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

GUESTS:

DBEDT Director Chris Sadayasu, J. Aquino, Kylie Butts, Jennifer Chun, Minh Cahu Chun, Patrick Dugan, Laci Goshi, Nathan Kam, Erin Khan, Lawrence Liu, Noelle Liew, Guillaume Maman, John Monahan, Jeffrey Eslinger, Teri Orton, John Reyes, Jessica Lani Rich, Allison Schaefer, Mari Tait, Jay Talwar

LEGAL COUNSEL:

John Cole

1. Call to Order

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

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

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

3. Opening Cultural Protocol

Mr. Casson-Fisher did the opening protocol.

4. Approval of Minutes of the March 30, 2023, Regular Board Meeting

Mr. McCully made a motion to approve the minutes. Mr. White seconded. Mr. Gionson did the roll call, and the motion passed unanimously.

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

There was none.

6. Reports of the Chief Executive Officer/Chief Administrative Officer/Chief Brand Officer

a. Relating to Update on HTA's Programs During March 2023

b. Relating to Update on HTA's Implementation of Change Management Plan

Mr. De Fries started with the executive summary of the work in April 2023. Through the continued partnership with the Hawai'i Community Foundation, the HTA is proud to support Aloha 'Āina and Kūkulu Ola programs that help to further our mission of Mālama Hawai'i. On Monday, April 17 the HTA and Hawai'i Community Foundation issued a news release informing the community of the available funding opportunities for the remainder of 2023 through June 2024. In the Community pillar, the HTA's partnership with the HVCB continues to foster community-based tourism projects that improve and enrich Hawaii's product offerings with the Community Enrichment Program (CEP) and Signature Events Program (SEP).

HVCB is preparing to issue the 2023 CEP & SEP request for proposals for projects from June 2023 to December 2023. The Brand team is in procurement for RFP 23-02 Canada MMA and RFP 23-03 U.S. MMA while continuing to prepare for several upcoming RFP releases, including Global Support Services and Island Destination Brand Management & Marketing Services. In the planning area, meetings were held with Lower Puna/Kumukahi and East Maui community members to discuss resident concerns at hotspots.

The EDA grant administration plan was approved by the EDA on March 10. Proposals were due for RFP 23-08 Support Services for Destination Management on March 28. The staff worked with the Brand Team for their information/data to develop the program performance measures database.

For the Change Management Plan, the HTA hired Mr. Choy as its Vice President of Finance, who officially started on April 10. Through March, Mr. Choy spent time in the office to familiarize himself with the staff and the office processes. The Contracts and Administrative Manager position has been filled by internal recruitment. Ms. Lacosia started April 17. Her role will be to manage office operations to ensure projects/programs proceed in a timely manner. Bishop & Co. provided multiple candidates for the Procurement Manager position in March. However, none of the candidates had all the qualities that were sought. Therefore, it had been decided that the position would be filled by a current staff member. The staff continued to work with the DBEDT Human Resources Officer to redescribe and reorganize to create two Destination Manager positions from the vacant Senior Brand Manager and Brand Manager positions.

Mr. Choy reviewed the Auditor's Report 2022 and will be making recommendations for procedures and policies. At the direction of the State Procurement Officer, he was briefed on the current status of RFP 23-08 support services for Destination Management Stewardship and RFP 23-03 Hawai'i Tourism Destination Brand Management and Marketing Services for the U.S. market. He learned that all the predetermined activities and schedules as part of the procurement process put the HTA in line to complete and announce the award on time with their schedule. A recommendation was made for each RFP. Mr. Choy spoke about HB 300 with the initial request, the state budget bill, HB 1375, which would be in conference the following day, and HB 1522, which is pending for conference.

Mr. De Fries acknowledged the presence of the author of the article "Operational Funding left out for the HTA," Allison Schaefer of Honolulu Star-Advertiser. He spoke about a few of the quotes in the article. Mr. De Fries acknowledged the support that the HTA received from the mayors, with written testimonies from them, etc., and Ms. Duarte's communication with the offices. He spoke about the spotlight interview with Gov. Green. Mr. De Fries acknowledged Mr. Sadayasu, who will exit the office on May 4. Mr. De Fries said Mr. Sadayasu brought enthusiasm and passion to his role while he was with the HTA.

Mr. Sadayasu thanked everyone for his time as DBEDT director. He said he was excited about the HTA's future. He said the HTA needs to regain the trust of the legislature. They played the clip showing Mr. Sadayasu's interview. There were no questions from anyone.

Mr. Nāho'opī'i proceeded with the CEO report. He highlighted that the HTA is continuing in the planning section to work on the DMAPs, mainly looking at participation by island chapters' destination managers and county officers, which was well received. They could match up with legislators with corresponding island destination managers. He said there had been various activities on the islands, including the DMAP awards for various festivals and events on Kaua'i and Hawai'i Island. Those are community activities that have helped to enhance community participation in the visitor industry and bridge the relationship in the community. The reach into Moloka'i was also important, where they had a fair Brand, Marketing, and Cultural program representatives meeting with various residents to answer questions. They continue to have community meetings with the task force to address issues. They received a draft brochure designed by the task force that the HTA will use for community-supported messaging. There were no questions.

Mr. De Fries gave the floor to Mr. Ka'anā'anā. Mr. Ka'anā'anā said it was a busy month. He spoke about major events the HTA had recently. The Spring Tourism update was on April 12, with over 270 attendees across the spectrum. The full-day event included essential discussions about the HTA's collaborative efforts to advance a regenerative tourism future for Hawai'i, insights from the HTA's Global Marketing Team, updates on the implementation of the Destination Management Action Plans, and panel sessions with key leaders on important topics for Hawai'i and the visitor industry. It was a great opportunity for the GMT team to hear about the programs and changes from Mr. Ling and Mr. Lum from BBSV. They also held industry partner meetings with industry representatives from across the state and partners on neighbor islands. From April 2 to April 6, various members of the HTA staff participated in the inaugural in-person meeting of the Local 2030 Islands Network Data and Climate and Resilience Community of Practice and Sustainable and Regenerative Tourism Community of Practice. Both launched in 2022 and were hosted by the local 2030 island networks in partnership with NOAA. It was a great opportunity to get various tourism leaders and have in-depth discussions on several topics.

They also participated in Travel Weekly's annual forum on April 11 at the Sheraton Waikiki. Merrie Monarch was held from April 12 to April 16, which was a good opportunity to engage in dialogue with the community. The 11th annual Lei program was held in the HCC for O'ahu on April 11. The Japan summit was on April 21 at the HCC, an annual travel summit the HTA organizes with HTJ. There were 82 key professionals from 25 companies: travel agencies, airlines, wedding companies, etc. There were 183 stakeholders from Hawai'i from 95 companies. The Big West men's volleyball championship also took place. The HTA partnered with the UH Alumni Association to do some events pre-game. The HTA will provide Lei for the pre-game activities and tee leaf for the game day, which is traditional. There were no questions.

Mr. De Fries thanked everyone on the legislative panel in his closing remarks. He thanked Ms. Iona for her job as moderator and everyone else involved.

7. Presentation and Discussion of Current Market Insights and Conditions in Hawai'i and Key Major Hawai'i Tourism Markets

Ms. Chun spoke about March 2023, which had a similar pattern to previous months, with higher expenditure levels overall, with visitor arrival still lagging compared to 2019. By market, there was higher expenditure for all markets except for Japan in March 2023 and higher per person per day spending for all markets except for Japan. Visitor arrivals were only higher from the U.S. West and the U.S. East. The average daily census was higher overall, but specifically from the U.S. West and the U.S. East. Island expenditures increased for all islands because spending was higher. Actual arrival increased for March was only higher for Maui and Hawai'i Island. It was busier on all islands, including O'ahu. The airports were busy overall. DKI has been less busy than pre-pandemic levels, but the other airports have shown more activity.

The reason for people visiting the state was mainly for vacation. They mostly stayed in hotels. TAT collected was \$68.1 million in March, which brings the FY2023 TAT to \$650.8 million, up 23.5%, compared to \$526.8 million. For March, the collection levels are far from the peaks they saw in the last twelve months. 76.5% of hotels were occupied for March 2023, with a \$387 rate, significantly higher than vacation rental occupancy and rate. Hawai'i hotel demand was higher compared to vacation rentals. The unemployment rate for March 2023 was 3.1%, with the lowest employment rate in O'ahu, and the highest in Hawai'i county, but it was down compared to the previous year. There is an increase in accommodation and food service jobs.

Ms. Chun said that Mr. Eslinger would be talking more about air service. There were more seats overall for domestic flights from March to June. The SKIFT Travel Health Index was 97%, and they commented on how long they would monitor it. Although Asia Pacific is not where it should be, tourism has recovered a lot since 2019. Japan is at 109.1%. The Japanese are ready to travel, which is good news. For U.S. travel, February had an increase in travel spending, and air passengers, but overseas arrivals were lower than 2019. Hotel demand was up, and short-term rental demand was higher. Overall spending changes compared to 2019 has the U.S. lagging for now.

The U.S. Travel Association had a new economic forecast. Ms. Chun spoke about the travel price index, which is significantly higher than in previous months, but there is a decrease in auto trips. Air travel is not doing as well as other places, e.g., Montana at 124%. She spoke about air booking trends. She was on a panel with ULI, and Board member Mr. Rafter commented that the air bookings are ahead of hotel bookings. For the U.S., compared to 2019,

the numbers are stronger for April but then weaken from May to August. Most people are visiting from L.A. and San Francisco. They continue to see an increase in direct bookings to the airlines. Hotel booking lead time is short compared to air bookings. Outbound travel from JATA will not be announced until May 15, so there is still time for Japan outbound bookings to increase. People are visiting from Tokyo, and Osaka, with many direct bookings. As packages roll out, retail agency bookings should increase. Lead time for Japan is shorter for fifteen to seventeen days and fifteen to thirty days.

For Canada, from May to September, the pace is not far from pre-pandemic pace air bookings. Most visitors are from Vancouver, Calgary, and Toronto. There are more direct airline bookings compared to pre-pandemic levels. Lead time is longer for Canada.

Korea is not at pre-pandemic levels for air bookings, but September is ahead of pre-pandemic numbers. There are a fair number of retail travel agencies, but direct bookings are higher than pre-pandemic levels. Many people are booking further out. Australia is still lagging behind pre-pandemic levels. Most people are visiting from Sydney and Melbourne. Retail travel agents are doing well in Australia. They have longer lead times for bookings.

New Zealand does not have many bookings compared to pre-pandemic levels. Most people are visiting from Auckland. They have a long lead time for air bookings.

China does not have many bookings, and there is no direct flight. Some are coming through other ports like Korea or Japan. There are some direct bookings and travel agent bookings. There were longer lead times for China.

There were no questions for Ms. Chun.

8. Report and Update by the Budget, Finance and Convention Center Standing Committee of their Meeting held on April 20, 2023

Chair Kam gave the floor to Mr. Nāho'opī'i.

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

The staff presented the reports to the BFCC Committee, which included a summary of the HTA's financial position, year-to-date budget activity, and income statement activity. Members noted no anomalies and recommended the Boards approval. Mr. Nāho'opī'i noted that they changed the format of the financial statement. Mr. Kishi highlighted the changes. They will change it to a more traditional financial statement, so they will have all the balance sheets and income statements on the front, and the executive summary will be in the back, like the footnotes.

They will also have the income statement on the balance sheet showing the net activity for the month.

Mr. Nāho'opi'i requested a motion to approve the March 2023 financial reports as presented at the BFCC Standing Committee meeting. Mr. McCully made a motion, and Ms. Duarte seconded. Mr. Gionson did the roll call, and the motion passed unanimously.

b. Discussion and Action on the Recommendation by the Budget, Finance, and Convention Center Standing Committee on Hawai'i Convention Center's March 2023 Financial Reports and Update on the Hawai'i Convention Center's 6-Year CIP Plan

Mr. Nāho'opi'i said Ms. Orton and Ms. Tait had presented the March financial reports and accompanied that discussion with an update on the 6-year CIP plan for the HCC. He showed a presentation on the HCC.

Mr. Nāho'opi'i asked for a request and motion to approve the HCC March 2023 financial reports as presented in the BFCC Standing Committee meeting and included in the Board meeting packet. Mr. White made a motion, and Ms. Duarte seconded. Mr. Gionson did the roll call, and the motion passed unanimously.

9. Discussion Regarding an Update on the Meetings, Conventions and Incentives Market Activity and Pace Report, and Hawaii Convention Center Activity and Local Sales

Ms. Orton said the figures were based on a fiscal year. For April, they finished servicing ARRS. The group had many challenges with the rain, meeting rooms being moved around, rearranging the programs, etc. After that, access via Atkinson Drive was a challenge because of the Hapalua marathon, so they had to arrange transportation, pick-ups from Sheraton Waikiki, etc. On top of that, there was a head-on collision moped accident in front of the HCC at 3:30 a.m. with no police directing the traffic. However, the client was pleased with the work and solutions from Ms. Orton and her team.

All-Star Cheerleaders is coming up. Closing out the fiscal year, there is ISRS. She showed the tax generation for the FY2023 at \$9.3 million and the economic impact is \$80 million to the state from the HCC business. Up until June, the HCC was very busy. There are 34 events on April 24, May, and June 18. Some of the events are multiple days. She highlighted recent events. Kawaii Kon 2023 had over 21,000 attendees, and they are growing. They are planning on returning at the end of the year. Chopsticks and Wine was on April 13 with 1,000 attendees. The Joy of Sake was on April 22, and it was a sold-out event. Upcoming events include Jam on It Aloha Challenge and the basketball tournament. The commencements are starting at the HCC. The Na Leo Pilimehana Mother's Day Concert is on May 14, and is almost sold out.

She said they recently hired an executive chef, who is excited to be at the HCC. They have a credit offset program, and Mr. Reyes is doing an excellent job with his team ensuring all the meeting planners have an opportunity to be a part of the carbon offset program. She gave the floor to Ms. Tait for the R&M projects.

Ms. Tait gave an update on CIP. The rooftop terrace deck is still listed as a temporary repair, but they hope to get funding for the full repair. The final contract for construction and project management is circulating. There were issues with the fine print, but she said it is being finalized now. They have been updating the report and assessments on the rooftop, which was necessary for a temporary or full repair. Ms. Orton said they do not want to slow down the planning process, so they are moving forward with the temporary repair and are entering into a contract with RLB, who was awarded the contract. The plan is to simultaneously draft another RFP for the full repair and decide at the time of award. If it is the same contractor, they will cancel the temporary RFP and enter into a permanent contract for the permanent repair, whoever wins that contract.

Mr. White asked for a termination fee, but Ms. Orton said she did not think there was one.

Ms. Tait highlighted other projects, namely the chiller replacement. The equipment has been ordered, and the project will be complete by mid-FY2024. Another large project currently being procured is the third-floor planter. The proposals are due the following week. The exterior planter repair is on the parking level, the ground staircase, and the intermediate level. That RFP is being finalized, as well as the RFP to repair the area in front of the ballroom foyer area. The other project for the year is the building envelope repair, a large project that will take care of the issue on the street level, where water penetrates the building. The project manager would update the RFP.

Chair Kam asked what the timeline was for the roof. Ms. Orton said the temporary repair time might change if it becomes a permanent repair. The planning would start immediately, all of 2024, and into 2025 construction would start in the fourth quarter at the end of 2024 if permitting goes as planned. The temporary repair planning would be nine months, and construction would be twelve months, then finished in 2025. She said they are emailing their customers to ensure they know their business will not be affected. Ms. Tait showed a list of completed projects.

Ms. Iona asked about the construction and issuance of the RFP and funding, and asked if a financial officer was involved, and Ms. Orton confirmed that as correct. Mr. Nāho'opi'i said they have to approve the process after the money is set up, then they approve the contract. They will be working with DAGS on the funding for the HCC, once they see the final HB 300. They

have to encumber the money in the first year. They will put the money in the account and then work on the RFP. The HTA has to sign off on everything.

Chair Kam asked who reviews the contracts. Mr. Nāho'opi'i said that when they review the contract under the RFP, they can ask the AG for assistance, but they have to follow 103D. Ms. Orton confirmed that and said their legal attorney would review all their documents. Ms. Iona asked if DBEDT was involved. Chair Kam asked Mr. Sadayasu if they were involved. Mr. Sadayasu said it depends on the appropriation of CIP. Chair Kam said they must do everything correctly with the HCC, DBEDT, and HTA.

Chair Kam asked for an update on the study for \$500,000 that DBEDT was spearheading. Mr. Sadayasu said the Deputy Director had been asking the finance and WAM chairs to include an extension of the expenditure. He questioned what the need of the study would be. Ms. Orton asked about the \$15 million appropriation and if it would take just as long to get the \$64 million, which was a concern. Mr. Sadayasu said he hoped the request would be able to go out shortly after July 1, or after the Bill is signed, to ask for release.

Mr. Arakawa asked Mr. Sadayasu if there was anything in writing about the scope of the \$500,000 study. Mr. Sadayasu said they had been discussing it internally, but there is no current scope. Mr. Arakawa asked if anyone from the HTA gave him information on the scope, but Mr. Sadayasu said the HTA was not tasked with that. He said they did get information from Mr. Nāho'opi'i for providing the previous studies' information, which was done. Mr. Arakawa asked for the timeline for the study. Mr. Sadayasu said they would have to get an extension of that first.

Mr. Reyes began his report by prefacing the city-wide community is very small, especially those who worked with city-wide meeting planners. They are centrally located in Washington D.C. East Coast area, and Chicago. He brought that up because the American Roentgen Ray Society is one of the most high-profile societies in the D.C. area. What they did as a destination and team working together was impressive. The ARRS asked them if they were a city-wide destination, and the ARRS left knowing they were a city-wide destination. They are close with the Bureau of Fisheries, and part of the ARRS is that they were concerned about what would happen to fisheries, so they will be returning to D.C. to talk amongst other planners. That was one of the biggest challenges they saw, and Hawai'i was able to overcome it. There was less production city-wide for March sales production and updates, but for tentative numbers, there are future opportunities they will convert. 2023 compared to 2022, has improved production with definite room nights for future years. The number of tentative room nights for the calendar year is impressive, at 520%. He and Ms. Orton have put together a formal communication to the city-wide community that talks about the rooftop funding, how it will be fixed, and a construction

schedule. Tentative room nights indicate success in the interest of the HCC. If customers do not see a fund and a plan, they will lose business. Customers hold off on business if there is no information on funding or schedules.

Mr. Reyes spoke about the future pace. From a booking trend, they booked one additional city-wide event for 2024 and increased by one in the past month. He elaborated on the pace lines on the chart. He said booking a city-wide event usually takes three to four years, so they have done incredibly well. They are doing well for 2024. They are based on calendar years. He said business is back. 2026 and 2027 are where they are putting in a lot of effort and trying to identify opportunities. He reminded everyone about the post-COVID short-term recovery strategy. There are many events in the books to convert. He thanked everyone for their commitment.

Mr. Nāho'opi'i asked about more on the international side and about Japan. Mr. Reyes said the global sales team in Japan is doing well, and they are starting to see single-property business in several city-wide conventions that they are closing on. Korea is also strong in a single property. Oceania is also starting to provide city-wide events and single property.

Mr. McCully asked about the report for the HCC roof repair, with the concern about vibration from potential customers during construction. He asked what he is projecting to contractors in completing the roof. Mr. Reyes said they created a CRM platform, with days and dates when customers come in to inform the construction company. They have ongoing meetings with customers to keep them updated on an ongoing basis. He said Ms. Orton had put rooms out of order to ensure that should a big group book; there will be some flexibility.

Ms. Orton said they had highlighted all the rooms that leaked to alert the seller, so they could choose an alternate room. She said if they book that room, they will have a backup plan or alternative space to move to should it rain. There will be a time when the construction happens that they will put the rooms under the rooftop terrace deck out of order, but not until they have the schedule.

Mr. McCully asked if they would be able to meet budget expectations. Ms. Orton said they will probably have to adjust their budget for lost business or less availability during a certain period, which will take down goals for sales and Mr. Reyes's team and revenue for the HCC. Mr. McCully asked that they are all included in the letters and reports regarding the dates and the HCC repair, etc. Mr. Reyes said they do space management with the customers, giving the customers enough time to let them know their event will be impacted and give them alternate options. Mr. Reyes said they also do referrals to other centers should the customer not be happy with the HCC. He said there is an action plan in place.

Ms. Iona asked if there would be an opportunity to partner with the Blaisdell Center. Mr. Reyes said they had just done a site inspection because of the rain for a potential city-wide that wanted to book four years in a row. Ms. Iona said that when changes are made to a construction contract, there are change order fees, so those will be monitored by the HTA again, as the HTA does not want a bill initially of \$64 million to become \$85 million. Ms. Orton confirmed that all change orders must go through the HTA for approval.

10. Report and Update by the Branding Standing Committee of their Meeting held on April 26, 2023

a. Discussion, and Action on Hawai'i Tourism USA's Brand Marketing Plan (April – June 2023)

Mr. Ka'anā'anā said they would be hearing from Mr. Talwar for the BMP from April to June, taking them through the end of the extension that was previously approved. The funding to support the extension was approved by the HTA months ago. He recommends that the Board approve the BMP for the April to June 2023 period.

Mr. Talwar showed the slide to the team members. The U.S. economy is in a mild recession. The strong dollar and accumulated personal savings have consumers in a financial position of strength. Staff shortages will continue to increase labor costs and be passed on to consumers. The overall outlook for U.S. travel to Hawai'i remains optimistic. Tourism remains a significant contributor to the economy of Hawai'i. DBEDT forecasts a 94.5% recovery in 2023 for tourism, primarily from the U.S. market. U.S. visitation to Hawai'i is expected to remain high and the primary source market for 2023 and beyond. Leisure travel will benefit from ongoing flexibility afforded by remote work; 34% of U.S. leisure travelers plan to work while on vacation. The increased cost for paid accommodations and other trip components continues to impact Hawai'i's value-for-the-money proposition. The tension of these impacts can potentially create a "book away from Hawai'i" environment. Generally, air seats are up versus 2019, slightly down versus 2022, and vary by island. April is soft, and that continues into summer. Booking windows are far out, and people are looking out over the holiday season. Wholesalers report that Hawai'i is performing better than other domestic destinations, though international destinations are still performing better than Hawai'i. International destinations are coming after their travelers.

For the first time since 2018, Tahiti will be in cities across the U.S. with consumer promotions and destination training. The Hong Kong Tourist Board is giving away 500,000 plane tickets. Utah now has a blend of destination management and destination marketing, encouraging travelers to explore Utah thoughtfully and safely, treating ecosystems and cultural sites with respect, and engaging with local communities. To counter past tourist party behavior, Bali's new campaign encourages travelers to "respect Balinese cultural customs". So, the competitors

are targeting Hawaii's target audience across the globe. The more they can understand the competitors and travelers, the more the HTA can create messages for them, keeping in mind travelers' different interests.

The core branding message remains Mālama Hawai'i, the long-term message. It is sent to visitors before they decide to visit. After that, they move over to the kuleana/travel tips messaging. How well Mālama Hawai'i works is a question they get asked often. So, to get that answer, they go out across the country and research with the mindful Hawai'i travelers across the continent. The chart shows a significant increase, so there are more mindful Hawai'i target travelers with whom the message resonates. Reaction to the videos was positive, with important gains over last year. Compared to the previous year, more consumers agree that the Mālama videos show experiences they would want on vacation and enhance their interest in visiting. 80% said the videos make them feel that the people of Hawai'i are welcoming – an increase of 5 points.

He spoke about the different market segments - sustainers, relaxers, indulgers, and engagers. They will continue monitoring those segments. He spoke about the Q1 review and the campaign and impression numbers. For Q1, they had the PGA tour, which will not be in Q2. They shared mālama experiences with celebrities and took out a camera crew to share messages online. For kuleana campaign delivery, the airlines are great partners with in-flight messaging. There is also messaging at the airport, hotel shuttles, Waze, in-room video, social media, and the GoHawai'i App. On the PR side, they looked at the PR landscape and how it has evolved post-COVID behavior. Writers tend to be transient, so they are not necessarily in a home office and want to understand how best to reach them.

They completed media research - quantitative & qualitative, where they surveyed nearly 200 media. Presentations to partners across the islands are forthcoming. They had a PR event at 'Iolani Palace, with 80 attendees. The produced version will be distributed to the full media list.

On the travel trade side, the team educated many people. They exceeded certification targets by 72%, with 3,188 certifications completed. They conducted an educational Blitz in four key markets with 17 partners, reaching 152 travel advisors. The Executed Travel Advisor Survey had over 1,000 respondents providing insight regarding competitive destinations and resources.

For Q2, they will start a little later than April once they get the HTA's approval. The media agencies are on the starting line. The creative has been approved, and they will have final approval after the BOD meeting and then will go straight into the market. They will make the best deals for the state. The PR team has continued with media education, Mālama messaging, and regenerative tourism. They will do another virtual Media Blitz and the PRSA Travel &

Tourism Conference. Travel Trade Future Major Initiatives are to continue to update the content and design of the travel trade website, create a webinar library featuring presentations on Mālama Hawai'i, Hawaiian culture, and individual island brands, and develop "Know Before You Go" pieces for travel advisors and partners that highlight Mālama Hawai'i messaging and Kuleana travel tips. They also have partnership opportunities from all the offices at HVCB central and the island chapters.

Mr. McCully asked about mālama messaging and if the full extent of the question was asked. Mr. Talwar said he would share the full report with the Board. Mr. McCully said there must be closed and open-ended questions. Mr. Talwar said there is a lot of data they can discuss with the Board.

Mr. Arakawa commented the articles Mr. McCully mentioned on the newspaper front page and the public reaction comments. He asked where that work fits in and who is responsible for tracking those comments. Mr. McCully clarified that he was questioning their work under the contract for the Mālama Hawai'i messaging. Mr. Nāho'opi'i clarified that the comments fall under the communication side with Mr. Gionson.

Ms. Iona asked about the marketing of the HCC and interaction with the tourism messaging and if there is a component to assist them with exposure to the HCC. Mr. Talwar said they work with each other on message development, ensuring consistency, but the audience is finite, so they have their marketing elements reaching their audience, all in line with the Strategic Plan. It is different from a meeting planner wanting to book a leisure trip.

Mr. Ching asked for a motion to approve the plan. Mr. McCully made a motion to approve, and Chair Kam seconded. There was no further discussion. Mr. Gionson did the roll call, and the motion passed unanimously.

b. Discussion on Air Service to Hawai'i

Mr. Eslinger briefly went over what was being experienced by the state in terms of domestic and international air services. The present economic uncertainty around the recession and the banking crisis has created doubts in consumers' minds. However, the overall demand for summer travel was robust, especially from the U.S. market to Europe. The Asian market tended to be focused on inter-Asia travel. Many international markets were paying attention to the expected suspension of the COVID vaccination requirement, which would remove a barrier concerning the decision to travel. He stated that the domestic market had almost recovered and exceeded the previous level in some markets.

In terms of the Asia-Pacific region, there was pent-up demand. Hawai'i was not a traditional tourism and business destination, except where the federal government was concerned, so in terms of New York to Los Angeles, San Francisco, and Chicago, those markets were still soft and had not yet seen the recovery that they expected. They were being replaced by the leisure market. This meant that planners for hotels and airlines had difficulty in predicting booking windows far into the future. Hawai'i was a victim of this uncertainty because the requirements for planes, pilots, and crew were above and beyond those required for short-haul domestic routes, which are guaranteed to take advantage of the present market changes. Fuel prices also presented a problem even though the current price was still quite low at \$2.60 per gallon. However, changes in production quantities might impact supplies to airlines, and it was necessary to be aware of this. It was likely that towards the end of the year, there would be an increase in all markets other than Hilo from 23 to 19. More non-stop seats would be available in the markets. Certain U.S. carriers planned to ramp up seats to Honolulu by holding some seats directly to the island for Maui, Kona, Hawai'i, and Hilo. Some bureau members, especially Hilo stakeholders, were concerned about the absence of a trans-Pacific service in Hilo. This was a definite hole in connectivity into the state.

American Airlines, United Airlines, and Delta Airlines recently extended their seasonal European service to December 31 and beyond. This service typically went up to Labor Day weekend or mid-October to take advantage of the end of the cruise season in the Mediterranean. This decision would likely impact Hawai'i, specifically for United Airlines because fewer wide-body aircraft would be available on the West Coast. As a result, the airline would reduce the frequency of flights to and from Los Angeles, even though they might sometimes add flights to and from San Francisco. The net result would be reduced connectivity for non-stop flights from the U.S. mainland to Honolulu or Maui.

One of the planners for a luxury property on the island of Hawai'i had asked for input and pointed out that they were competing with other destinations which use the non-stop service. This is another issue which had to be kept in mind. The fuel surcharge still existed, and this added another layer of complexity regarding the return to Hawai'i of international visitors, particularly those from Japan or Korea, including other markets which might transit through Hawai'i. There was a continuing decrease in international flights to and from Australia and Japan. At present, this decrease is at 42%. Previously there used to be wide variation in this number, but for the previous three weeks, it had remained almost constant, and this could be regarded as a sign of normalcy or less volatility in the Japanese market. Concerning Australia and New Zealand, the challenge was that there were no longer non-stop flights from Brisbane to Hawai'i.

Additionally, the aircraft on the Australia/New Zealand route, other than Hawaiian, were smaller planes. This meant the opportunity was lacking, even if the demand existed. Another issue was that the high airfare from Oceania to Hawai'i deterred travelers. At a summit Ms. Chung attended a few days ago, it was noted that many visitors to Hawai'i first booked their hotel rooms before waiting to purchase air tickets. Travelers more sophisticated in travel plans were aware of the importance of the order in which services were booked: hotel, car, attraction, and air ticket. This underlined the importance of maintaining an open dialogue with the airlines so that they could be kept informed about hotel reservations and would make a commitment to fulfill visitors' needs.

Ms. Duarte asked who was dealing with the airline executives. Mr. Eslinger stated that as part of the HVCB's responsibility for global services, he and his team shared up-to-date information with the airlines in collaboration with other teams headed by Mr. Talwar and Mr. Reyes's team. There was constant communication between the various teams, and they all had regularly scheduled meetings with the planning and management teams of the American air carriers. Ms. Duarte asked about the general response. Mr. Eslinger said travelers faced a challenge because, before COVID, Hawai'i tended to be one of the most stable schedules for air carriers, but at present, it was one of the most volatile.

Services were constantly changing. Air carriers had employed many new staff and were still navigating the new normal while trying to understand the booking window. He pointed out that O'ahu had a longer booking window than neighboring islands. He stated that as far as hotels were concerned, the penalties for canceling a booking were not usually very high, especially if the visitor had loyalty to the brand. In most cases, bookings could be canceled quite close to the date without penalties. This was why many customers were waiting as long as they could before buying the air ticket, possibly hoping the price would go down in time. However, air travel would probably be expensive in the foreseeable future, and airfares were likely to increase. The reduced available seats, without necessarily a reduction in demand, would create a compression, resulting in prices rising even more. Hawai'i had been fortunate that airfare had not been a significant deterrent to visitation, and there had been competitive special airfares from the West Coast since COVID.

On being asked by Mr. Nāho'opi'i whether the traffic in European seats was being driven by U.S. travelers taking advantage of the strong dollar or in the other direction by the European travelers, Mr. Eslinger stated that he felt this was mainly carrier-specific, but probably both movements were taking place. Even though European visitation was not yet up to the pre-COVID level, U.S. outbound travel was quite high; many travelers visited Hawai'i when traveling reopened at the end of the pandemic. These travelers seemed to be cycling through other

destinations before returning to Hawai'i. This was a reason why it was important to keep the message of Hawai'i in front of them even if, at the moment, they were traveling to other destinations.

Mr. Eslinger pointed out that, at the moment, there was a proliferation of miles and points accumulated during the pandemic. Travelers had now amassed many loyalty points they were now redeeming. They might use these loyalty points to subsidize airfares, lodging, or car rentals. U.S. travel to Japan was 105% above what it had been pre-pandemic. In response to Mr. Nāho'opi'i about possible outcomes of a decrease in the dollar's value, Mr. Eslinger said that any changes would not affect the summer travel, which at that point was more or less locked in. Opportunities would come only in this year's third or fourth quarter or the first quarter of 2024.

c. Update on RFP 23-02 Hawai'i Tourism Destination Brand Management & Marketing Services for the Canada Major Market

d. Update on RFP 23-03 Hawai'i Tourism Destination Brand Management & Marketing Services for the United States Market

Updates were given on the major markets RFP for Canada and the U.S. and the calendar. Mr. Ka'anā'anā was absent, and there was not much to discuss. Mr. Ching concluded the Branding Standing Committee updates.

11. Report by the Administrative and Audit Standing Committee of their Meeting held on April 25, 2023

a. Update and Discussion Regarding the Audit Action Plan

Chair Kam noted that the first item on the agenda would be an update and discussion regarding the Audit Action plan. He praised the review given by Mr. Choy, who intended to ensure that all actions would be in the state's best interests, the people's money, and HTA as an organization. Mr. Choy was to give an update on the procedures needed to completely reorganize and reinvent the organization to make them the best in the world at what the HTA could do. Chair Kam was confident that Mr. Choy would effectively execute what was intended in the best interests of everyone. He stated that Ms. Anderson had given an excellent presentation reflecting her hard work, commitment, and ability to lay the foundation for her assessment of their future. He was confident this would lead to stewardship and partnering with communities to do good things for Hawai'i. Chair Kam referred to the presentation by Mr. Nāho'opi'i, which had been unanimously approved.

b. Discussion, and/or Action Regarding the Monitoring and Measurement of HTA Programs

There was a discussion and interaction by Mr. Nāho'opi'i and Mr. Choy. Ms. Anderson gave a great presentation and gave everyone a hard copy. There was a lot of hard work and commitment from her side, based on 'AAEF. They were also blessed to have Ms. Duarte and Mr. Ka'anā'anā, who said it was a good foundation to build. Chair Kam is confident in what they have for Destination Stewardship and the investment they are putting back towards the communities and partnering with the county's doing good things for Hawai'i.

c. Discussion and/or Action Regarding a Governance, Strategic Organizational Design, and Business Process Review Study

Mr. Nāho'opi'i gave a presentation that they unanimously approved that Mr. Nāho'opi'i, Mr. Ka'anā'anā, and Mr. Choy would spearhead. This study was to be moved on, acted upon, and completed to prepare for the next legislative session, giving the HTA great policies and governance towards a non-biased external review working in partnership with Hawai'i.

Mr. Nāho'opi'i requested a motion to have the HTA staff move forward with a governance teaching organization design and business process review study. He stated that a more detailed study plan for discussion and approval would be presented at a subsequent Board meeting.

Chair Kam asked for a motion. Mr. White made a motion, and Mr. Kam seconded. Mr. Gionson did the roll call, and the motion passed unanimously. Mr. Arakawa asked about agenda item 11a, and Mr. Choy was asked to respond to three questions about the study. The first concern was the non-responsiveness of the HTA to specific points raised. The second concern was about the method of recording federal funds. The third concern was whether there was a need to improve provisions for the execution of contracts.

In response to the first concern, Mr. Choy stated that the legislative auditor's findings were fair, but the responses of the Board were absent or inadequate. He intended to revisit the issues raised by the auditor and prepare more exhaustive responses. Secondly, Mr. Arakawa said it appeared that the method of accounting for federal funds was a hybrid of the state and federal methods. Mr. Choy said Mr. Nāho'opi'i is now working with Mr. Cole to ensure that the most stringent methods of accounting for funds would be followed. The staff was not used to working with federal funds, but care would be taken from now on to comply with federal standards. Finally, Mr. Nāho'opi'i was to study the most effective and accurate method of dealing with contracts to ensure that contract standards were followed.

12. Report and Update by the Ho'okahua Hawai'i Standing Committee of their Meeting held on April 25, 2023

Chair Kam had to make an amendment, so he asked for a two-thirds vote based on 92-7D regarding item b on the update on the EDA project. Mr. Nāho'opi'i said that because they may be asking the Board to consider deciding on an item that is contained and currently called an update, they wanted to amend the agenda to say, "Update, discussion and discussion and action on decision-making." A two-thirds majority was required to implement this change.

Chair Kam made a motion, and Mr. White seconded. Mr. Gionson did the roll call, and the motion passed unanimously.

a. Discussion on Hawai'i Food Systems

Ms. Duarte gave an overview of the discussion at the committee's most recent meeting. Several experts, including Dr. Miles and Ms. Daniels, had been invited to speak on current perspectives of the present state of food systems and agriculture in Hawai'i. Progress was being made about local non-profit organizations and state and county bodies. It was pointed out that collaboration on data collection would allow industry partners, whether restaurants, destinations, or services providing food to our visitors, to make good decisions aimed at providing 30% local food by 2030. This had been an initiative of the former Gov. Ige. The committee had brought these issues to the attention of the full Board so that the Board might consider taking action on them in the future. The committee planned to encourage food-serving tourist venues, such as hotels, restaurants, and other destinations, to collect information on the amount and kind of purchasing of local food products, quarterly or annually. The data would help identify local food purchase gaps and opportunities to influence institutional purchasing. Ms. Daniels had already worked with Ms. Wheeler alongside the HTA and the O'ahu Good Food Pledge. Dr. Miles hoped for the opportunity to work with those collecting data, implement additional surveys and interviews with tourism industry leaders, identify and measure their needs, and obtain information from tourism institutions about the scale of their purchasing. It was hoped that this would measure the willingness of industry leaders to scale an increase in local food purchasing.

Ms. Duarte reminded the committee members of the importance of food provision and quality to the health of individuals, families, and communities. She also noted that agriculture had always been an important part of the state economy. With this in mind, it was necessary to consider how tourism and agriculture could form a partnership. Ms. Anderson said a webinar would take place next week to consider how industries could partner with food hubs to better connect with local food growers. Investment in Agri-tourism was to continue to take place through collaboration with local communities. Technical assistance would be provided for those who wished to enter this field. Even though Agri-tourism was quite labor-intensive, she was optimistic about its future growth. It was necessary to develop a mechanism to put consumers

in contact with the producers, even though growers were continuing to develop ways to contact consumers.

The Board members of the HTA were united in their desire for restaurants and hotels to buy local produce, but the challenge was that the supply was not always consistent in quality or quantity. However, the hope was that the HTA could act as a catalyst to bring the two sides together. If HB 308 passed, it would formulate a state-wide food systems plan. At present, Hawai'i is the only state which lacks a state-wide food system plan to understand the gaps, opportunities, and infrastructural needs. However, it was noted that tourism, specifically agritourism, did not appear to be referred to in the bill, whose emphasis seemed to focus on feeding the population.

Ms. Duarte noted that Ms. Iona and Mr. McCully are experts in the agriculture industry. Mr. McCully asked Ms. Duarte about HB 308 and if she is optimistic as it is currently in Congress. Mr. McCully mentioned that House Bill 1375, which had made it straight to the chamber, might tie in better to their tourism needs than the current structure. This bill would allow a representative of the HTA to be involved in the food systems plan.

Mr. Ching said the webinar sounded great, but there has to be a bridge to bring the producer to the consumer, as many consumers want to help. Having a program in place would be key to getting it moving forward.

Mr. White reiterated that the challenge is often when there is not a consistency of supply or quality of the product, so there are issues that need to be worked out, but there is an interest to move forward, where the HTA can be the catalyst and be the bridge. Mr. Arakawa agreed that Agri-tourism is part of diversifying the agriculture economy. He asked if a bill was pending, as House Bill 308 was never referred to a tourism committee. Ms. Duarte said Dr. Miles is part of working with this to get it to pass, hopefully. She said they are the only state that lacks a statewide food system plan. Mr. Arakawa said if HB 1375 may tie into regenerative tourism better than their current structure. He said it is important to have an agriculture member on the HTA.

Mr. Gionson said HB 308 does offer an HTA representative to sit on the food systems working group. Additionally, working on food systems aligns with Aloha Plus Challenge and 'ĀAEF. Mr. Downing thanked Ms. Duarte for bringing that agenda item up. He repeated the assertion that food was important as a hub for health.

Ms. Iona pointed out that as a representative of communities with extensive agricultural installations, she would remind the Board that tourism could not exist without agriculture, and it was the responsibility of the HTA to continue to partner with agriculture.

b. Update on the EDA Projects

Mr. Downing called on Ms. Anderson to give an update about EDA grants.

Ms. Anderson stated that the previous month's approval had been given for the Grant Administration Plan, and since then, staff has started drafting a contract with DLNR. In early April, the staff met with the director of the tourism authority projects funded through EDA. Mr. Downing said previously that he had asked for more information about the proposed Waikīkī Snorkel Trail and stated his misgivings about the effect of this trail on ocean safety. Apart from the Waikīkī Snorkel Trail, six other projects were being funded by EDA, and all were to be completed before December 2026. He reminded the Board that the Waikīkī Snorkel Trail had been given provisional approval. The concerns about ocean safety were based on the fact that the largest number of ocean fatalities were from snorkelers. Since this was federal money, its disbursement had to comply with strict guidelines. He reminded the Board that there was both a financial aspect and a legal aspect to these rules. He said the money could be used elsewhere. He asked Ms. Anderson to explain the modalities of removing one project from the funded projects and what would happen to the money not being disbursed. \$750,000 had been allocated for the Waikīkī Snorkel Trail.

Ms. Anderson proposed that the staff revert and ask the Ho'okahua Standing Committee for the plan for the \$750,000 working with DLNR. Mr. Downing said the money should be disbursed to various projects where needed. Ms. Anderson pointed out that the money had been awarded in 2021 and said it was necessary to make a start soon on the projects. She wanted to ensure that the DLNR could start on the other six projects. The deputy attorney general reviewed the agreement. Mr. Downing said he agreed with the other six projects going forward but did not agree with the Waikīkī snorkel trail. Mr. Downing asked if the EDA money that was categorized for the snorkel had to be used for the snorkel trail or if it could go to any other categories. Any change made to a project would mean a revision of the budget, and since it was a federal fund, the changes must be submitted to the donor authority for approval. Unused money would not be returned to the federal government, but the HTA was required to designate an alternative use. The HTA had been awarded 14 million dollars, of which \$7.2 million was for EDA, including 1.2 million dollars for administrative costs over four or five years. They had to ensure the DLNR had funds to carry out the outdoor recreation aspect of the grant. The grant is for travel, tourism, and outdoor recreation recovery.

Mr. McCully asked if they had to change the project would it require a Board vote. Ms. Anderson said that back in June 2022, they asked for the Board's approval of the Grant Administration Plan, which contained all the projects. She said they would need approval to make the change. Mr. Ching said he did not recall approving the snorkel trail.

Mr. McCully asked what the function of the snorkel trail was. Mr. Downing said he does not know much about it, but they are considering the Kaimana area. Ms. Anderson said one of the projects concerned the restoration of coral, with the provision of a trail to enable visitors to understand the importance of this organism. At present, an exact location has not yet been designated, and part of the funding was intended to carry out detailed planning of the location. They also set up a committee for feedback. It was noted that EDA did not consider this as a construction project.

Mr. McCully said they need to debate the subject to be able to make a choice. Ms. Anderson reiterated that the Waikīkī Snorkel Trail could neither be omitted from the overall project nor included at a zero cost without approval from the donor agency. The technical committee was to make recommendations at its next meeting, to distribute the money to other projects. The next committee meeting responsible for EDA projects will be in May.

Mr. Downing suggested that the committee be asked to recommend the reallocation of the money. Mr. Downing asked Ms. Agas what the cost was for her trail. Ms. Agas was unsure but could find extra data to bring to the Board.

Chair Kam said the Board did give preliminary approval for the snorkel trail. The agreement with DLNR was to partner with Mr. Downing to ensure all is done appropriately, but they had never reverted to Mr. Downing. Many of the Board had concerns about the trail in Waikīkī. Chair Kam said they all supported reef development, but snorkeling is quite dangerous for people. Work was planned on a historical trail in Waikīkī, and when completed, it would be a prototype or template which could be replicated on other islands. There was concern that the available funds might not be sufficient to build the best, keeping in mind the Menehune Trail in Aulani mentioned by Ms. Agas, which Mr. Gionson previously helped create. Chair Kam said it was an easy call not to go forward with the snorkel trail, but he supported all the other six projects with DLNR.

Mr. White made a motion to have the Board approve removing the Waikīkī Snorkel Trail from the EDA project so that at the next meeting, the staff would recommend how the money would be reallocated to other projects or a new project. Mr. McCully seconded.

Ms. Iona asked if it would be prudent to discuss this with Mr. De Fries and the DLNR chair, and Chair Kam confirmed that Mr. Downing would do that. Ms. Duarte reminded the Board that the funds were federal funds and that the federal parameters must be followed. Chair Kam said Mr. Choy had some reservations, too, as the gold standard of the federal dollars was higher they were uncertain if it would be completed promptly. The EDA would be informed that, out of an

abundance of caution, removing the Snorkel Trail from the list of projects was wise. Mr. Gionson did the roll call, and the motion passed unanimously.

c. Update on the Waikīkī Historic Trail Project

Ms. Anderson gave an update on the Waikīkī historical trail project. She said that Ms. Sanders from the Native Hawaiian Hospitality Association gave a presentation on the Waikīkī historic trail interpretive signage program and where it was currently. She noted that they met with the Commission on Culture and the Arts, where Ms. Sanders gave a presentation. The commission approved this. The next step was to meet with the Department of Parks and Recreation, where they shared the presentation and the location of the markers on the proposed trail. Following that would be a site visit with them for a walk-through, and then the City Council’s approval would be sought. This project was in partnership with the O’ahu Visitors’ Bureau as well as NaHHA. The guidance and insight of the members of the Cultural Advisory Committee were greatly appreciated.

Mr. Downing expressed his appreciation for the personnel, Ms. Anderson, and those at NaHHA whose work had brought the project back to life from its first beginnings 25 years ago. He believed this would be the first of many similar projects throughout all the islands, and would form a template that could be replicated at other locations.

Mr. Sadayasu asked whether the HTA would officially attend the charity walk on May 6. Mr. Nāho’opi’i assured him that not only would the HTA be present, but there would also be HTA T-shirts.

13. Adjournment

Mr. McCully made a motion to adjourn, and Mr. Downing seconded. The motion passed unanimously. Chair Kam adjourned the meeting at 1:21 p.m.

Respectfully submitted,



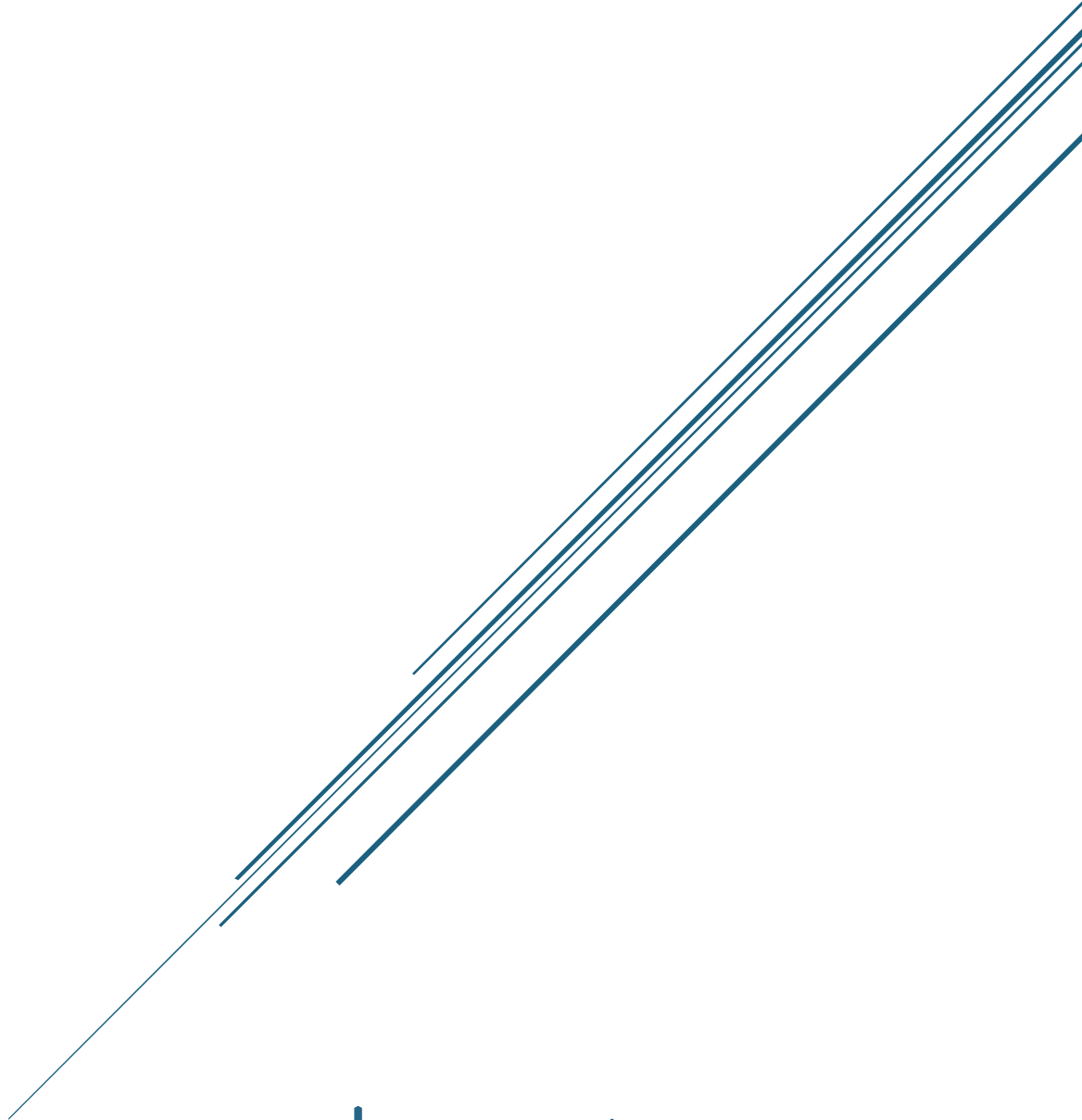
Sheillane Reyes
Recorder

6

Reports of the Chief Executive Officer/
Chief Administrative Office/Chief Brand Officer

HTA CEO REPORT

MAY 2023



HAWAII TOURISMTM
AUTHORITY

EXECUTIVE SUMMARY

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

Through the continued partnership with Hawai'i Community Foundation, HTA is proud to support Aloha 'Āina and Kūkulu Ola programs that help further our mission of Mālama Hawai'i by giving back to those who care for the land and build community capacity through their work. On April 17, 2023 HTA and Hawai'i Community Foundation issued a news release informing the community of the available funding opportunities for the remainder of 2023 through June 2024. Applications for this funding opportunity were due to the Hawai'i Community Foundation by 4:00pm HST on Wednesday May 24, 2023.

In the Community pillar, HTA's partnership with the Hawai'i Visitors and Convention Bureau (HVCB) continues to foster community-based tourism projects that improve and enrich Hawai'i's product offerings with the Community Enrichment Program (CEP) and Signature Events Program (SEP). On April 28, 2023, HVCB issued the 2023 CEP & SEP request for proposals (RFP) for projects taking place June 2023 to December 2023. Applications for both programs were due May 22, 2023 by 4:30pm.

In the Brand and Community pillars, RFPs 23-02 (Canada MMA), 23-03 (United States MMA), and RFP 23-08 (Support Services for Destination Management) were awarded on May 22.

Pursuant to Act 088, HTA's Tourism Research Division (TRD) was transferred to the Department of Business, Economic Development and Tourism's (DBEDT) Research & Economic Analysis Division (READ) effective July 1, 2021, and was renamed the Tourism Research Branch (TRB). TRB published the March 2023 Visitor Statistics press release and monthly reports, air seat outlook for May 2023 – July 2023, the March 2023 Hawai'i Hotel Report, and March 2023 Vacation Rental Performance Report. In addition, TRB published weekly updates to the air seat outlook, weekly Future Bookings Report,

weekly Brand Health Trend Report, and weekly Brand Health Trends – Responsible Travelers Report.

I. CHANGE MANAGEMENT PLAN

The Procurement Manager position has been filled by Tracey Fermahin. She was previously the HTA Procurement Specialist and has been temporarily assigned into the manager position since January 2023. This action will now open up a HTA Procurement Specialist position.

The staff has kept on pace with the HTA Change Management Plan for FY 2023 in the functional areas of: Strategic Planning, Safety, Security & Crisis Response, Stewardship & Standards Setting, and Community Convening. Senior leadership continued to discuss the possibilities of a new organization structure that will meet current needs for destination management and shifts in the global marketplace.

We continue to maintain an open-door policy and make ourselves available to answer questions, and participate in town halls, and other meetings. Responses continue to be positive. We continue to support and facilitate hospitality industry updates with the mayors of all four counties to further connect the government with the industry.

The VP of Finance transitioned to assuming full oversight of the Finance Section which covers fiscal and procurement functions. He has also reviewed the Auditor's Report 2022 and will be making recommendations to procedures and policies.

II. NATURAL RESOURCES PILLAR

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

The supplemental contract with the Hawai'i Community Foundation (HCF) has been fully executed. For the remainder of Calendar Year 2023 through June 2024 HCF will continue to administer the Aloha 'Āina program through CON 21033 S1: HTAxHCF – Implementation of Kūkulu Ola & Aloha 'Āina Programs. Through this supplemental agreement, HTA will be able to provide \$1,350,000 in financial support to community-based natural resource programs and community entities with an emphasis on 'āina kānaka (land-human) relationships and knowledge that manage, preserve, and regenerate Hawai'i's natural resources and environment. The news release announcing

the available funding opportunity was issued on April 17, 2023 for projects seeking support through the Aloha 'Āina program.

<https://www.hawaiitourismauthority.org/media/10849/23-15-2023-aa-ko-release.pdf>

Application deadline was 4:00pm HST Wednesday May 24, 2023.

Hawai'i Green Business Program

HTA has contracted with the Hawai'i Green Business Program (HGBP) of the Hawai'i State Energy Office to support efforts that will help to encourage energy and resource efficiency in addition to sustainable and regenerative practices in hotels, businesses, and events. Businesses will be evaluated on whether they fit the criteria that would make them a sustainable company. Hawai'i Green Business Program's focus in 2023 is expanding recruiting efforts to smaller businesses and making the program more accessible to smaller entities. On June 29, 2023, HGBP will have its Annual Hawai'i Green Business Awards Ceremony at the Governor's Ceremonial Chamber. This year's award ceremony will feature the new 10-entry Level Program. This program was created in an effort to increase number of small business participants.

Sustainable Tourism Management in Hawai'i Through Certifications, Trainings & Partnerships (DMAP Action Item)

HTA has contracted with Hawai'i Ecotourism Association, d.b.a. Sustainable Tourism Association of Hawai'i (STAH), to protect Hawai'i's unique natural environment and host culture through the promotion of responsible travel and educational programs relating to sustainable tourism for residents, businesses, and visitors. STAH's focus is on three areas: 1) Sustainable Tour Operator Certification Program, 2) Tour Operator/Tour Guide Training Program, and 3) Educational Outreach/Partnership Development. There are currently 46 businesses/organizations enrolled in the program that have been certified to date. STAH continues to recruit through social channels, site visits, and certify more businesses in 2023.

III. HAWAIIAN CULTURE PILLAR

Kūkulu Ola Program (DMAP Action Item)

The supplemental contract with the Hawai'i Community Foundation (HCF) has been fully executed. For the remainder of Calendar Year 2023 through June 2024 HCF will continue to administer the Kūkulu Ola program through CON 21033 S1: HTAxHCF –

Implementation of Kūkulu Ola & Aloha ‘Āina Programs. Through this supplemental agreement, HTA will be able to provide \$1,350,000 in financial support to community-based programs that enhance, strengthen and perpetuate the Hawaiian culture through genuine experiences for residents and visitors alike. The news release announcing the available Funding Opportunity (FO) was issued on April 17, 2023 for projects seeking support through the Kūkulu Ola program.

<https://www.hawaiitourismauthority.org/media/10849/23-15-2023-aa-ko-release.pdf>

Application deadline was 4:00pm HST Wednesday May 24, 2023.

Native Hawaiian Hospitality Association (DMAP Action Item)

A Notice To Proceed has been provided to Native Hawaiian Hospitality Association (NaHHA) for its FY22-23 workplan. HTA staff continues to collaborate with NaHHA on existing projects including a Hawaiian music showcase series and the Waikīkī Historic Trail Markers Refurbishment Project. NaHHA recently supported Hawai‘i Tourism Canada with hosting a cultural webinar that educated nearly 100 participants on the season of Kū and how the value of mālama is expressed throughout this season, which begins in Spring and lasts through Summer in Hawai‘i. Currently NaHHA is providing training to 1,000 Airports, Highways and Harbors division employees statewide. Feedback from staff has been positive. One staff member from Līhu‘e Airport said: “This was the best Aloha Training ever. When’s the next class?” As we work towards a more regenerative future, we encourage our visitor industry workforce, our kama‘āina, and our visitors to learn more about our home, embrace Hawaiian values, and find ways to put them into practice in our daily lives. Visit NaHHA’s online calendar for more information on how to participate: <https://www.nahha.com/calendar>

The 13th Festival of Pacific Arts and Culture (FestPAC)

HTA staff continues to support the FestPAC Commission with planning for the 13th FestPAC festival. FestPAC Commission meeting agendas and meeting materials are available online at <https://invest.hawaii.gov/international/festival-of-pacific-arts-culture-festpac/>^(OBJ). A Request for Proposals (RFP) was released on February 21, 2023, by the Department of Business, Economic Development & Tourism (DBEDT) to procure services for a Festival Provider. On April 12 DBEDT issued an award notice on the Hawai‘i Awards & Notices Data System (HANDS) along with an award letter sent to the selected offeror. For more information visit <https://hands.ehawaii.gov/hands/opportunities/opportunity-details/22523>

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

E Ola Mau Ka ‘Ōlelo Hawai‘i! Supplemental 3 of CON 20195: He Aupuni Palapala: Preserving and Digitizing the Hawaiian Language Newspapers, is fully executed as of March 31, 2023. Bishop Museum staff will embark on Phase III of this important work to catalogue, preserve, digitize, and make widely available the Nūpepa (Hawaiian language newspapers). During the period of March 26 to April 25, 2023, *He Aupuni Palapala* transitioned from Phase II to Phase III. Additionally, 3,261 pages were digitized and processed while 1,916 pages were inventoried and condition reported. Five hundred images were requested and delivered to Mr. Kale Hannahs at OHA for Optical Character Recognition (OCR) trials. The contractor is awaiting feedback and results of the OCR trials and OHA’s recommendations for moving forward. Follow Bishop Museum’s blog <https://blog.bishopmuseum.org/nupepa/> for more information.

Kāhea Greetings (DMAP Action Item)

Airports

HTA is continuing its partnership with DOT Airports Division through June 30, 2023, with the execution of Supplemental Contract 21039. The greetings program will be providing handheld fans and water cups to all Hawai‘i airports to hand out to and mālama those traveling during peak hours. DOT has begun Hawaiian Cultural Training for 1,000 Airports, Harbors, and Highway personnel through NaHHA. All personnel will have completed training by the end of June 2023.

Harbors

HTA’s partnership with the County of Kaua‘i, Office of Economic Development ended on March 31, 2023. This extension included improvements to Nāwiliwili Harbor like a sound system replacement, a mural, and more. The Kāhea Greetings Program for Harbors in Kona and Hilo received their notices to proceed on April 5, 2023, for 2023 – 2024 services. Hilo Kāhea Harbor program received the green light to restart hula and music at the harbor in mid-May this year. Entertainment had been stopped at the end of 2019 due to COVID-19.

IV. COMMUNITY PILLAR

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

HTA has contracted with the Hawai'i Visitors and Convention Bureau (HVCB) to administer the Community Enrichment Program (CEP) & Signature Events Program (SEP) for 2023. Supplemental 2 for HTA Contract 21038 was executed on March 28, 2023. The Contractor received its Notice to Proceed from HTA on April 17, 2023.

The Request for Proposals (RFP) for June - December 2023 projects seeking support through the Community Enrichment Program (CEP) & Signature Events Program (SEP) was issued on April 28, 2023. Informational briefings were held via Zoom on May 4 and 8, 2023. The application deadline for both programs is May 22, 2023 by 4:30pm HST. Application materials can be found at www.hvcb.org/cep.

Communications and Outreach

News Releases/Reports/Announcements

- News Release: HTA Launches New Website to Share Destination Management Progress (April 3)
- News Release: HTA Supports Spring Festivals and Events on Hawai'i Island, Kaua'i (April 5)
- News Release: Community-Based Proposals Sought for East Maui Tourism Management Pilot Program (April 6)
- News Release: HTA Media Advisory for Spring Tourism Update (April 11)
- News Release: HTA Announces Kūkulu Ola and Aloha 'Āina Programs (April 17)
- News Release: HTA Supports the University of Hawai'i Men's Volleyball Team (April 19)
- Report: Hawai'i Hotel Performance Report for March 2023 (April 20)
- News Release: New Online Reservation System at 'Īao Valley State Monument on Maui (April 20)
- HTA Message: Unintended Consequences of Proposed Legislation Will Adversely Affect Hawai'i's Communities (April 20)
- Report: Hawai'i Vacation Rental Performance Report for March 2023 (April 26)
- HTA Message: Legislative Update – No Funding For Hawai'i Tourism Authority In Proposed State Budget Bill (April 26)
- HTA Message: Visitor Spending Bolstered in March 2023 and First Quarter
 - Drafted and distributed John De Fries message highlighting HTA's KPI of visitor spending. (April 27)
- News Release: Proposals Sought for Keaukaha Community Cultural-Based Education Program on Hawai'i Island (April 28)

- News Release: HTA Announces Community Enrichment and Signature Events Programs (April 28)
- HTA Message: Message From John De Fries on Legislative Funding (April 28)

News Bureau

- Worked with HTA team to coordinate April 19 press conference at the Hawai'i Convention Center on the unintended consequences of proposed legislation.
 - Drafted and distributed media advisory.
 - Confirmed the following media – Hawai'i News Now, KITV, KHON, Hawai'i Public Radio, The Garden Island, Associated Press, Pacific Media Group, Hawai'i Tribune-Herald, Travel Weekly
 - Drafted media handout and managed media on-site.
- Coordinated and assisted with the following interviews and statements, including:
 - SF Gate, Christine Hitt: Ilihia Gionson responses on destination management efforts in east Maui (April 5)
 - AFAR, Tim Chester: Kalani Ka'anā'anā interview on how travelers can respectfully engage with culture (April 20)
- Assisted with the following media relations:
 - Bo Travail!, Adèle Salaun (France): Reviewed and declined request to provide funding support for a Hawai'i episode on the French television program Echappées Belles. Provided state and county film office contacts and Go Hawai'i website. (April 17)
 - SF Gate, Laurie Lyons-Makaimoku: Responded to inquiry about whether Seaside Kona is the only Hawaiian-owned hotel. (April 24)
 - Bloomberg, Lily Girma: Declined request for interview. Responded to her inquiry about efforts to disband HTA with information and pointed her to the press conference held the week prior. (April 24)

Community Initiatives and Public Outreach

- HTA E-Bulletin
 - Drafted copy, edited, and created layout for April 2023 HTA e-Bulletin in English and 'Ōlelo Hawai'i.
- Spring Tourism Update (April 12)
 - Drafted and distributed registration e-blast and social post. (April 4)
 - Drafted and distributed media advisory. Assisted with managing media RSVPs. (April 12)
 - Provided on-site media assistance with KITV and managed photographer and videographer. (April 12)

- o Drafted and distributed post-event e-blast and social post. (April 20)
- Destination Management Action Plans (DMAP)
 - o Drafted news release for East Maui Tourism Management Pilot Program to support destination management efforts in that community.
 - o Drafted news release for Keaukaha Community Cultural-Based Education Program to support destination management efforts in that community.
- Rapid 'Ōhi'a Death (ROD) Travel Alert
 - o Drafted and distributed email and social media post advising the public of quarantine restrictions for transporting 'ōhi'a plants during Merrie Monarch week. (April 11)
- Merrie Monarch Festival
 - o Drafted talking points for Mahina Paishon-Duarte's Hawai'i News Now interview on HTA's continued support of the festival and cultural perpetuation. Also drafted tagline options for the partnership. (April 12)
- Monk Seal Announcement
 - o Drafted and distributed e-blast advising beachgoers to avoid Kaimana Beach for public safety and the well-being of a Hawaiian monk seal and nursing pup residing in the area. (April 14)
- LPGA LOTTE Championship
 - o Drafted talking points for JDF Golf Channel interview and provided on-site assistance. (April 12, 14)
 - o Distributed b-roll of rookie players giving back to the community and learning about culture at Kahumana Organic Farms and Café to local media. (April 14)
- DBEDT Made in Hawai'i Branding Workshop
 - o Drafted JDF quote for DBEDT's post-event email. (April 14)
- UH TIM School 101
 - o Secured HTA speaking opportunity on destination management and regenerative tourism on April 21. Drafted bio for Caroline Anderson. (April 21)
- Hawai'i Food Hub Hui Webinar (May 5)
 - o Drafted and distributed e-blast and social post encouraging the public to register and attend. (April 24)
- East Meets West Conference (May 19)
 - o Drafted and distributed e-blast and social post encouraging the public to register and attend. (April 27)
- IPW Conference (May 20-24)

- o Updated HTA's IPW Press Room page and uploaded the following releases and videos:
 - New Online Reservation System at 'Āo Valley State Monument on Maui Aims to Reduce Overcrowding in the Area (April 20)
 - Mālama Kaua'i video: National Tropical Botanical Garden (April 20)
 - Hawai'i Tourism Authority Releases Updated Ma'ema'e Toolkit to Encourage Accurate Representation of The Hawaiian Islands (April 28)
- o Vetted GMT media and requested appointments with 30 top editors and freelance journalists for the Media Marketplace, May 22.
- 2023 Legislative Session
 - o Managed HTA's Tourism Policy page (<https://www.hawaiitourismauthority.org/what-we-do/tourism-policy/>) to share HTA's testimony and information on various bills.
 - HB1375 HD3 SD1
 - o Drafted and distributed an e-blast sharing the Honolulu Star-Advertiser editorial, "Don't eliminate tourism authority." (April 16)
 - o Monitored committee hearings and briefings pertaining to HTA and the visitor industry throughout the month.

HTA's Social Media

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

Paid Posts on Facebook and Instagram

- Post on Spring Tourism Update. Flight dates from April 6 – 10.
 - o Total Impressions: 60,121
 - o Total Reach: 37,344
 - o Total Engagements: 168
- Post on Holomua Microsite. Flight dates from April 10 – 17.
 - o Total Impressions: 65,973
 - o Total Reach: 26,216
 - o Total Engagements: 606

Facebook

- Number of followers: 21,133 (+12.4%)
- Engagement rate: 5.5%
- Number of engagements: 12,396 (+112.5%)
- Posts: 48

Instagram

- Number of followers: 8,593 (+23.8%)
- Engagement rate: 1.5%
- Number of engagements: 1,292 (8.7%)
- Posts: 39

Twitter

- Number of followers: 42,563 (+7%)
- Engagement rate: 1.8%
- Number of engagements: 535 (-52.4%)
- Posts: 37

Linktree

- Views: 63
- Clicks: 43
- Clickthrough rate (CTR): 68.25%

Safety and Security

Visitor Assistance Program (VAP)

The Hawai'i Tourism Authority has executed supplemental contracts to provide 2023 funding to three of four county chapters. Maui County is pending an executed contract due to a CVC issue that is currently being resolved.

V. BRAND MARKETING PILLAR

Major Market Area (MMA)

MMA RFP / Contract Status

- China MMA: A No-Cost Extension to extend the current contract from June 2023 to December 2025 has been fully executed as of May 4, 2023.
- Canada MMA: HTA released the RFP 23-02 on March 14, 2023 with proposals due on April 21, 2023 and award notification scheduled for May 22, 2023.

- Oceania MMA: The supplemental contract for CY2023 has been fully executed.
- US MMA: HTA released the RFP 23-03 on February 13, 2023 with proposals due on March 30, 2023 and award notification scheduled for May 22, 2023. The existing contract for this work will end on June 30, 2023.
- Global MCI: Staff executed a supplemental contract to add 2023 funds.
- Global Support Services: Staff is working on drafting the RFP for this contract and seeking to extend existing contract until the new contract is awarded – tentatively in January 2024.

Other Branding Projects

Pono Travel Education Program (DMAP Action Item)

Beginning April 18, 2022 airports across Hawai'i began sharing Pono Travel Education messaging on static banners and digital screens to reach our traveling public passing through. Each location was strategically placed to reach the most people – both malihini and kama'āina - reminding us of our collective kuleana to Hawai'i, the land, culture, and each other while here. Beginning in June there was an increase in messaging placements, including some QR code inclusions on new digital screens at Daniel K. Inouye International Airport, frequency to meet the uptick in travel during the Summer period, and inclusion of Ocean Safety video messages. These contracts add to the ongoing statewide reinforcement of this messaging via optimal and timely touch points in their travel journey (in-room, on shuttles, social media, and mobile devices).

HTA's contract with Clear Channel Airports, Inc. at the Daniel K. Inouye International Airport ended at the end of October 2022. HTUSA continued Kuleana Travel messaging through its contract, which began in December 2022 and continued to run through April 2023. HTA's contract with Pacific Media Group is set to end at the end of June 2023.

Spring Tourism Update 2023

Spring Tourism Update's post-conference survey results was sent on April 20, 2023, to all registered participants. In total, HTA received a total of 50 responses. Most survey participants agreed that the update was the right amount of time, and generally scored high (above 4 out of 5) for each segment that was offered at the Spring Tourism Update. Moving forward, the team will consider feedback and suggestions when planning future updates and conferences.

Sports Programs

- University of Hawai'i Partnership: HTA continued its support of the University of Hawai'i Men's Volleyball program as the presenting sponsor for the Big West

Conference tournament. The tournaments, held in Long Beach, CA, allowed HTA to showcase The Hawaiian Islands and Mālama messaging to fans from several key west coast markets.

- LPGA Partnership: The LOTTE Championship was once again held on O‘ahu on April 12-15, 2023 and offered a purse of \$2,000,000 for the greatest ladies' golfers in the world. Combining efforts across television, digital and onsite platforms, this event allows HTA messaging to reach potential visitors in key international and domestic markets.
- LA Clippers Partnership: HTA is in the process of finalizing documents to execute a new contract for this program.

Brand Team Events/Meetings - (April)

Event Date	Event	HTA Attendee(s)	Non-HTA Attendee(s)
4/2-6	Local 2030 Islands Network Regenerative Tourism Communities of Practice Convening	CEO, CAO, CBO, PAO	Various tourism leaders from countries across the globe.
4/11	Travel Weekly Leadership Forum	CEO, CAO, CBO, PAO, SBM, BM	Industry Partners, Various
4/12	HTA Spring Update	HTA Leadership, Board Members and Staff	Legislators, GMTs, Industry Partner, Community Members
4/12-16	Merrie Monarch	BM	Community Members
4/13	Meeting with Cruise Lines International Association	CEO, CBO, SBM	Wendy Lindskoog, Sandy Olden, Ben Atherly, Renee Reeve, Lanie Downs, Roy Catalani
4/14	Meeting with Japan Airlines Executives	CEO, CBO, SBM	Eric Takahata, Mr. Shimizu, Mr. Takeshi Aoki
4/18	Meeting with H.I.S. Executives	CEO, CBO, SBM	Eric Takahata, Mitsue Varley, Luke Teramoto, Konomi Sakanashi, Mr. Kozo Arita, Mr. Hiroyuki Fukukawa, Mr. Jun Yano, Mr. Shin Ishiyama

4/20	Meeting with All Nippon Airways (ANA) Neo Virtual Platform	CEO, CBO, SBM	Eric Takahata, Luke Teramoto, Konomi Sakanashi, Mr. Mitsuo Tomita, Mr. Matsuo
4/21	Japan Summit	CEO, CAO, CBO, SBM	GMTs, Industry Partners, Various

VI. PLANNING DIVISION

Destination Management Action Plans (DMAPs)

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

Kaua’i DMAP

- Permanent information panels are installed along the trail of Makauwahi Cave Trail, acknowledging support from HTA and KVB.
- During the dates of April 20 – 23, 2023, the Hanapēpē Economic Alliance hosted “Hanapēpē – Our Hawaiian Sense of Place.” This was the fourth and last of our DMAP-funded Kaua’i Festival & Events. Island artisans, crafters and subject matter experts shared their talents and mana’o with both residents and visitors alike. The event was well-received and similar events may be planned for the near future in neighboring communities.
- Helped foster a relationship between Grand Hyatt Kaua’i’s (GHK) Manager of Hawaiian Culture and Mālama I Nā Honu (MINH). From this introduction, GHK will host ½-hour educational presentations by MINH for their guests which will start on June 5, 2023, and set for every Monday. Presentations will take place in their cultural center, Ke Kumu O Hihinui.
- Mo’olelo Murals, 3rd video of our Mālama Kaua’i video series, is complete and uploaded on the Kaua’i Visitors Bureau YouTube channel.
- Our updated Hā’ena playbook, “The Transformation of Hā’ena State Park – A case study on how to manage a visitor hotspot,” has been finalized; print copies and digital version will be available to share. The intention of the playbook is to provide an opportunity to help other communities learn about the lengthy process and efforts put into making this project a reality. It demonstrates how island stakeholders, various state and county agencies and the North Shore businesses and resident community collaborated to mālama ‘āina and our Hawaiian cultural practices.

Maui Nui DMAP

- **Maui:**

- Deployed remaining 15 Maui Nui Marine Resource Council volunteers to begin monitoring and cleaning the mineral-only sunscreen dispensers located on Maui County Parks locations.
- Launched :60 second radio ad campaign, educating the public about Maui County's mineral-only sunscreen ordinance, dispensers for free public use and the Maui Nui DMAP in partnership with HTA and Maui Nui Marine Resource Council. Ad will run four weeks with a total of 768 spots.
- Released East Maui Tourism Management Pilot Program RFP and corresponding press release on April 6, 2023.
- Conducted East Maui Tourism Management Program RFP Informational Briefing with HTA on April 11, 2023.
- Finalized seven member Evaluation Committee who will be reviewing proposals submitted for the East Maui Tourism Management Pilot Program, comprised of MVCB, HTA, Maui County, DLNR, and community.
- Submitted five Resident Communications Plans to HTA for approval.
- Identified and contacted six new regenerative tourism activities to support.

Moloka'i:

- Worked with the Mokupuni Collective to finalize the Needs Assessments reports for Businesses and Nonprofits.
- Provided version 1 of Moloka'i brochure to A.2 Subject Matter Committee; meeting to review as a group is scheduled for May 1, 2023.
- Coordinating Moloka'i Community Meeting with Moloka'i Task Force Po'o, Moloka'i Task Force and County; scheduled for May 16, 2023 with purpose to share progress on Actions A.2, B.2, D.1, F.1 plus additional Subject Matter Committees created by Moloka'i Task Force.

Lāna'i:

- Per Lāna'i Advisory Group recommendation, repeated run of four, :30 second ads for Lāna'i on YouTube and in Google Searches, targeting mindful travelers in Orange County and Phoenix for two-month duration; campaign features Lāna'i Cat Sanctuary (Mālama Hawai'i partner), Lāna'i City, Lāna'i Guide App and Lāna'i Adventure Park with messaging from Lāna'i Advisory Group woven throughout each spot.
- Cataloging new photo assets into Knowledge Bank.

- Revisions submitted to the Lānaʻi webpage on Go Hawaii website.
Revisions based on recommendations from the Lānaʻi Advisory Group.
- Submitted *Lānaʻi Today* article per recommendation from Lānaʻi Advisory Group.

Hawaiʻi Island DMAP

- Resident outreach, HTA/DMAP Merrie Monarch week at ʻImiloa Center 2-day community outreach and tabling on April 13 & 14, 2023.
- Waipiʻo Resident Committee Meeting update, facilitated by Heather Kimble. Edith Kanakaʻole Foundation presented KIPA training program, and the community is interested in working with County to implement training.
- Keaukaha Community Culture-based Education Program RFP released on April 25, 2023.
- DMAP Island of Hawaiʻi Festival and Events Programs. Attended events and evaluated Merrie Monarch, Kailua Kōkua Spring Concert and Big Island Chocolate Festivals events. Completed close out report for Kailua Kōkua Spring Concert. April 13, 14, 16, 27 & 29
- Hawaiʻi Island National Travel and Tourism Week resident communication initiative, proposed and planned for radio spots and photography to create 10 radio spot vignettes and 11 resident-workers social media highlights to launch in May.

Oʻahu DMAP

- Continued discussions with GoCity to discuss DMAP KPI's for GoCity to consider incorporating in state and county attractions that can accept a high capacity of visitors. Next step for moving action J.4 is to meet with GoCity leadership in May when they are in town visiting.
- Meeting with Blue Startups on April 6 to discuss HTA requested sponsorship and opportunities for the May 2023 East Meets West Conference that will include travel technology roundtables and networking, included in sponsorship is a discounted price for industry partners to attend.
- OVB attended the ClimbHI L.E.I. career fair on April 11 to engage with Oʻahu high school students on DMAP efforts and different types of career opportunities in our tourism industry on Oʻahu.
- Supported Earth Day pilot program of children activity books with Embassy Suites Waikīkī, next steps also include working with Hawaiʻi Legacy Reforestation Initiative on their new Haleʻiwa forest longer term to create a new type of curated visitor experience.

- Presented O‘ahu’s DMAP to UH Mānoa’s School of Travel Industry Management internship class and engaged with students on career opportunities in Destination Marketing and Management on April 25.
- Waikīkī Historic Trail Advisory Group met for a status update on the project. Next step is for HTA, OVB, City & County of Honolulu and Native Hawaiian Hospitality Association to meet do a site visit on the markers and proposed trail route.
- Finalized the DMAP local communications plan for spring/summer.
- A O‘ahu DMAP strategic meeting conducted with OVB Board of Directors on April 27, feedback received to help with next steps in implementing DMAP actions.

EDA Travel, Tourism and Outdoor Recreation Non-Competitive Grant

HTA is finalizing the agreement with DLNR and preparing paperwork to draw down the EDA funds. HTA followed up with DLNR on their proposed coral restoration snorkel trail project in response to concerns from Board members that the project should not be situated in a heavily used swimming area.

Request for Proposal – Support Services for Destination Stewardship

The evaluation committee met to review proposals for RFP No. 23-08 – Support Services for Destination Stewardship.

VII. TOURISM RESEARCH

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

TRB issued the March 2023 monthly visitor statistics on April 27, 2023, including monthly arrivals by country, category expenditures for major markets, and monthly visitor characteristics for each major market area. The press release was issued by DBEDT, distributed by HTA, and the files were posted on the Monthly Visitor Statistics page on HTA’s and DBEDT’s websites.

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

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

TRB issued the March 2023 Hawai'i Hotel Performance Report on April 20, 2023. The report and related March 2023 data tables were posted to the Infrastructure Research page of the HTA website. The Hawai'i Hotel Performance Report is produced using hotel survey data compiled by STR, Inc., the largest survey of its kind in Hawai'i.

TRB issued the March 2023 Hawai'i Vacation Rental Performance Report on April 26, 2023. The report and related March 2023 data tables were posted to the Infrastructure Research page of the HTA website and the Vacation Rental Performance page of the DBEDT website. This report utilizes data compiled by Transparent Intelligence, Inc. for DBEDT.

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

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

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

Jennifer Chun presented a tourism update to the Royal Hawaiian Center's Spring Merchant Meeting on April 20, 2023.

Jennifer Chun presented a tourism update and was the moderator for Urban Land Institute Hawai'i's "Hospitality Update" program on April 25, 2023.

TRB 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.

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

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

VIII. ARPA UPDATE

HTA was provided American Rescue Plan Act (ARPA) funds FY 2022 operating budget and then again for FY 2023. HTA was also provided an additional amount for FY 2023 Convention Center operating budget.

The VP of Finance spent considerable time reviewing the Federal reporting requirements and met with B&F due to his concerns that the contracts and types of programs being funded by ARPA monies may not meet Federal guidelines.

Please see the report of the Budget, Finance and Convention Center Standing Committee for details on how these funds are being spent.

IX. ADMINISTRATIVE

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

Contract No.	Contractor	Description	Contract Amount	Total Contract Value	Start Date	End Date
22003 S1	Hawai'i Visitors and Convention Bureau (HVCB)	Global MCI	\$5,350,000.00	\$10,700,000.00	5/3/2023	12/31/2025

21040 S2	Visitor Aloha Society of Hawai'i (VASH)	Visitor Assistance Program (VAP) 2023 O'ahu	\$285,000.00	\$655,000.00	5/3/2023	12/31/2023
21042 S2	Visitor Aloha Society of Kaua'i, INC.	Visitor Assistance Program (VAP) 2023 Kaua'i	\$42,500.00	\$97,500.00	5/4/2023	12/31/2023
21041 S2	VASH Hawai'i Island	Visitor Assistance Program (VAP) 2023 Hawai'i Island	\$130,000.00	\$300,000.00	5/3/2023	12/31/2023
21031 S3	itravellocal Limited	China MMA Marketing Management Services	\$0.00	\$1,800,000.00	5/4/2023	12/31/2025
23013	Department of Land and Natural Resources (DLNR)	EDA's State Tourism Grant Program	\$6,450,000.00	\$6,450,000.00	5/12/2023	12/31/2026
23015	State Foundation on Culture and the Arts	2023 Statewide King Kamehamea Celebrations	\$150,000.00	\$150,000.00	5/18/2023	9/30/2023

* Sole Source

† Procurement Exemption

X. APPENDICES

7

Report on Tourism Research

HTA REGULAR BOARD MEETING

Thursday, May 25, 2023

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, including the United States, Japan, Canada, Oceania, and Cruise

Jennifer Chun

Director of Tourism Research

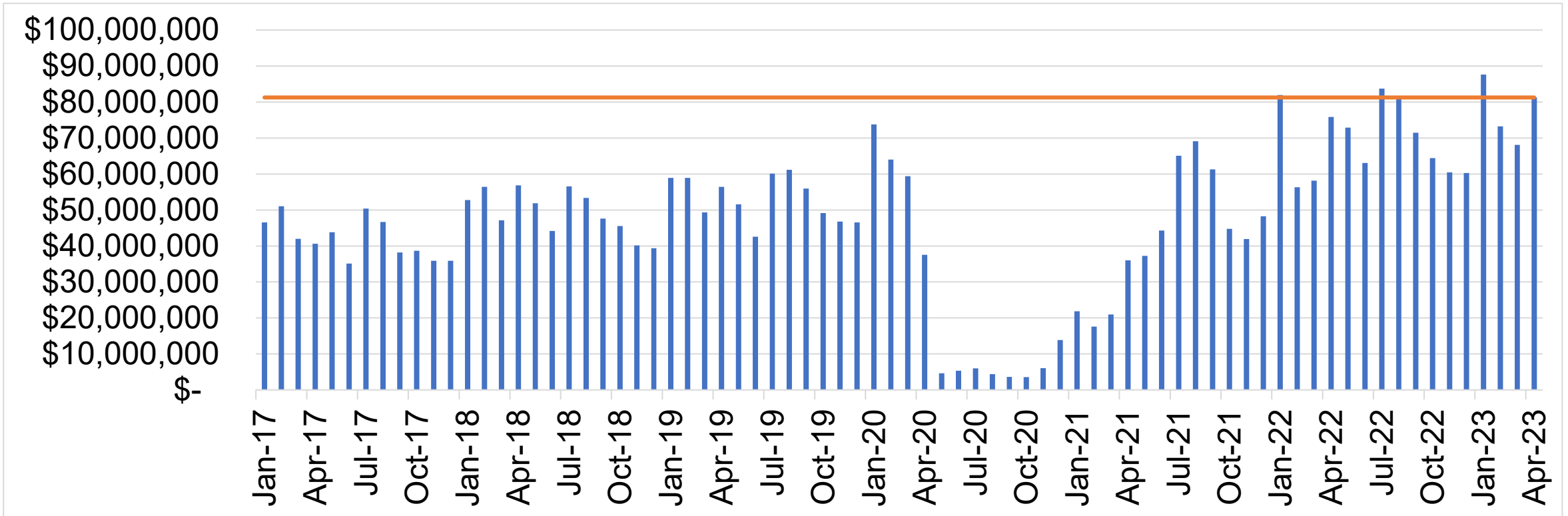
HAWAII TOURISM
AUTHORITY

The logo for the Department of Business, Economic Development & Tourism (DBEDT) features a stylized blue wave icon to the left of the acronym 'DBEDT' in large, bold, white letters. Below the acronym, the text 'STATE OF HAWAII • DEPARTMENT OF BUSINESS, ECONOMIC DEVELOPMENT & TOURISM' is written in a smaller, white, sans-serif font.

STATE OF HAWAII • DEPARTMENT OF BUSINESS, ECONOMIC DEVELOPMENT & TOURISM

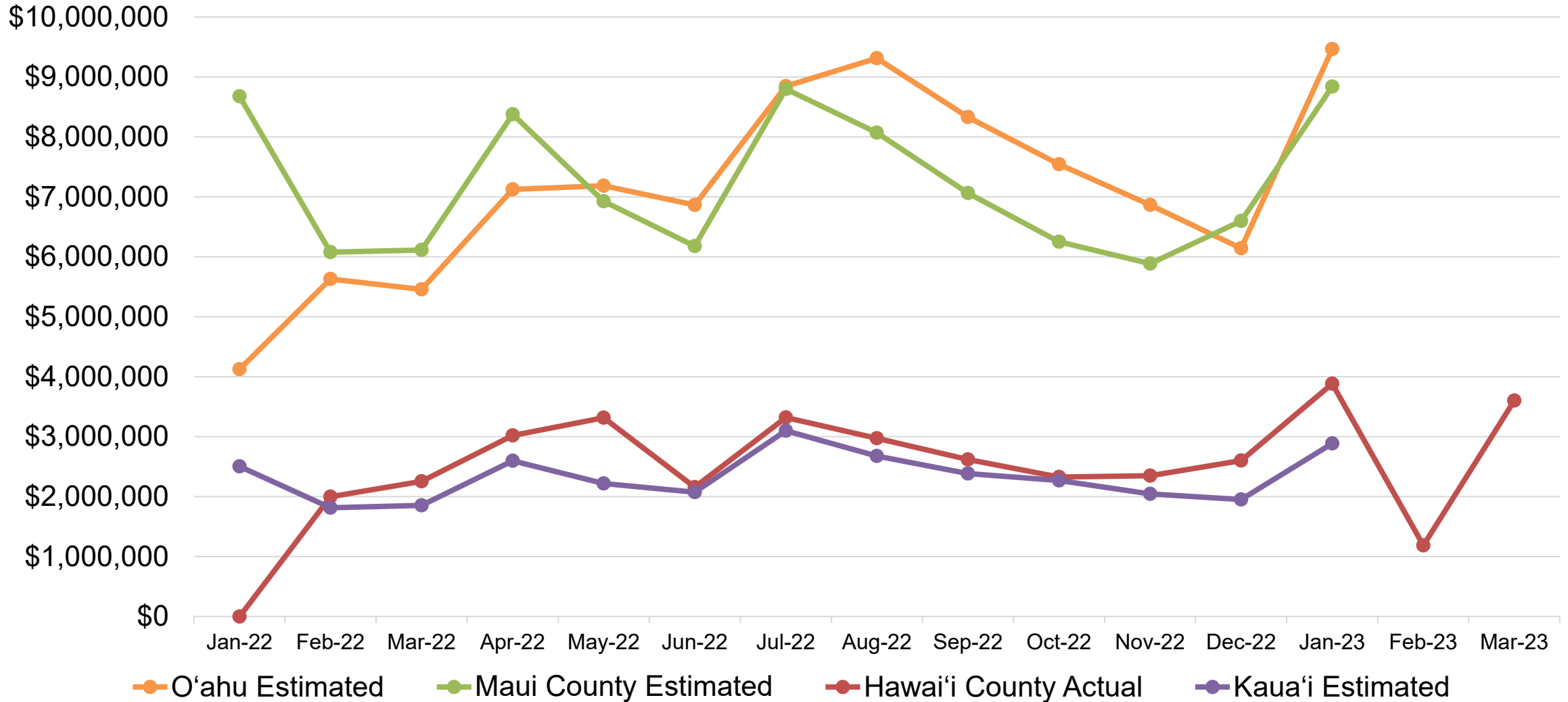
April 2023 Highlights - State TAT Collections

- Preliminary April TAT Collections: \$81.3 million
- Preliminary YTD Fiscal 23 TAT Collections: \$7.32 million (+21.5%)
- YTD Fiscal 22 TAT Collections: \$602.7 million (+\$129.4 million)



Source: Department of Taxation

Estimated County TAT Collections



Source: Department of Taxation

April 2023 Highlights - Hawai'i Airport Throughput

Throughput by Week

State: Hawaii; Airport: All



Hawaii Airports

Throughput for the last 6 months, % change compared to 2019

	Nov-22	Dec-22	Jan-23	Feb-23	Mar-23	Apr-23
Daniel K. Inouye International Airport	-16%	-9%	-6%	-8%	-6%	-2%
Kahului	0%	0%	6%	6%	12%	6%
Ellison Onizuka Kona International Airport	-5%	-1%	8%	8%	11%	12%
Lihue	6%	4%	4%	7%	4%	9%
Hilo International	13%	16%	20%	14%	16%	15%

Source: TSA by Tourism Economics

April 2023 Highlights - Lodging

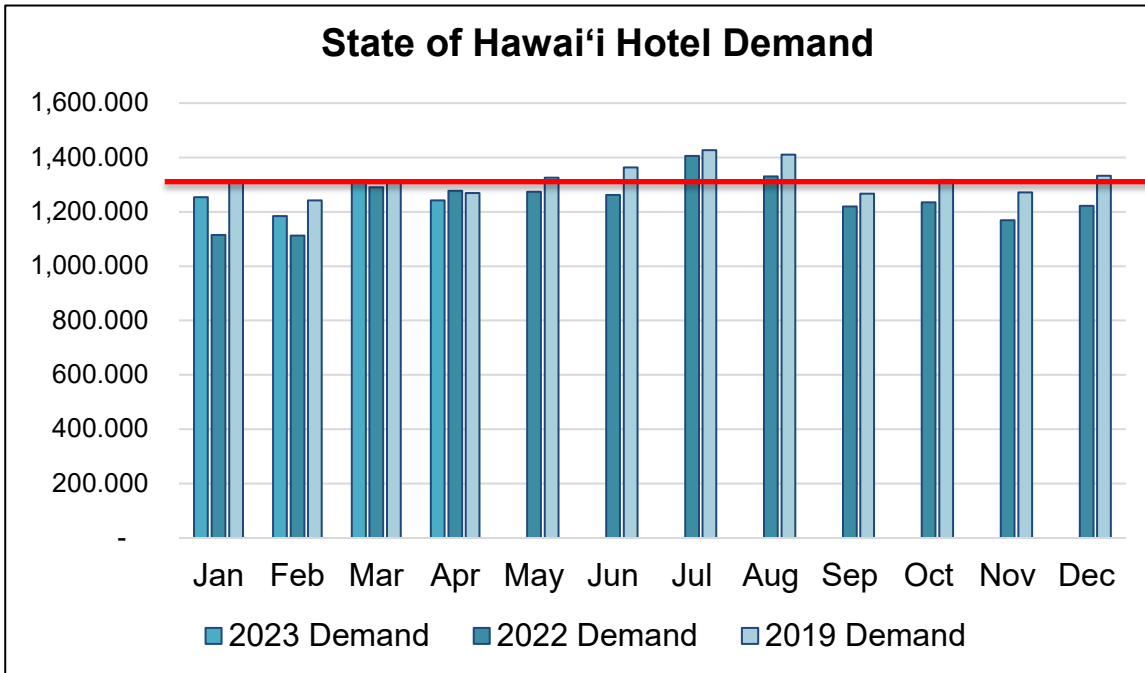
State of Hawai'i Hotel Performance

	2023	2022	2019
Occupancy	73.9%	75.9%	78.0%
ADR	\$376	\$374	\$272
RevPAR	\$278	\$284	\$212

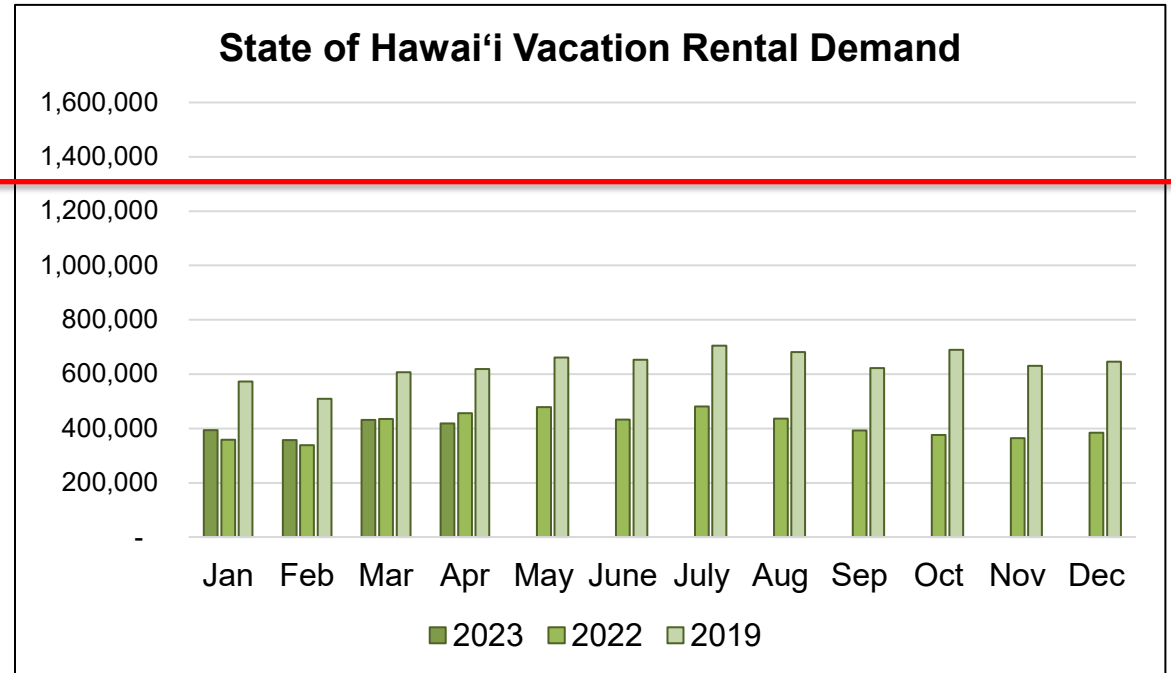
State of Hawai'i Vacation Rental Performance

	2023	2022	2019
Occupancy	56.6%	72.4%	73.1%
ADR	\$307	\$291	\$204

State of Hawai'i Hotel Demand



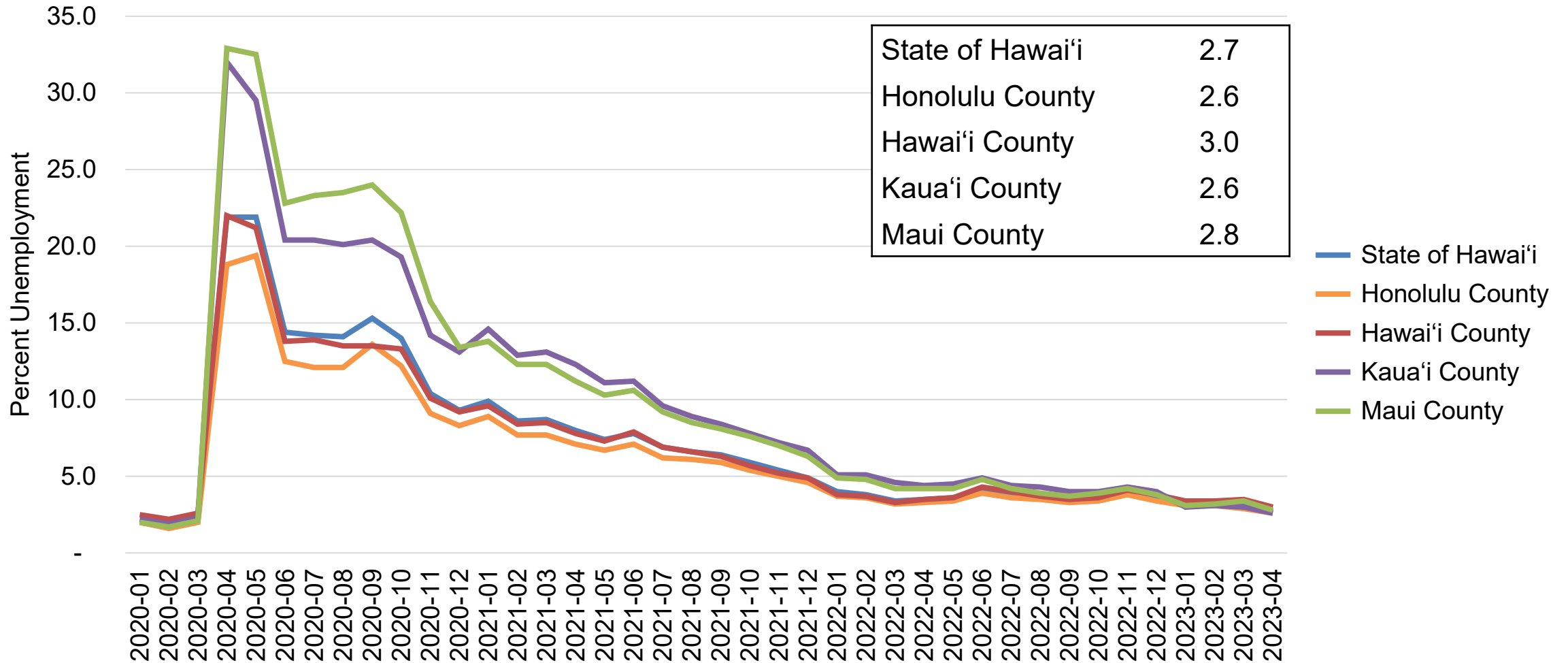
State of Hawai'i Vacation Rental Demand



Source: STR, Inc. © Copyright 2023 Hawai'i Tourism Authority; Transparent Intelligence, Inc. © Copyright 2023 State of Hawai'i Department of Business, Economic Development & Tourism

April 2023 Highlights – Unemployment Rates

Unemployment Rate, Civilian

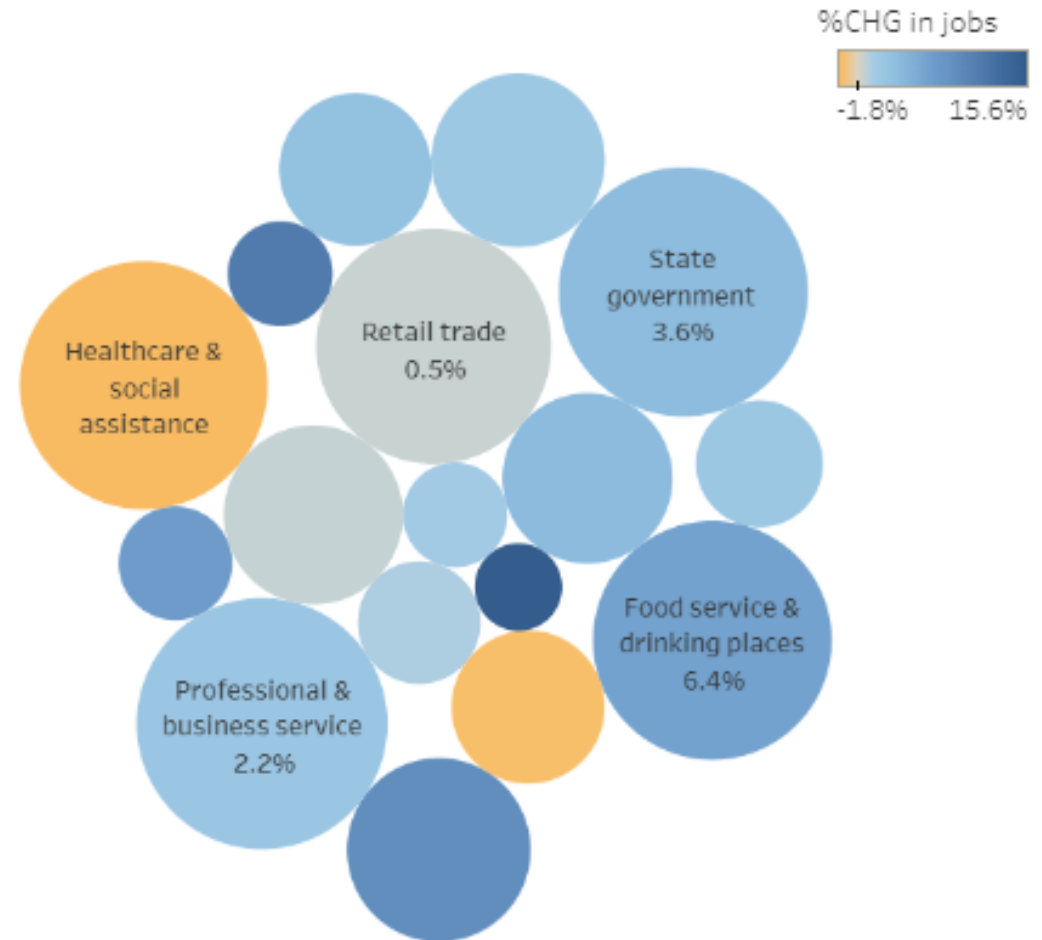


Compiled by Research & Economic Analysis Division, State of Hawai'i Department of Business, Economic Development and Tourism. Source: State of Hawai'i Dep. of Labor & Industrial Relations

April 2023 Highlights – Jobs by Industry

	Jobs	CHG*	%CHG*
Total non-agriculture W&S jobs	632,400	17,100	2.8%
Nat'l resources, mining & construction	37,300	200	0.5%
Manufacturing	12,700	200	1.6%
Wholesale trade	17,500	200	1.2%
Retail trade	64,200	300	0.5%
Transportation, warehousing & utilities	33,700	1,200	3.7%
Information	8,900	1,200	15.6%
Financial activities	27,300	-400	-1.4%
Professional & business service	73,200	1,600	2.2%
Educational service	15,000	1,000	7.1%
Healthcare & social assistance	71,400	-1,300	-1.8%
Arts, entertainment & recreation	12,800	1,300	11.3%
Accommodation	39,200	3,200	8.9%
Food service & drinking places	66,300	4,000	6.4%
Other service	27,000	800	3.1%
Federal government	35,100	700	2.0%
State government	72,100	2,500	3.6%
Local government	18,700	400	2.2%

*Change from the same period of previous year



Compiled by Research & Economic Analysis Division, State of Hawai'i Department of Business, Economic Development and Tourism. Source: State of Hawai'i Dep. of Labor & Industrial Relations

Scheduled Nonstop Seats to Hawai'i by Port Entry

May	Total			Domestic			International		
	2023	2022	2019	2023	2022	2019	2023	2022	2019
STATE	1,085,068	1,037,533	1,104,245	905,894	942,466	814,220	179,174	95,067	290,025
HONOLULU	646,251	552,629	685,520	475,006	468,195	414,824	171,245	84,434	270,696
KAHULUI	244,902	265,870	228,732	236,973	255,237	219,464	7,929	10,633	9,268
KONA	106,915	116,036	106,089	106,915	116,036	96,028	0	0	10,061
HILO	0	3,183	3,938	0	3,183	3,938	0	0	0
LIHU'E	87,000	99,815	79,966	87,000	99,815	79,966	0	0	0

June	Total			Domestic			International		
	2023	2022	2019	2023	2022	2019	2023	2022	2019
STATE	1,132,059	1,046,040	1,166,887	957,403	951,763	888,904	174,656	94,277	277,983
HONOLULU	662,857	527,203	691,994	498,143	441,650	431,658	164,714	85,553	260,336
KAHULUI	262,218	287,001	265,892	252,276	278,277	257,829	9,942	8,724	8,063
KONA	117,532	124,616	114,157	117,532	124,616	104,573	0	0	9,584
HILO	0	5,191	4,700	0	5,191	4,700	0	0	0
LIHU'E	89,452	102,029	90,144	89,452	102,029	90,144	0	0	0

Source: HTA/DBEDT READ analysis based on scheduled flights from Diio Mi flight schedules as of May 22, 2023, subject to change

Scheduled Nonstop Seats to Hawai'i by Port Entry

July	Total			Domestic			International		
	2023	2022	2019	2023	2022	2019	2023	2022	2019
STATE	1,196,391	1,157,417	1,237,099	1,007,073	1,032,522	935,384	189,318	124,895	301,715
HONOLULU	703,144	614,267	736,331	525,852	500,005	452,553	177,292	114,262	283,778
KAHULUI	278,182	297,384	281,408	267,549	286,751	273,254	10,633	10,633	8,154
KONA	122,445	133,005	119,878	121,052	133,005	110,095	1,393	0	9,783
HILO	0	5,549	5,146	0	5,549	5,146	0	0	0
LIHU'E	92,620	107,212	94,336	92,620	107,212	94,336	0	0	0

Source: HTA/DBEDT READ analysis based on scheduled flights from Diio Mi flight schedules as of May 22, 2023, subject to change

National Travel Indicators

March, 2023

Compare to 2019



Travel Spending (Tourism Economics)

↗ **+4.3%**
March vs. 2019

↗ **+4.3%**
YTD vs. 2019



Air Passengers (TSA)

↘ **-2.2%**
March vs. 2019

↗ **+0.3%**
YTD vs. 2019



Overseas Arrivals (NTTO)

↘ **-25.2%**
March vs. 2019

↘ **-29.9%**
YTD vs. 2019



Hotel Demand (STR)

↘ **-0.7%**
March vs. 2019

↗ **+0.1%**
YTD vs. 2019



Short-term Rental Demand (AIRDNA)

↗ **+36.9%**
March vs. 2019

↗ **+40.2%**
YTD vs. 2019

Insights

Air passenger volume failed to exceed its 2019 benchmark for the first time since December 2022 in March, posting a 2% decline relative to 2019.

Overseas arrivals improved to their best post-pandemic mark, reaching 25% below their 2019 benchmark.

After three consecutive months surpassing its 2019 level, hotel room demand receded to 1% below its 2019 level in March.

While hotel room demand slid in March, group demand within the top 25 markets improved to 3% below its 2019 level.

Short-term rental demand fell to 37% above its 2019 benchmark in March, its worst reading since December 2022.

Travel Indicators

% change relative to same month vs. 2019

	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar
Travel Spending (Tourism Economics)	4%	1%	2%	1%	-1%	7%	4%	3%	6%	4%	5%	4%
Air Passengers (TSA)	-9%	-10%	-11%	-12%	-9%	-6%	-5%	-6%	-7%	3%	0%	-2%
Overseas Arrivals (NTTO)	-43%	-43%	-41%	-35%	-35%	-34%	-30%	-33%	-29%	-33%	-31%	-25%
Hotel Demand (STR)	0%	-2%	-2%	-3%	-5%	2%	-1%	-2%	1%	1%	1%	-1%
Top 25 Group Hotel Demand* (STR)	-16%	-14%	-6%	-13%	-9%	-3%	-2%	-5%	-5%	-14%	-11%	-3%
Short-term Rental Demand (AIRDNA)	28%	29%	26%	22%	19%	29%	40%	31%	33%	39%	46%	37%
National Park Visits (National Park Service)	-8%	-9%	-11%	-10%	-12%	-5%	2%	-2%	-1%	29%	23%	21%
Organic Web Sessions (Simpleview & Tempest)*	32%	30%	26%	15%	15%	17%	24%	23%	18%	35%	33%	23%

*data from 300+ U.S. DMO/CVB destination websites



Hawaii Travel Indicators

March, 2023

Select a State
Hawaii

Reporting Period
Month

Compare to
2019

Hawaii Travel Impact

March, 2023

Travel Spending **\$2.62B**
↗ +5.9% vs. 2019

Tax Revenue **\$159.6M**
(local & state) ↗ +6.3% vs. 2019

U. S. Total Travel Impact

March, 2023

Travel Spending **\$104.44B**
↗ +4.3% vs. 2019

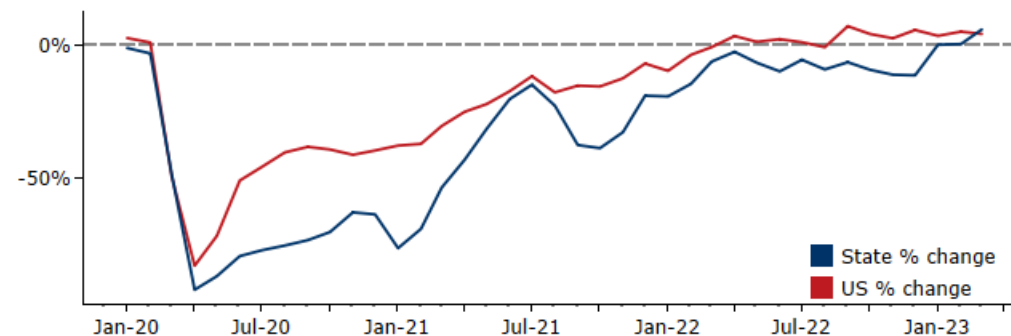
Tax Revenue **\$7.1B**
(local & state) ↗ +4.1% vs. 2019

Hawaii Travel Spending

	Travel Spending	vs. Prior Year	vs. 2019	Market Growth Index (US = 100)*
Apr-22	\$2.36B	↗ +71.0%	↘ -2.4%	94
May-22	\$2.34B	↗ +35.9%	↘ -6.5%	92
Jun-22	\$2.31B	↗ +13.0%	↘ -9.8%	88
Jul-22	\$2.47B	↗ +11.0%	↘ -5.4%	94
Aug-22	\$2.32B	↗ +17.6%	↘ -9.0%	92
Sep-22	\$2.23B	↗ +49.7%	↘ -6.3%	87
Oct-22	\$2.25B	↗ +47.8%	↘ -9.1%	87
Nov-22	\$2.05B	↗ +32.0%	↘ -11.0%	87
Dec-22	\$2.06B	↗ +9.4%	↘ -11.2%	84
Jan-23	\$2.21B	↗ +24.0%	↗ +0.2%	97
Feb-23	\$2.19B	↗ +17.4%	↗ +0.5%	96
Mar-23	\$2.62B	↗ +12.8%	↗ +5.9%	102

Travel Spending (% change vs 2019)

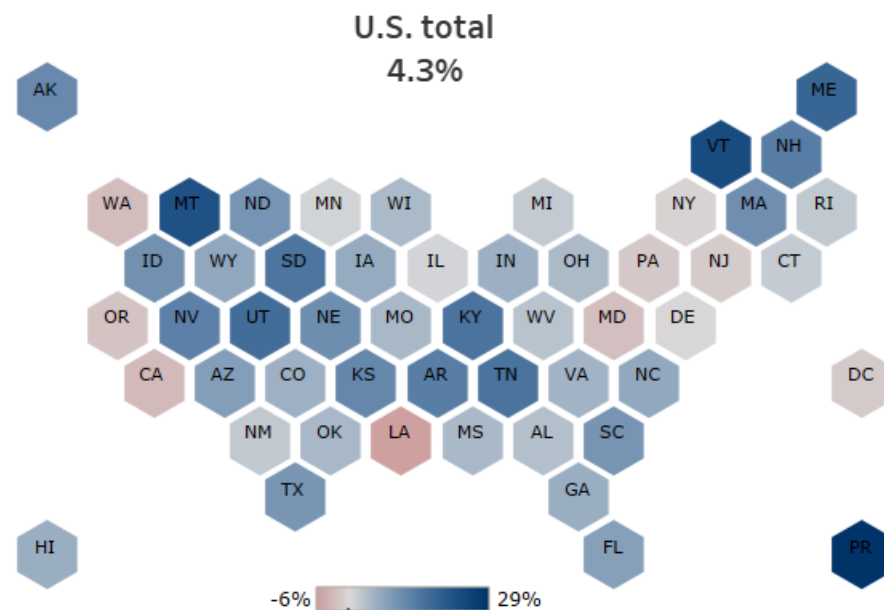
Hawaii vs U.S. total



Travel Spending by State

March, 2023 (Month), % change vs. 2019

Travel Spending



↗ +5.9%
March vs. 2019
Travel Spending
(Tourism Economics)

↗ +0.6%
March vs. 2019
Air Passengers
(Airline Data Inc; TSA)

↘ -4.4%
March vs. 2019
Hotel Demand
(STR)

↘ -6.1%
March vs. 2019
L & H Jobs
(BLS)

Compare to 2019

Insights

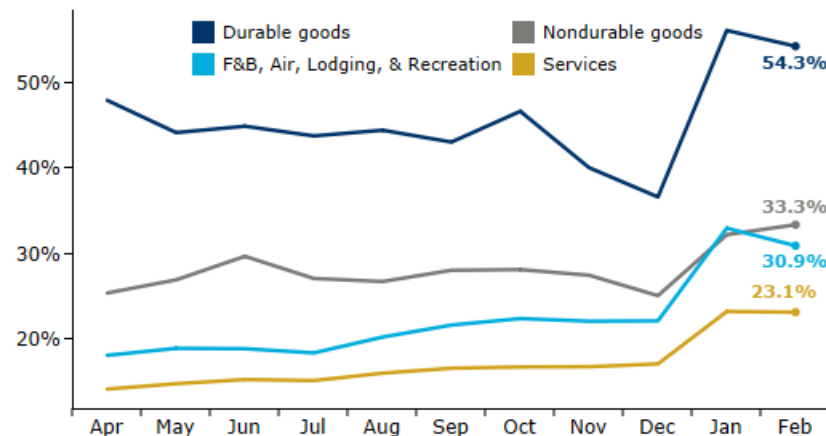
The labor market retains plenty of momentum, but weaker job growth in March will comfort Fed officials that the most aggressive monetary policy tightening in four decades is starting to take effect. Overall, cooler job and wage growth alongside a minor downtick in the unemployment rate and an increase in labor force participation indicate the US labor market was better balanced in March. The banking shock did not have a major impact on jobs, but we think the resultant expected tightening in lending standards will weigh on job creation and contribute to a mild recession in the second half of 2023.

The Consumer Price Index (CPI) ticked down to 18.7% above 2019 in March from 19.0% above in February. The Travel Price Index (TPI), on the other hand, fueled by lodging rates and airline fares, rose to 21.5% in March from 21.1% the month prior. We will be watching gasoline prices closely as they may resume rising because of the OPEC+ decision to cut production. Every penny change in retail gasoline prices reduces/increases consumer spending by \$1 to \$1.5 billion over the course of a year.

The likely tightening in credit conditions because of the recent issues in the banking system is not what the Fed wanted but is needed to help cool GDP, employment, and wage growth. These conditions are necessary to put downward pressure on services inflation, including TPI, which is stickier than goods inflation. We expect inflation to gradually cool but remain high through the rest of this year.

Consumer Spending

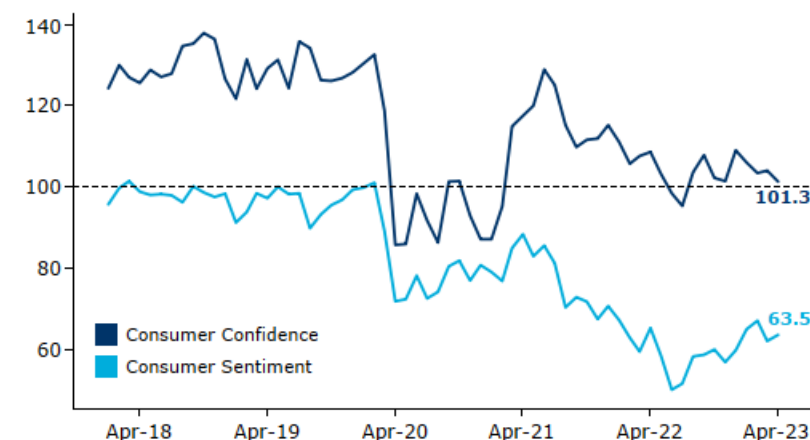
% change relative to same month vs. 2019, prior 12-month trend



Source: BEA

Consumer Confidence & Sentiment Index

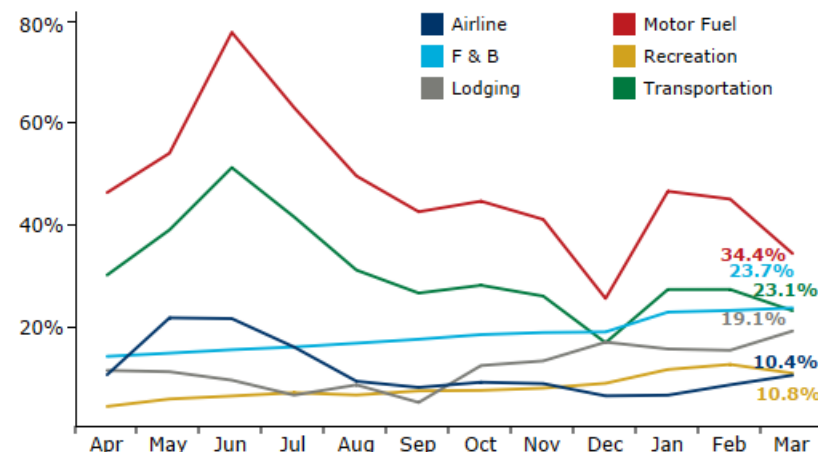
Index, 1985=100, prior 5-years



Source: Conference Board and University of Michigan

Travel Price Index, Major Components

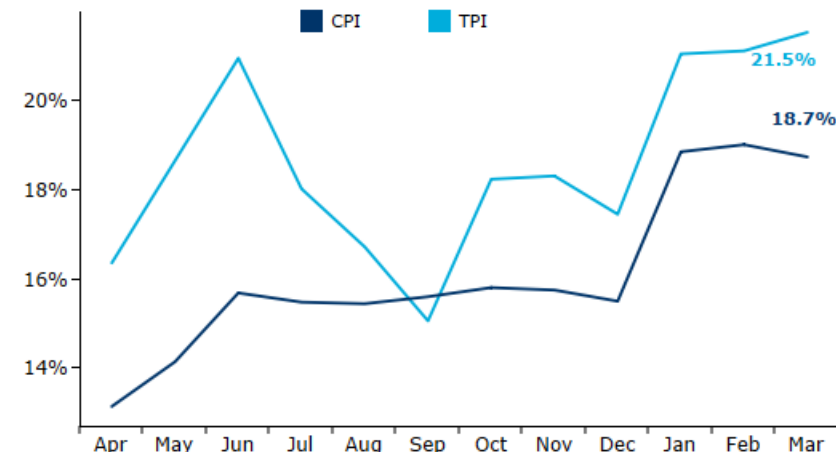
% change relative to same month vs. 2019, prior 12-month trend



Source: U.S. Travel Association

Travel (TPI) and Consumer (CPI) Price Indices

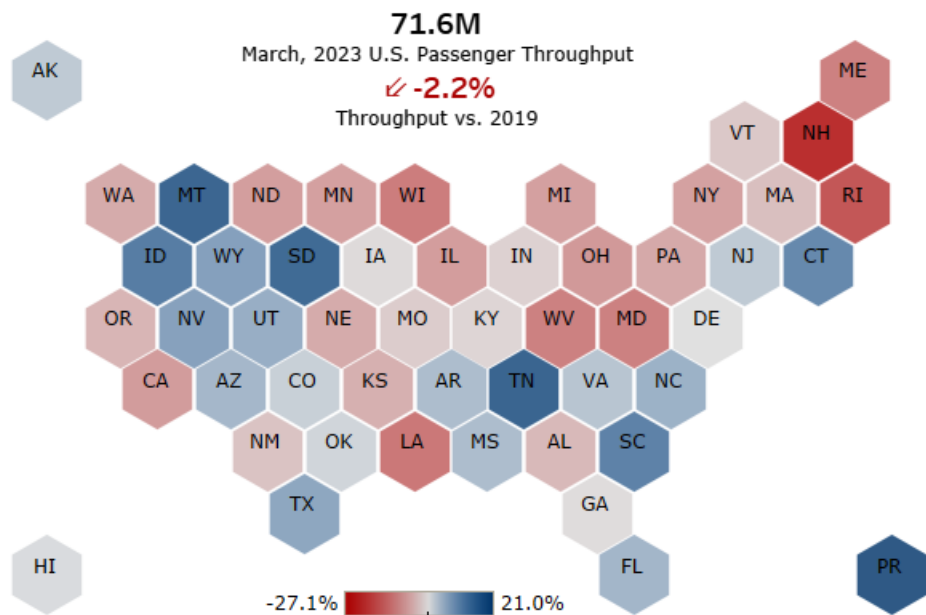
% change relative to same month vs. 2019, prior 12-months



Source: BLS (CPI); and U.S. Travel Association (TPI)

March, 2023 Passenger Throughput by State

All passengers (domestic + international), % change vs. 2019



Passenger Throughput Trend Comparison

All passengers (domestic + international), Index (2019=100)

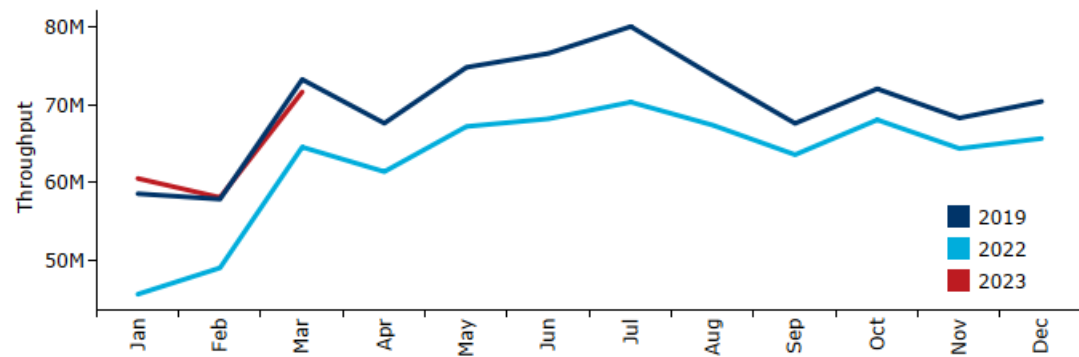
State/Territory Name
Multiple values

	Mar-22	Apr-22	May-22	Jun-22	Jul-22	Aug-22	Sep-22	Oct-22	Nov-22	Dec-22	Jan-23	Feb-23	Mar-23
Arizona	96	104	103	99	99	100	108	106	107	98	110	111	105
California	76	82	83	82	83	81	89	88	89	83	88	90	91
Colorado	94	94	91	89	88	89	96	97	98	93	101	104	102
Hawaii	87	94	90	86	91	91	96	96	94	95	99	98	101
Illinois	82	84	87	87	88	87	91	90	92	87	94	92	91
Indiana	89	91	88	85	86	87	91	91	93	86	99	99	98
Kentucky	86	88	85	86	88	86	92	89	92	88	97	100	99
Massachusetts	81	86	86	86	88	87	92	94	93	86	94	93	96
Michigan	85	86	85	83	83	84	88	86	90	83	93	96	92
Minnesota	82	83	80	80	80	80	83	86	92	84	95	91	92
Missouri	85	86	87	86	87	89	94	91	94	84	95	96	98
Montana	112	109	109	104	100	105	115	115	114	101	120	124	118
Nevada	94	98	100	97	101	99	102	108	103	101	106	110	108
New York	79	86	86	84	86	86	89	88	92	86	93	93	92
North Carolina	90	91	91	91	91	89	97	93	96	91	102	103	106
Oregon	84	90	88	85	82	82	90	90	92	81	94	96	95
South Dakota	107	108	99	98	101	99	102	105	104	90	119	114	117
Texas	95	99	100	96	97	97	106	104	105	100	107	108	107
Virginia	84	90	91	90	93	89	95	93	95	91	100	101	103
Washington	82	89	87	85	85	85	92	93	92	83	93	98	93
United States	88	91	90	89	88	91	94	95	94	93	103	100	98



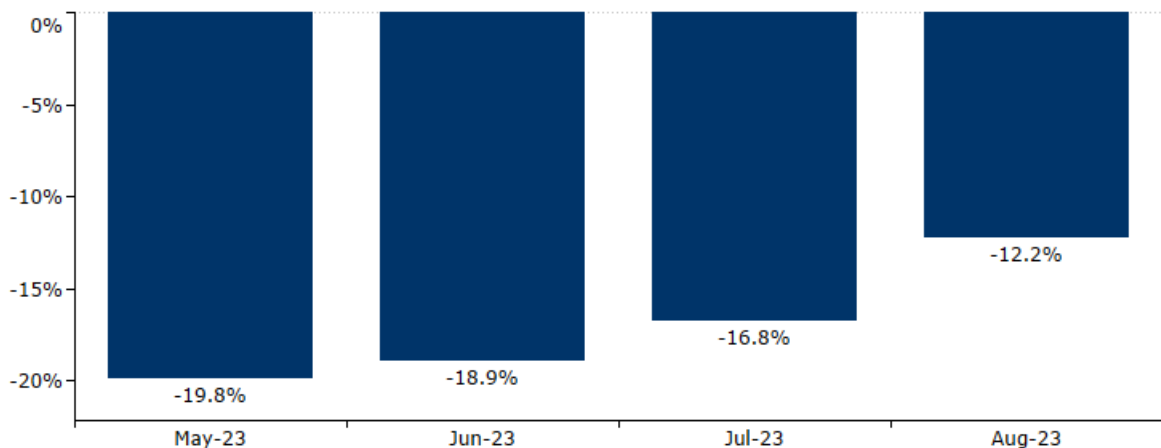
U.S. Monthly Passenger Throughput

All passengers (domestic + international)



U.S. Hotel Transient Demand Pace

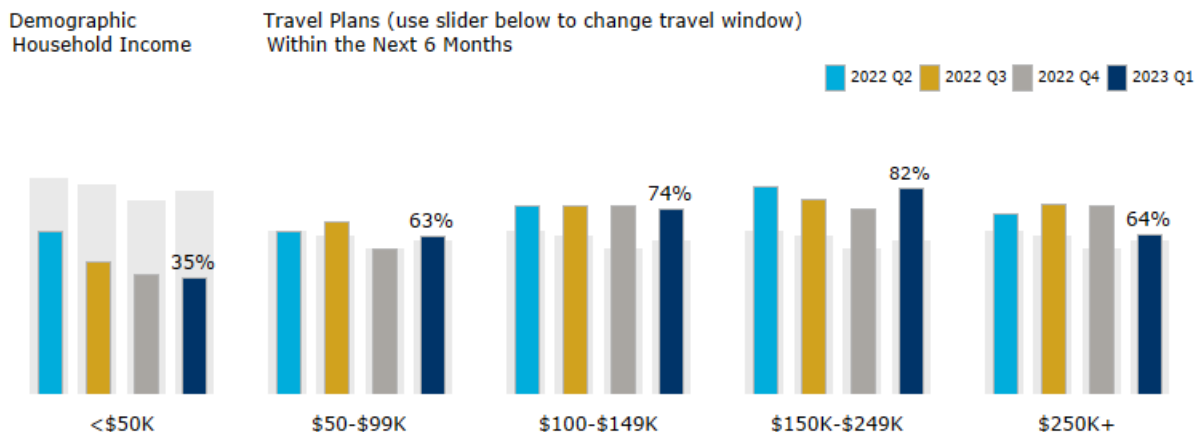
Transient (include both leisure & business) hotel booking pace vs same time last year, as of 4/19/2023



Source: TravelClick, an Amadeus Company

Planning Leisure Travel Within the Next 6 Months

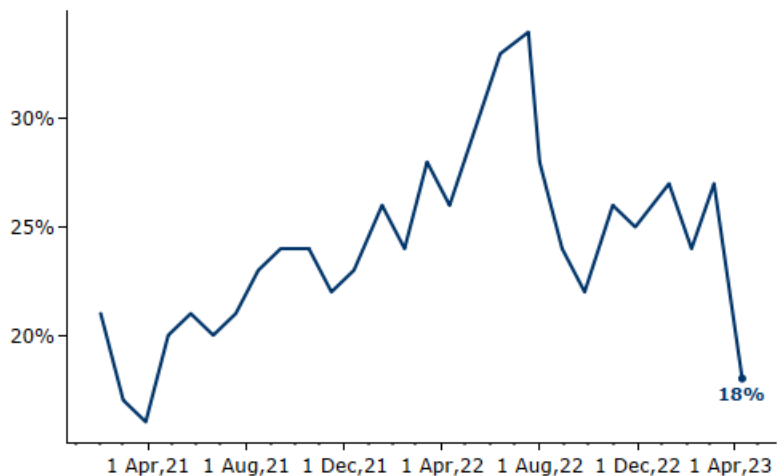
% of American Consumers



Source: MMGY Global's Portrait of American Travelers (released Q1 2023)

Consumer Travel Sentiment

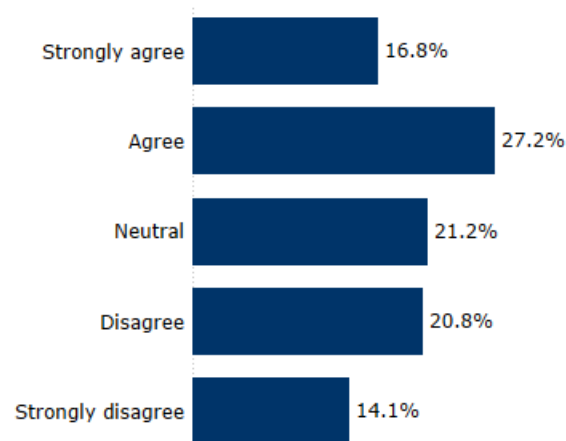
Transportation Cost Will Greatly Impact my Decision to Travel the Next ..



Source: Longwoods International

Consumer Travel Priorities

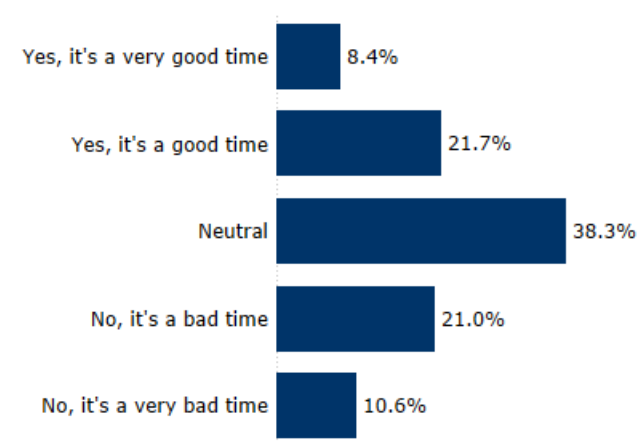
Have high travel prices kept you from traveling in the past month?



Source: Destination Analysts (As of March 2023)

Consumer Travel Priorities

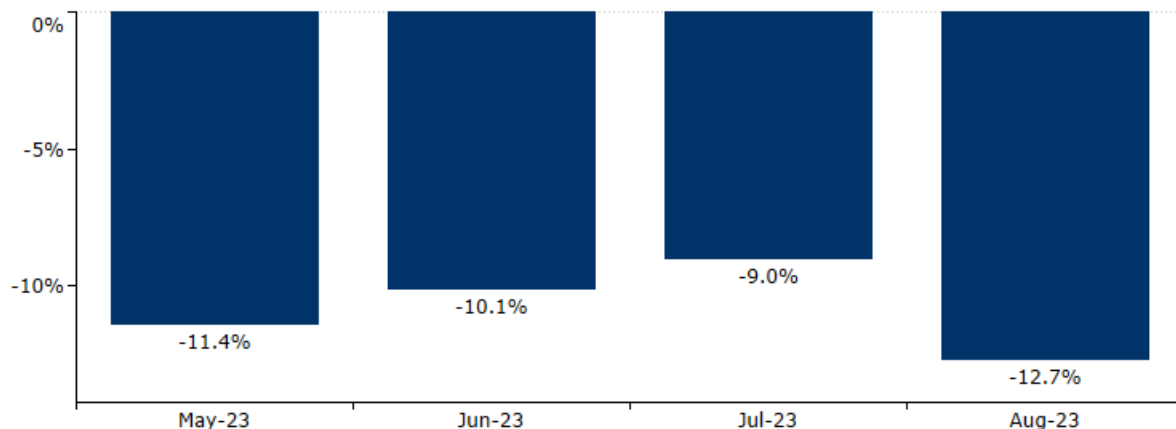
Do you feel now is a good or bad time for you to spend money on leisur..



Source: Destination Analysts (As of March 2023)

U.S. Hotel Group Demand Pace

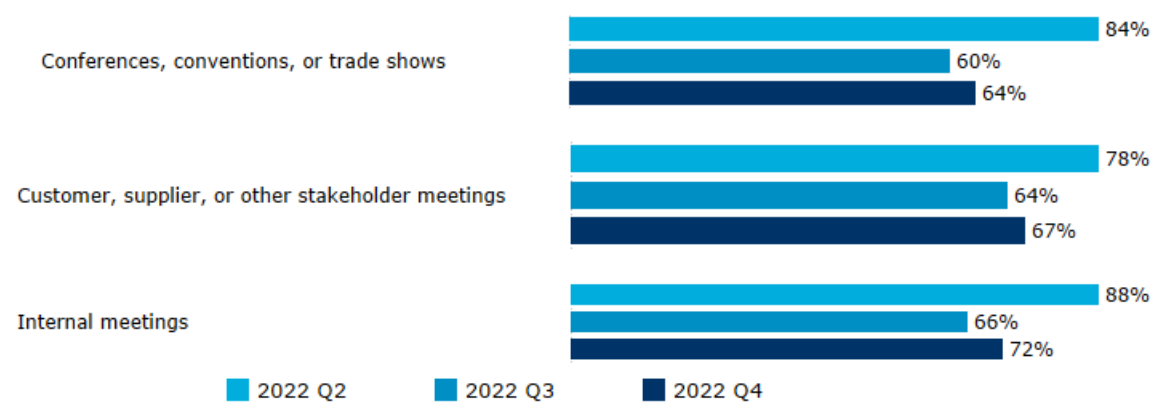
Group hotel booking pace vs same time last year, as of 4/19/2023



Source: TravelClick, an Amadeus Company

Business Travel Spending by Purpose of Trip

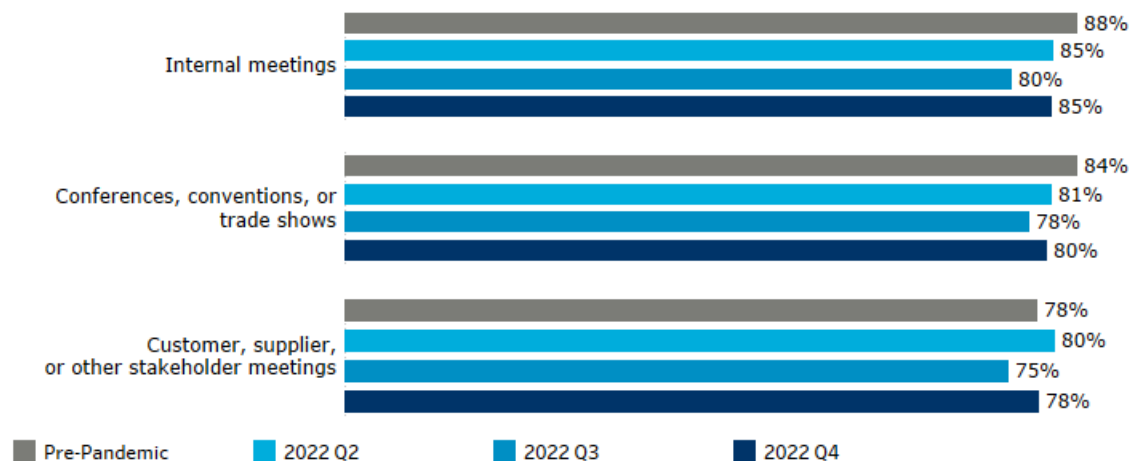
Corporate executives expecting to spend less over the next 6-months, released January 2023



Source: Tourism Economics; U.S. Travel Association; and J.D. Power

Business Travel Plans Next Six Months

% share of respondents expecting to take at least one trip, released January 2023



Source: Tourism Economics; U.S. Travel Association; and J.D. Power

Corporate Executive's Views on Business Travel

Share of corporate executives that agree, released January 2023



Source: Tourism Economics; U.S. Travel Association; and J.D. Power

Insights

DMO/CVB group room nights contracted grew 14% relative to 2019 in March, its second consecutive positive month.

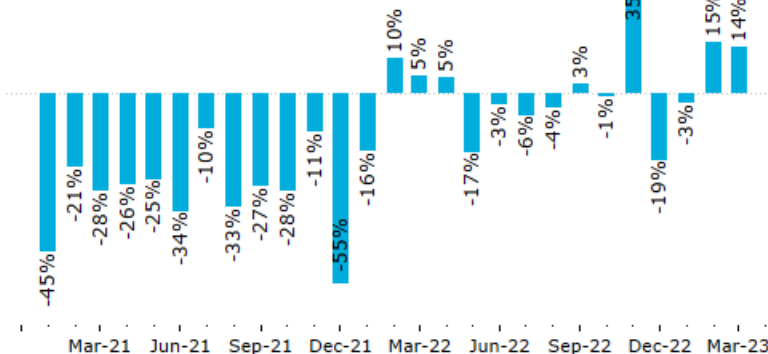
DMO/CVB pace for room nights on the books experienced modest gains for mid-2023, with both Q2 and Q3 improving by two percentage points to 16% and 25% below 2019 levels, respectively.

Optimism among meeting planners wavered slightly in the April survey, with the share responding that they are more optimistic about the outlook for recovery declining to 57% from 61% in February.

However, the share of meeting planners that expect to plan more in-person meetings/events in 2023 compared to 2022 fell for the second consecutive time, falling to 63% from 66% in February.

DMO/CVB Group Bookings

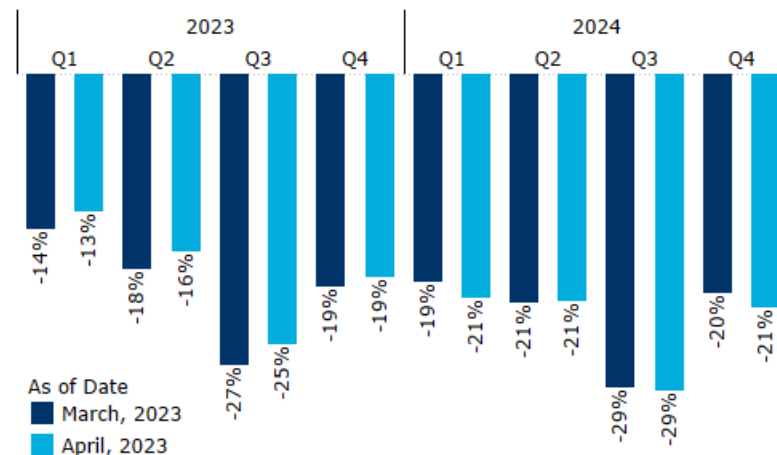
Hotel room nights contracted during most recent months
% change from 2019



Source: Simpleview CRM (250+ U.S. DMOs)

DMO/CVB Room Nights on the Books

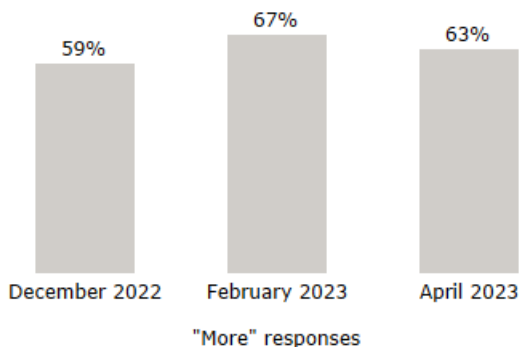
Pace for future dates, relative to the same period in 2019



Source: Simpleview CRM (250+ U.S. DMOs)

Event Planner

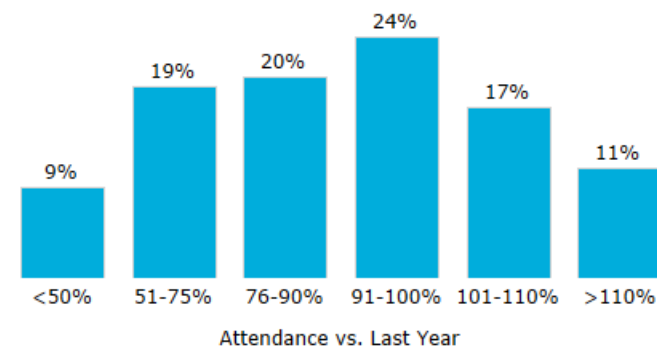
% Of meeting planners who expect to plan more in-person meetings in 2023 than in 2022



Source: Northstar Meetings Group and Cvent (Meetings industry PULSE survey), as of April 2023

Event Attendees

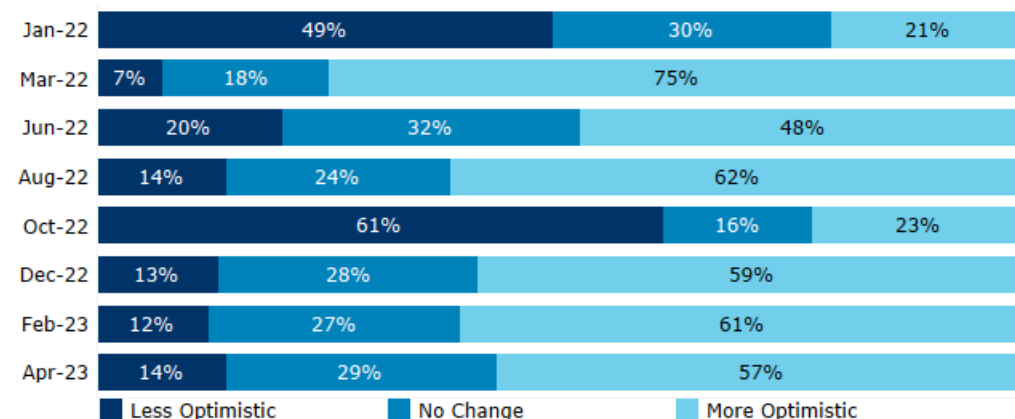
How many in-person attendees do you expect in 2023 for your average meetings vs your 2022 results?



As of April 2023

Meeting Planner Outlook

How the outlook for recovery has changed among meeting planners the past six weeks



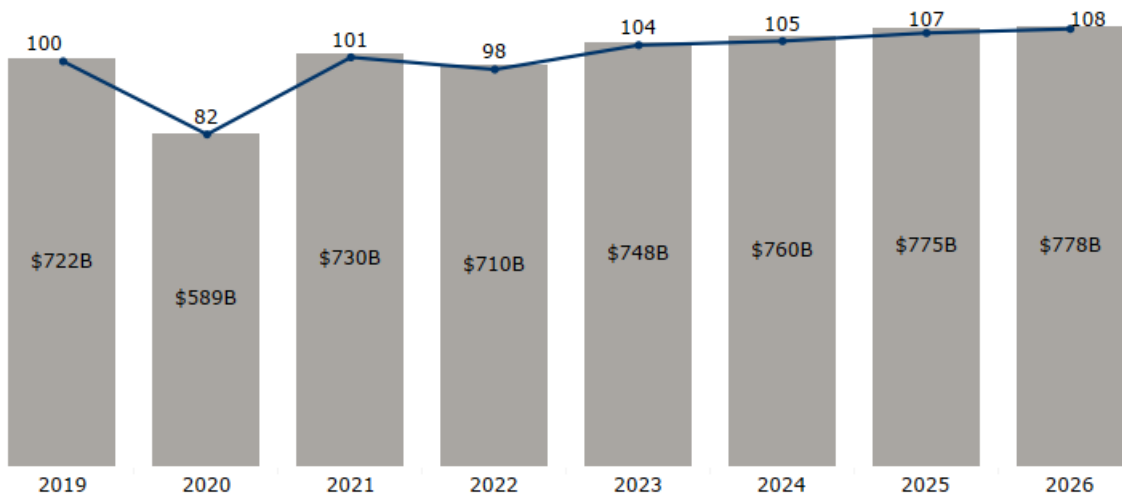
Source: Northstar Meetings Group and Cvent (Meetings industry PULSE survey), as of April 2023

Domestic Travel Forecast

Forecasted in November, 2022

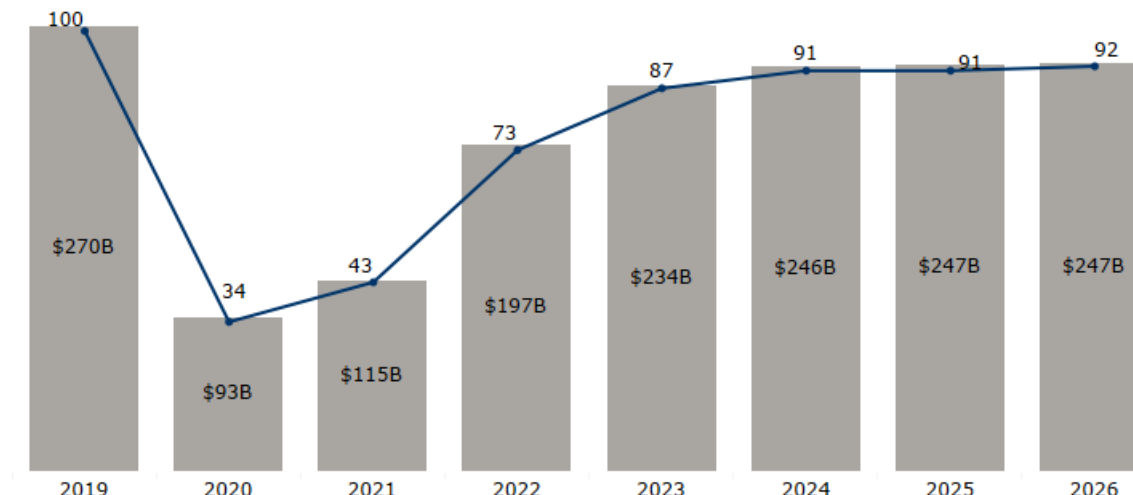
Real Domestic Leisure Travel Spending

Forecasted recovery, relative to 2019 (index, 2019=100)



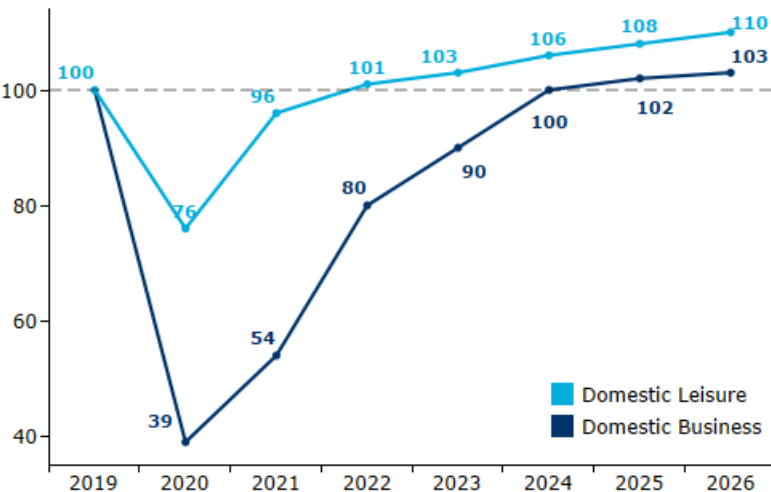
Real Domestic Business Travel Spending

Forecasted recovery, relative to 2019 (index, 2019=100)



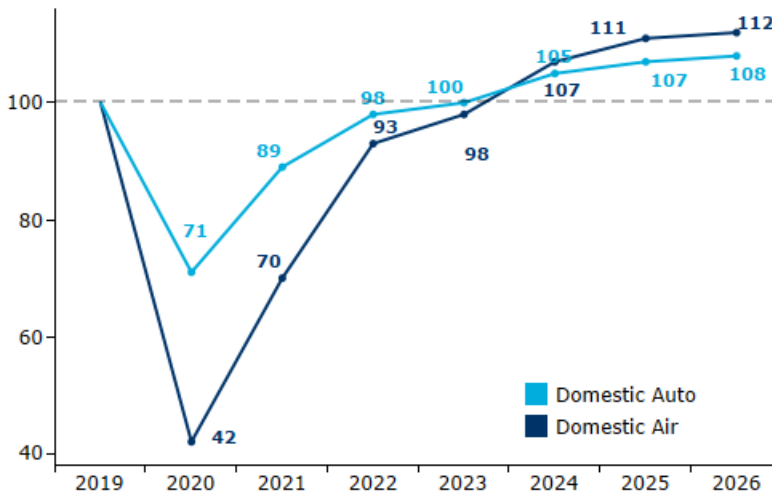
Leisure vs. Business Travel Volume

Forecasted recovery, relative to 2019 (index, 2019=100)



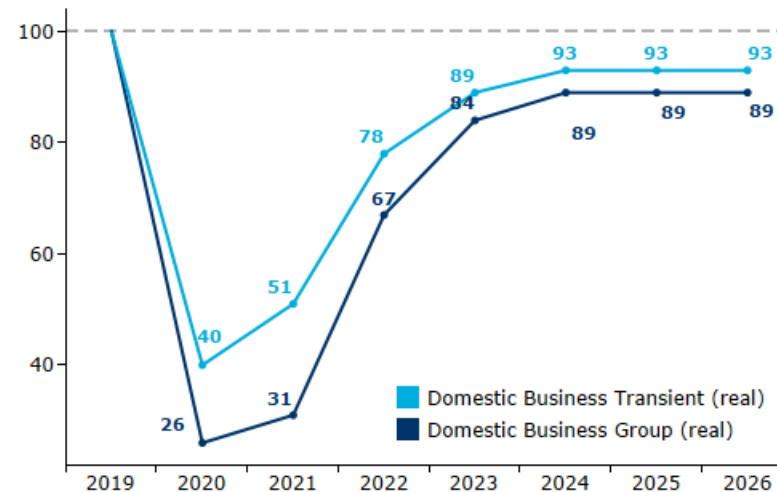
Auto vs. Air Travel Volume

Forecasted recovery, relative to 2019 (index, 2019=100)



Transient vs. Group Business Travel Spending

Forecasted recovery, relative to 2019 (index, 2019=100)

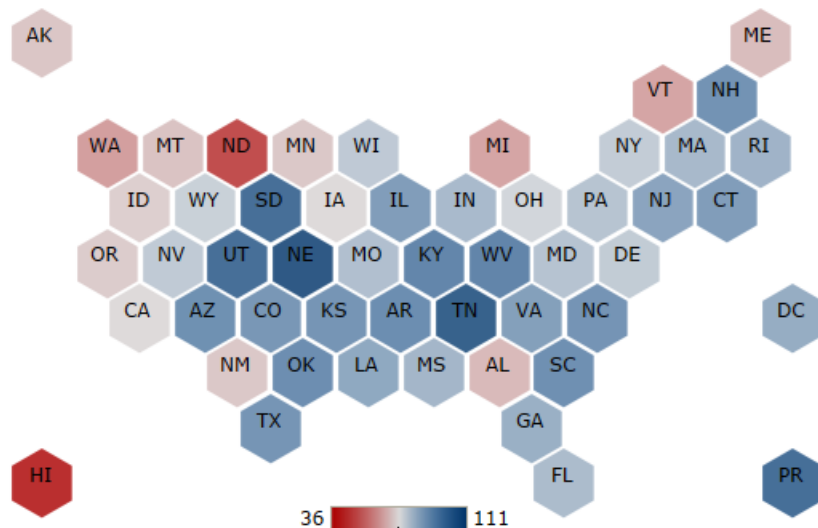


International Inbound Travel

March, 2023

Overseas Arrivals to U.S. by State (+PR)

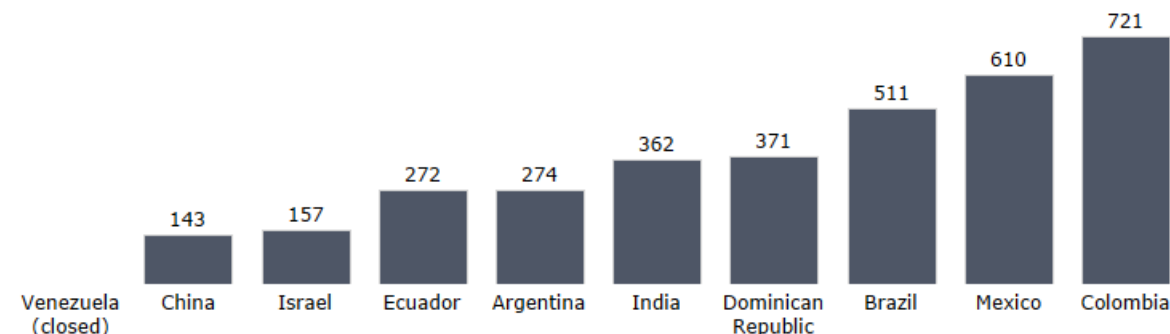
Visitor arrivals for March, 2023, Index (2019 = 100)



Visa Interview Wait Times, Average Days

As of April 25, 2023

As of Date
April 25, 2023



Top 10 inbound markets for tourist visa required countries. Weighted average by 2019 consulate visa issuance. Source: USTA

International Arrivals to U.S. Total

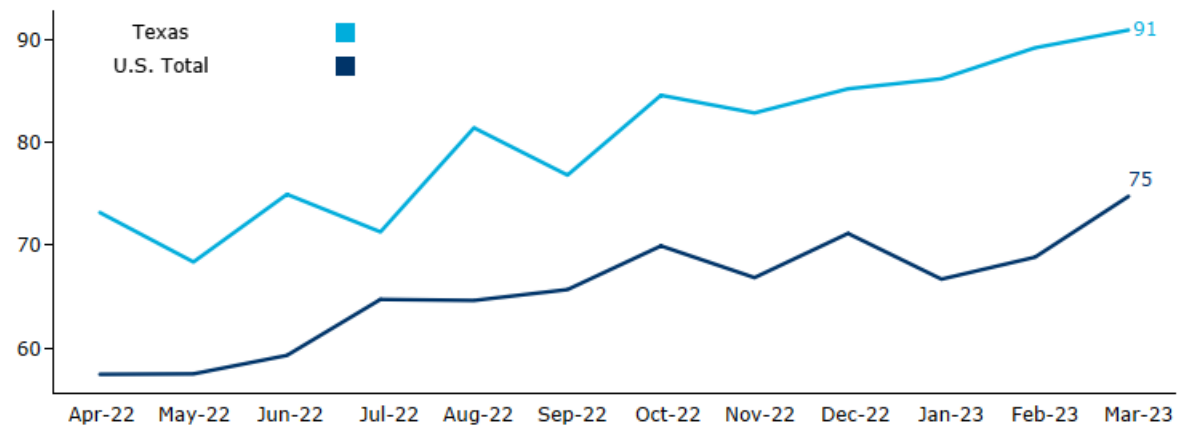
Visitor arrivals to U.S. Total, (Index 2019 = 100)

Destination U.S. Total
Origin Multiple values

	Apr-22	May-22	Jun-22	Jul-22	Aug-22	Sep-22	Oct-22	Nov-22	Dec-22	Jan-23	Feb-23	Mar-23
Total Overseas	57	57	59	65	65	66	70	67	71	67	69	75
Brazil	57	58	58	65	65	69	73	68	69	60	63	61
Canada	67	74	66	71	74	83	97	98	89	115	111	
Canada (air)	68	79	74	81	99	109	115	115	114	137	126	
France	69	73	74	78	74	73	81	81	86	80	85	75
Germany	67	70	77	81	89	76	79	76	79	79	80	91
India	83	74	82	90	114	98	92	85	100	111	111	106
Mexico	64	70	75	71	79	78	71	70	63	80		
Mexico (air)	85	88	86	82	100	102	99	94	92	100	103	111
UK	68	74	70	79	80	77	82	80	86	80	81	89
China	8	8	10	11	20	16	19	24	27	19	20	35
Colombia	104	99	105	112	101	103	100	88	92	89	83	97
Dominican Republic	101	92	78	81	93	83	83	81	94	99	99	135

Overseas Arrivals to U.S. Total & Texas

Visitor arrivals to U.S. Total & Texas, (Index 2019 = 100)



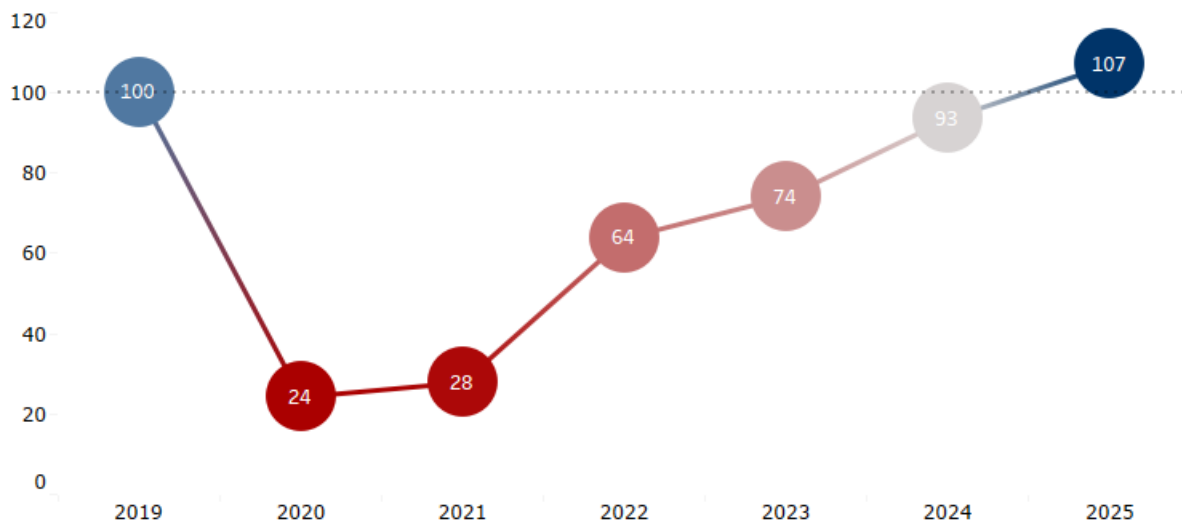
8 137

International Visitor Forecast

Forecasted in March 2023

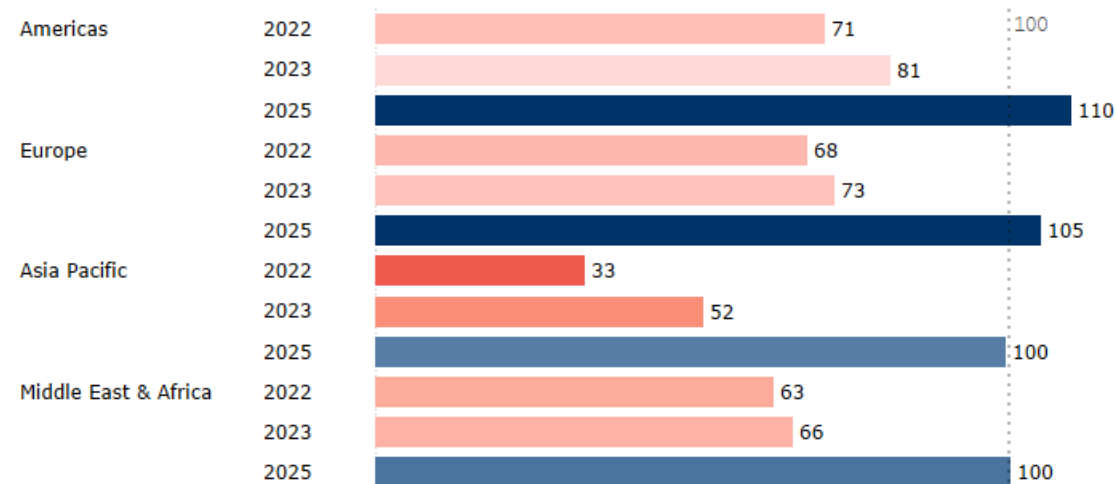
Total International Visits to the U.S.

Forecasted recovery, relative to 2019 (index, 2019=100)



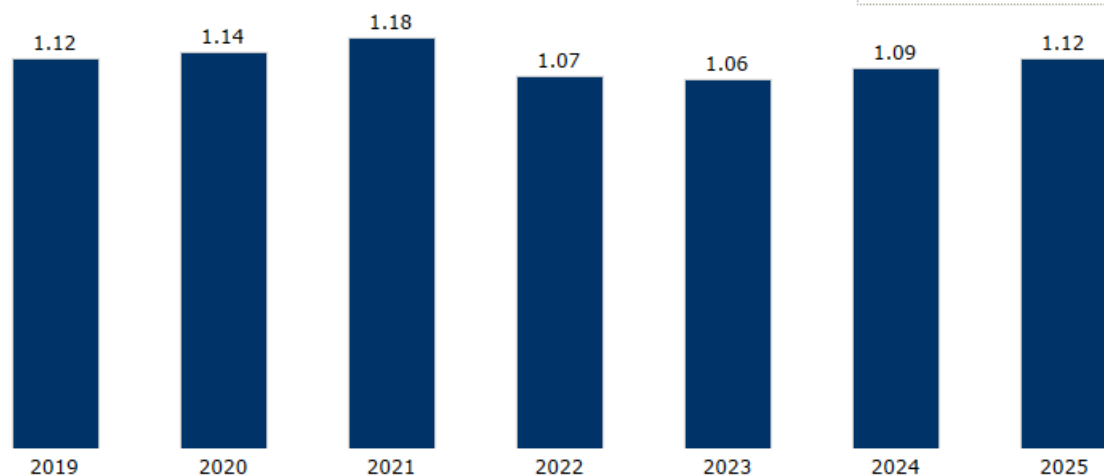
International Visits to the U.S. by World Region

Forecasted recovery for top-regions, relative to 2019 (index, 2019=100)



Exchange Rates

Forecasted exchange rate by year, US\$ per Euro

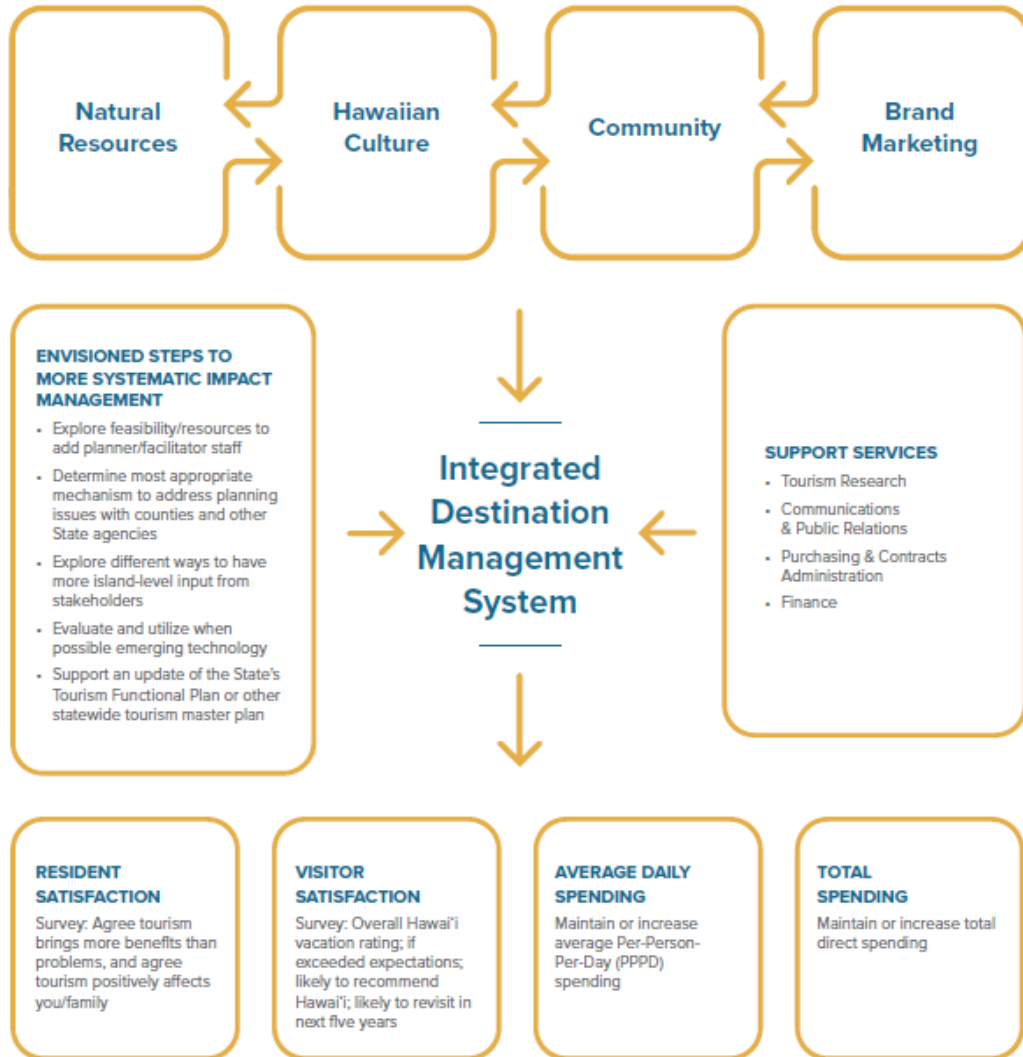


International Visits to the U.S.

Forecasted recovery for top-10 origin markets, relative to 2019 (index, 2019=100)

	2021	2022	2023	2024	2025	2026
Canada	12	67	84	104	118	122
Mexico	57	74	83	99	107	110
United Kingdom	10	72	83	103	119	125
China	7	13	33	74	95	109
Japan	3	15	39	77	103	114
Brazil	11	58	65	80	89	97
Germany	12	72	73	92	107	114
Australia	4	48	75	89	102	110
France	12	71	72	91	103	109
South Korea	9	39	53	73	93	108

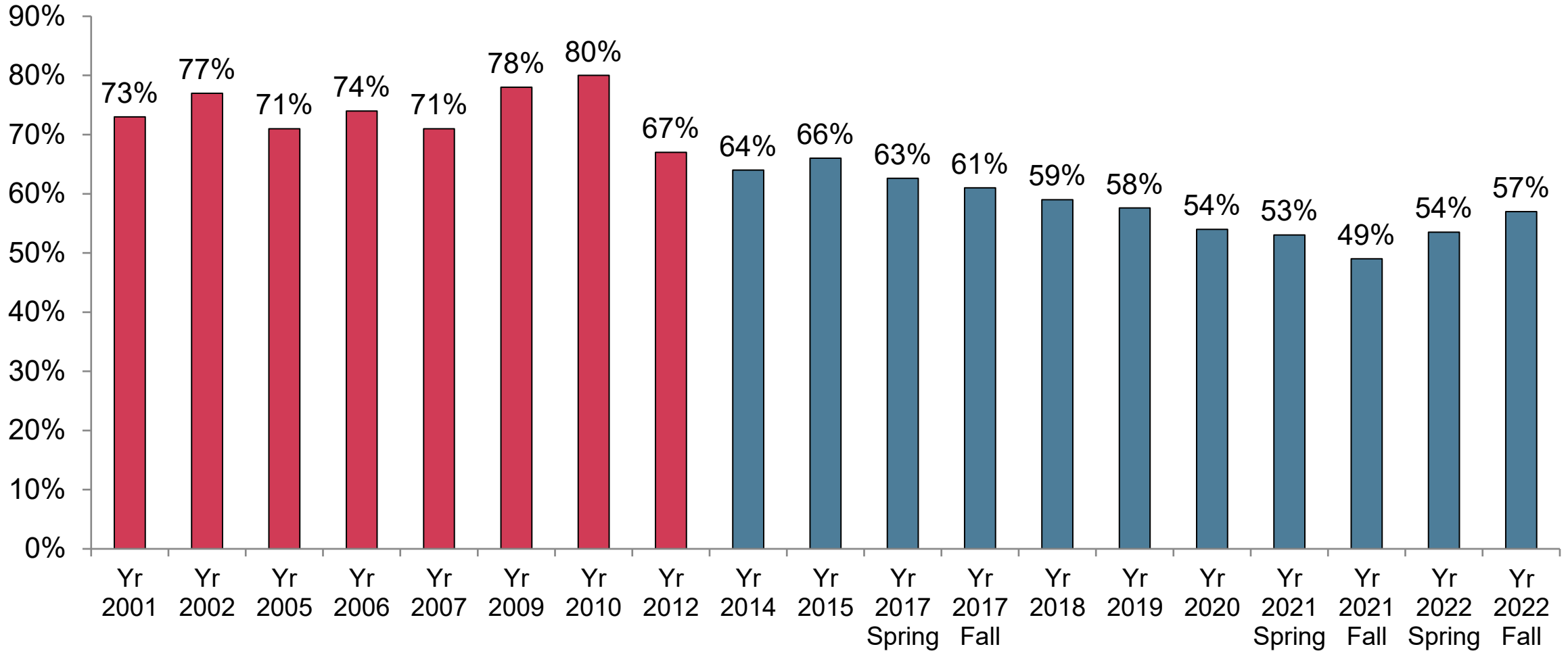
HTA Key Performance Indicators



- Resident Sentiment
 - Agree tourism brings more benefits than problems
 - Agree tourism positively affects you/family
- Visitor Satisfaction
 - Overall Hawai'i vacation rating
 - Exceeded expectations
 - Likely to recommend Hawai'i
 - Likely to revisit in next five years
- Average Daily Spending
- Total Spending

HTA Key Performance Indicators – Resident Sentiment

“Tourism has brought more benefits than problems”

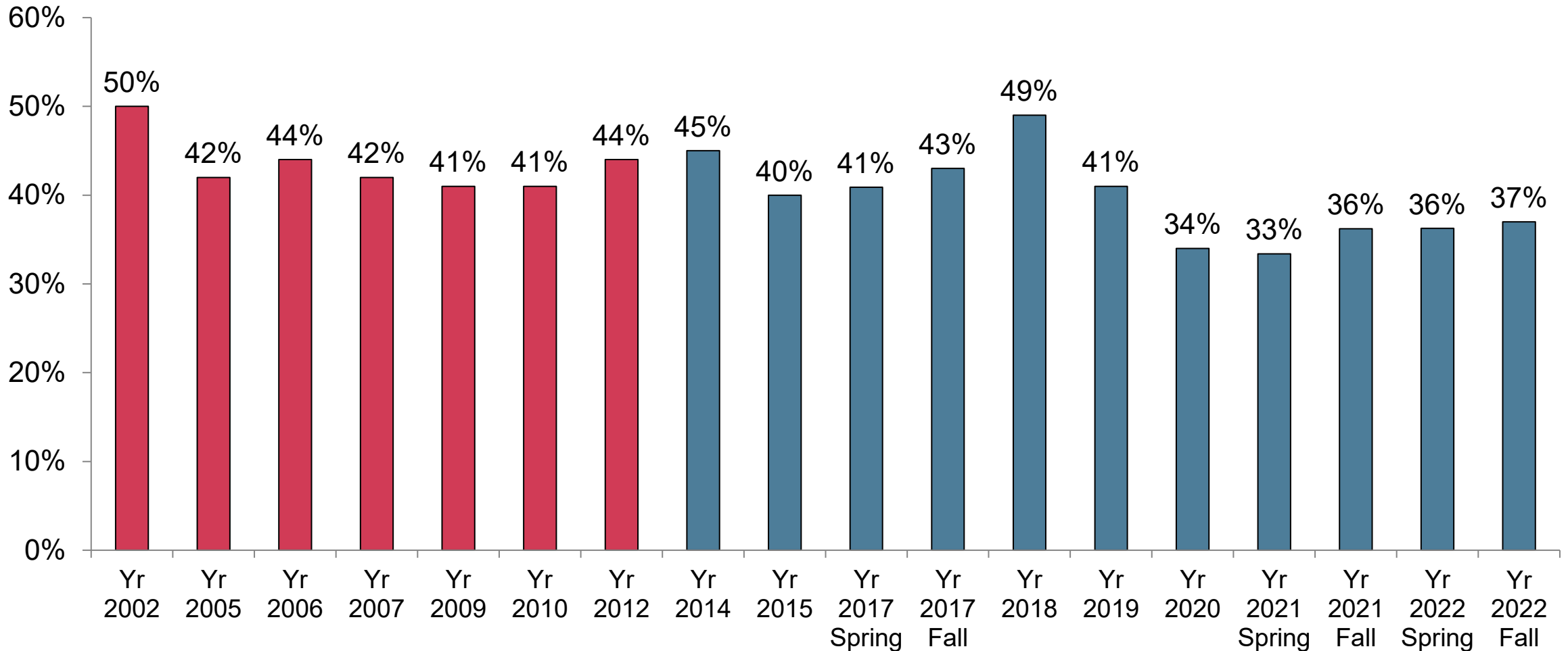


Source: Fall 2022 Resident Sentiment Survey

Q4.1. Using a 10-point scale where 10 means Completely Agree and 1 means Do Not Agree at All, how much do you agree or disagree that...?

HTA Key Performance Indicators – Resident Sentiment

Tourism has been “mostly positive” for you and your family

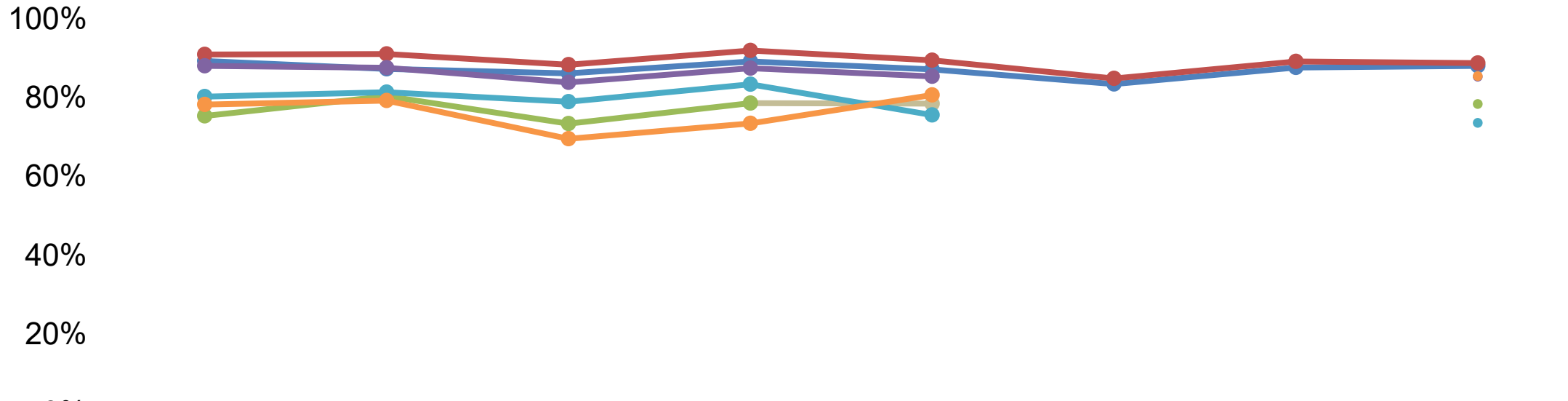


Source: Fall 2022 Resident Sentiment Survey

Q2b. Using a 10-point scale where 10 means Extremely Positive and 1 means Extremely Negative, how would you rate the overall impact tourism has on...you and your family?

HTA Key Performance Indicators – Visitor Satisfaction

Overall Vacation Rating of “Excellent” (7-8)



	Q1 2016	Q1 2017	Q1 2018	Q1 2019	Q1 2020	Q1 2021	Q1 2022 P	Q1 2023 P
U.S. West	89.3%	87.3%	86.2%	89.2%	87.2%	83.5%	87.7%	88.1%
U.S. East	91.0%	91.1%	88.4%	92.0%	89.5%	84.9%	89.2%	88.8%
Japan	75.4%	80.4%	73.4%	78.6%	78.5%			78.4%
Canada	88.1%	87.6%	83.9%	87.5%	85.4%		86.6%	85.3%
Oceania	80.3%	81.4%	79.0%	83.4%	75.6%			73.6%
Korea	78.3%	79.3%	69.6%	73.5%	80.7%			85.5%

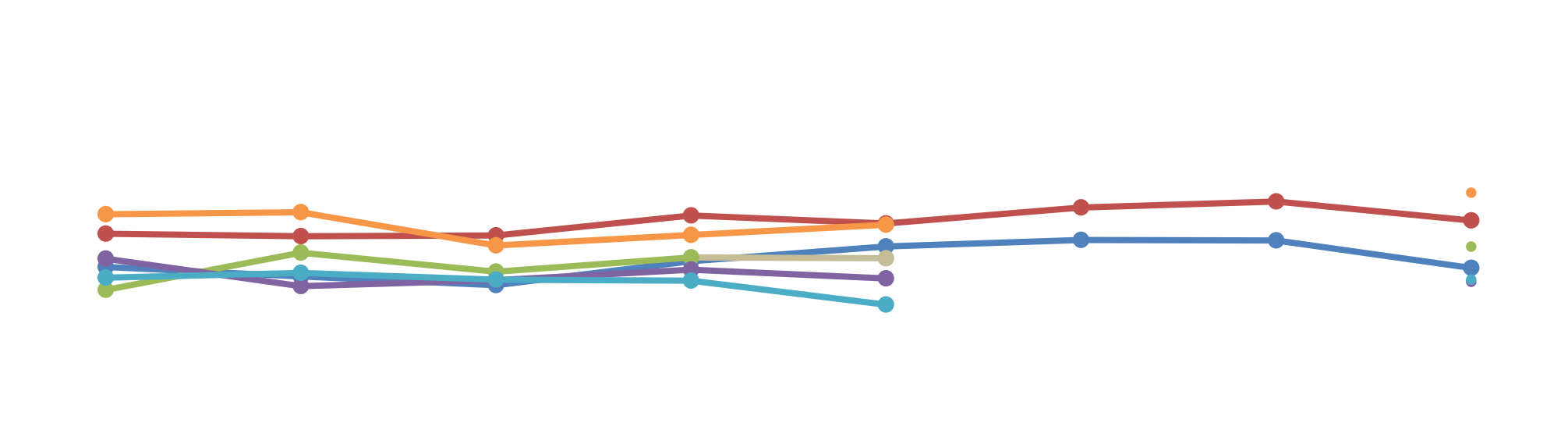
Source: Q1 2023 Visitor Satisfaction & Activity Report

Q. How would you rate your most recent trip to the state of Hawai'i? How would you rate your experience on ___?

HTA Key Performance Indicators – Visitor Satisfaction

Rating of “Exceeded Expectations”

100.0%
80.0%
60.0%
40.0%
20.0%
0.0%

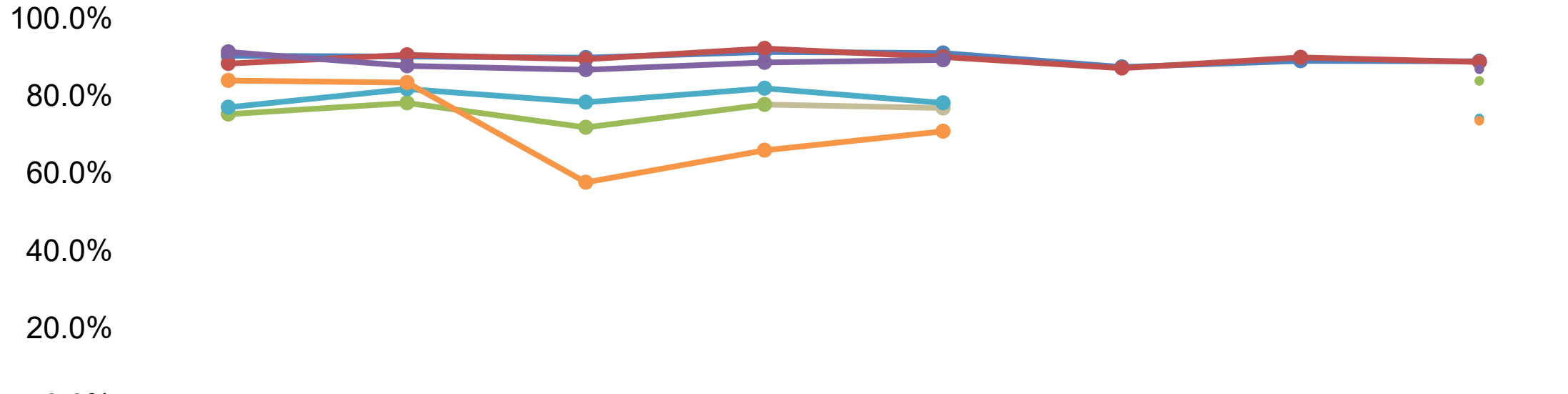


	Q1 2016	Q1 2017	Q1 2018	Q1 2019	Q1 2020	Q1 2021	Q1 2022 P	Q1 2023 P
U.S. West	41.6%	39.4%	37.3%	43.0%	46.5%	48.0%	47.9%	41.4%
U.S. East	49.5%	48.9%	49.1%	53.8%	51.9%	55.7%	57.1%	52.6%
Japan	36.2%	45.0%	40.5%	43.9%	43.7%			46.4%
Canada	43.6%	37.1%	38.5%	41.0%	38.9%		46.2%	38.1%
Oceania	39.1%	40.2%	38.6%	38.4%	32.7%			38.6%
Korea	54.1%	54.6%	46.7%	49.2%	51.6%			59.2%

Source: Q1 2023 Visitor Satisfaction & Activity Report
Q. Would you say this trip to Hawai'i ___?

HTA Key Performance Indicators – Visitor Satisfaction

Likely to Recommend Hawai'i to Friends and Relatives



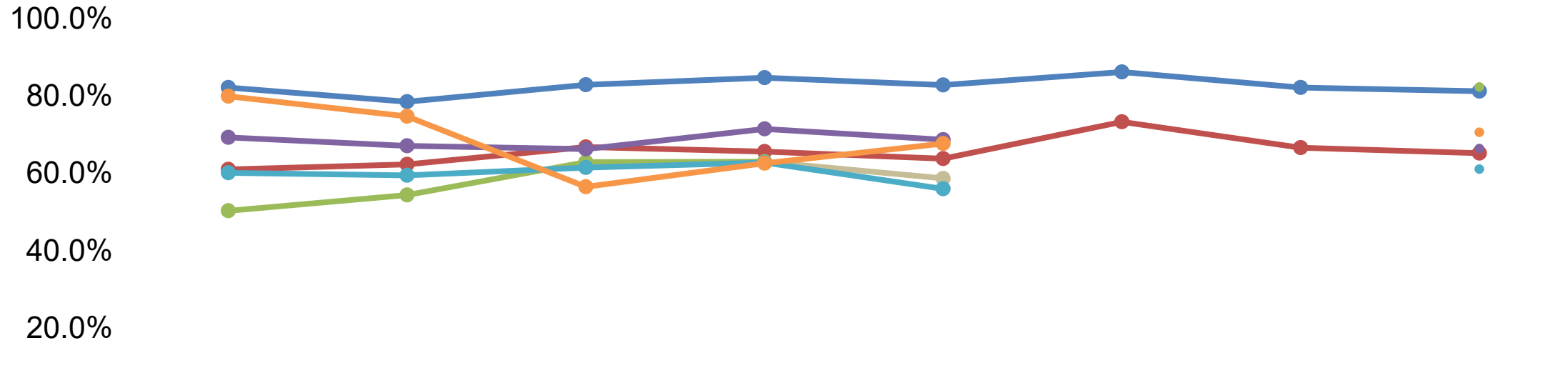
	Q1 2016	Q1 2017	Q1 2018	Q1 2019	Q1 2020	Q1 2021	Q1 2022 P	Q1 2023 P
U.S. West	90.4%	90.2%	89.9%	91.4%	91.1%	87.5%	89.1%	89.0%
U.S. East	88.4%	90.6%	89.5%	92.3%	90.1%	87.2%	90.0%	88.8%
Japan	75.3%	78.2%	71.9%	77.8%	76.9%			83.9%
Canada	91.4%	87.8%	86.8%	88.7%	89.3%		91.8%	86.9%
Oceania	77.1%	81.8%	78.4%	82.0%	78.2%			74.2%
Korea	84.0%	83.5%	57.7%	66.0%	70.9%			73.6%

Source: Q1 2023 Visitor Satisfaction & Activity Report

Q. How likely are you to recommend the state of Hawai'i as a vacation place to your friends and relatives?

HTA Key Performance Indicators – Visitor Satisfaction

Likely to Return in the Next 5 Years



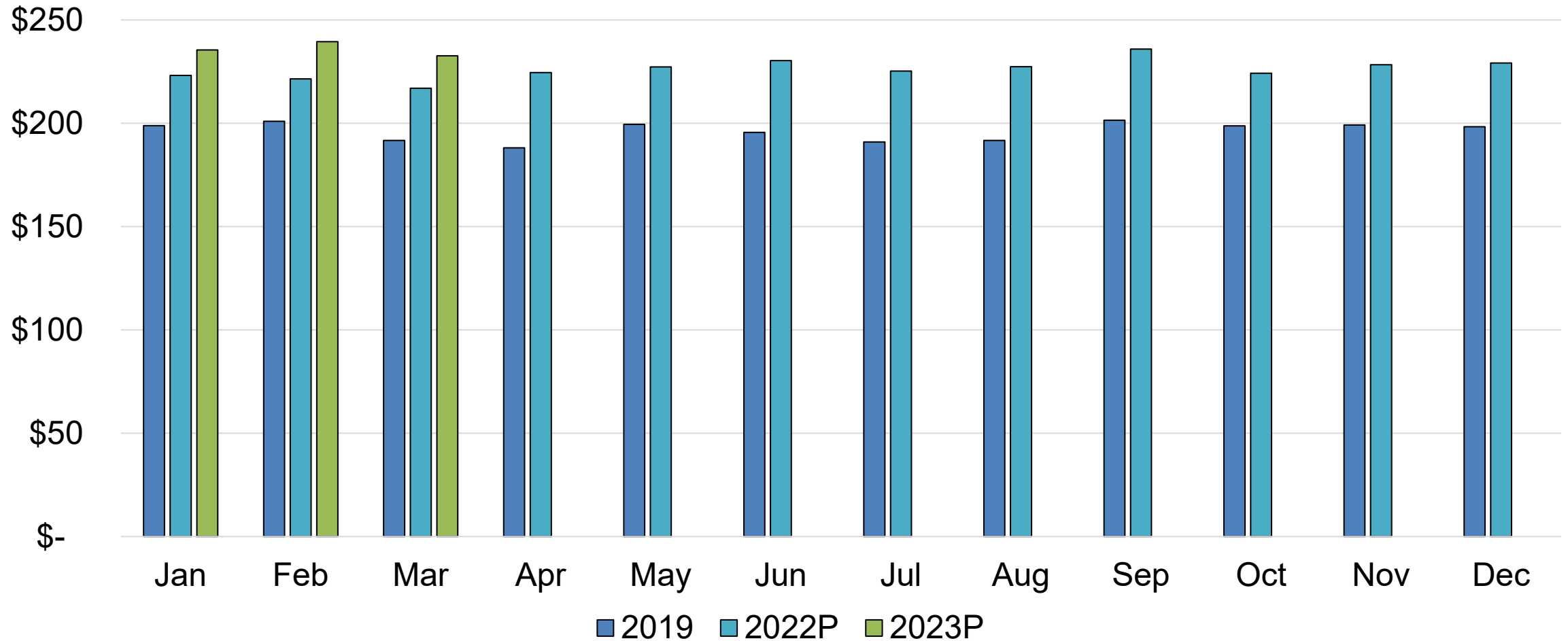
	Q1 2016	Q1 2017	Q1 2018	Q1 2019	Q1 2020	Q1 2021	Q1 2022 P	Q1 2023 P
U.S. West	82.2%	78.5%	82.9%	84.7%	82.8%	86.2%	82.2%	81.2%
U.S. East	61.0%	62.3%	66.8%	65.6%	63.8%	73.3%	66.6%	65.2%
Japan	50.3%	54.4%	62.9%	63.0%	58.7%			82.3%
Canada	69.3%	67.1%	66.3%	71.5%	68.7%		74.7%	66.4%
Oceania	60.1%	59.5%	61.5%	62.8%	56.0%			61.1%
Korea	79.9%	74.7%	56.5%	62.6%	67.7%			70.6%

Source: Q1 2023 Visitor Satisfaction & Activity Report

Q. How likely are you to return to the state of Hawai'i in the next five years?

HTA Key Performance Indicators – Personal Daily Spending

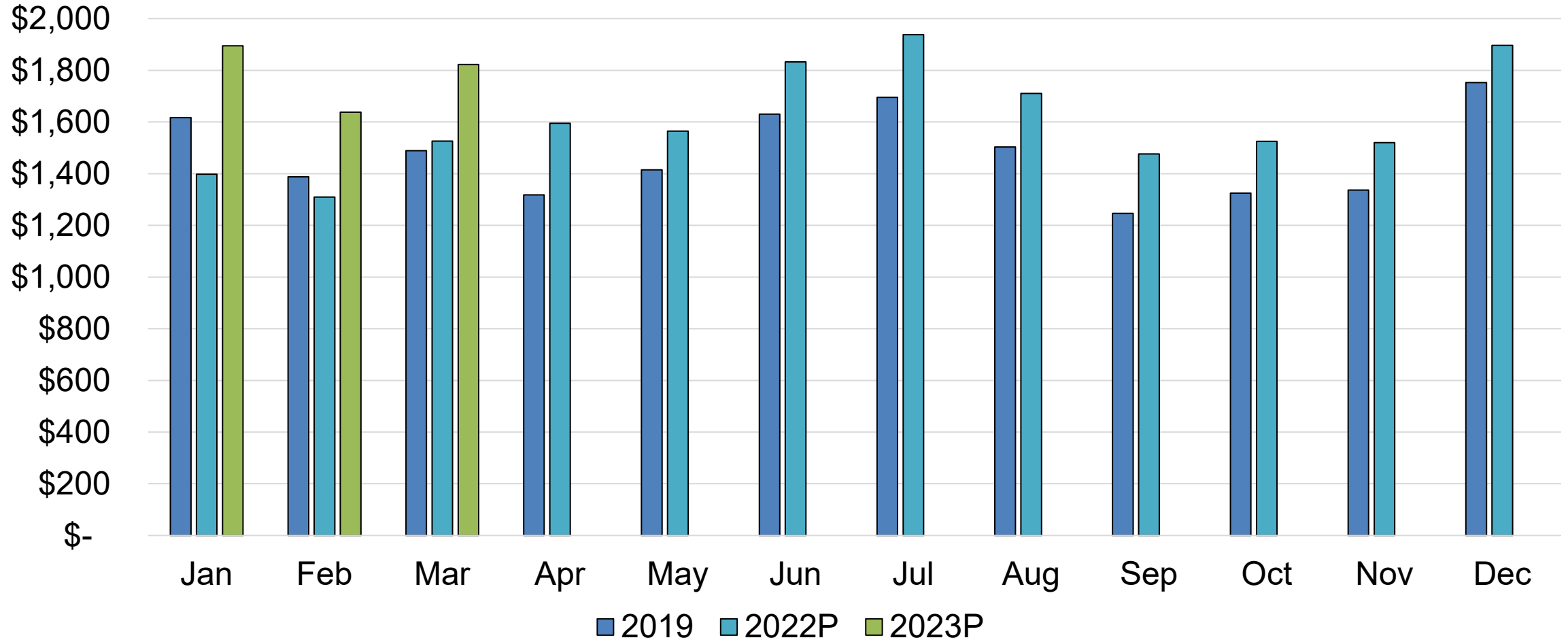
Monthly Visitor Personal Daily Spending



Note: 2022 and 2023 figures are preliminary.

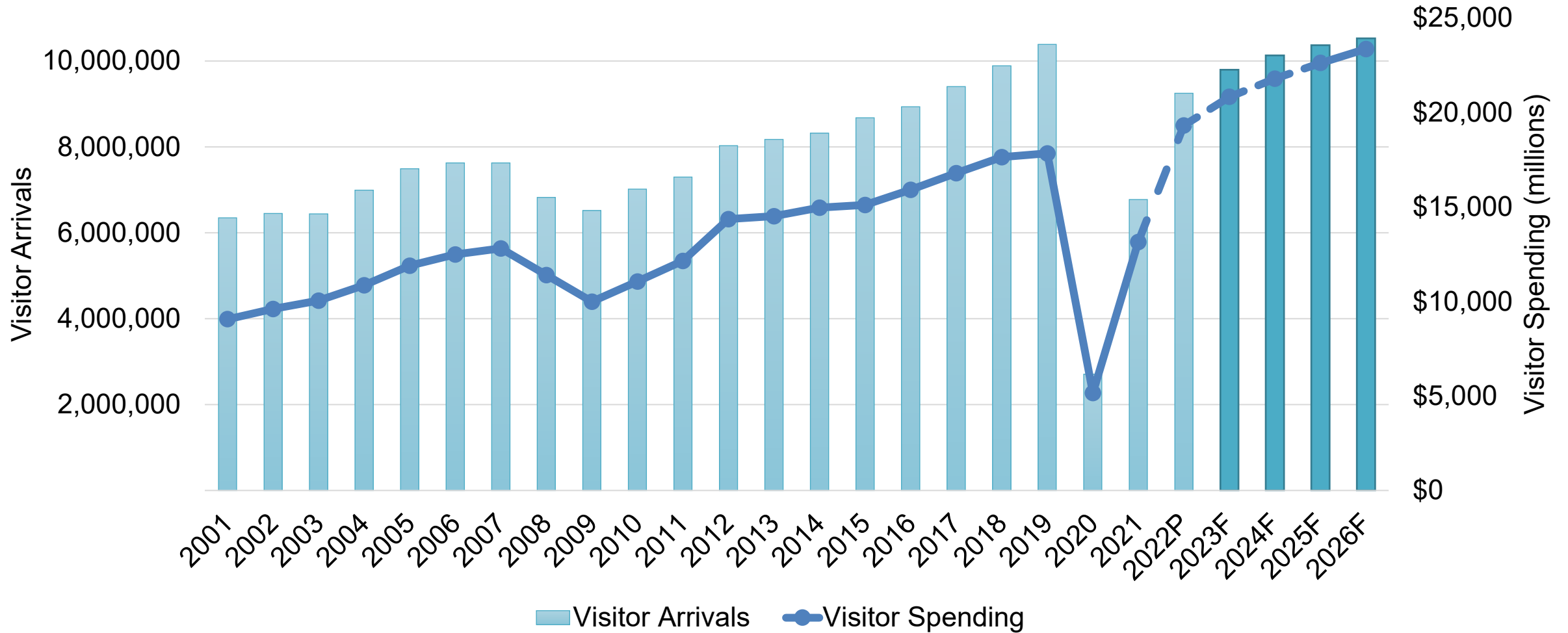
HTA Key Performance Indicators – Total Expenditures

Monthly Visitor Expenditures (\$millions)



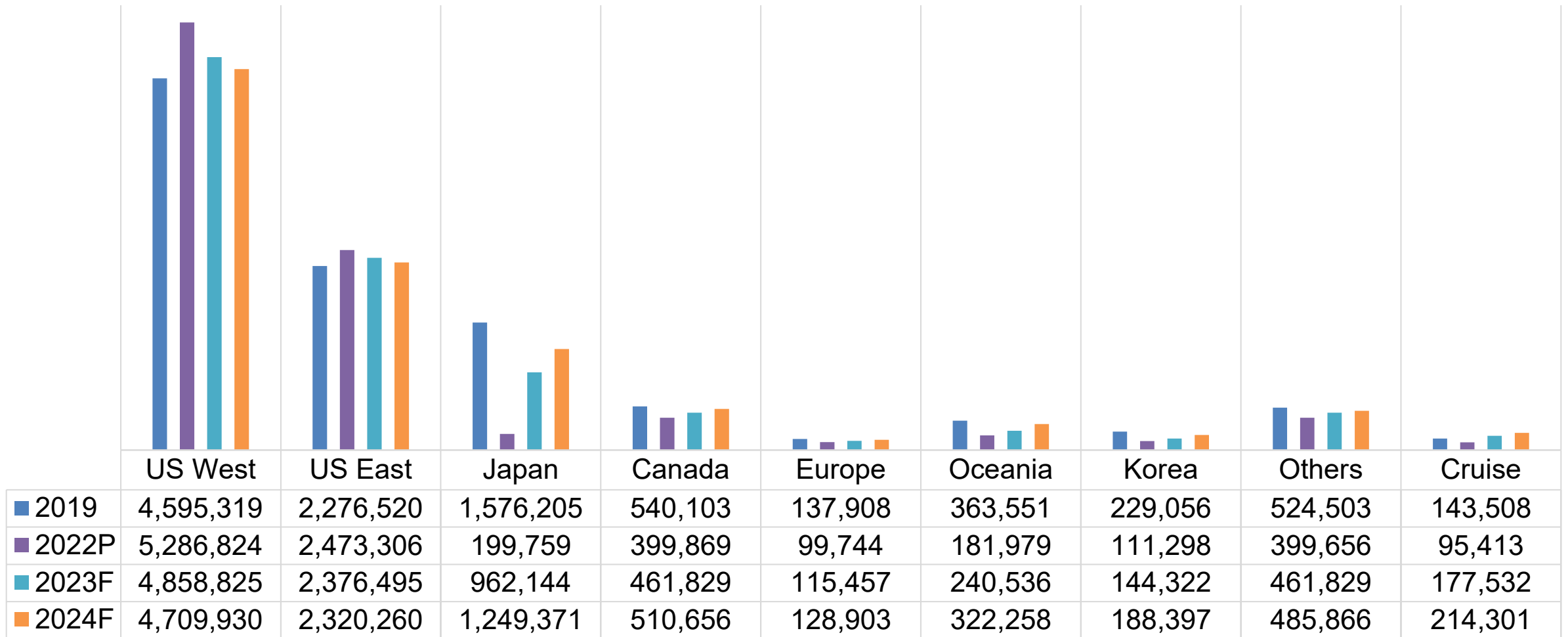
Note: 2022 and 2023 figures are preliminary.

DBEDT Tourism Forecast



Source: DBEDT, Q1 2023 Forecast

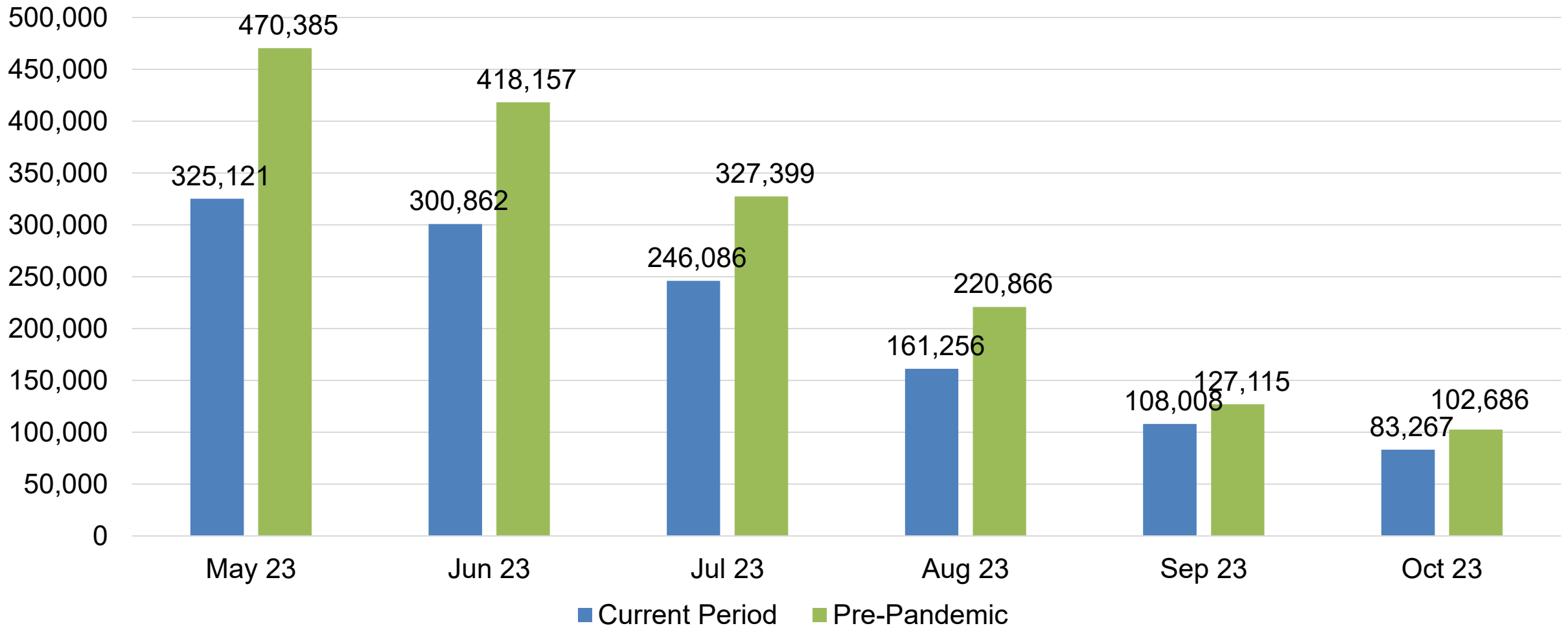
DBEDT Tourism Forecast



Source: DBEDT, Q1 2023 Forecast

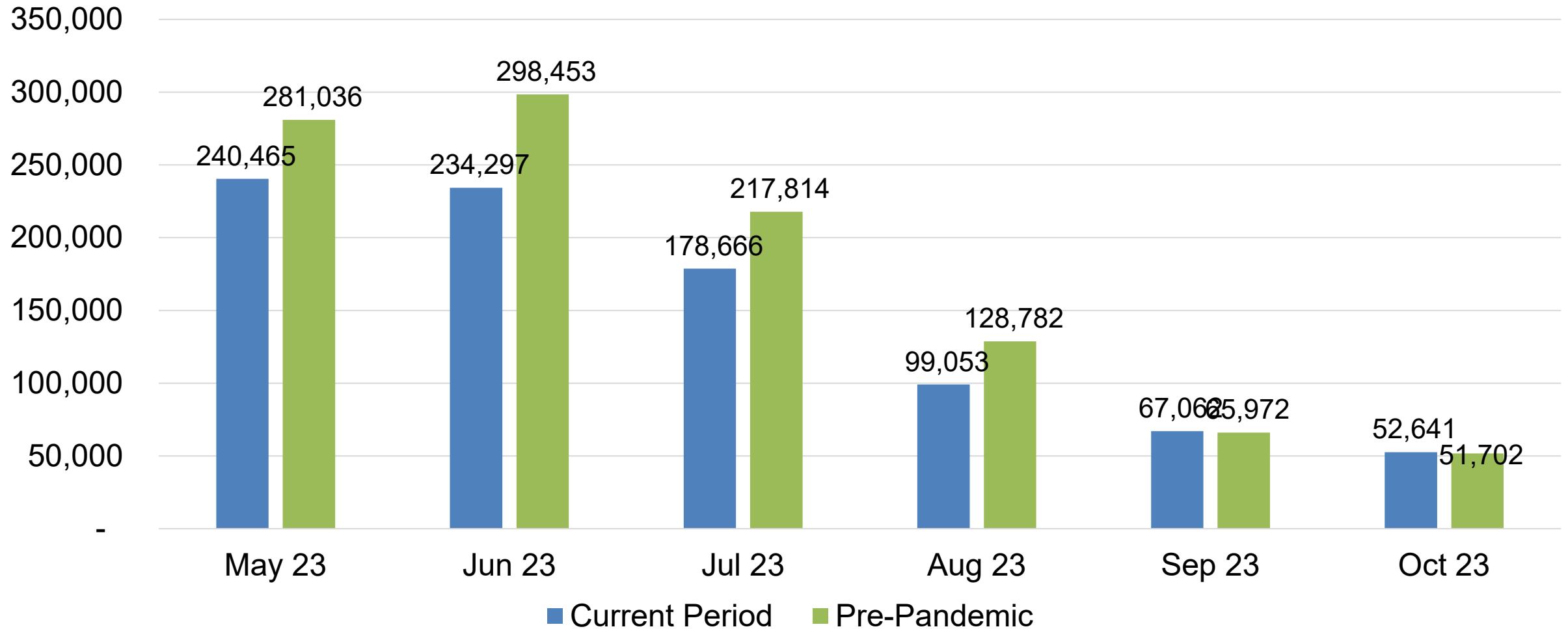
ARC/FORWARDKEYS DESTINATION GATEWAY AIR BOOKING TRENDS

Six Month Outlook: All Markets



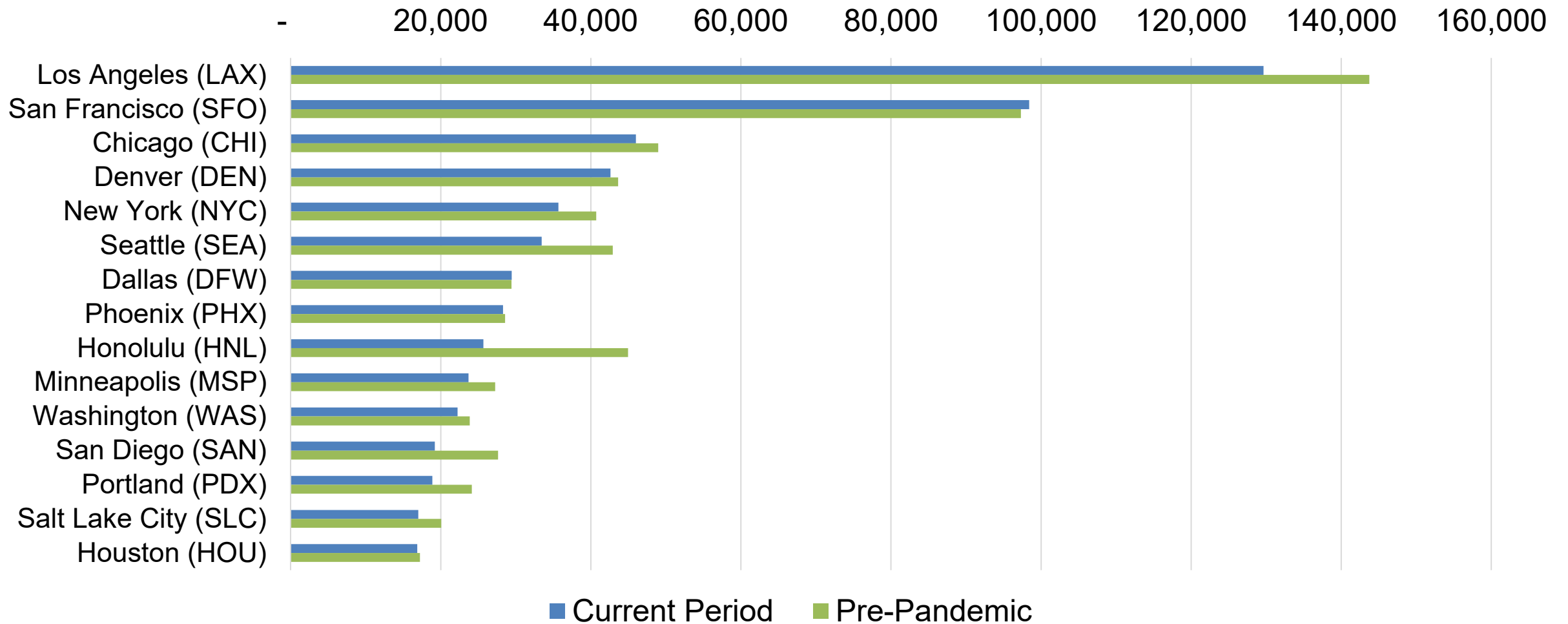
Source: ARC/ForwardKeys Destination Gateway

Six Month Outlook: United States



Source: ARC/ForwardKeys Destination Gateway

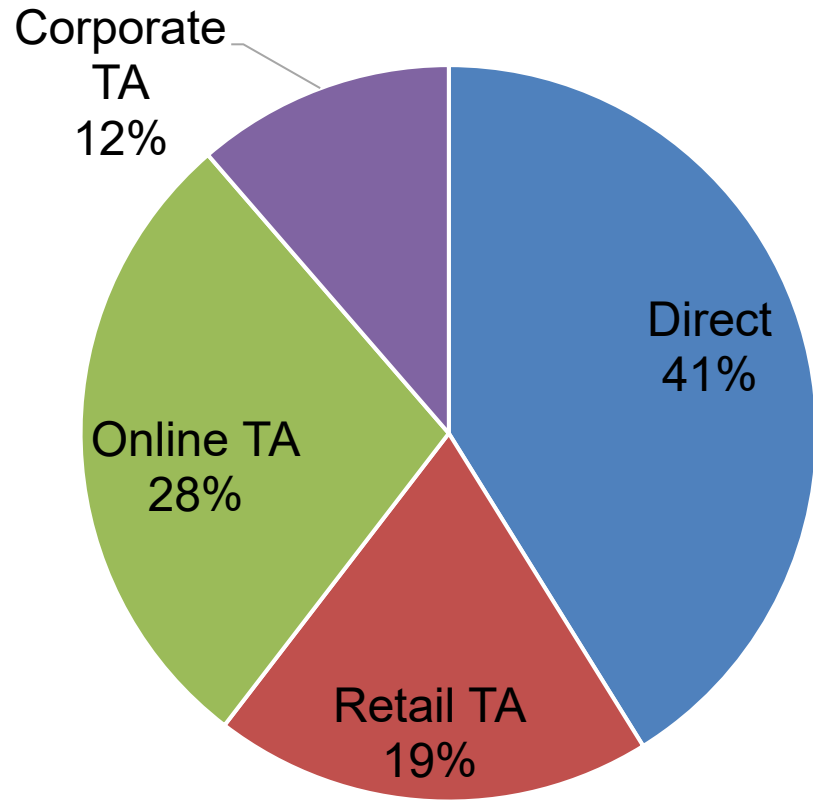
Trip Origins: United States



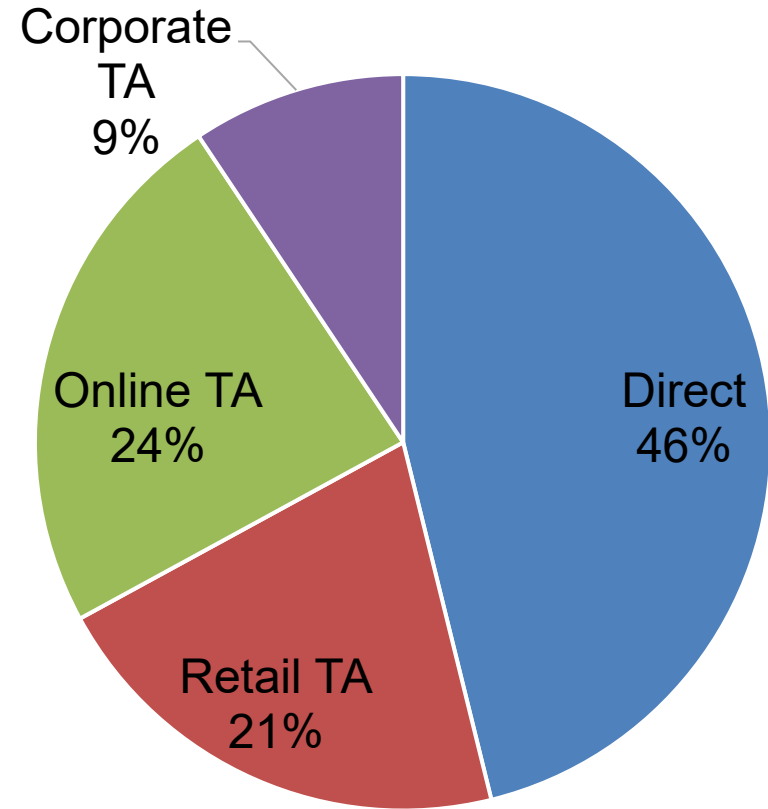
Source: ARC/ForwardKeys Destination Gateway

Distribution Channel: United States

Pre-Pandemic



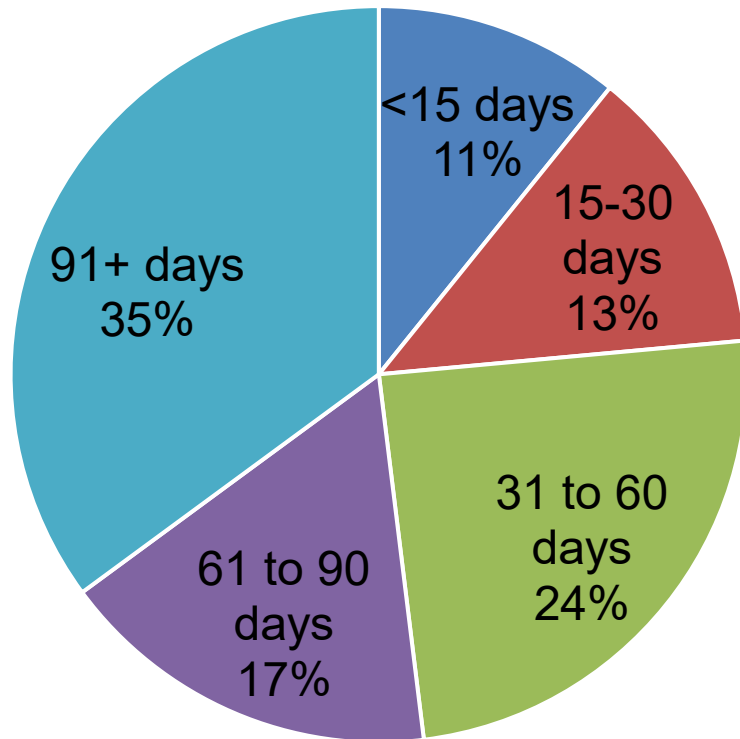
Current Period



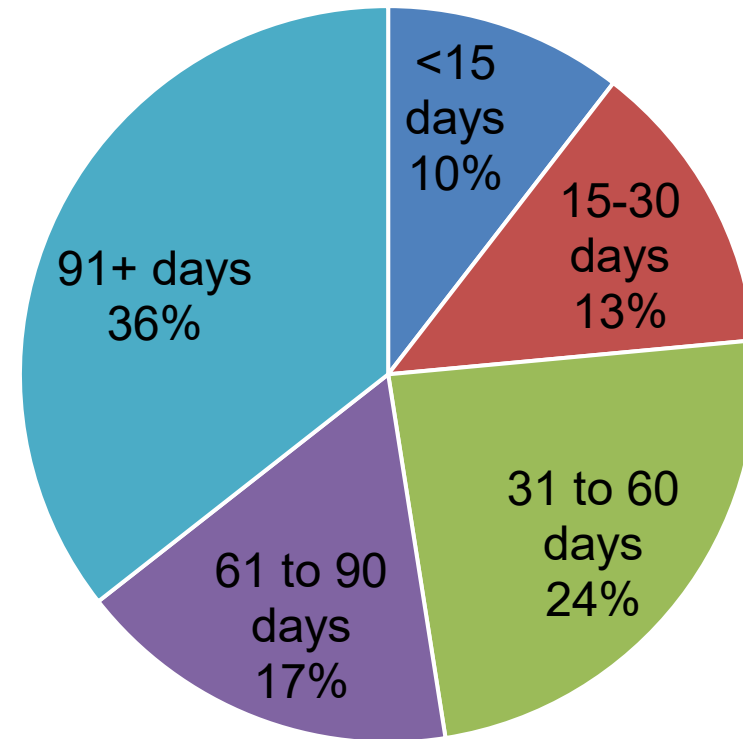
Source: ARC/ForwardKeys Destination Gateway

Lead Time: United States

Pre-Pandemic

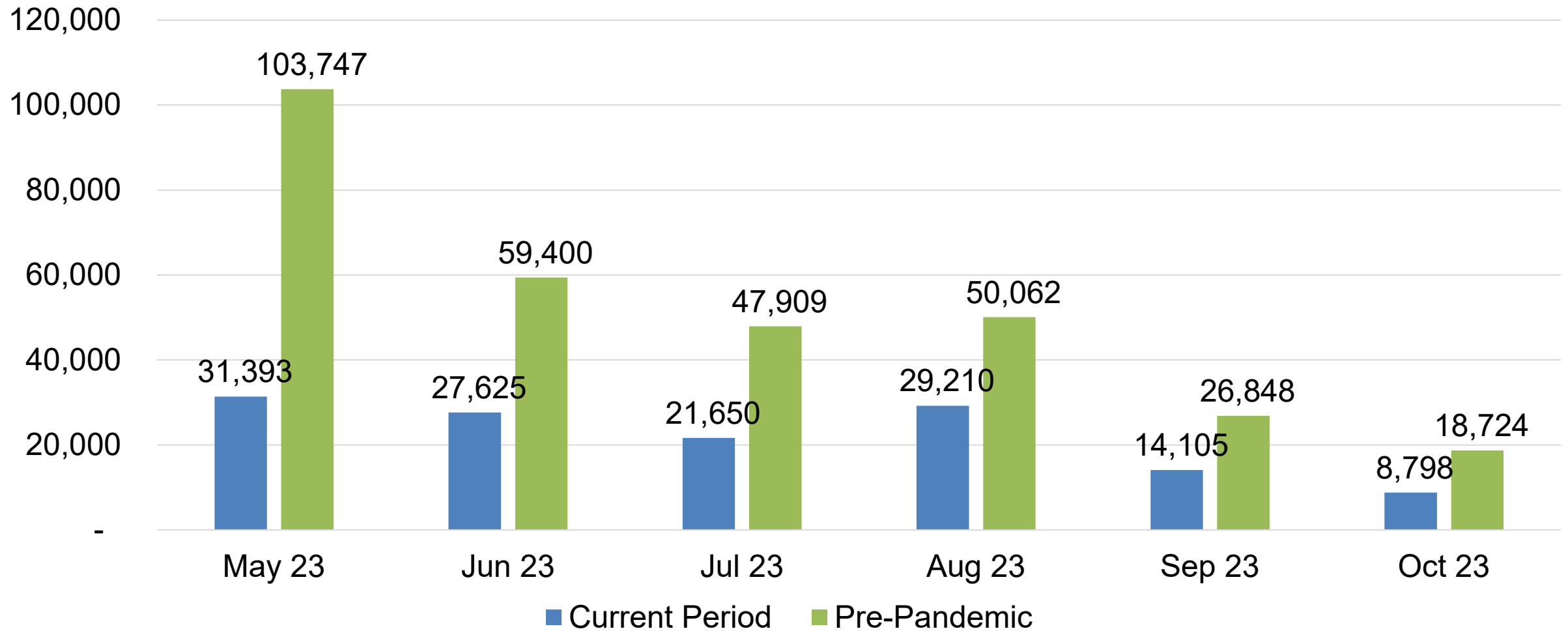


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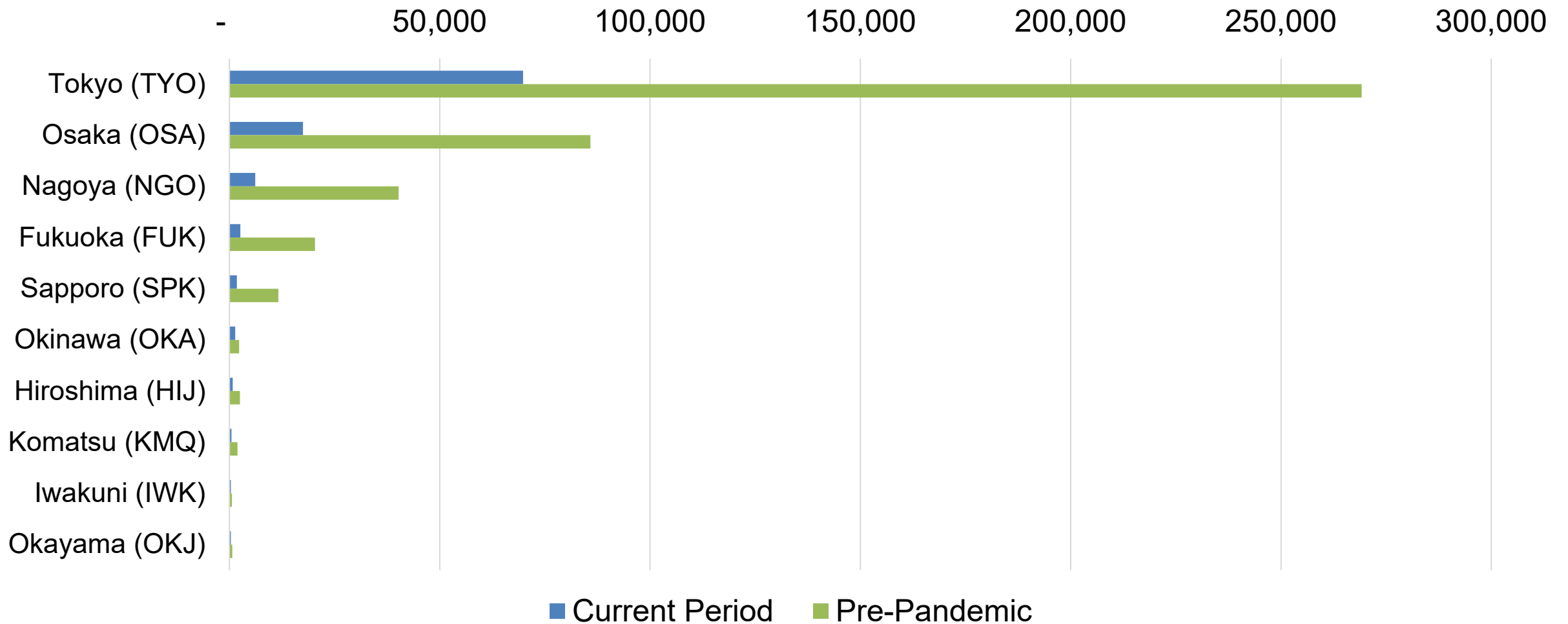
Source: ARC/ForwardKeys Destination Gateway

Six Month Outlook: Japan



Source: ARC/ForwardKeys Destination Gateway

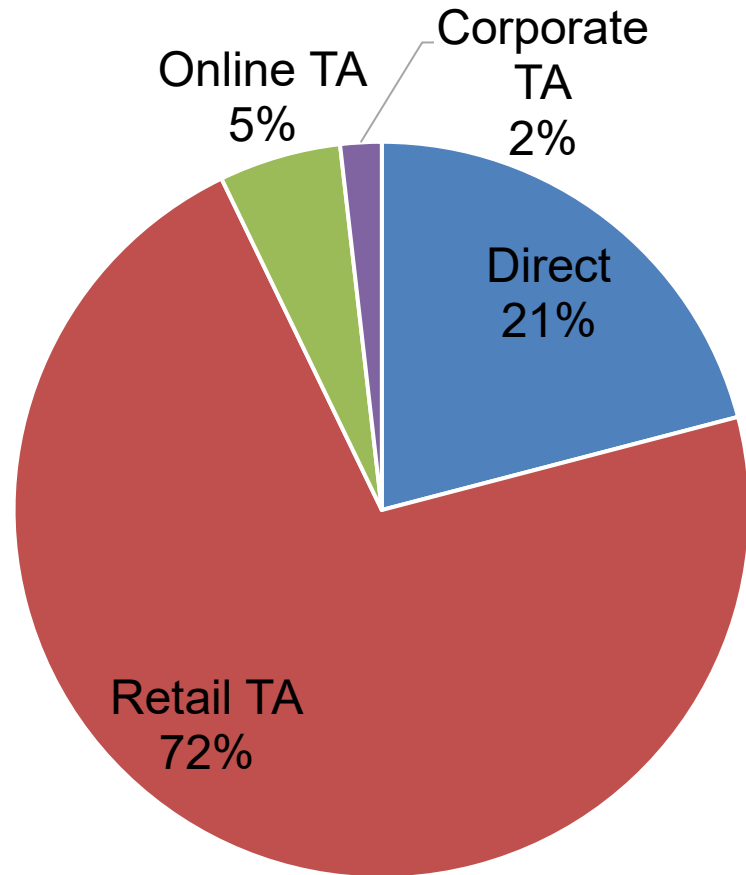
Trip Origins: Japan



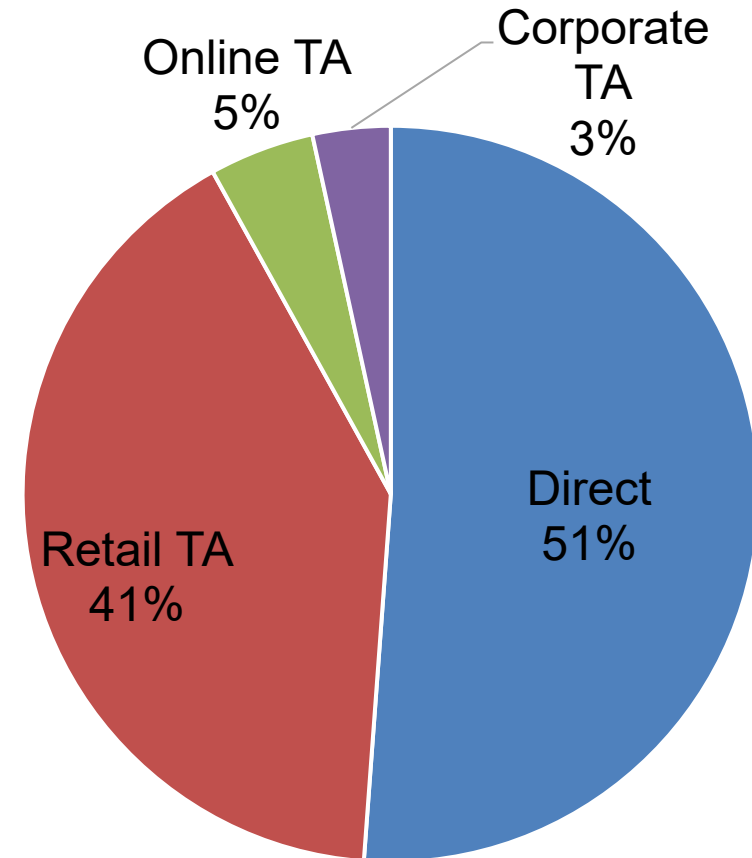
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Distribution Channel: Japan

Pre-Pandemic



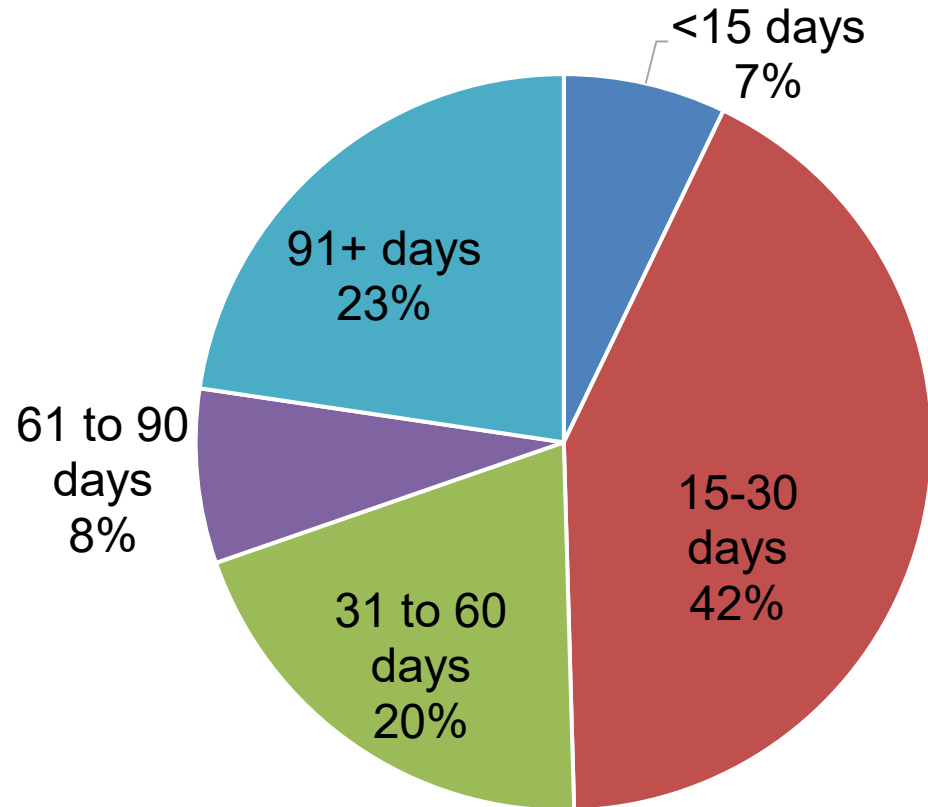
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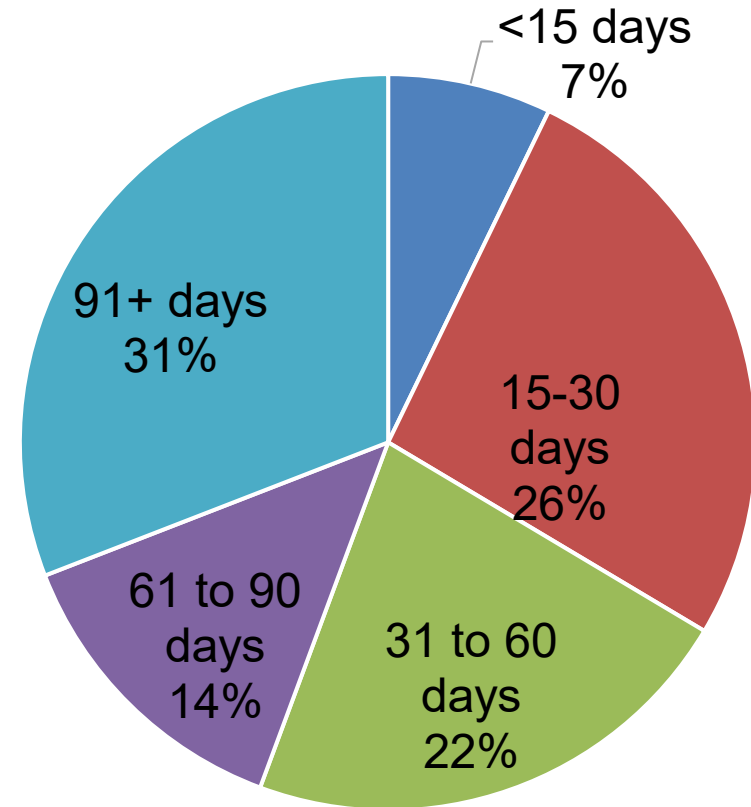
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Lead Time: Japan

Pre-Pandemic

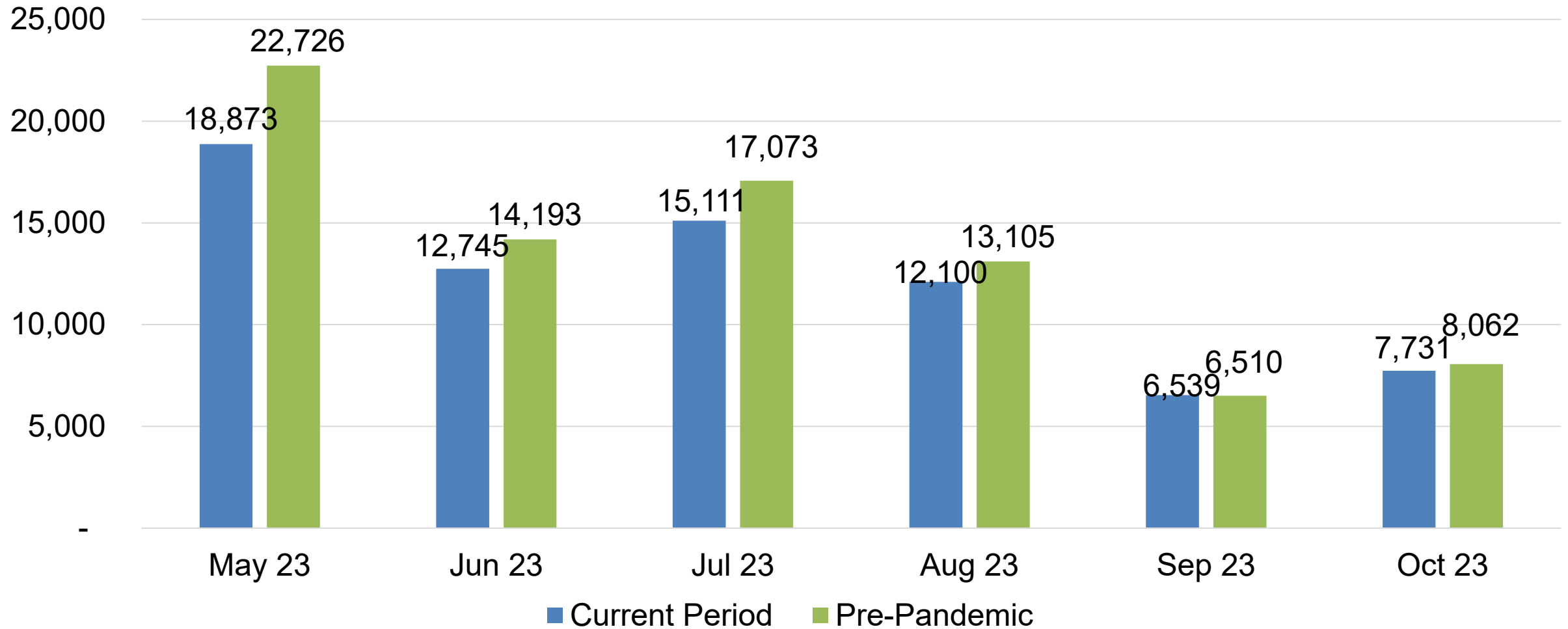


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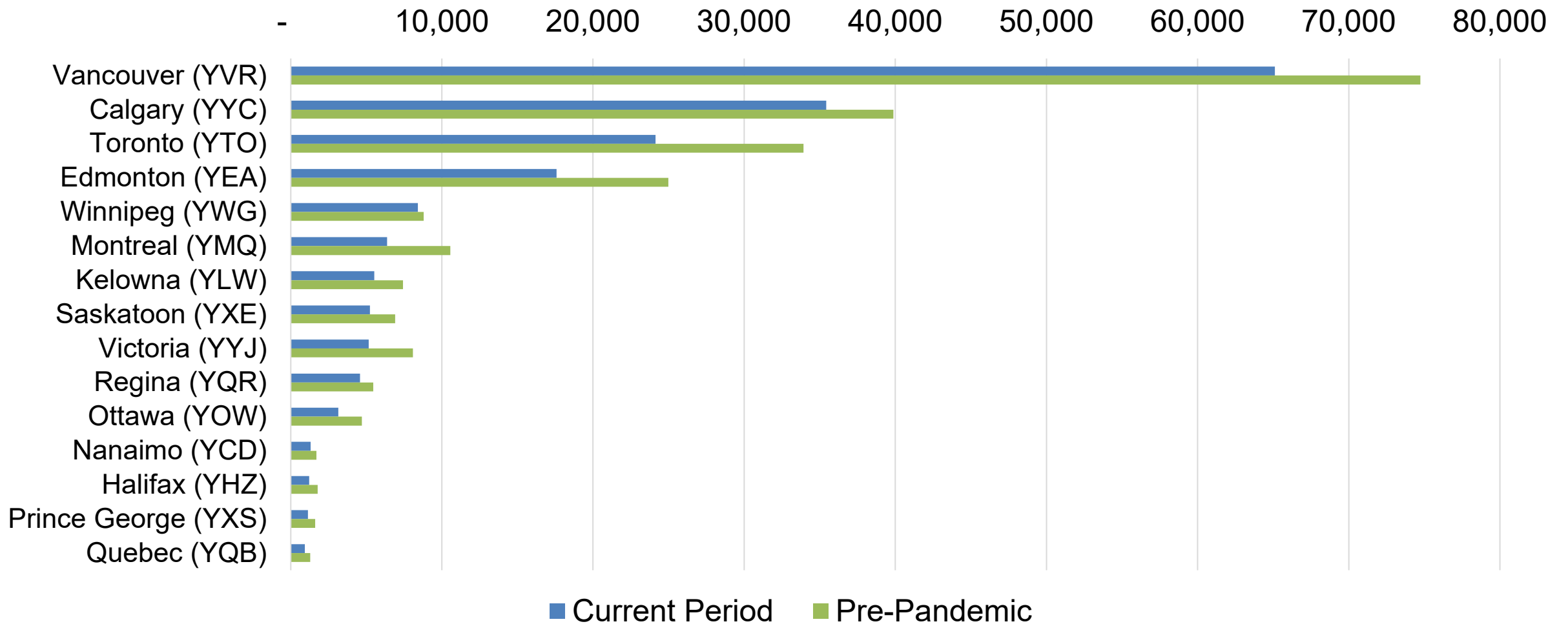
Source: ARC/ForwardKeys Destination Gateway

Six Month Outlook: Canada



Source: ARC/ForwardKeys Destination Gateway

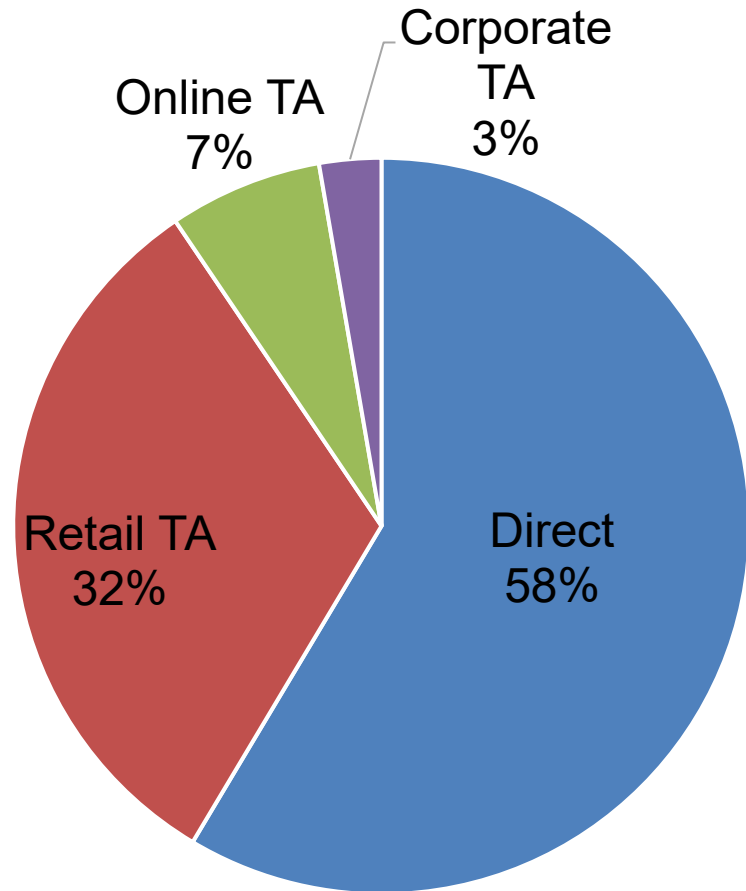
Trip Origins: Canada



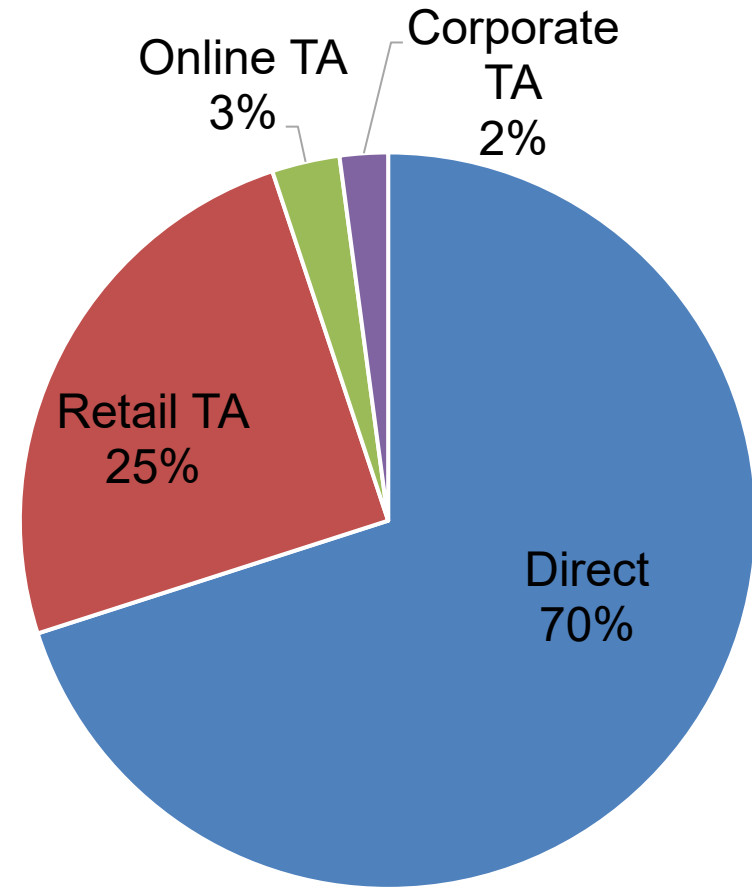
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Distribution Channel: Canada

Pre-Pandemic



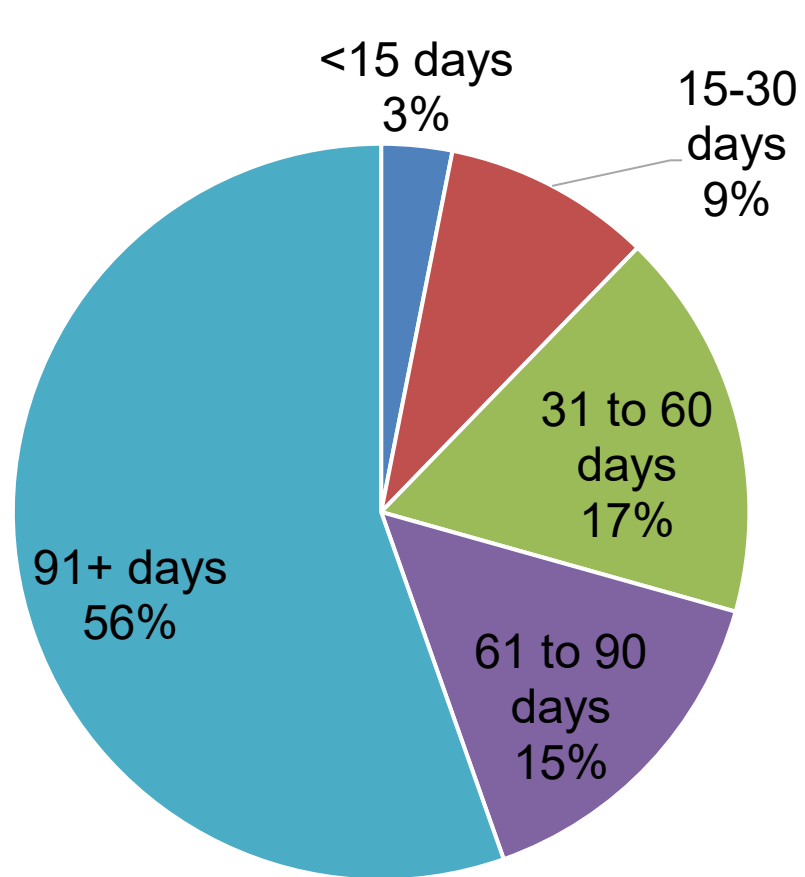
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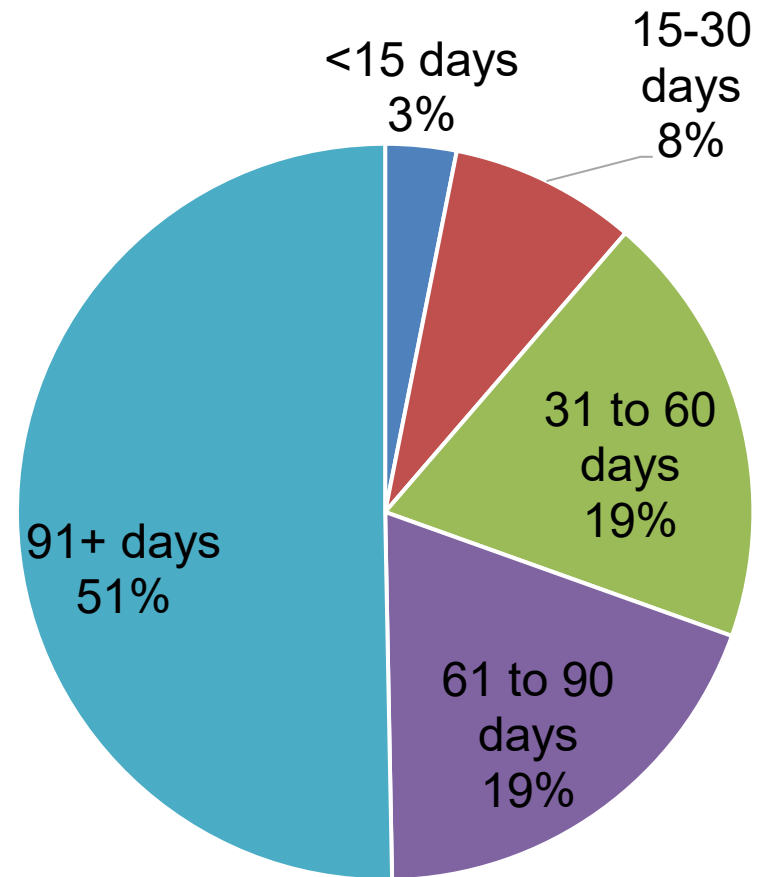
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Lead Time: Canada

Pre-Pandemic

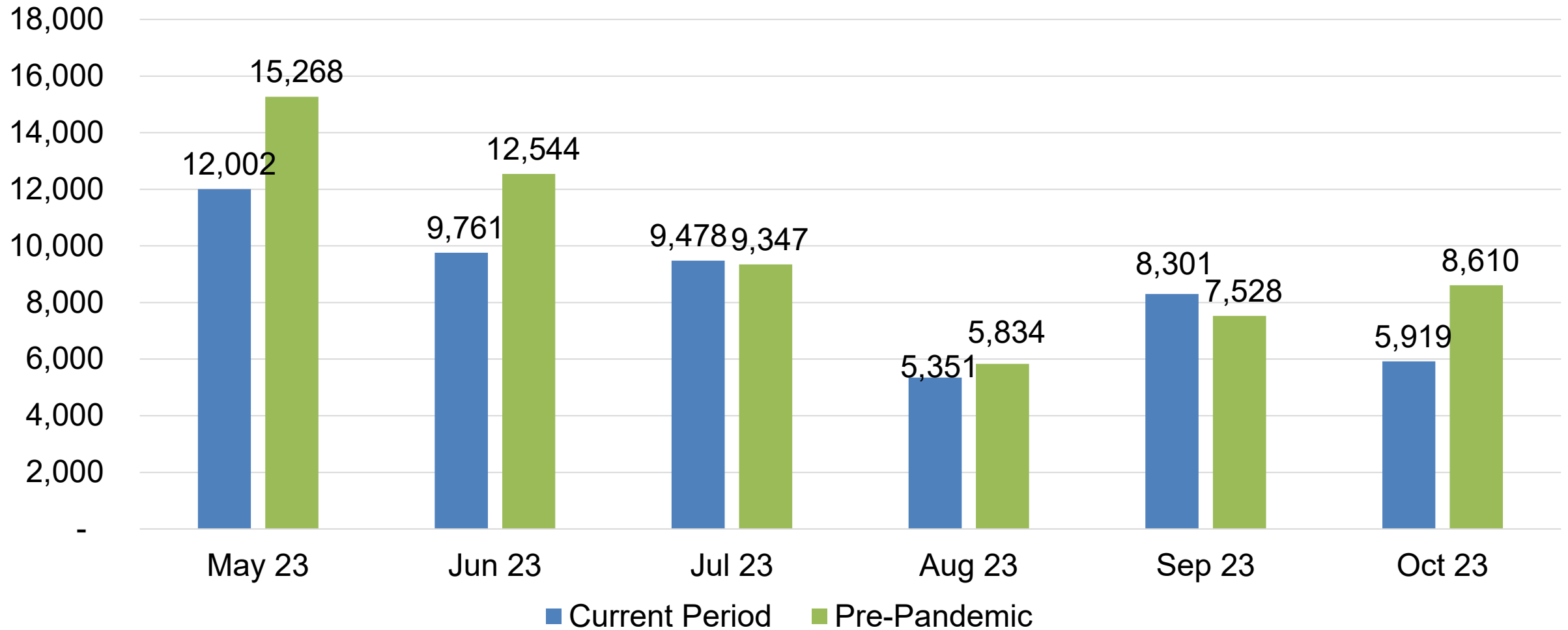


Current Period



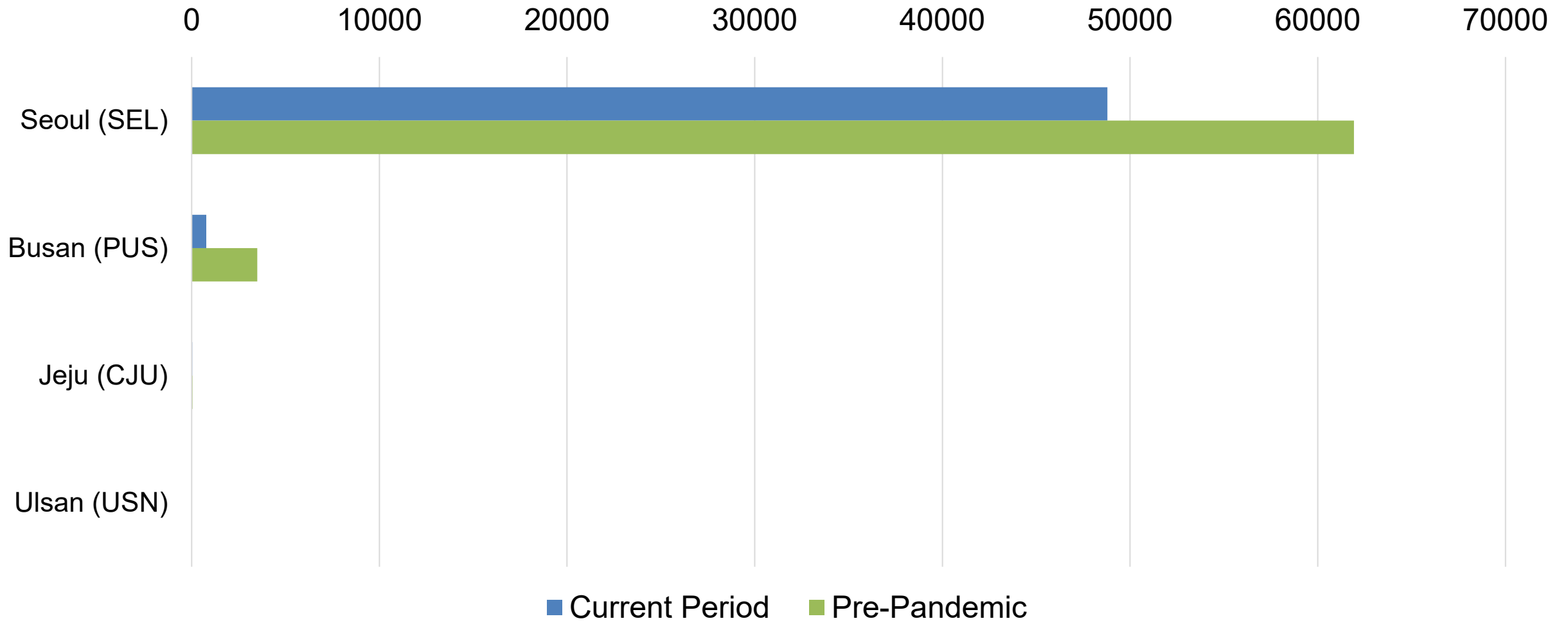
Source: ARC/ForwardKeys Destination Gateway

Six Month Outlook: Korea



Source: ARC/ForwardKeys Destination Gateway

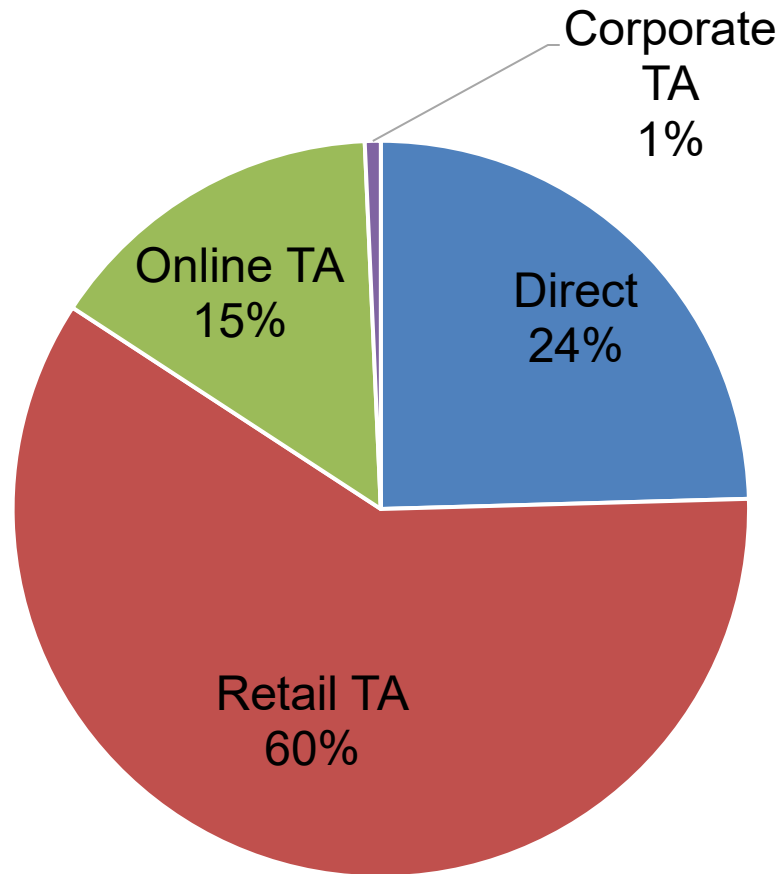
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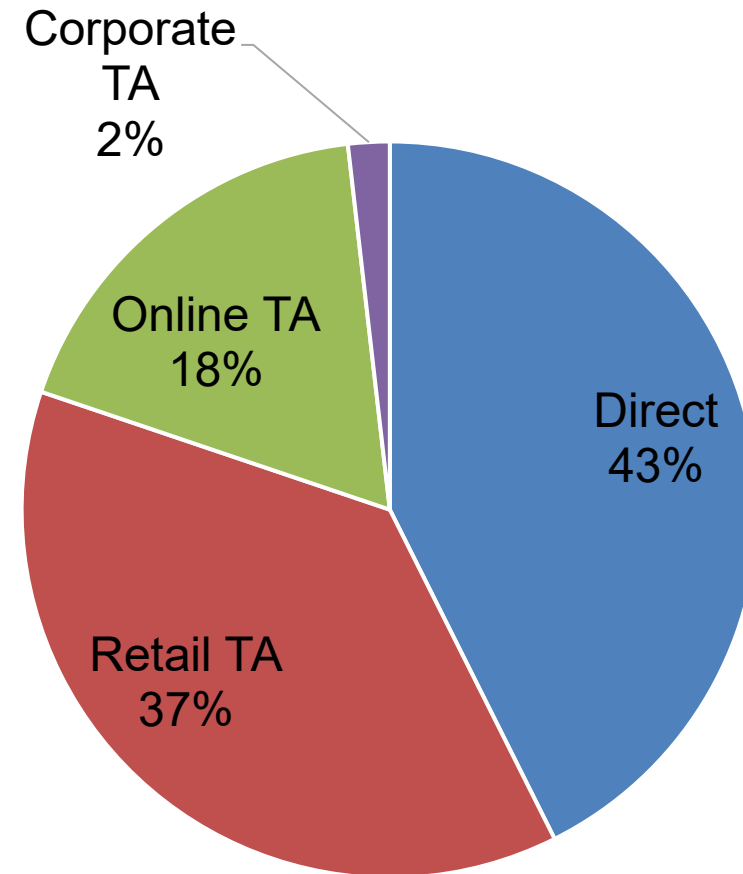
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Distribution Channel: Korea

Pre-Pandemic



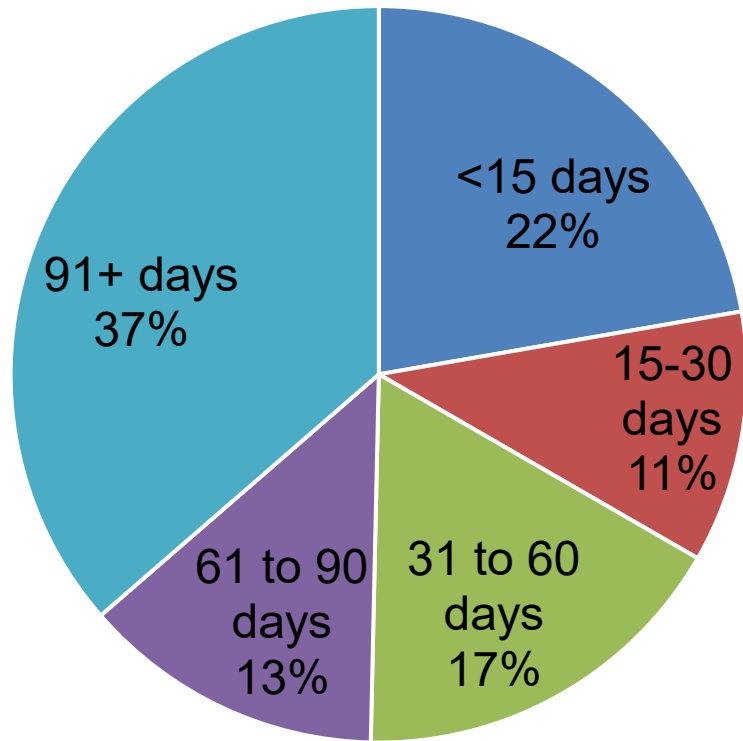
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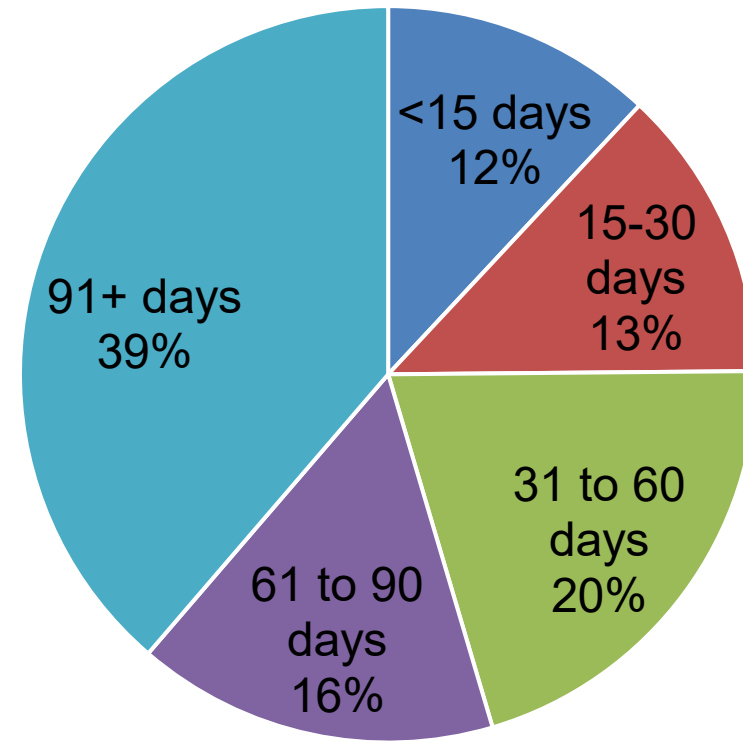
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Lead Time: Korea

Pre-Pandemic

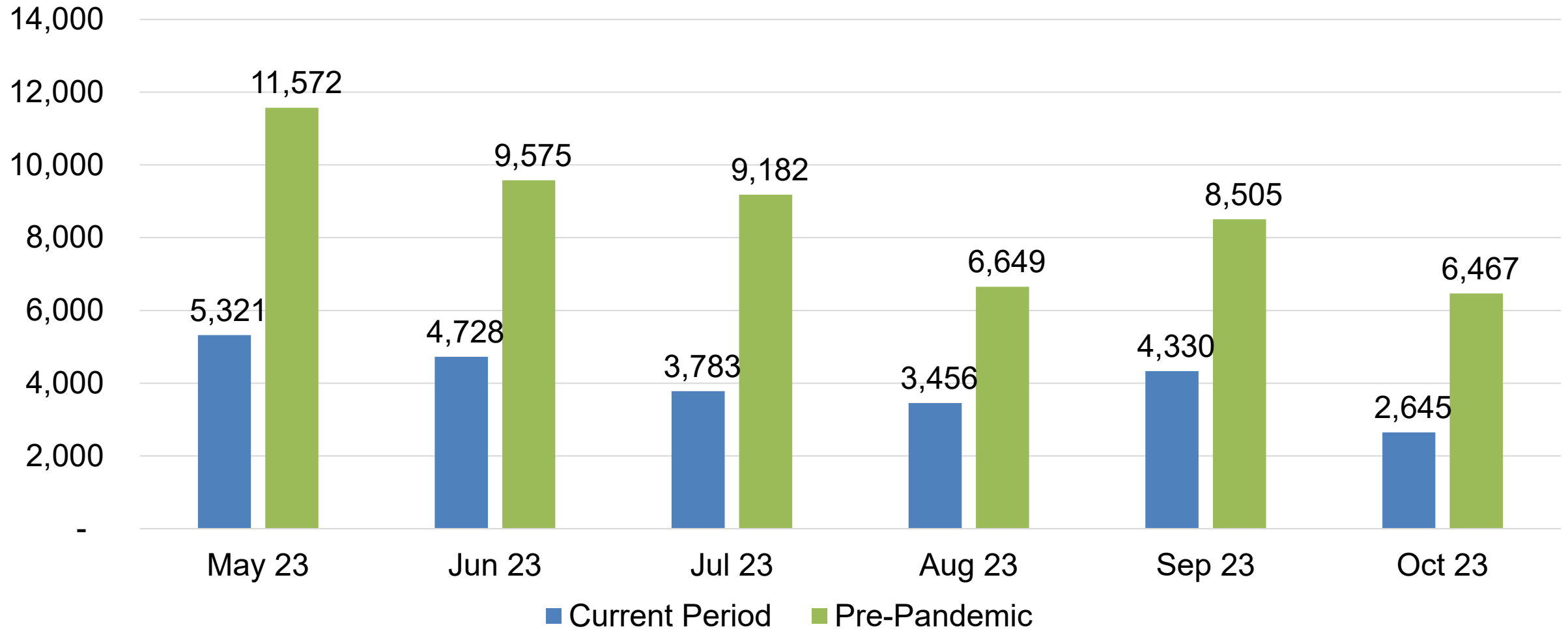


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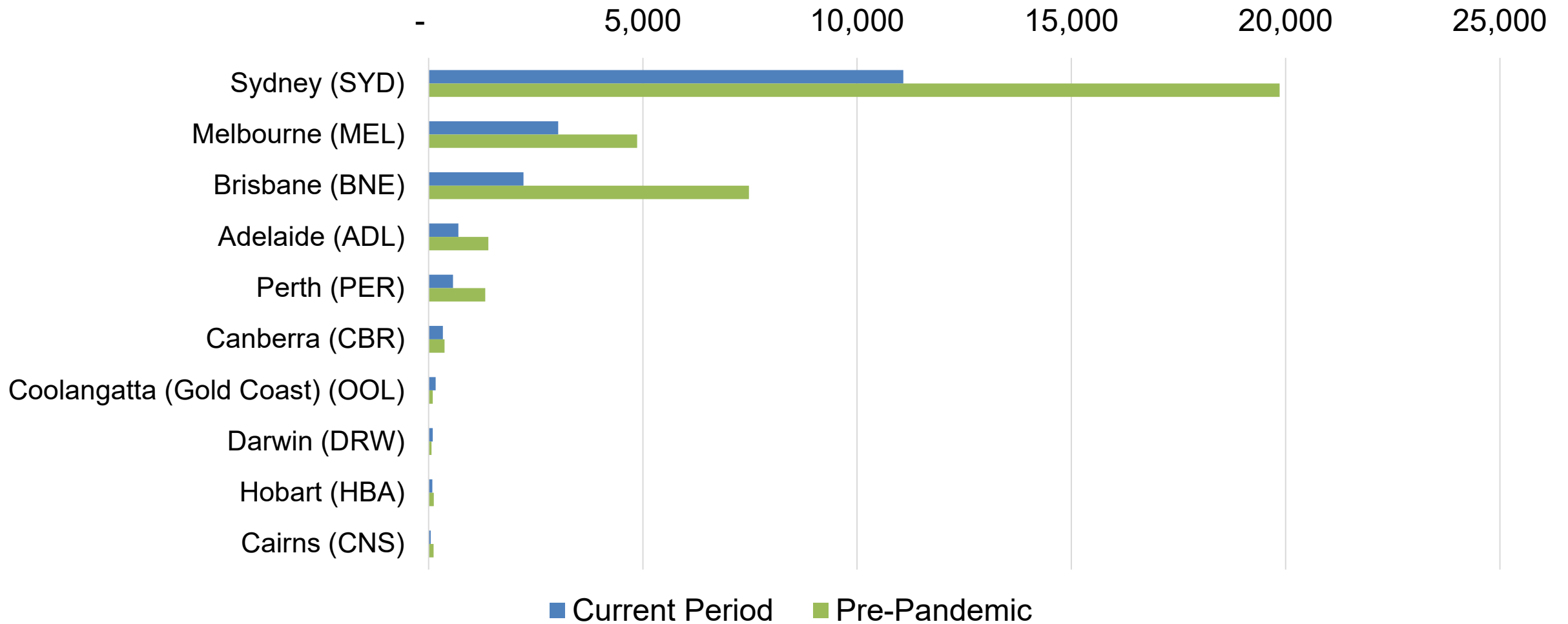
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Six Month Outlook: Australia



Source: ARC/ForwardKeys Destination Gateway

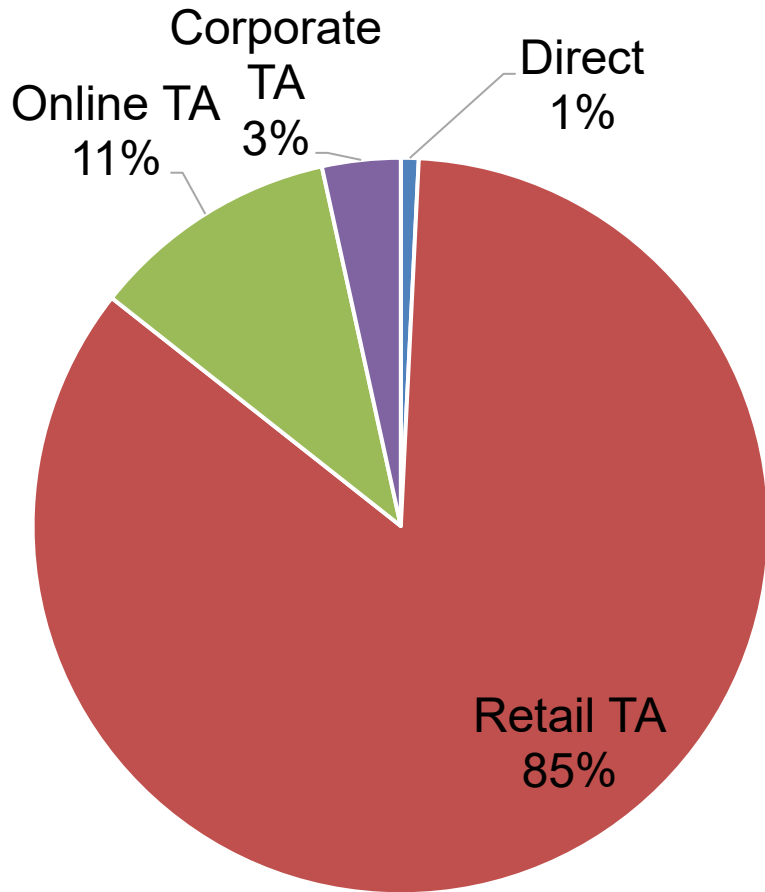
Trip Origins: Australia



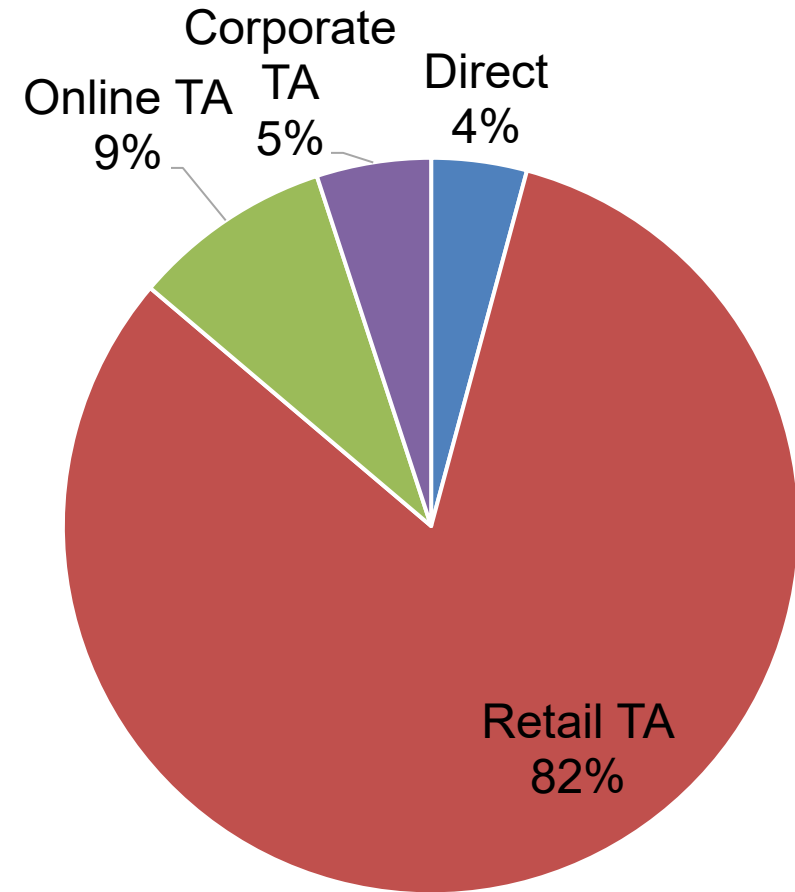
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Distribution Channel: Australia

Pre-Pandemic



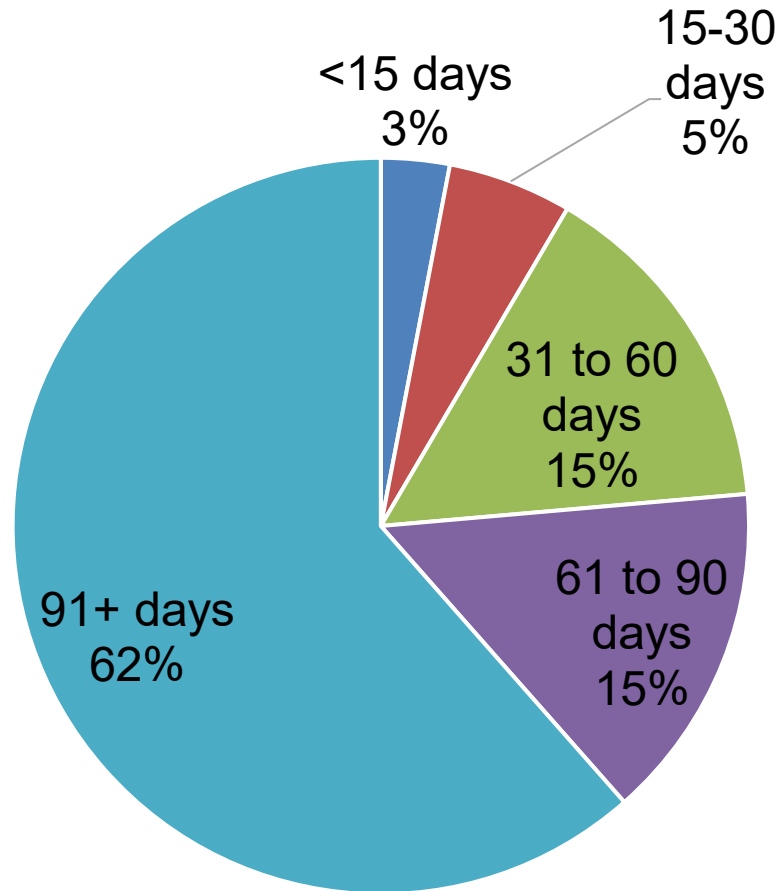
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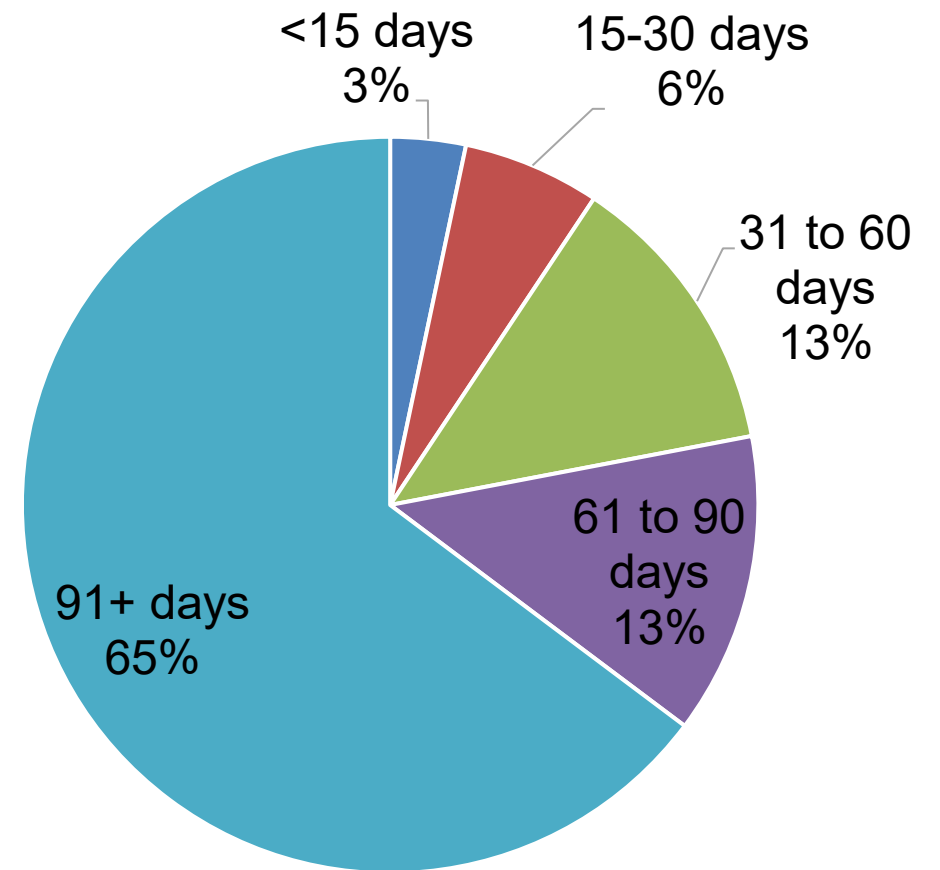
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Lead Time: Australia

Pre-Pandemic

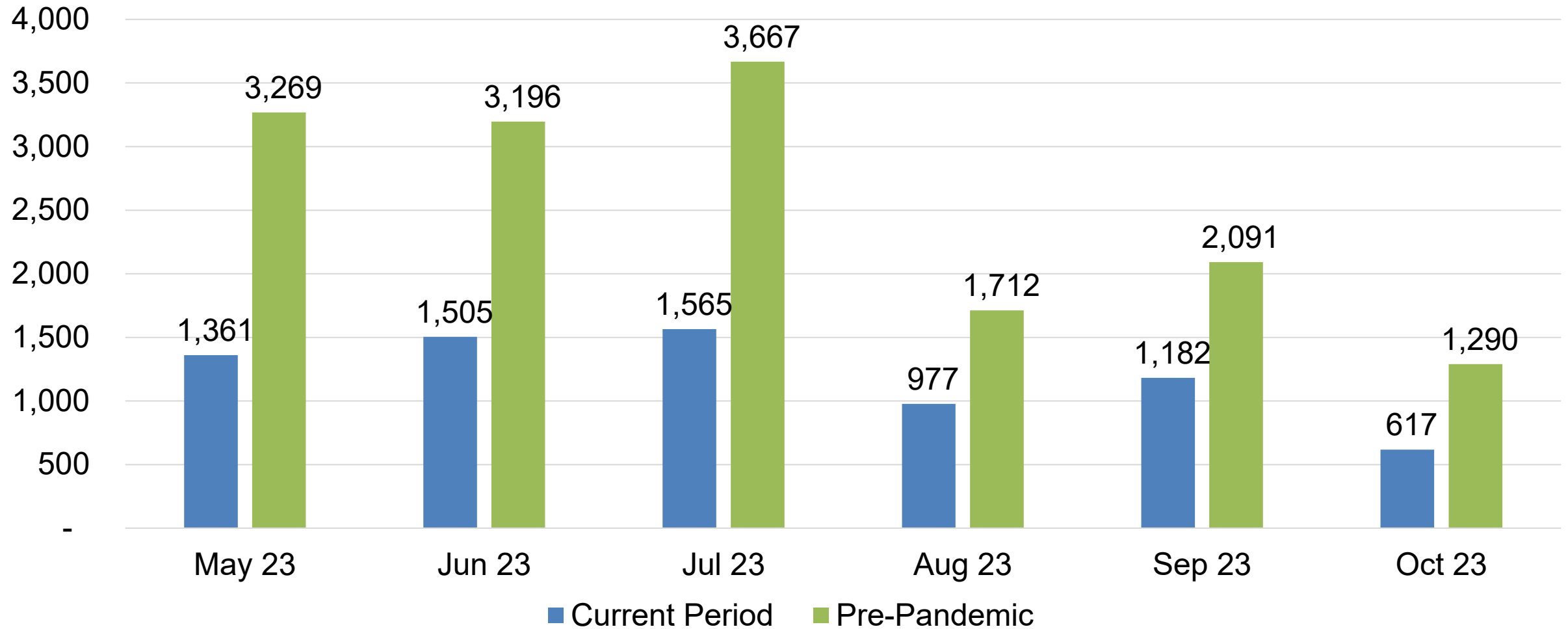


Current Period



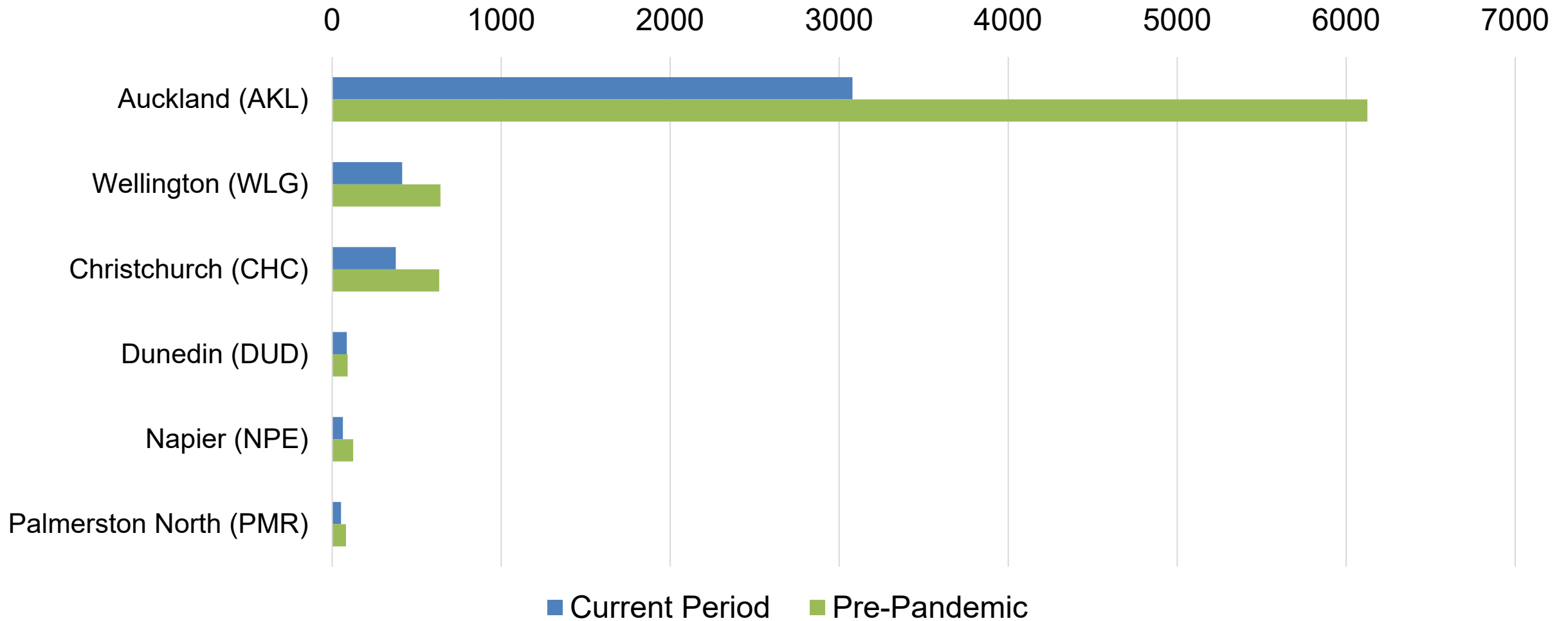
Source: ARC/ForwardKeys Destination Gateway

Six Month Outlook: New Zealand



Source: ARC/ForwardKeys Destination Gateway

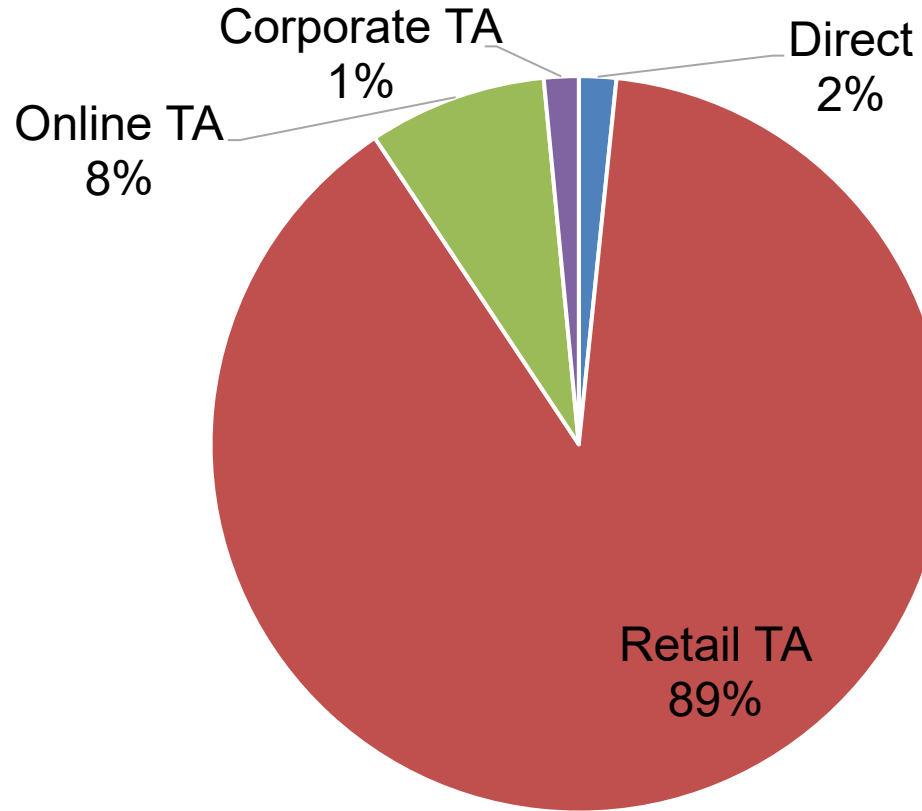
Trip Origins: New Zealand



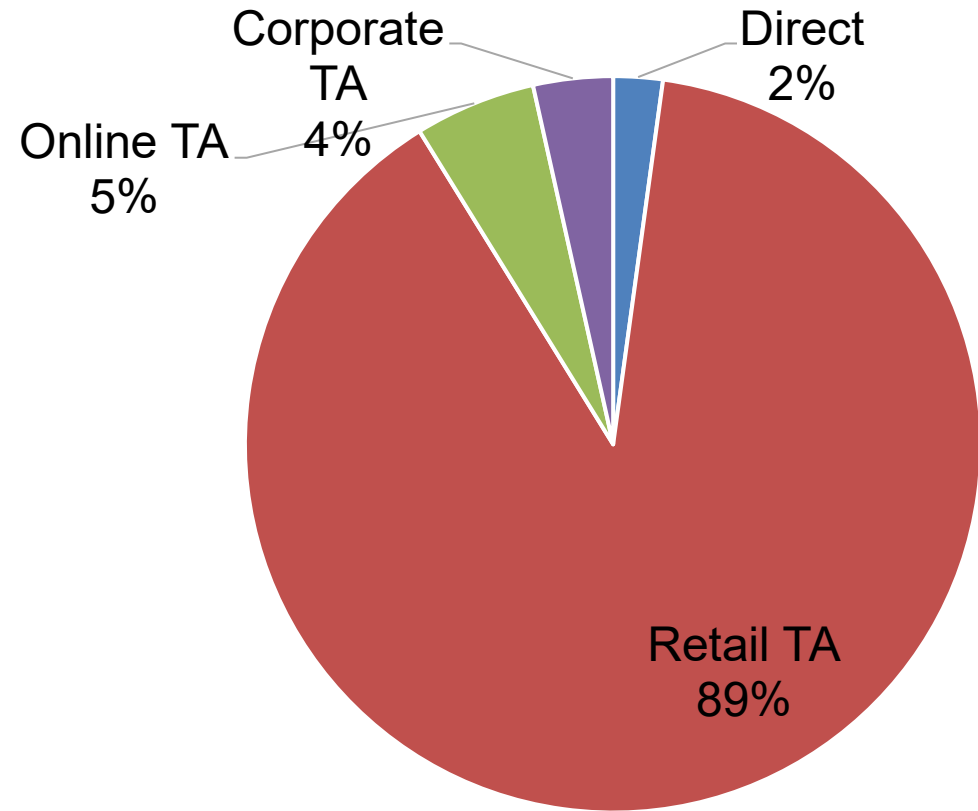
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Distribution Channel: New Zealand

Pre-Pandemic



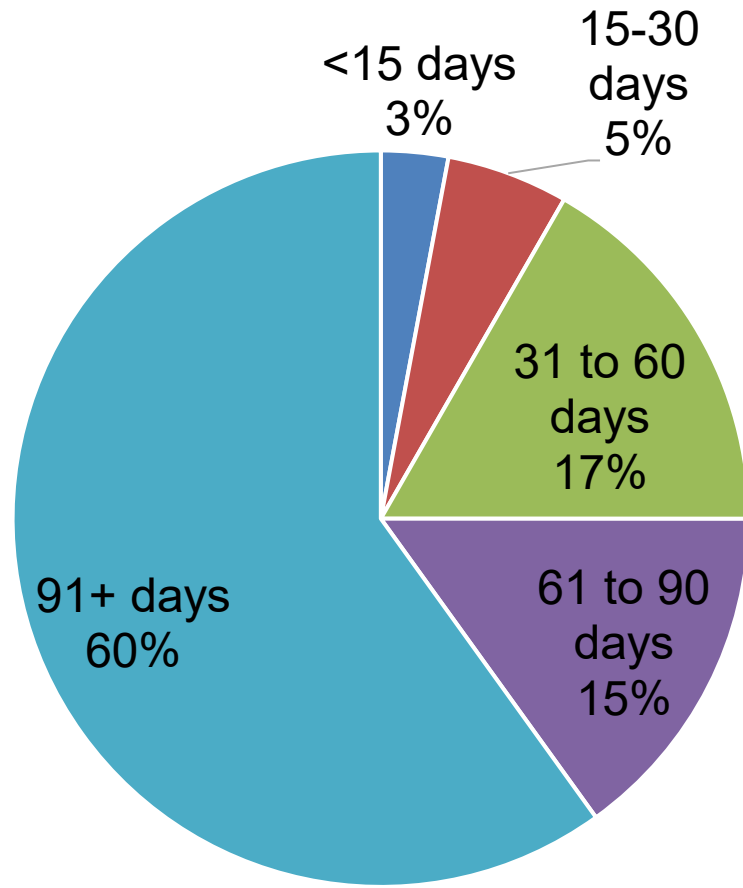
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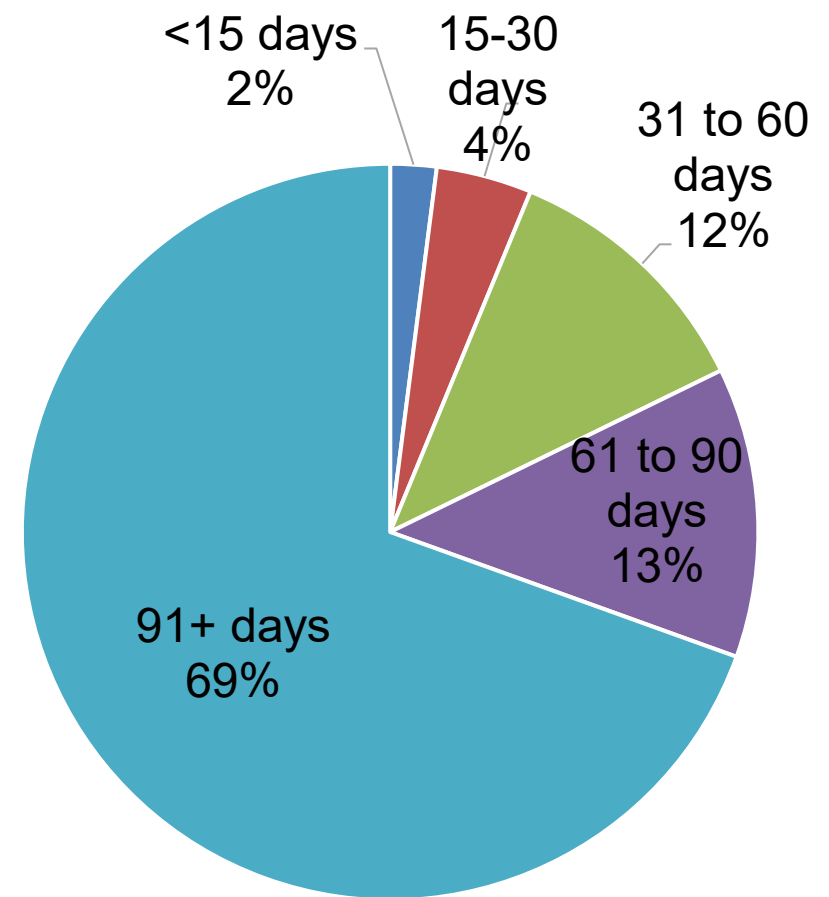
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Lead Time: New Zealand

Pre-Pandemic

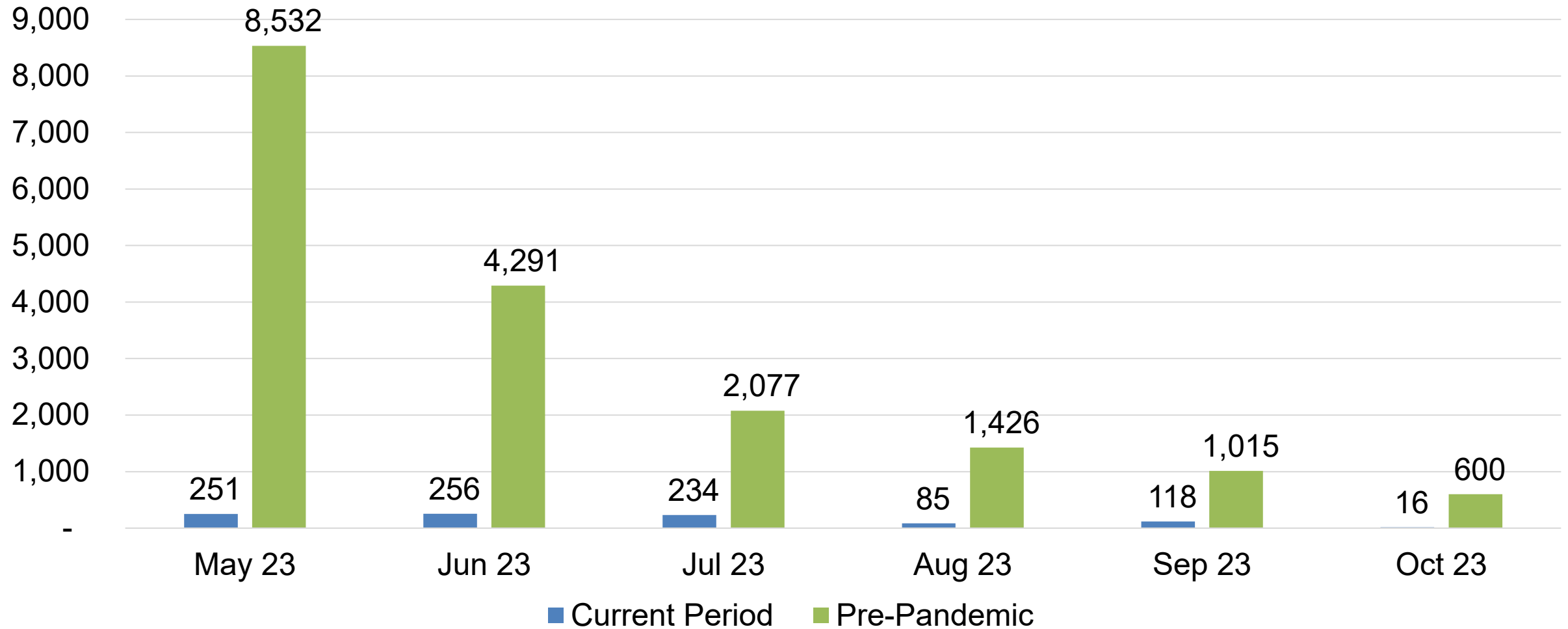


Current Period



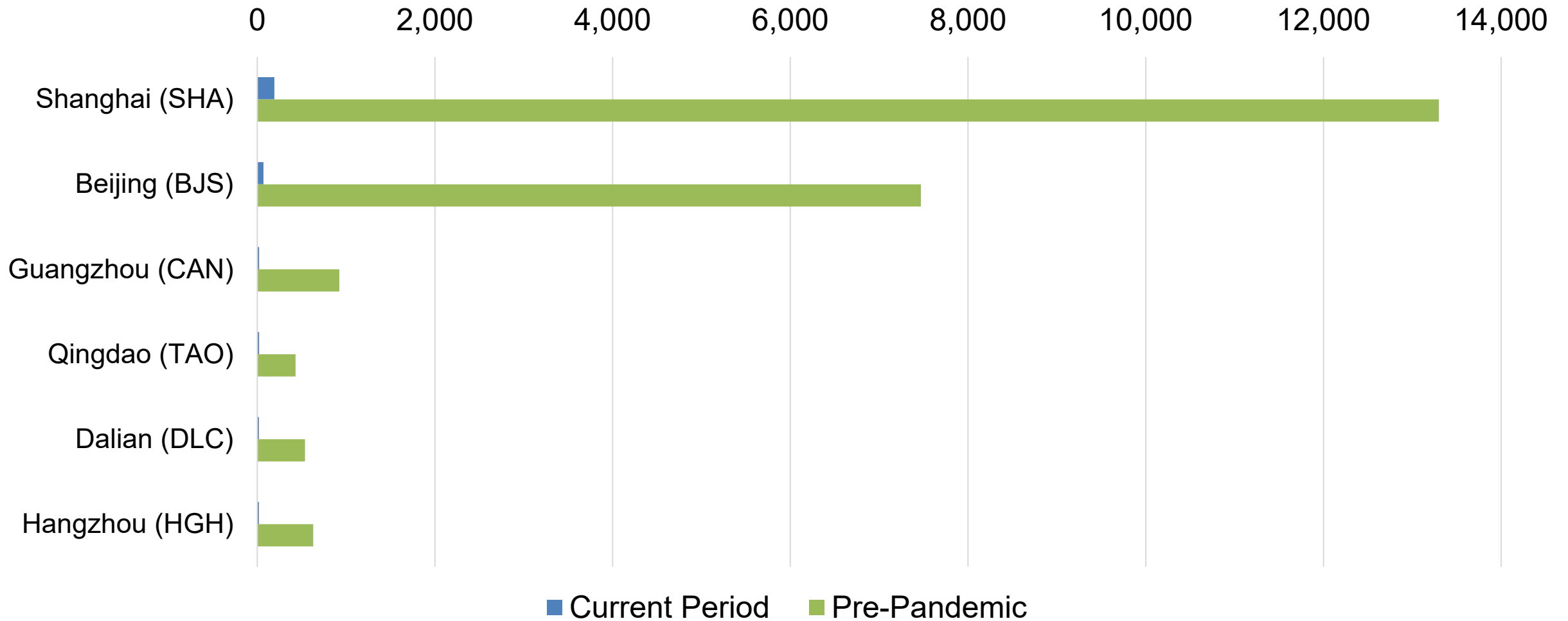
Source: ARC/ForwardKeys Destination Gateway

Six Month Outlook: China



Source: ARC/ForwardKeys Destination Gateway

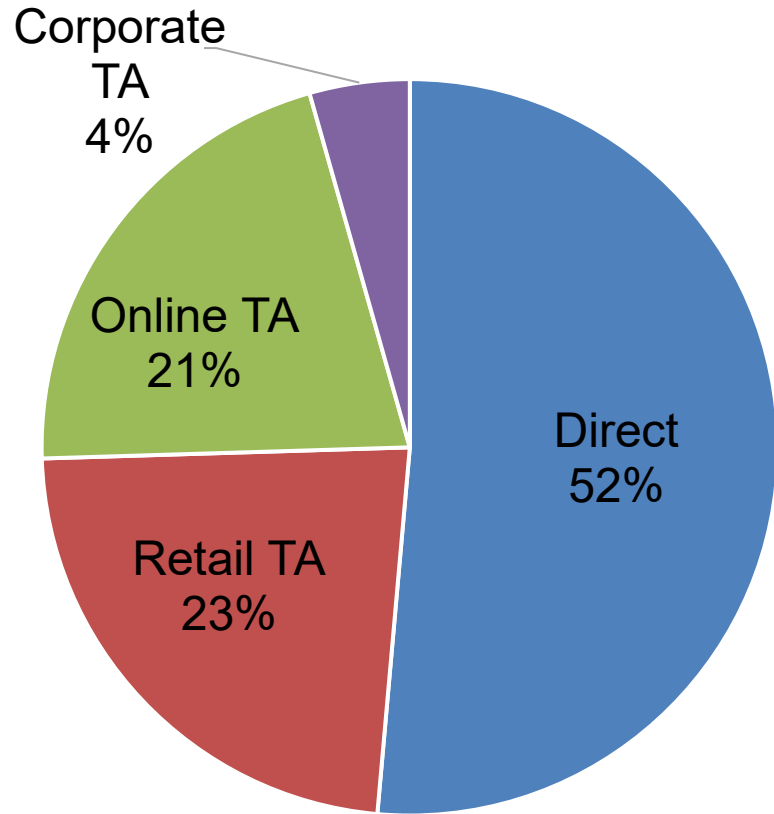
Trip Origins: China



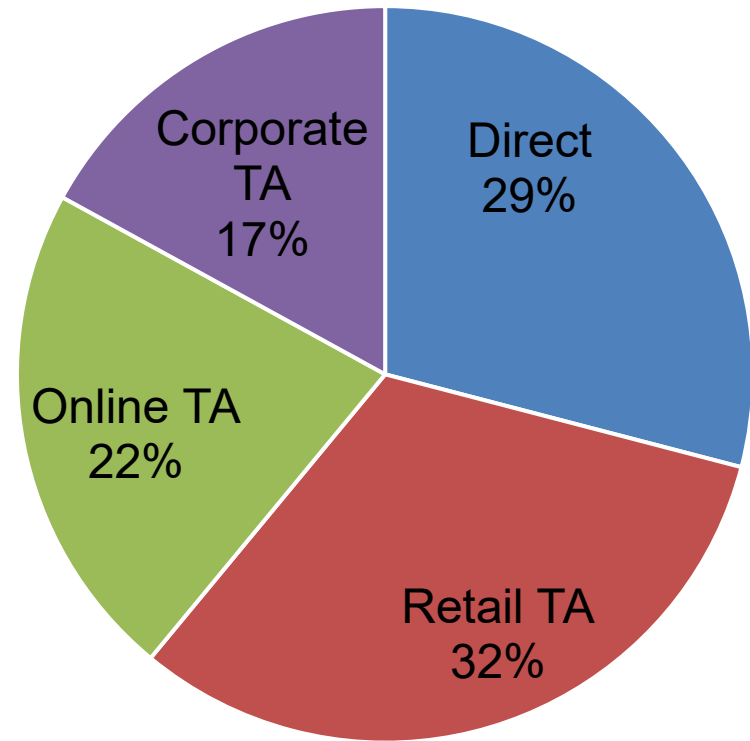
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Distribution Channel: China

Pre-Pandemic



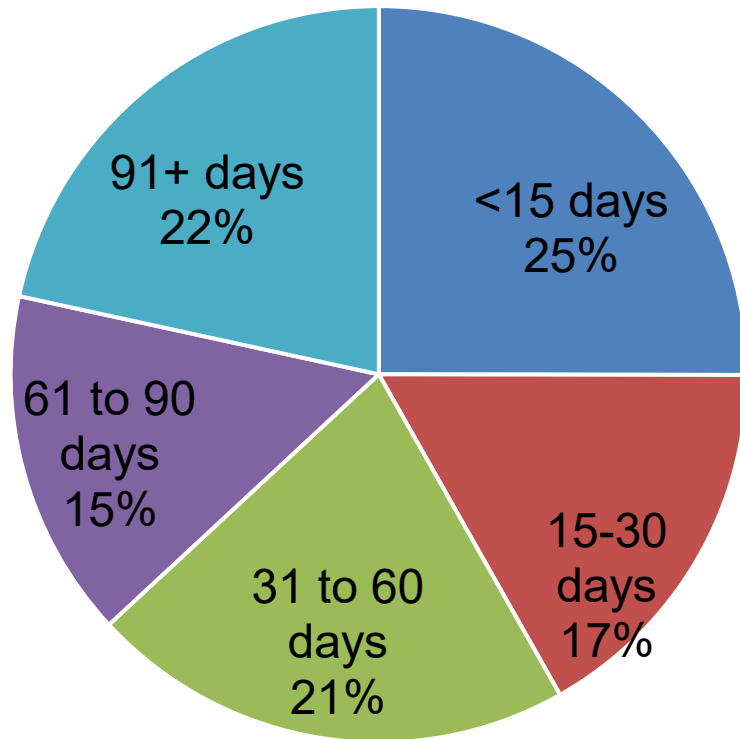
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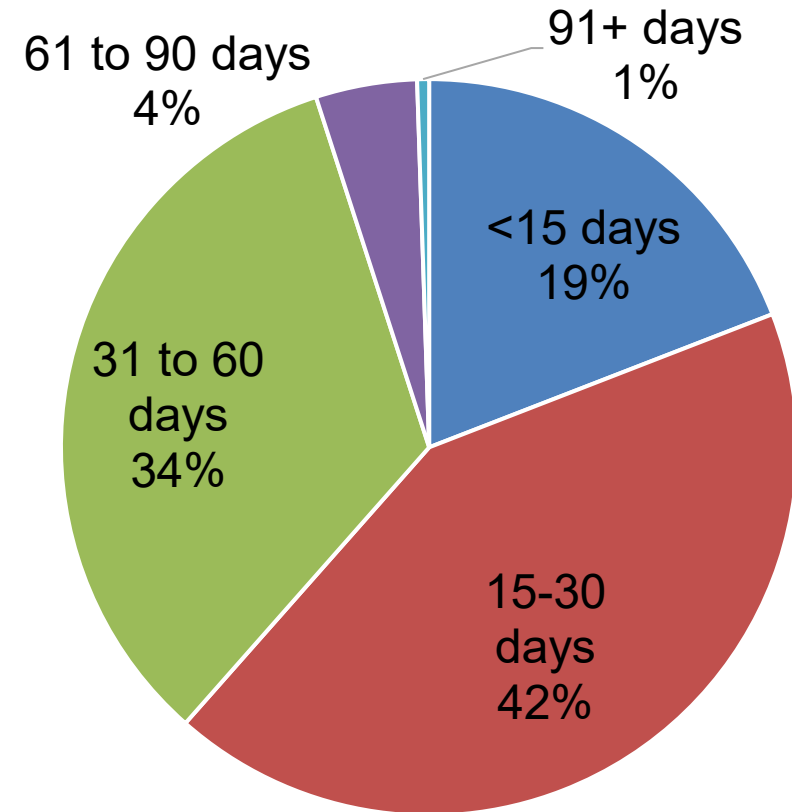
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Lead Time: China

Pre-Pandemic



Current Period

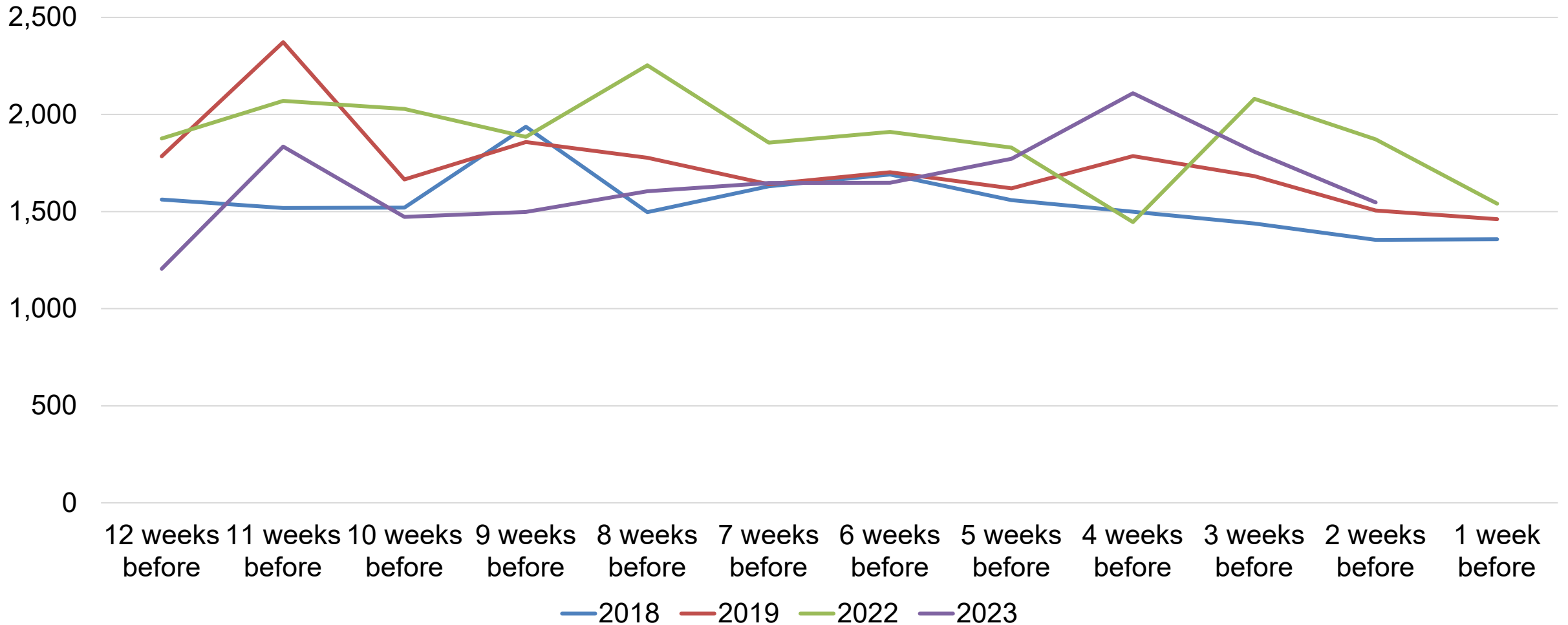


Source: ARC/ForwardKeys Destination Gateway

ARC/Forwardkeys Destination Gateway Air Booking Trends for Events

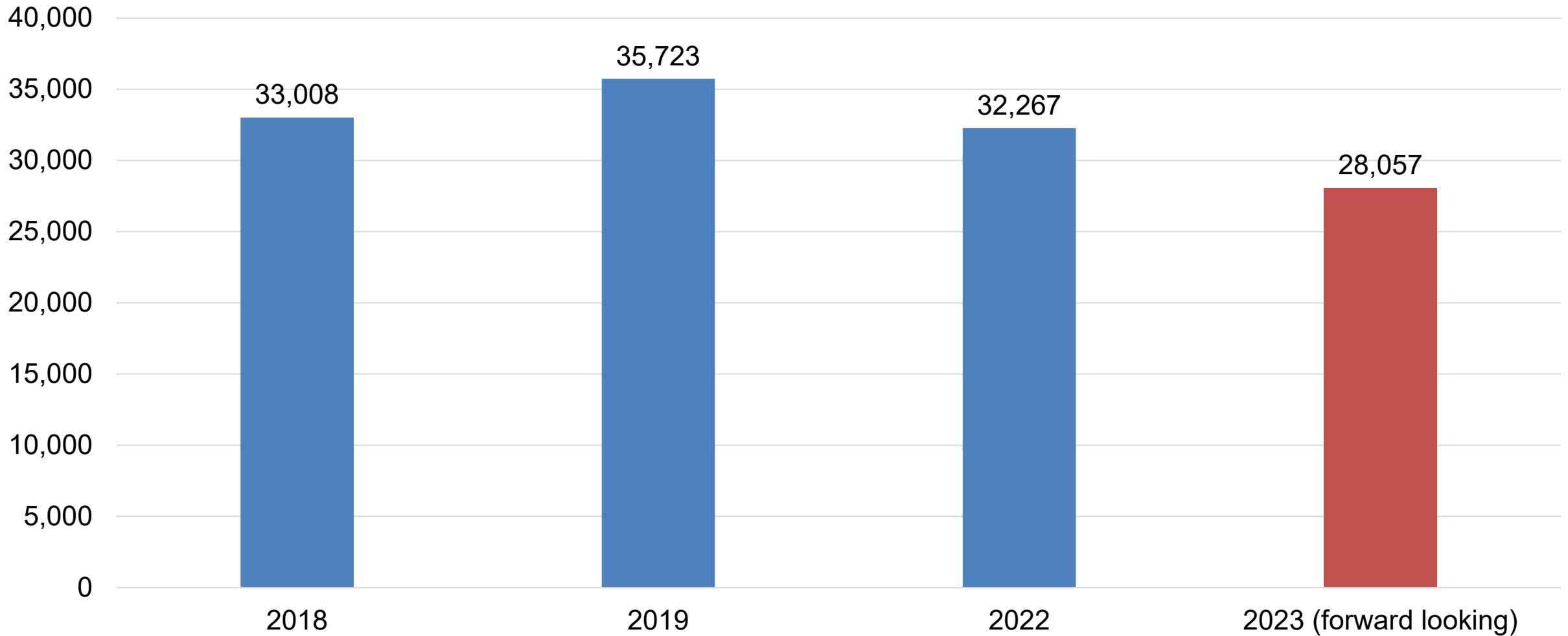
- Memorial Day Weekend
- Golden Week
- Honolulu Marathon

Memorial Day Weekend – Pace of Sales



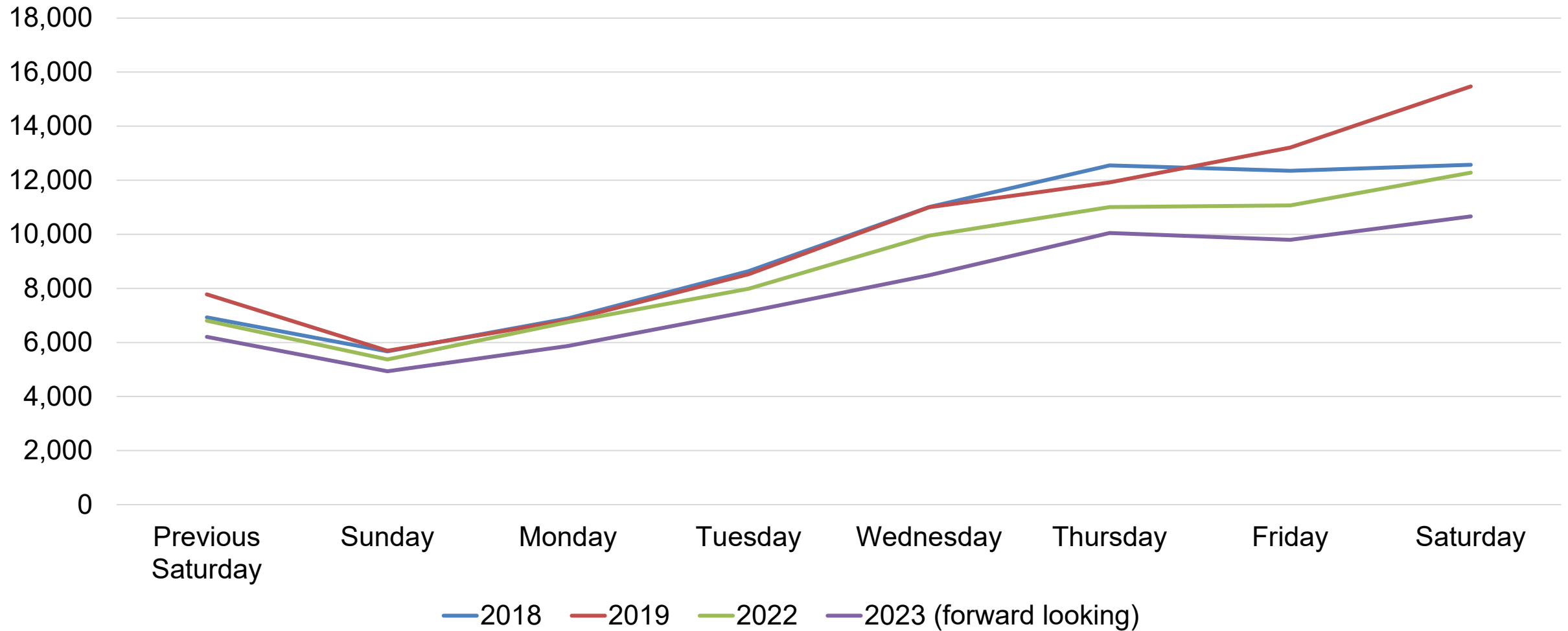
Source: ARC/ForwardKeys Destination Gateway

Memorial Day Weekend – Tourist Arrivals



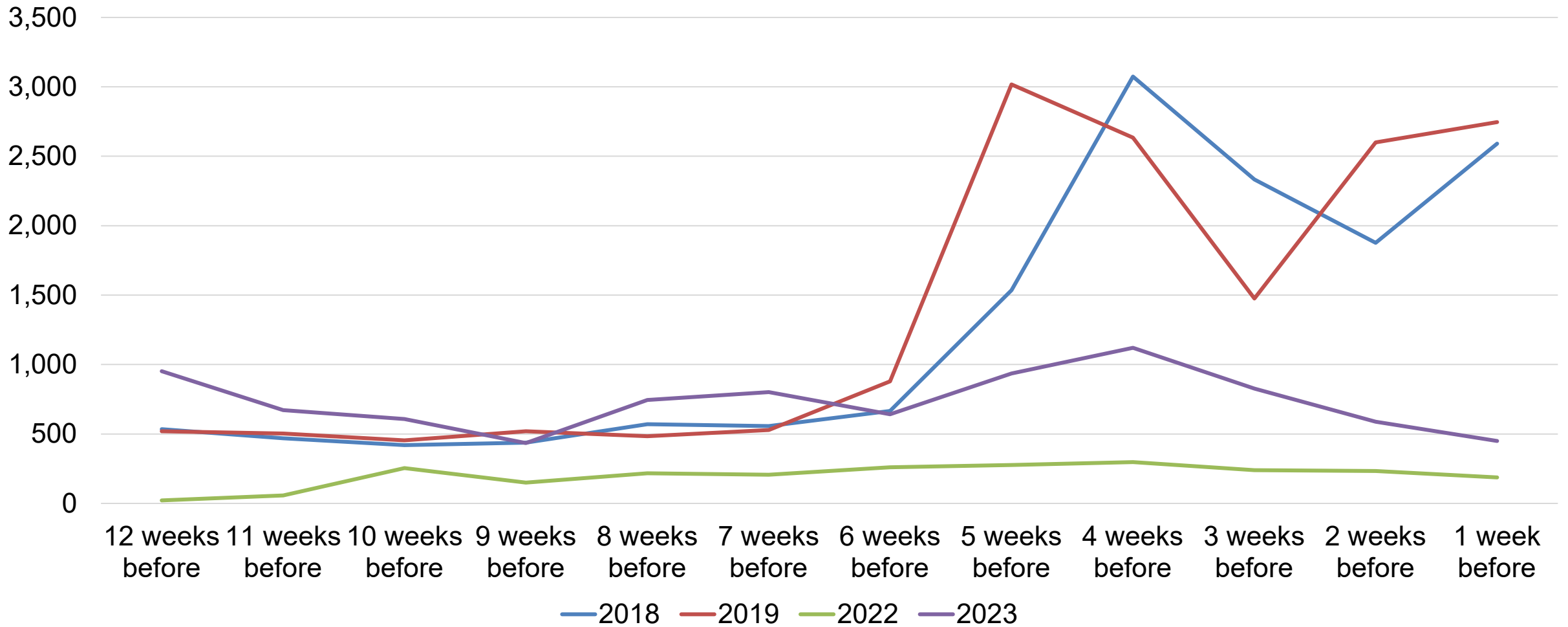
Source: ARC/ForwardKeys Destination Gateway

Memorial Day Weekend – Daily Arrivals



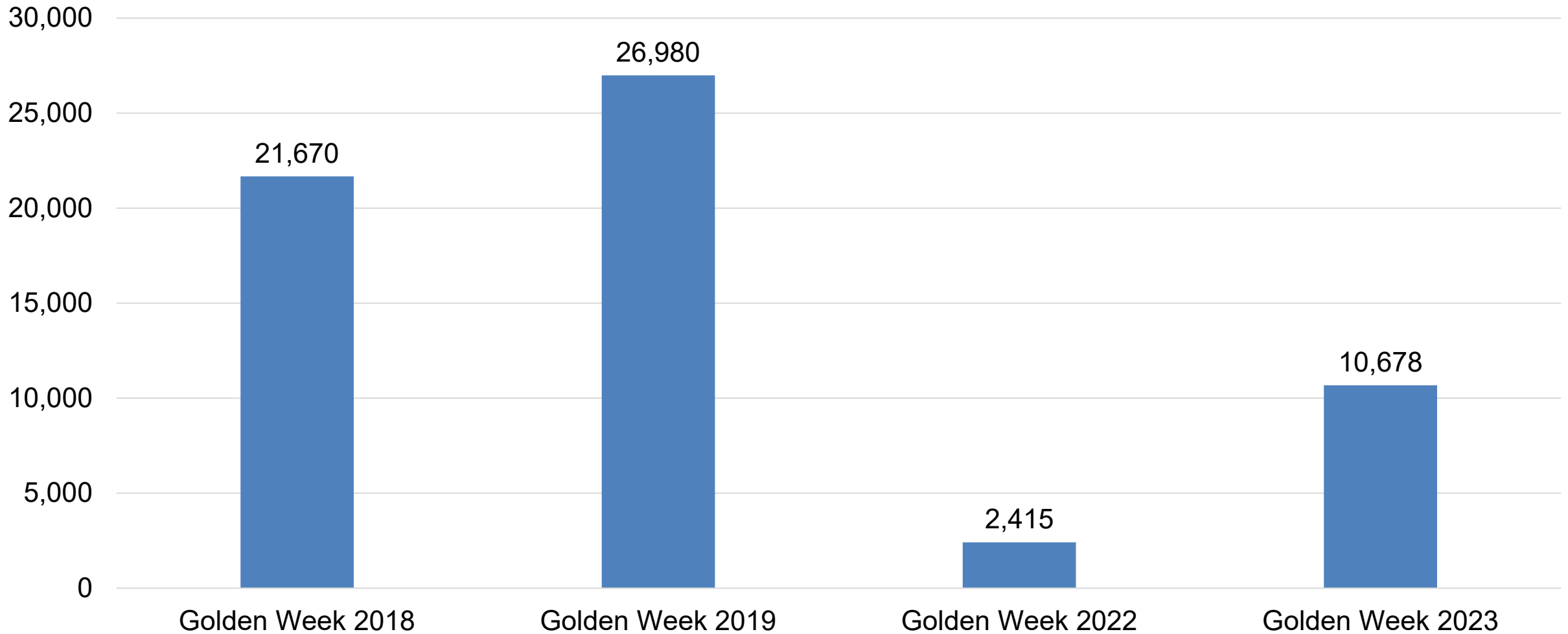
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Golden Week – Pace of Sales



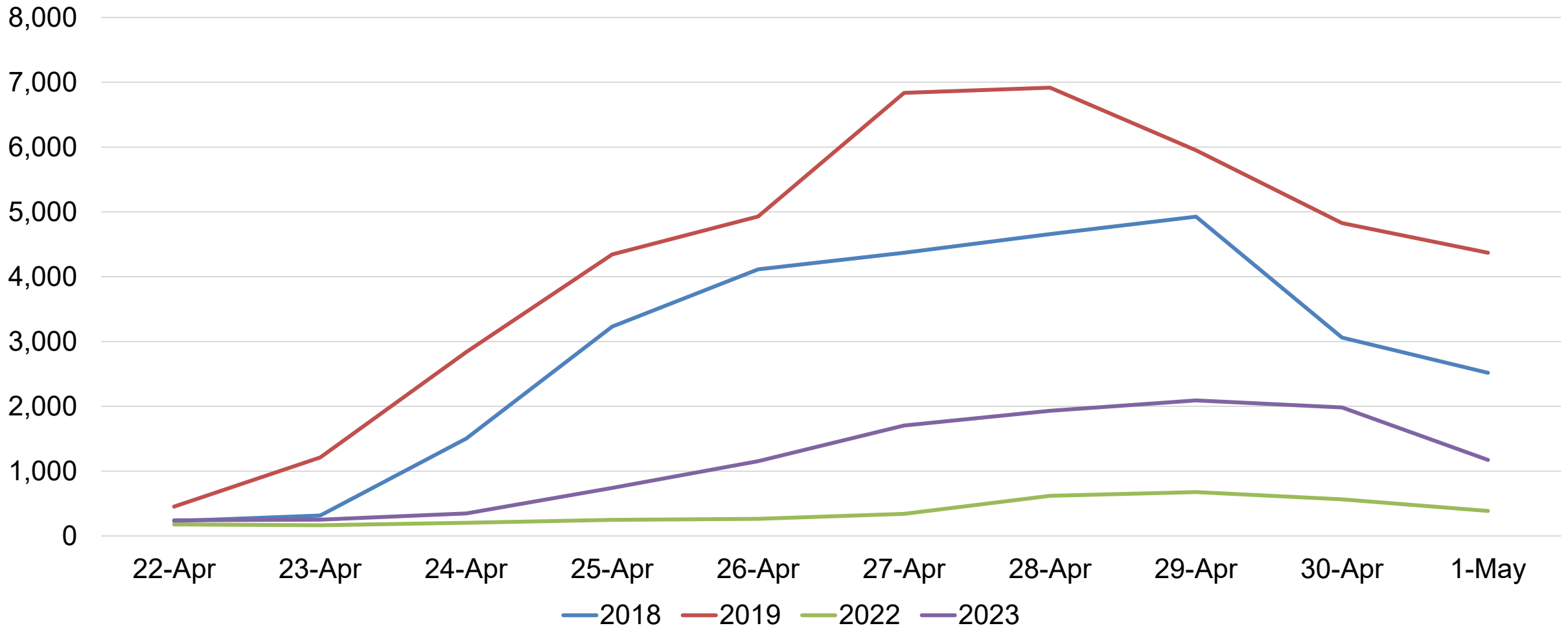
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Golden Week – Tourist Arrivals



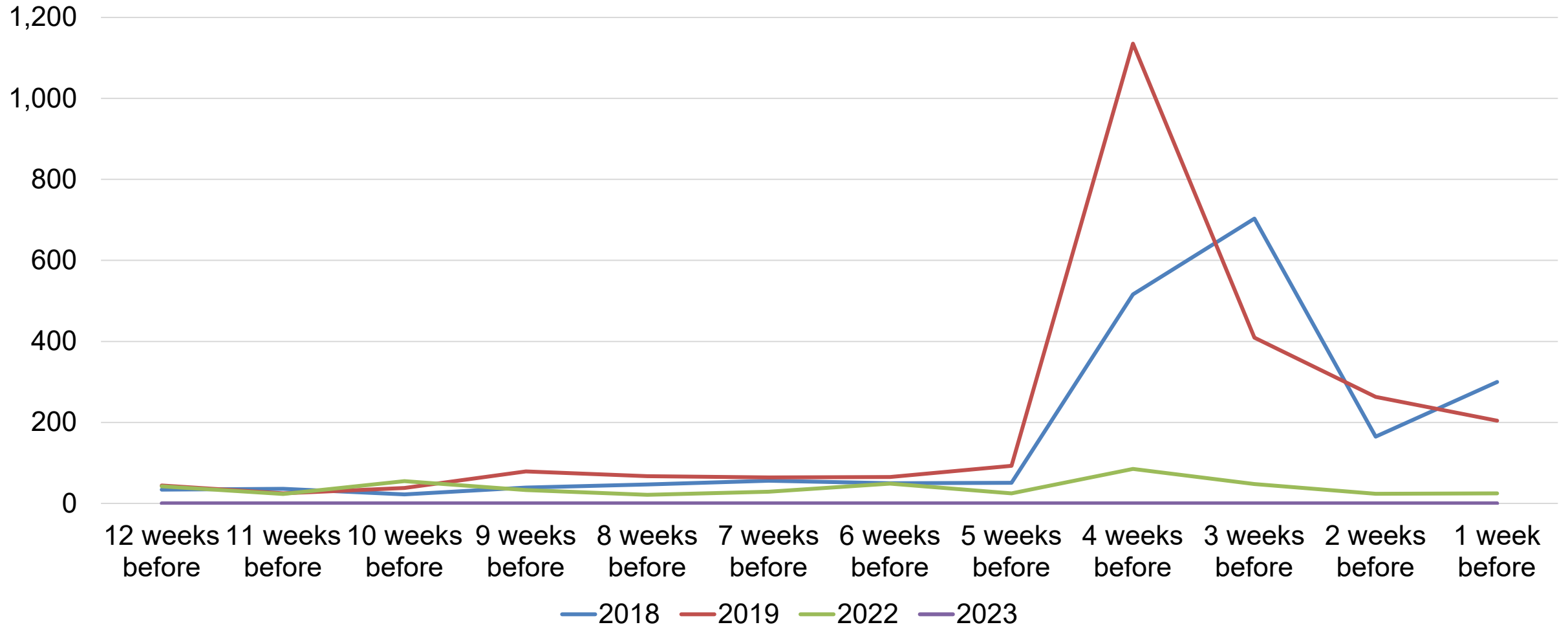
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Golden Week – Daily Arrivals



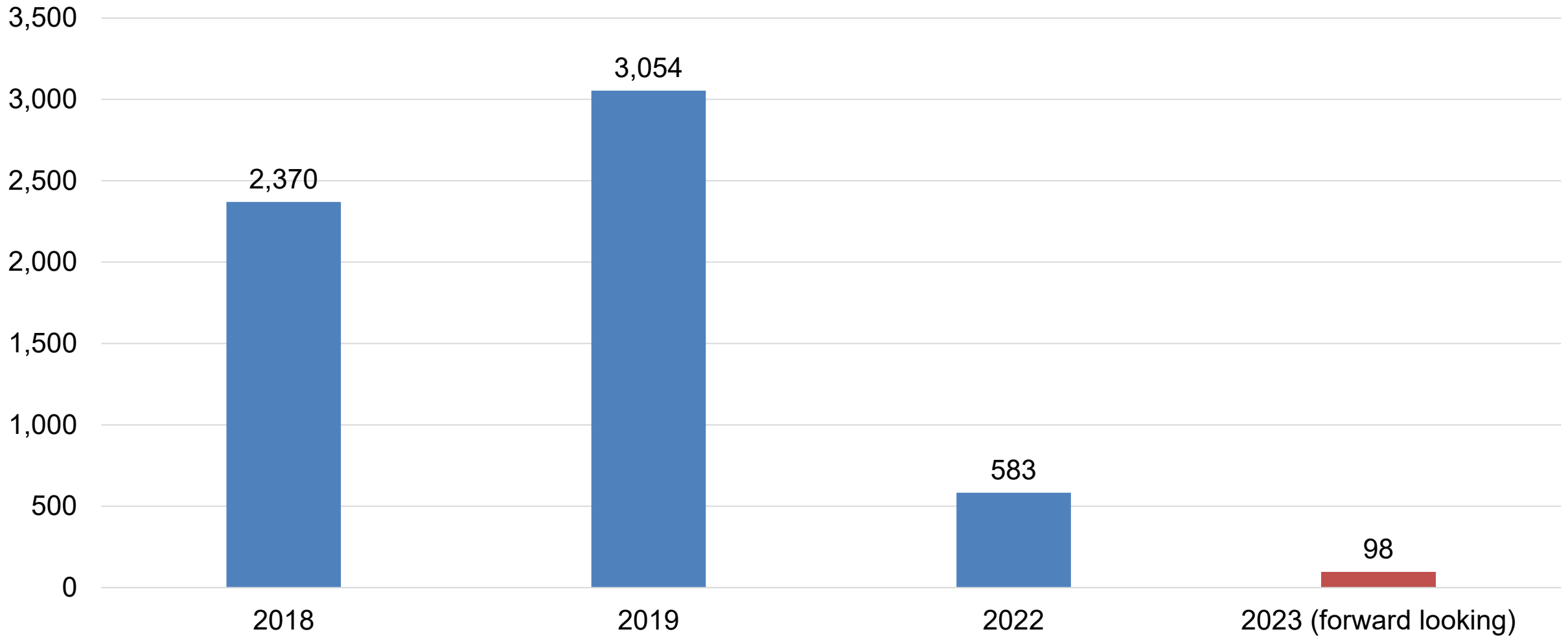
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Honolulu Marathon – Pace of Sales



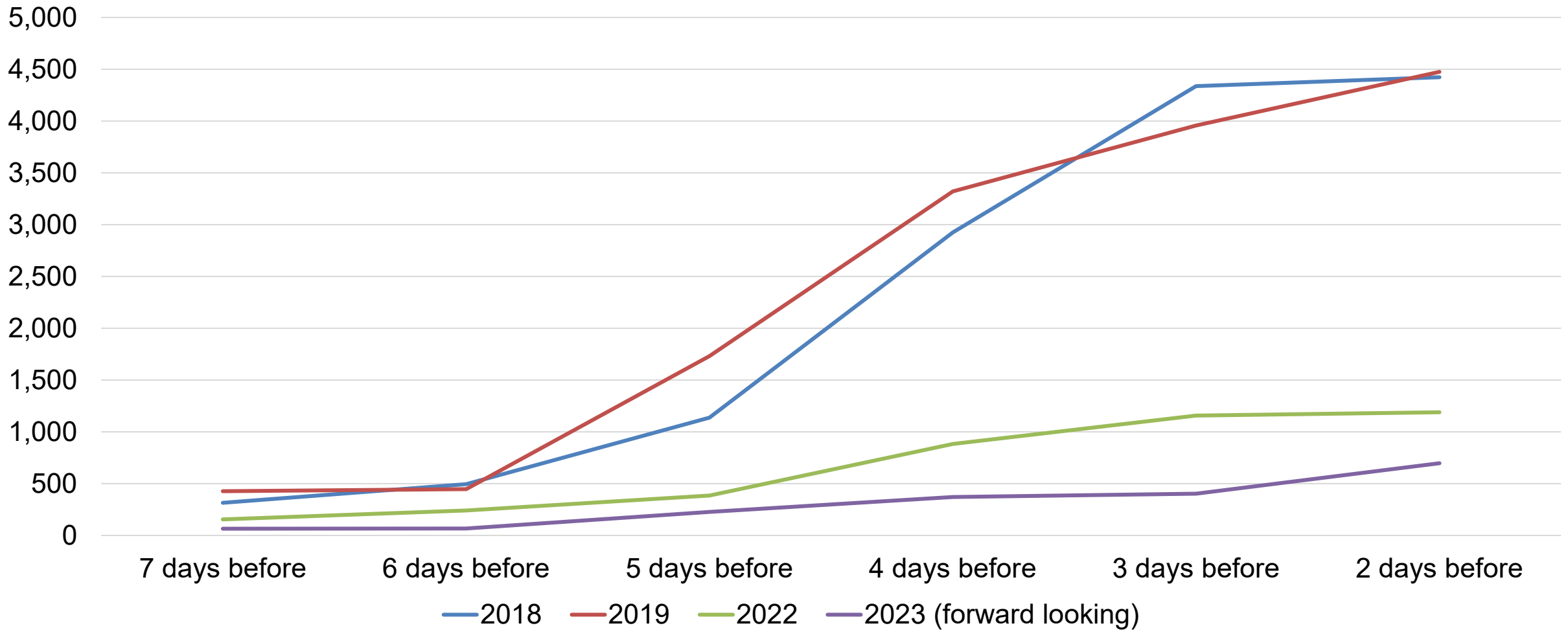
Source: ARC/ForwardKeys Destination Gateway

Honolulu Marathon – Tourist Arrivals



Source: ARC/ForwardKeys Destination Gateway

Honolulu Marathon – Daily Arrivals



Source: ARC/ForwardKeys Destination Gateway

MAHALO!



8

Report and Update by the
Budget, Finance and Convention Center Standing
Committee of their Meeting held on May 23, 2023

8a

Financial Statements – Executive Summary
April 30, 2023

**Hawaii Tourism Authority
Financial Statements
Table of Contents
April 30, 2023**

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Hawaii Tourism Authority
Balance Sheet - Governmental Funds
As of April 30, 2023

	FY 2023 ARPA Tourism Fund	FY 2022 ARPA Tourism Fund	Tourism Special Fund	FY 2022 ARPA Convention Center Fund	Convention Center Enterprise Special Fund	EDA Tourism Grant	Tourism Emergency Special Fund	Total Governmental Funds
Assets								
Cash and cash equivalents and investments in State Treasury	33,093,279	27,361,936	16,053,206	7,228,436	33,196,527	14,024,372	1,046,045	132,003,801
Investments	-	-	-	-	-	-	4,057,346	4,057,346
Total assets	<u>33,093,279</u>	<u>27,361,936</u>	<u>16,053,206</u>	<u>7,228,436</u>	<u>33,196,527</u>	<u>14,024,372</u>	<u>5,103,391</u>	<u>136,061,147</u>
Liabilities and Fund Balances								
Fund balances								
Encumbered	25,543,635	23,221,722	10,443,172	7,049,830	3,769,695	-	-	70,028,054
Unencumbered	7,549,644	4,140,214	5,610,034	178,606	29,426,832	14,024,372	5,103,391	66,033,093
Total fund balances	<u>33,093,279</u>	<u>27,361,936</u>	<u>16,053,206</u>	<u>7,228,436</u>	<u>33,196,527</u>	<u>14,024,372</u>	<u>5,103,391</u>	<u>136,061,147</u>
Total liabilities and fund balances	<u>33,093,279</u>	<u>27,361,936</u>	<u>16,053,206</u>	<u>7,228,436</u>	<u>33,196,527</u>	<u>14,024,372</u>	<u>5,103,391</u>	<u>136,061,147</u>

These financial statements have been prepared by management for informational purposes only. See notes to the financial statements.

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

	FY 2023 ARPA Tourism Fund	FY 2022 ARPA Tourism Fund	Tourism Special Fund	FY 2022 ARPA Convention Center Fund	Convention Center Enterprise Special Fund	EDA Tourism Grant	Tourism Emergency Special Fund	Total Governmental Funds
Revenues								
Allotted federal funds	-	-	-	-	-	14,024,372	-	14,024,372
Change in FV	-	-	-	-	-	-	(20,888)	(20,888)
Hawai'i Convention Center revenues	-	-	-	-	-	-	-	-
Interest and investment income	-	-	-	-	-	-	11,409	11,409
Other*	-	-	6	-	387,779	-	-	387,785
Transient accommodations tax	-	-	-	-	-	-	-	-
Total revenues	-	-	6	-	387,779	14,024,372	(9,479)	14,402,678
Expenditures								
Perpetuating Hawaiian culture	-	2,636	462,383	-	-	-	-	465,019
Natural resources	-	-	-	-	-	-	-	-
Community	-	-	-	-	-	-	-	-
Branding	1,722,000	805,354	-	-	-	-	-	2,527,354
Sports	-	-	-	-	-	-	-	-
Safety and security	-	-	-	-	-	-	-	-
Tourism Research	-	56,683	-	-	-	-	-	56,683
Planning	-	759	-	-	-	-	-	759
Administrative	11	385,177	11,916	-	-	-	-	397,104
Governance and Org-Wide**	-	396,011	-	-	-	-	-	396,011
HCC Operations	-	-	-	-	111,800	-	-	111,800
Total expenditures	1,722,011	1,646,620	474,299	-	111,800	-	-	3,954,730
Change in fund balances	(1,722,011)	(1,646,620)	(474,293)	-	275,979	14,024,372	(9,479)	10,447,948
Fund balances								
Beginning of month	34,815,290	29,008,556	16,527,499	7,228,436	32,920,548	-	5,112,870	125,613,199
Ending Fund Balance	33,093,279	27,361,936	16,053,206	7,228,436	33,196,527	14,024,372	5,103,391	136,061,147

* Refer to the, "Other Matters," section in the notes of the financial statements for an explanation for other income.

** Refer to the notes of the financial statements for more information on governance and org-wide expenditures.

These financial statements have been prepared by management for informational purposes only. See notes to the financial statements.

Hawaii Tourism Authority
Selected Management Disclosures
April 30, 2023

Summary of Significant Accounting Policies

The Financial Reporting Entity

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

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

The accompanying basic financial statements of the Authority, a discretely presented component unit of the State of Hawaii ("State").

Governmental Funds

Governmental funds are those through which the governmental functions of the Authority are financed. The Authority's major funds are as follows:

- **Tourism Special Fund (TSF)** –The Tourism Special Fund is used to account for functions related to the development and promotion of the tourism industry. Effective January 1, 2022, the TSF was sunset and discontinued the ability to expend any new funds. Funds unencumbered as of June 30, 2021 are unavailable to spend.
- **Convention Center Enterprise Special Fund (CCESF)** – The Convention Center Special Fund is used to account for functions related to the operation and management of the Hawaii Convention Center (HCC). Unencumbered funds are unavailable to spend because the 2023 Hawaii State Legislature did not provide the CCESF an expenditure ceiling to fund the operations of the HCC.
- **Tourism Emergency Special Fund** – The Tourism Emergency Special Fund is used to account for functions related to the maintenance of a tourism emergency fund. Per Section 201B-10, revenues prescribed by Section 237D-6.5(b) and all investment earnings credited to the assets of the fund. Funds are currently held at the Bank of Hawaii. Funds must be exclusively used to respond to a tourism emergency pursuant to Section 201B-9.
- **FY 2023 American Rescue Plan Act (ARPA) Tourism Fund** – Official Name: HTA Coronavirus State Fiscal Recovery Fund (CSFRF) \$35M Subaward. The Governor authorized \$35,000,000 on November 10, 2022. Funds must be obligated by December 31, 2024. All projects must be completed, and money spent by December 31, 2026.
- **FY 2022 ARPA Tourism Fund** — Official Name: HTA CSFRF \$60M Subaward. The Governor authorized \$3,210,000 and \$56,790,000 on July 14, 2021, and September 21, 2021, respectively.

Hawaii Tourism Authority
Selected Management Disclosures
April 30, 2023

Funds must be obligated by December 31, 2024. All projects must be completed, and money spent by December 31, 2026.

- **FY 2022 ARPA Convention Center Fund** – Official Name: Convention Center CSFRF \$11M Subaward. The Governor authorized \$490,000 and \$10,510,000 on July 14, 2021, and November 26, 2021, respectively. Funds must be obligated by December 31, 2024. All projects must be completed, and money spent by December 31, 2026.
- **Economic Development Administration (EDA) Tourism Grant** – Official Name: ARPA-EDA Tourism Grant (Non-Competitive ARPA State Tourism Grant for State of Hawaii) – The Authority was awarded \$14,024,372 on December 8, 2021. Grant rules required the approval of the Grant Administration Plan (GAP) prior to the commencement of work. EDA approved the Authority’s GAP on March 21, 2023. The Authority will share approximately \$7,200,000 of the grant with the Department of Natural Resources (DLNR) to enhance and develop Hawaii’s outdoor recreational assets. All work must be completed by May 31, 2027, and money spent by September 30, 2027.

Basis of Accounting

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

Governance & Org-Wide

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

Encumbrances

Generally, encumbrances are obligations in the form of purchase orders, contracts, or other such commitments that do not become liabilities until performance of the conditions stated in the commitment. For the Authority’s purposes, encumbrances may also represent the intention to procure goods or services.

Transient Accommodations Tax

Effective July 1, 2021, the maximum amount of funding of TAT revenues that may be deposited into the Convention Center Enterprise Special Fund is \$11,000,000 per fiscal year.

Investments

The Authority’s investments are reported at fair value.

Hawaii Convention Center Contract

The Authority contracts with ASM Global (“ASM”), a private contractor, to manage and operate the Center. ASM is on a cost-reimbursement contract whereby it is reimbursed by the Authority for costs incurred in operating the Center.

Hawaii Convention Center Sales and Marketing Contract

Effective January 1, 2020, the Authority contracted with the Hawaii Visitors and Convention Bureau to be responsible for the Center’s sales and marketing efforts as part of a global meetings and conventions program.

Hawaii Tourism Authority
Selected Management Disclosures
April 30, 2023

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

At June 30, 2022, management estimated the net pension liability of approximately \$5,733,000 for its proportionate share of the State's net pension liability. The net pension liability was measured as of June 30, 2021, and the total pension liability used to calculate the net pension liability was determined by an actuarial valuation as of that date. The Authority's proportion of the net pension liability was based on a projection of the Authority's long-term share of contributions to the pension plan relative to projected contributions of all participants, actuarially determined. At June 30, 2021, the Authority's proportion was 0.083% which was an increase of 0.002% from its proportion measured as of June 30, 2020.

For the year ended June 30, 2022, the Authority recognized pension expense of approximately \$488,000. At June 30, 2022, management estimated the deferred outflows of resources and deferred inflows of resources related to pensions of approximately \$590,000 and \$972,000, respectively.

Based on last year's pension expense, management estimates the pension expense for June 30, 2023 to be approximately \$500,000.

Hawaii Employer-Union Health Benefits Trust Fund (EUTF)

At June 30, 2022, management estimated the net other postemployment benefits (OPEB) liability of approximately \$4,989,000. The net OPEB liability was measured as of July 1, 2021, and the total OPEB liability used to calculate the net OPEB liability was determined by an actuarial valuation as of that date.

For the year ended June 30, 2022, the Authority recognized OPEB expense of approximately \$115,000. At June 30, 2022, management estimated the deferred outflows of resources and deferred inflows of resources related to OPEB of approximately \$212,000 and \$503,000, respectively.

Based on last year's OPEB expense, management estimates the OPEB expense for June 30, 2023 to be approximately \$120,000.

Accrued Vacation

At June 30, 2022, management estimated the accrued vacation liability was approximately \$413,000, with a current liability of approximately \$129,000.

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

Use of Estimates

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

Hawaii Tourism Authority
Selected Management Disclosures
April 30, 2023

Other Matters

The 2023 Hawaii State Legislature did not provide any funding for the Authority for the period July 1, 2023 to June 30, 2024. Due to the Authority not receiving any funding, the budget statements presented may not reflect the actual use of agency funds. The board of directors will be providing new budget information as funding becomes available.

The 2022 Hawaii Legislature provided \$15,000,000 of general obligation bonds, and the 2023 Hawaii State Legislature provided \$64,000,000 in general funds to repair the rooftop terrace deck of the HCC. Both funds will lapse on June 30, 2024.

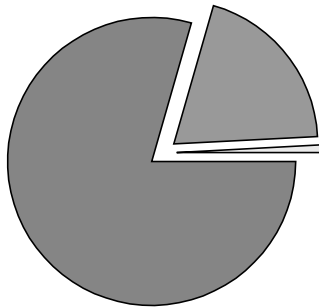
CCESF other income consists of a one-time payment Employee Retention Tax Credit of \$297,500 and a \$90,000 payment for nine months of distributed antennae system services.

Supplementary Information

**Bank of Hawaii Emergency Trust Fund Statement
(Tourism Emergency Special Fund)
April 30, 2023**

Summary Of Investments

Investment Allocation



0.8%	CASH	42,172.62
19.7%	CASH EQUIVALENTS	1,003,872.65
79.5%	FIXED INCOME	4,057,345.55
100.0%	TOTAL	5,103,390.82

Investment Summary

	Market Value	%	Estimated Income	Current Yield
CASH	42,172.62	0.83	0	0.00
CASH EQUIVALENTS	1,003,872.65	19.67	47,282	4.71
FIXED INCOME	4,057,345.55	79.50	103,375	2.55
Total Fund	5,103,390.82	100.00	150,657	2.95

Schedule Of Investments

UNITS	DESCRIPTION	BOOK VALUE	MARKET VALUE	% OF CATEGORY
	CASH	3,891.21	3,891.21	9.23
	ACCRUED INCOME	38,281.41	38,281.41	90.77
	TOTAL CASH	42,172.62*	42,172.62*	100.00*
	CASH EQUIVALENTS			
	CASH MANAGEMENT			
1,003,872.65	DREYFUS TREASURY OBLIGATIONS CASH MANAGEMENT FUND	1,003,872.65	1,003,872.65	100.00
	FIXED INCOME			
	U S TREASURY OBLIGATIONS			
500,000	US TREASURY NOTES 2.75% 04/30/2023	499,732.12	500,000.00	12.32



Statement Period
Account Number

04/01/2023 through 04/30/2023
BANK OF HAWAII
AGENT U/A DATED 10/31/2018 FOR
HAWAII TOURISM AUTHORITY -
TOURISM EMERGENCY TRUST
FUND

Schedule Of Investments

UNITS	DESCRIPTION	BOOK VALUE	MARKET VALUE	% OF CATEGORY
500,000	US TREASURY NOTES 2.75% 07/31/2023	499,434.65	497,090.00	12.25
500,000	US TREASURY NOTES 2.875% 10/31/2023	498,900.95	495,080.00	12.20
585,000	US TREASURY NOTES 2.5% 01/31/2024	580,119.36	574,604.55	14.16
500,000	US TREASURY NOTES 2.25% 04/30/2024	493,357.06	487,285.00	12.01
500,000	US TREASURY NOTES NOTE 2.125% 07/31/2024	494,457.09	484,940.00	11.95
500,000	US TREASURY NOTES 2.25% 10/31/2024	478,925.78	484,395.00	11.94
550,000	US TREASURY NOTES 2.5% 01/31/2025	533,306.64	533,951.00	13.16
	TOTAL U S TREASURY OBLIGATIONS	4,078,233.65*	4,057,345.55*	100.00*
	Total Fund	5,124,278.92*	5,103,390.82*	100.00*

Hawaii Convention Center Income Statement

April 30 ,2023

(Prepared By AEG Management HCC)

Hawaii Convention Center
Facility
Income Statement
From 4/01/2023 Through 04/30/2023
(In Whole Numbers)

	Current Month Actual	Current Month Budget	Variance	Current Month Prior Year	YTD Actual	YTD Budget	Variance	YTD Prior Year
Direct Event Income								
Rental Income (Net)	405,862	397,238	8,624	205,847	2,478,140	2,749,262	(271,122)	1,981,564
Service Revenue	151,494	73,530	77,964	64,723	1,100,639	651,847	448,792	1,061,957
Total Direct Event Income	557,356	470,768	86,588	270,569	3,578,779	3,401,109	177,670	3,043,521
Direct Service Expenses	310,626	267,516	(43,110)	141,821	1,828,898	1,939,142	110,245	1,339,312
Net Direct Event Income	246,730	203,252	43,478	128,748	1,749,881	1,461,966	287,915	1,704,210
Ancillary Income								
Food and Beverage (Net)	766,051	535,924	230,127	240,871	3,732,868	4,053,432	(320,564)	690,262
Event Parking (Net)	166,335	95,670	70,665	99,564	878,136	784,640	93,496	576,856
Electrical Services	2,748	35,720	(32,972)	1,520	50,661	87,800	(37,139)	28,133
Audio Visual	127,472	21,220	106,252	28,808	451,515	143,000	308,515	96,418
Internet Services	0	0	0	0	1,831	0	1,831	0
Rigging Services	55	0	55	0	71,806	71,040	766	116,920
First Aid Commissions	0	0	0	0	0	0	0	0
Total Ancillary Income	1,062,661	688,534	374,127	370,763	5,186,819	5,139,912	46,907	1,508,589
Total Event Income	1,309,391	891,786	417,605	499,511	6,936,700	6,601,878	334,821	3,212,799
Other Operating Income								
Non-Event Parking	0	583	(583)	120	3,873	5,830	(1,957)	6,108
Other Income	12,870	4,875	7,995	4,837	110,323	48,750	61,573	62,176
Total Other Operating Income	12,870	5,458	7,412	4,957	114,196	54,580	59,616	68,284
Total Gross Income	1,322,261	897,244	425,018	504,468	7,050,896	6,656,458	394,438	3,281,083
Net Salaries & Benefits								
Salaries & Wages	400,296	445,379	45,083	302,833	3,571,212	4,451,482	880,270	3,148,761
Payroll Taxes & Benefits	121,094	139,866	18,772	88,389	1,128,784	1,398,660	269,876	862,211
Labor Allocations to Events	(93,035)	(80,315)	12,720	(32,753)	(523,322)	(644,536)	(121,214)	(633,281)
Total Net Salaries & Benefits	428,355	504,930	76,575	358,470	4,176,674	5,205,606	1,028,932	3,377,691
Other Indirect Expenses								
Net Contracted Services	48,905	32,301	(16,604)	33,578	595,340	310,326	(285,014)	230,453
Operations	15,435	11,533	(3,902)	10,772	114,659	115,330	671	85,165
Repair & Maintenance	68,231	89,300	21,069	87,720	877,319	947,000	69,681	721,542
Operational Supplies	79,046	60,953	(18,093)	26,058	519,183	558,142	38,959	231,422
Insurance	24,591	21,582	(3,009)	15,280	204,775	196,532	(8,243)	127,533
Utilities	236,238	234,259	(1,979)	189,781	2,394,033	2,112,548	(281,485)	1,733,530
Meetings & Conventions	2,480	742	(1,738)	432	25,642	17,770	(7,872)	9,306
Promotions & Communications	7,195	4,550	(2,645)	2,832	35,342	45,500	10,158	5,313
General & Administrative	29,878	23,705	(6,173)	15,555	375,869	228,252	(147,617)	133,889
Management Fees	19,033	19,033	0	18,633	190,331	190,330	(1)	186,333
Other	315	10,983	10,668	8,113	90,813	109,830	19,017	36,348
Total Other Indirect	531,346	508,941	(22,405)	408,754	5,423,307	4,831,560	(591,747)	3,500,834
Net Income (Loss) before CIP Funded Expenses	362,560	(116,628)	479,188	(262,756)	(2,549,085)	(3,380,708)	831,623	(3,597,442)
CIP Funded Expenses	0	0	0	3,220	1,087	0	1,087	11,212
Net Income (Loss) from Operations	362,560	(116,628)	479,188	(259,536)	(2,547,998)	(3,380,708)	832,710	(3,586,230)
Fixed Asset Purchases	25,046	25,000	(46)	(170,099)	178,859	250,000	71,141	64,162
Net Income (Loss) After Fixed Asset Purchases	337,514	(141,628)	479,142	(89,437)	(2,726,856)	(3,630,708)	903,851	(3,650,392)

This income statement was prepared by AEG Management HCC for informational purposes only.

Hawaii Convention Center
Facility
Income Statement
From 04/01/2023 Through 04/30/2023
(In Whole Numbers)

	Current Month Actual	Current Month Budget	Variance	Current Month Prior Year	YTD Actual	YTD Budget	Variance	YTD Prior Year
Revenues								
Food & Beverage	1,263,031	920,210	342,821	430,654	6,682,258	7,040,074	(357,816)	1,467,407
Facility	889,226	641,166	248,060	419,200	5,290,257	4,665,989	624,268	4,016,339
Total Revenues	2,152,257	1,561,376	590,881	849,855	11,972,515	11,706,063	266,452	5,483,747
Expenses								
Food & Beverage	692,680	532,775	(159,905)	297,712	4,496,083	4,399,983	(96,101)	1,668,773
Facility	1,097,017	1,145,228	48,212	814,899	10,025,515	10,686,787	661,272	7,412,416
Total Expenses	1,789,697	1,678,004	(111,694)	1,112,611	14,521,599	15,086,770	565,171	9,081,189
Net Income (Loss) before CIP Funded Expenses	362,560	(116,628)	479,188	(262,756)	(2,549,084)	(3,380,708)	831,624	(3,597,442)
CIP Funded Expenses	0	0	0	3,220	1,087	0	1,087	11,212
Net Income (Loss) from Operations	362,560	(116,628)	479,188	(259,536)	(2,547,997)	(3,380,708)	832,711	(3,586,230)
Fixed Asset Purchases	25,046	25,000	(46)	(170,099)	178,859	250,000	71,141	64,162
Net Income (Loss) after Fixed Asset Purchases	337,514	(141,628)	479,142	(89,437)	(2,726,856)	(3,630,708)	903,852	(3,650,392)

This income statement was prepared by AEG Management HCC for informational purposes only.

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Budget Statement ARPA Tourism Fund FY 2022
April 30, 2023

**Hawaii Tourism Authority
Budget Statement - FY 2022 ARPA Tourism Fund
As of April 30, 2023**

Historical Information Subject to Change

Program Code	Program Title	Total Budget	Cumulative Paid	Cumulative Remaining Encumbrance	Cumulative Paid + Remaining Encumbrance	Unused Budget	April 2023 Activity
Perpetuating Hawaiian Culture							
201	Kukulu Ola: Living Hawaiian Cultural Prog	1,500,000.00	0.00	1,500,000.00	1,500,000.00	0.00	0.00
202	Hawaiian Culture Initiative	475,000.00	0.00	475,000.00	475,000.00	0.00	0.00
203	Ma'ema'e HTA	50,000.00	0.00	50,000.00	50,000.00	0.00	0.00
204	Market Support	62,000.00	7,000.00	50,000.00	57,000.00	5,000.00	0.00
207	Kahea Program - Airport Greetings	700,000.00	350,000.00	350,000.00	700,000.00	0.00	0.00
214	Legacy Award Program	13,000.00	0.00	0.00	0.00	13,000.00	(25,000.00)
216	Olelo Hawaii	500,000.00	0.00	500,000.00	500,000.00	0.00	0.00
217	FESTPAC	250,000.00	0.00	0.00	0.00	250,000.00	0.00
218	Hawaiian Culture Festivals and Events	780,000.00	0.00	780,000.00	780,000.00	0.00	780,000.00
297	Memberships and Dues - Hawaiian Culture	500.00	0.00	300.00	300.00	200.00	0.00
298	Travel - Hawaiian Culture	14,345.00	3,850.29	3,744.82	7,595.11	6,749.89	5,603.27
718	Resort Area Hawaiian Cultural Initiative	150,000.00	0.00	150,000.00	150,000.00	0.00	150,000.00
Subtotal	Perpetuating Hawaiian Culture	4,494,845.00	360,850.29	3,859,044.82	4,219,895.11	274,949.89	910,603.27
Natural Resources							
402	Aloha Aina (formerly NR and Leg Prov NR)	1,500,000.00	0.00	1,500,000.00	1,500,000.00	0.00	0.00
406	Visitor Impact Program	350,000.00	40,000.00	10,000.00	50,000.00	300,000.00	0.00
407	Hawaii Eco Tourism Association	50,000.00	40,000.00	10,000.00	50,000.00	0.00	0.00
498	Travel - Natural Resources	15,000.00	0.00	0.00	0.00	15,000.00	0.00
Subtotal	Natural Resources	1,915,000.00	80,000.00	1,520,000.00	1,600,000.00	315,000.00	0.00
Community							
700	Signature Events	1,700,000.00	0.00	1,700,000.00	1,700,000.00	0.00	1,700,000.00
701	Community Enrichment Program	1,700,000.00	0.00	1,700,000.00	1,700,000.00	0.00	1,700,000.00
797	Memberships and Dues - Community	500.00	0.00	0.00	0.00	500.00	0.00
798	Travel - Community	15,000.00	0.00	0.00	0.00	15,000.00	0.00
803	Future Workforce Development (LEI)	270,000.00	120,000.00	0.00	120,000.00	150,000.00	0.00
Subtotal	Community	3,685,500.00	120,000.00	3,400,000.00	3,520,000.00	165,500.00	3,400,000.00
Branding							
004	Cruise Infrastructure Improvements and Arrival E	200,000.00	142,223.19	52,000.00	194,223.19	5,776.81	0.00
010	HTUS/HTJ Campaign Effectiveness Study	260,000.00	0.00	260,000.00	260,000.00	0.00	0.00
014	Pono Travel Education Program	400,000.00	310,000.00	90,000.00	400,000.00	0.00	0.00
102	Hawai'i Tourism Summit	231,000.00	230,251.30	0.00	230,251.30	748.70	(748.00)
317	Convention Center Sales & Marketing - City Wide	2,600,000.00	2,476,273.38	123,726.62	2,600,000.00	0.00	0.00
318	gohawaii.com (formerly Online Website Coordina	677,000.00	341,000.00	124,000.00	465,000.00	212,000.00	0.00
319	MCI MFF	850,000.00	767,587.44	82,412.56	850,000.00	0.00	0.00
321	US (formerly North America)	22,500,000.00	16,144,528.00	6,355,472.00	22,500,000.00	0.00	0.00
331	Meetings, Convention & Incentives	1,900,000.00	1,808,487.62	91,512.38	1,900,000.00	0.00	0.00
339	Global Digital Marketing Strategy (former Intl Onl	613,000.00	436,850.00	163,150.00	600,000.00	13,000.00	0.00
350	Global Mkt Shared Resces (formerly Intellect Pro	1,185,000.00	823,119.00	361,881.00	1,185,000.00	0.00	0.00
380	Marketing Opportunity Fund	97,655.00	47,655.00	6,716.00	54,371.00	43,284.00	0.00
397	Memberships and Dues - Branding	160,000.00	137,540.00	0.00	137,540.00	22,460.00	0.00
398	Travel - Branding	50,000.00	29,512.55	19,315.95	48,828.50	1,171.50	(8,215.76)
934	State Employee Salaries - Branding	2,036,532.00	1,360,985.90	576,871.58	1,937,857.48	98,674.52	0.00
Subtotal	Branding	33,760,187.00	25,056,013.38	8,307,058.09	33,363,071.47	397,115.53	(8,963.76)
Sports							
312	PGA Tour Contracts	3,977,889.00	2,177,889.00	1,800,000.00	3,977,889.00	0.00	1,800,000.00
340	WTC - Ironman World Championships	250,000.00	200,000.00	50,000.00	250,000.00	0.00	0.00
343	LPGA	500,000.00	250,000.00	250,000.00	500,000.00	0.00	250,000.00
378	UH Athletics Branding Partnership	334,000.00	167,000.00	167,000.00	334,000.00	0.00	0.00
385	Sports RFP or Other Procurement	1,250,000.00	0.00	0.00	0.00	1,250,000.00	0.00
Subtotal	Sports	6,311,889.00	2,794,889.00	2,267,000.00	5,061,889.00	1,250,000.00	2,050,000.00
Safety and Security							
601	Visitor Assistance Programs	500,000.00	0.00	500,000.00	500,000.00	0.00	0.00
602	Crisis Management	100,000.00	46,944.92	53,055.08	100,000.00	0.00	0.00
604	Preventative Programs	100,000.00	90,000.00	10,000.00	100,000.00	0.00	0.00
Subtotal	Safety and Security	700,000.00	136,944.92	563,055.08	700,000.00	0.00	0.00
Tourism Research							
506	Infrastructure Research (Accommodations and A	60,000.00	56,682.76	0.00	56,682.76	3,317.24	0.00
Subtotal	Tourism Research	60,000.00	56,682.76	0.00	56,682.76	3,317.24	0.00
Planning							
652	Planning Tools and Assessments	380,800.00	66,418.85	202,172.83	268,591.68	112,208.32	156,587.51
653	Hotspot Mitigation	500,000.00	29,000.00	471,000.00	500,000.00	0.00	300,000.00
654	Program Evaluation	500,000.00	130,961.00	281,623.69	412,584.69	87,415.31	35,000.00
655	Community Engagement	175,000.00	0.00	165,073.37	165,073.37	9,926.63	160,000.00
656	Community Tourism Collaborative	429,200.00	31,000.00	398,200.00	429,200.00	0.00	325,000.00
697	Memberships and Dues - Planning	3,200.00	0.00	350.00	350.00	2,850.00	0.00
698	Travel - Planning	17,000.00	8,662.50	7,541.10	16,203.60	796.40	(82.60)
Subtotal	Planning	2,005,200.00	266,042.35	1,525,960.99	1,792,003.34	213,196.66	976,504.91
Administrative							
101	Community-Industry Outreach & Public Relations	200,000.00	148,691.39	51,308.61	200,000.00	0.00	0.00
103	hawaiiourismauthority.org (formerly HTA web/Gl	100,000.00	12,346.28	36,601.56	48,947.84	51,052.16	24,401.04
901	General and Administrative	838,700.00	140,447.52	128,590.88	269,038.40	569,661.60	13,851.10
930	State Employee Salaries - Admin	2,830,295.00	1,726,047.08	697,756.58	2,423,803.66	406,491.34	0.00
998	Travel - Admin	50,411.00	14,427.54	13,481.99	27,909.53	22,501.47	0.00
Subtotal	Administrative	4,019,406.00	2,041,959.81	927,739.62	2,969,699.43	1,049,706.57	38,252.14

**Hawaii Tourism Authority
Budget Statement - FY 2022 ARPA Tourism Fund
As of April 30, 2023**

Historical Information Subject to Change

Program Code	Program Title	Total Budget	Cumulative Paid	Cumulative Remaining Encumbrance	Cumulative Paid + Remaining Encumbrance	Unused Budget	April 2023 Activity
Governance and Org-Wide							
915	Organization-Wide	230,000.00	204,417.00	25,583.00	230,000.00	0.00	0.00
919	Governance - Gen Board/Others	352,001.00	169,159.22	33,575.86	202,735.08	149,265.92	575.41
931	State Employees Fringe	2,465,972.00	1,351,305.29	792,704.48	2,144,009.77	321,962.23	0.00
Subtotal	Governance and Org-Wide	3,047,973.00	1,724,881.51	851,863.34	2,576,744.85	471,228.15	575.41
Fund Total FY 2022 ARPA Tourism Federal Fund		60,000,000.00	32,638,264.02	23,221,721.94	55,859,985.96	4,140,014.04	7,366,971.97

Hawaii Tourism Authority
Budget Statement - FY 2022 ARPA Convention Center Fund
As of April 30, 2023

Historical Information Subject to Change

Program Code	Program Title	Total Budget	Cumulative Paid	Cumulative Remaining Encumbrance	Cumulative Paid + Remaining Encumbrance	Unused Budget	April 2023 Activity
Branding							
934	State Employee Salaries - Branding	72,458.00	6,079.86	6,533.98	12,613.84	59,844.16	0.00
Subtotal	Branding	72,458.00	6,079.86	6,533.98	12,613.84	59,844.16	0.00
Administrative							
930	State Employee Salaries - Admin	247,042.00	207,964.14	18,096.29	226,060.43	20,981.57	0.00
Subtotal	Administrative	247,042.00	207,964.14	18,096.29	226,060.43	20,981.57	0.00
Governance and Org-Wide							
915	Organization-Wide	1,164,845.00	514,845.00	650,000.00	1,164,845.00	0.00	0.00
931	State Employees Fringe	170,000.00	72,220.04	0.00	72,220.04	97,779.96	0.00
Subtotal	Governance and Org-Wide	1,334,845.00	587,065.04	650,000.00	1,237,065.04	97,779.96	0.00
HCC Operating Expense							
850	HCC Operating Expense	5,406,900.00	0.00	5,406,900.00	5,406,900.00	0.00	0.00
Subtotal	HCC Operating Expense	5,406,900.00	0.00	5,406,900.00	5,406,900.00	0.00	0.00
HCC Repair and Maintenance							
860	HCC Repair and Maintenance	2,970,455.00	2,970,455.00	0.00	2,970,455.00	0.00	0.00
Subtotal	HCC Repair and Maintenance	2,970,455.00	2,970,455.00	0.00	2,970,455.00	0.00	0.00
HCC Sales and Marketing / MFF							
871	HCC Local Sales	968,300.00	0.00	968,300.00	968,300.00	0.00	0.00
Subtotal	HCC Sales and Marketing / MFF	968,300.00	0.00	968,300.00	968,300.00	0.00	0.00
Fund Total FY 2022 ARPA Convention Center Federal Fur		11,000,000.00	3,771,564.04	7,049,830.27	10,821,394.31	178,605.69	0.00

**Hawaii Tourism Authority
Budget Statement - EDA Tourism Grant
As of April 30, 2023**

Historical Information Subject to Change

Program Code	Program Title	Total Budget	Cumulative Paid	Cumulative Remaining Encumbrance	Cumulative Paid + Remaining Encumbrance	Unused Budget	April 2023 Activity
Natural Resources							
408	Outdoor Recreation (DLNR)	7,200,000.00	0.00	0.00	0.00	7,200,000.00	0.00
736	Urban Trails	750,000.00	0.00	0.00	0.00	750,000.00	0.00
Subtotal	Natural Resources	7,950,000.00	0.00	0.00	0.00	7,950,000.00	0.00
Community							
798	Travel - Community	20,000.00	0.00	0.00	0.00	20,000.00	0.00
Subtotal	Community	20,000.00	0.00	0.00	0.00	20,000.00	0.00
Branding							
300	Branding - Unallocated	4,000,000.00	0.00	0.00	0.00	4,000,000.00	0.00
934	State Employee Salaries - Branding	540,000.00	0.00	0.00	0.00	540,000.00	0.00
Subtotal	Branding	4,540,000.00	0.00	0.00	0.00	4,540,000.00	0.00
Planning							
656	Community Tourism Collaborative	750,000.00	0.00	0.00	0.00	750,000.00	0.00
698	Travel - Planning	20,000.00	0.00	0.00	0.00	20,000.00	0.00
Subtotal	Planning	770,000.00	0.00	0.00	0.00	770,000.00	0.00
Administrative							
901	General and Administrative	214,907.00	0.00	0.00	0.00	214,907.00	0.00
930	State Employee Salaries - Admin	117,000.00	0.00	0.00	0.00	117,000.00	0.00
Subtotal	Administrative	331,907.00	0.00	0.00	0.00	331,907.00	0.00
Governance and Org-Wide							
931	State Employees Fringe	412,465.00	0.00	0.00	0.00	412,465.00	0.00
Subtotal	Governance and Org-Wide	412,465.00	0.00	0.00	0.00	412,465.00	0.00
Fund Tota EDA Tourism Grant		14,024,372.00	0.00	0.00	0.00	14,024,372.00	0.00

8a.2

Budget Statement ARPA Tourism Fund FY 2023
April 30, 2023

**Hawaii Tourism Authority
Budget Statement - FY 2023 ARPA Tourism Fund
As of April 30, 2023**

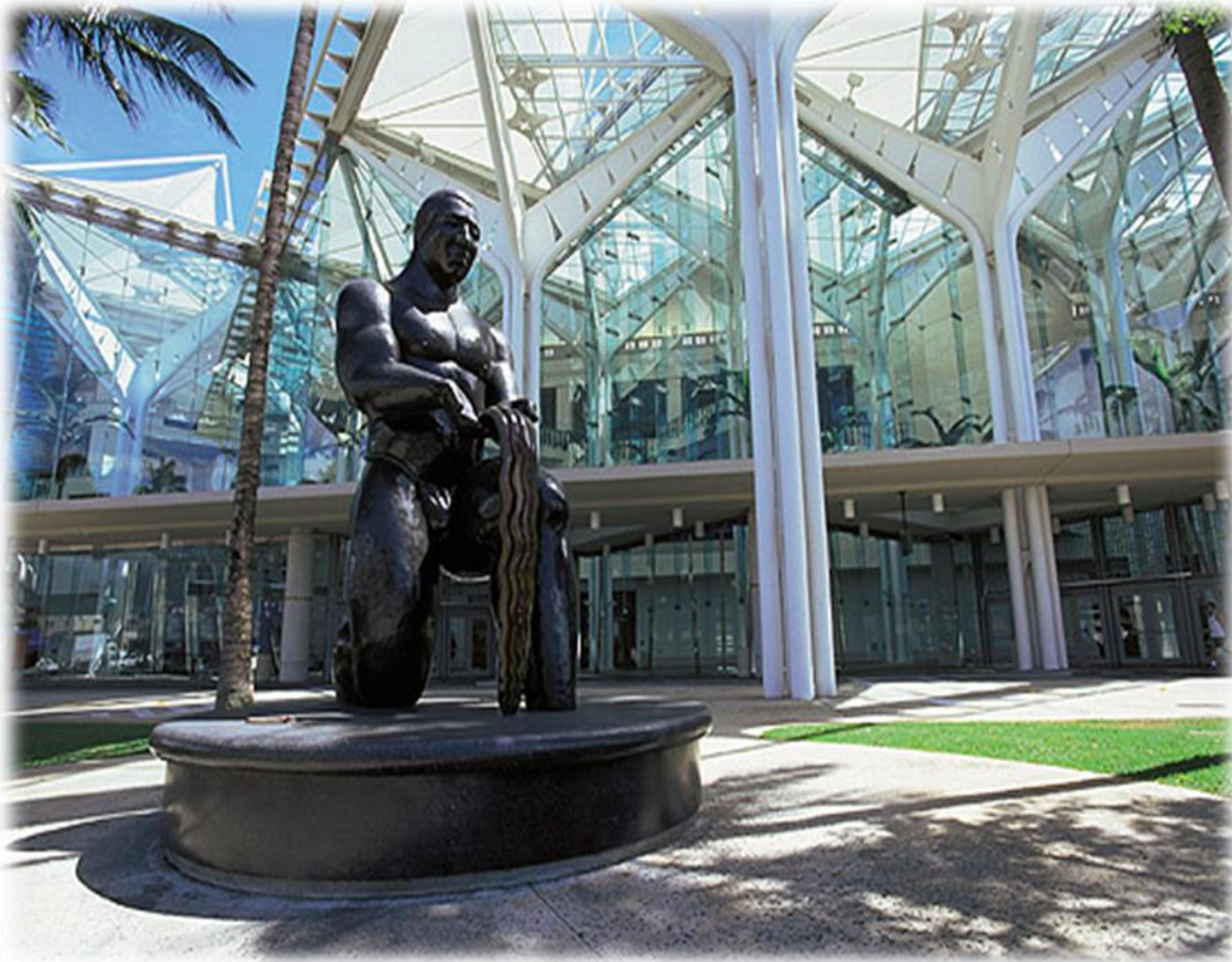
Historical Information Subject to Change

Program Code	Program Title	Total Budget	Cumulative Paid	Cumulative Remaining Encumbrance	Cumulative Paid + Remaining Encumbrance	Unused Budget	April 2023 Activity
Perpetuating Hawaiian Culture							
203	Ma'ema'e HTA	50,000.00	0.00	0.00	0.00	50,000.00	0.00
204	Market Support	75,000.00	0.00	0.00	0.00	75,000.00	0.00
206	Kahea Program - Harbor Greetings	83,000.00	0.00	83,000.00	83,000.00	0.00	0.00
216	Olelo Hawaii	550,000.00	0.00	550,000.00	550,000.00	0.00	50,000.00
218	Hawaiian Culture Festivals and Events	150,000.00	0.00	150,000.00	150,000.00	0.00	150,000.00
219	Hookipa Malihini Initiative	367,000.00	0.00	367,000.00	367,000.00	0.00	367,000.00
297	Memberships and Dues - Hawaiian Culture	500.00	0.00	0.00	0.00	500.00	0.00
374	Surfing	250,000.00	0.00	0.00	0.00	250,000.00	0.00
718	Resort Area Hawaiian Cultural Initiative	250,000.00	0.00	250,000.00	250,000.00	0.00	250,000.00
Subtotal	Perpetuating Hawaiian Culture	1,775,500.00	0.00	1,400,000.00	1,400,000.00	375,500.00	817,000.00
Natural Resources							
409	Tour Guide Certification Licensure Program	500,000.00	0.00	500,000.00	500,000.00	0.00	500,000.00
Subtotal	Natural Resources	500,000.00	0.00	500,000.00	500,000.00	0.00	500,000.00
Community							
702	Community Product Capacity Building (formerly V	300,000.00	0.00	300,000.00	300,000.00	0.00	300,000.00
731	Community-Based Tourism - Oahu	200,000.00	0.00	200,000.00	200,000.00	0.00	200,000.00
732	Community-Based Tourism - Maui County	200,000.00	0.00	170,000.00	170,000.00	30,000.00	170,000.00
733	Community-Based Tourism - Hawaii Island	200,000.00	0.00	200,000.00	200,000.00	0.00	200,000.00
734	Community-Based Tourism - Kauai	200,000.00	0.00	200,000.00	200,000.00	0.00	200,000.00
797	Memberships and Dues - Community	500.00	0.00	0.00	0.00	500.00	0.00
798	Travel - Community	10,000.00	0.00	0.00	0.00	10,000.00	0.00
802	Current Workforce Development (Industry Career	150,000.00	0.00	150,000.00	150,000.00	0.00	150,000.00
Subtotal	Community	1,260,500.00	0.00	1,220,000.00	1,220,000.00	40,500.00	1,220,000.00
Branding							
014	Pono Travel Education Program	500,000.00	0.00	500,000.00	500,000.00	0.00	500,000.00
102	Hawai'i Tourism Summit	100,000.00	0.00	80,000.00	80,000.00	20,000.00	80,000.00
317	Convention Center Sales & Marketing - City Wide	2,600,000.00	0.00	2,600,000.00	2,600,000.00	0.00	0.00
318	gohawaii.com (formerly Online Website Coordina	500,000.00	0.00	0.00	0.00	500,000.00	0.00
319	MCI MFF	850,000.00	0.00	850,000.00	850,000.00	0.00	0.00
320	Island Chapters Staffing and Admin	1,200,000.00	0.00	1,200,000.00	1,200,000.00	0.00	0.00
321	US (formerly North America)	7,000,000.00	0.00	7,000,000.00	7,000,000.00	0.00	4,000,000.00
322	Canada	800,000.00	80,000.00	720,000.00	800,000.00	0.00	400,000.00
323	Japan	6,500,000.00	1,560,000.00	4,940,000.00	6,500,000.00	0.00	0.00
324	Korea	630,000.00	162,000.00	468,000.00	630,000.00	0.00	0.00
325	Oceania	950,000.00	0.00	950,000.00	950,000.00	0.00	950,000.00
331	Meetings, Convention & Incentives	1,900,000.00	0.00	1,900,000.00	1,900,000.00	0.00	0.00
350	Global Mkt Shared Resces (formerly Intellect Pro	1,500,000.00	0.00	0.00	0.00	1,500,000.00	0.00
380	Marketing Opportunity Fund	120,000.00	0.00	0.00	0.00	120,000.00	0.00
397	Memberships and Dues - Branding	160,000.00	104,710.00	0.00	104,710.00	55,290.00	0.00
398	Travel - Branding	50,000.00	0.00	0.00	0.00	50,000.00	0.00
934	State Employee Salaries - Branding	1,300,000.00	0.00	0.00	0.00	1,300,000.00	0.00
Subtotal	Branding	26,660,000.00	1,906,710.00	21,208,000.00	23,114,710.00	3,545,290.00	5,930,000.00
Sports							
385	Sports RFP or Other Procurement	2,000,000.00	0.00	500,000.00	500,000.00	1,500,000.00	500,000.00
Subtotal	Sports	2,000,000.00	0.00	500,000.00	500,000.00	1,500,000.00	500,000.00
Safety and Security							
602	Crisis Management	100,000.00	0.00	0.00	0.00	100,000.00	0.00
Subtotal	Safety and Security	100,000.00	0.00	0.00	0.00	100,000.00	0.00
Research							
506	Infrastructure Research (Accommodations and A	65,000.00	0.00	0.00	0.00	65,000.00	0.00
Subtotal	Tourism Research	65,000.00	0.00	0.00	0.00	65,000.00	0.00
Planning							
653	Hotspot Mitigation	200,000.00	0.00	100,000.00	100,000.00	100,000.00	100,000.00
657	Tourism Excellence Accreditation	450,000.00	0.00	450,000.00	450,000.00	0.00	450,000.00
698	Travel - Planning	11,799.00	0.00	0.00	0.00	11,799.00	0.00
Subtotal	Planning	661,799.00	0.00	550,000.00	550,000.00	111,799.00	550,000.00
Administrative							
101	Community-Industry Outreach & Public Relations	200,000.00	0.00	24,000.00	24,000.00	176,000.00	0.00
103	hawaii tourism authority.org (formerly HTA web/Gl	50,000.00	0.00	0.00	0.00	50,000.00	0.00
901	General and Administrative	333,700.00	11.00	16,635.00	16,646.00	317,054.00	15,015.00
930	State Employee Salaries - Admin	900,000.00	0.00	0.00	0.00	900,000.00	0.00
998	Travel - Admin	70,000.00	0.00	0.00	0.00	70,000.00	0.00
Subtotal	Administrative	1,553,700.00	11.00	40,635.00	40,646.00	1,513,054.00	15,015.00
Governance and Org-Wide							
915	Organization-Wide	250,583.00	0.00	125,000.00	125,000.00	125,583.00	0.00
919	Governance - Gen Board/Others	172,918.00	0.00	0.00	0.00	172,918.00	0.00
Subtotal	Governance and Org-Wide	423,501.00	0.00	125,000.00	125,000.00	298,501.00	0.00
Fund Tota FY 2023 ARPA Tourism Federal Fund		35,000,000.00	1,906,721.00	25,543,635.00	27,450,356.00	7,549,644.00	9,532,015.00

8b

Hawaii Convention Center's April 2023 Financial Reports and Update on the Hawaii Convention Center's 6-Year CIP Plan

Hawai'i Convention Center



Update for
April 2023
For
(May 2023 meeting)

FY 2023 (July 2022 – June 2023) Citywide Events in Reforecast

Start Date	End Date	Event Name	Forecast Attendance	Contracted Rooms	EI Value	Tax Generation
7/1/2022	7/3/2022	Pacific Rim Championship 2022 (Jam on It)	1,600	1,000	\$5,048,727	\$590,701
7/10/2022	7/15/2022	Goldschmidt Conference 2022	2,500	5,100	\$13,129,182	\$1,536,115
10/19/2022	10/28/2022	2022 Applied Superconductivity Conference	1,300	3,189	\$8,638,489	\$1,010,703
11/7/2022	11/16/2022	Confidential Association Meeting	3,500	8,371	\$23,728,741	\$2,776,263
4/11/2023	4/23/2023	American Roentgen Ray Society	2,500	3,844	\$18,342,486	\$2,146,071
5/19/2023	5/22/2023	All Star Cheerleaders 2023	2,500	5,000	\$8,654,669	\$1,012,596
5/21/2023	5/27/2023	International Symposium on Radiopharmaceutical Sciences (ISRS) 2023	450	1,146	\$2,167,275	\$253,571
	7	Total	14,350	27,650	\$79,709,568	\$9,326,020

Definite Local Bookings for next 3 months

	May 2023			
	Start Date	End Date	Description	Forecast Attendance
1	05/03/23	05/04/23	Hawaii STEM Conference	1,000
2	05/03/23	05/04/23	The Hawaii Traffic Commanders and Impaired Driving Summit	100
3	05/06/23	05/06/23	Under the Mediation Moon	350
4	05/06/23	05/06/23	HPU 2023 Spring Commencement Ceremony	2,500
5	05/06/23	05/06/23	Sneaker Con 2023	3,000
6	05/06/23	05/06/23	Hawaiian Cement and West Hawaii Concrete Coaches Clinic	50
7	05/07/23	05/07/23	Hawaii Youth Symphony - Aloha Concert Luncheon	400
8	05/08/23	05/12/23	Territorial Climate Infrastructure Workshop	200
9	05/11/23	05/11/23	UH Manoa School of Nursing Graduation	800
10	05/12/23	05/12/23	College of Engineering Convocation	1,000
11	05/13/23	05/13/23	'Iolani Spring Ho'ike	400
12	05/14/23	05/14/23	Na Leo Pilimehana Mother's Day Concert	800
13	05/17/23	05/17/23	Second Look Meeting	1,200
14	05/18/23	05/18/23	Aiea High School Commencement	5,570
15	05/18/23	05/18/23	Young Professional Cost of Living Summit	100
16	05/19/23	05/19/23	Myron B. Thompson Academy Commencement Ceremony	400
17	05/20/23	05/20/23	James Campbell High School Graduation	8,000
18	05/20/23	05/20/23	'Iolani Stage Band Spring Concert	300
19	05/20/23	05/20/23	Pearl City High School Commencement Ceremony	8,000
20	05/20/23	05/20/23	Fight To Win 2023	1,000
21	05/22/23	05/26/23	Department of the Prosecuting Attorney Training	100
22	05/24/23	05/24/23	Hawaii Technology Academy Commencement Ceremony	2,000
23	05/26/23	05/28/23	Jump Hawaii 2023	1,500
24	05/26/23	05/26/23	HPMG Admin Assembly	100
25	05/27/23	05/29/23	Aloha Region Aloha Summer Classic	1,500
26	05/27/23	05/28/23	Feather Artwork Workshop #3	20

Cont...

Definite Local Bookings for next 3 months

June 2023				
	Start Date	End Date	Description	Forecast Attendance
1	06/01/23	06/03/23	Rediscovering Hawaii's Soul	300
2	06/03/23	06/03/23	Hawaii Baptist Academy Commencement	2,000
3	06/03/23	06/04/23	Punahou School Project Grad	400
4	06/05/23	06/09/23	Pacific Vector Network and DOS Conference 2023	50
5	06/08/23	06/10/23	Student Leadership Conference	500
6	06/09/23	06/10/23	Hawaii's Active Seniors Expo 2023	8,150
7	06/09/23	06/09/23	Flying High Concert	1,500
8	06/10/23	06/10/23	HMSA Kaimana Awards & Scholarships Luncheon	150
9	06/12/23	06/12/23	HPMG Professional Development Day	500
10	06/12/23	06/16/23	WestEd Summer Institute	300
11	06/17/23	06/17/23	World Wide Dream Builders Regional Rally	1,100
12	06/17/23	06/18/23	Super Saturday Endless Summer	2,500
13	06/23/23	06/23/23	Honolulu Board of REALTORS General Membership Meeting	600
14	06/23/23	06/25/23	Feather Artwork Workshop #4	20
15	06/24/23	06/25/23	Best of Na'Aina Tournament	500
16	06/24/23	06/24/23	Kinder Kids International Preschool Graduation	200
17	06/26/23	06/28/23	2023 20th International Conference on Ubiquitous Robots (UR)	300
18	06/27/23	06/29/23	30th Annual Hawaii Conservation Conference	600
19	06/29/23	06/29/23	JACL Honolulu Chapter Viewing Event	300

Cont...

Definite Local Bookings for next 3 months

July 2023				
	Start Date	End Date	Description	Forecast Attendance
1	07/01/23	07/02/23	Ho'omau Hawai'i Market	3,500
2	07/07/23	07/09/23	5-0 Volleyball Tournament	3,000
3	07/07/23	07/09/23	Christ New Creation International Church Conference Revival	350
4	07/08/23	07/08/23	PFA Hawaii	500
5	07/11/23	07/11/23	2023 Education Leadership Institute Conference	1,200
6	07/13/23	07/13/23	Tsuruda Organizational Open	225
7	07/18/23	07/18/23	Yadao Organizational Open	250
8	07/21/23	07/21/23	Honolulu Board of REALTORS Agent Forum	400
9	07/30/23	07/30/23	Iglesia ni Cristo District of Hawaii-Pacific 55th Annual Celebration	3,000

HCC News Coverage

MOVERS

People ON THE MOVE IN HAWAII

Compiled by Karen Iwamoto, kiwamoto@midweek.com



Brooke Tadena

Brooke Tadena is executive chef at Hawai'i Convention Center. He brings more than a decade of culinary leadership experience to the role, most recently as executive sous chef for Hilton Hawaiian Village. In addition to overseeing some of the state's largest banquet facilities, Tadena also has a background in scheduling, training staff for fine dining and food preparation.



Lindsey Chun-Hori

Lindsey Chun-Hori is marketing communications manager at ALTRES. She will oversee digital communications, social media and advertising for the Hawai'i-based human resources administration and staffing company. Chun-Hori brings 15 years of experience to the job and was previously marketing manager at Kamehameha Schools and director of marketing and events at Consolidated Theatres.



Dann Carlson

Dann Carlson joins Pearl Harbor Aviation Museum's board of directors. Carlson is a recently retired Wing commander for the Hawai'i Air National Guard and a former assistant superintendent for the state Department of Education's School Facility and Support Services. He was also a F-22 fighter pilot and is currently senior manager of Lockheed Martin Government Affairs.



Dee Jay Mailer

Dee Jay Mailer has been appointed to a three-year term as president and CEO of Bishop Museum. Mailer had been leading the museum on an interim basis since February. The museum's board was motivated to vote unanimously in favor of the appointment in part by enthusiastic feedback about Mailer's leadership from museum staff, donors and community members.



Jeffrey Nagata

Jeffrey Nagata has been appointed general manager of Shoreline Hotel Waikiki. He also serves as general manager of Shoreline's sister property, Coconut Waikiki Hotel. Nagata brings more than 20 years of hotel management experience to the role, including work with Four Seasons Hotels and Resorts, The Cosmopolitan of Las Vegas, Hard Rock Hotel and Casino, and Mandalay Bay Resort and Casino.



Cassie Idehara

Cassie Idehara has been promoted to vice president of North American practice and firm operations for Rider Levett Bucknall, a construction, real estate and development consultancy based in Hawai'i. Idehara has more than 30 years of experience in the industry and has advised clients on a portfolio of projects exceeding \$2 billion in construction value across Hawai'i and the Pacific.



Image: ACBJ

Midweek Coverage: HCC Executive Chef Brooke Tadena

PBN Pineapple Awards 2023

Recent Events @ Hawai'i Convention Center

- Jam on It Aloha Challenge, April 29-30, 1,202 attendees
- Na Leo Pilimehana Mother's Day Concert, May 14, 800 attendees
- Global Dance & Cheer Games 2023, May 20-21, 2,500 attendees (CW)
- International Symposium on Radiopharmaceutical Sciences (ISRS) 2023, May 22-26, 450 attendees (CW)



Upcoming Local/Citywide Events

- Hawaii Baptist Academy Commencement, June 3, 2,000 attendees
- Hawaii's Active Seniors Expo 2023, June 9-10, 8,150 attendees
- Pacific Rim Championships 2023, June 30-July 2, 1,000 attendees (CW)



Carbon Offset Program



Total Contributions	Partner Trees Planted
\$7,781.12	6,557
<u>HCC Carbon Offset Trees Planted</u>	
91.41	

6,648

Total Legacy Trees Planted



16.62

Total Acres of Habitat Restored

As of April 2023
(total carbon offset costs)



Repair and Maintenance Projects Update

Repair & Maintenance Projects

6-Year Plan (page 1)

Project Number	Project Title	Estimated Project Cost	Prior Expenses to Apr 23	FY23	FY24	FY25	FY26	FY27	FY28	Total
001	Rooftop Terrace Deck Temporary Repair	\$ 15,000,000	\$ -	\$ 129,000	\$ 14,871,000					\$ 15,000,000
	Rooftop Terrace Deck Temporary Repair - PM/CM Services	\$ 522,770	\$ 151	\$ 200,000	\$ 322,619					\$ 522,770
	Rooftop Terrace Deck Temporary Repair (Previous planning)		\$ 626,152							\$ 626,152
003	Building Envelope Repairs (Kalākaua Kitchen, exterior paint)	\$ 15,978,683	\$ 287,219		\$ 1,000,000	\$ 14,691,465				\$ 15,978,684
007	Kitchen Hood Control Panel Replacement	\$ 155,272	\$ 36,453	\$ 118,819						\$ 155,272
008	F&B Refrigerator, 3rd floor (#348) Replacement	\$ 319,004	\$ 21,632	\$ 12,414	\$ 284,957					\$ 319,003
009	Slate Tile Repair	\$ 2,142,108	\$ 32,991	\$ 2,109,117						\$ 2,142,108
010	Chiller Replacement	\$ 6,884,147	\$ 134,126	\$ 3,431,544	\$ 3,318,476					\$ 6,884,146
011	Ballroom Gutter, Foyer Transom Glass Repair and Soffit Repair	\$ 10,837,536	\$ 47,803	\$ 978,071	\$ 9,811,663					\$ 10,837,537
012	Parapet Roof Repairs	\$ 3,066,470	\$ 10,966				\$ 3,055,504			\$ 3,066,470
013	Ballroom Roof Repairs	\$ 2,271,093	\$ 10,836		\$ 2,260,256					\$ 2,271,092
014	Lobby Water Feature	\$ 1,086,810	\$ 1,985				\$ 1,084,825			\$ 1,086,810
015	House Sound Audio System Upgrade	\$ 1,414,975	\$ 14,067	\$ 30,115	\$ 1,370,792					\$ 1,414,974
022	Chill Water Pipe Reinsulation	\$ 250,000	\$ 101	\$ 249,899						\$ 250,000
023	Air Wall Repairs	\$ 400,000	\$ -	\$ 400,000						\$ 400,000
024	Roll-up Door Replacement	\$ 225,000	\$ 23,656		\$ 201,344					\$ 225,000
025	Ballroom and Meeting Room Wallpaper Replacement	\$ 180,000	\$ 105,821	\$ 74,179						\$ 180,000
026	IT Network Upgrades	\$ 125,000	\$ -			\$ 55,000	\$ 70,000			\$ 125,000
027	Ice Machines Replacement	\$ 500,000	\$ -			\$ 500,000				\$ 500,000
028	Theatre 310 and 320 Furnishings Upgrade	\$ 750,000	\$ -				\$ 375,000	\$ 375,000		\$ 750,000
029	Theatre 310 and 320 Seating Upgrade	\$ 500,000	\$ 155				\$ 249,845	\$ 250,000		\$ 500,000
030	FB China and Equipment Upgrade	\$ 3,500,000	\$ -				\$ 3,500,000			\$ 3,500,000
031	Ala Wai Waterfall Repair	\$ 1,071,501	\$ 1,985				\$ 1,069,516			\$ 1,071,501
036	Water Intrusion Remediation	\$ 400,000	\$ 100	\$ 399,900						\$ 400,000
037	Exterior Security Camera Upgrade	\$ 231,348	\$ 155,504	\$ 75,844						\$ 231,348

■	Current Project
■	Project on hold
■	Cumming Managed Project
■	CM/PM tba
■	HCC Managed Project



Repair & Maintenance Projects

6-Year Plan (page 2)

040	Exterior Planter Repair	\$ 2,406,540	\$ 868		\$ 2,405,672					\$ 2,406,540
041	Children's Courtyard Repair	\$ 329,162	\$ -		\$ 329,162					\$ 329,162
042	Kahakai/Atkinson Drywell Rehabilitation	\$ 351,113	\$ -				\$ 351,113			\$ 351,113
043	Air Handler Unit 9 and 10 Replacement	\$ 401,382	\$ -			\$ 401,382				\$ 401,382
044	Fire Sprinkler Line Refurbishment	\$ 343,394	\$ -				\$ 100,000	\$ 125,000	\$ 118,394	\$ 343,394
045	Escalator and Elevator Refurbishment	\$ 10,112,869	\$ -		\$ 2,112,869	\$ 2,000,000	\$ 2,000,000	\$ 2,000,000	\$ 2,000,000	\$ 10,112,869
046	LED Light Upgrade	\$ 1,786,398	\$ 4,386	\$ 495,614	\$ 1,286,398					\$ 1,786,398
047	Lighting Control System Replacement	\$ 200,000	\$ -		\$ 200,000					\$ 200,000
048	Electrical Harmonics Testing	\$ 100,000	\$ -					\$ 100,000		\$ 100,000
049	Main Kitchen Dishwasher Replacement	\$ 495,969	\$ 6,761	\$ 489,207						\$ 495,968
050	Main Kitchen Flooring Replacement	\$ 2,046,380	\$ -					\$ 2,046,380		\$ 2,046,380
051	PBX System Replacement	\$ 200,000	\$ -	\$ 200,000						\$ 200,000
052	Ride-on Sweeper Replacement	\$ 55,000	\$ -	\$ 55,000						\$ 55,000
053	Forklift	\$ 175,000	\$ -	\$ 175,000						\$ 175,000
054	Boardroom Upgrade	\$ 1,099,549	\$ -				\$ 1,099,549			\$ 1,099,549
055	Elevator #2 Upgrade	\$ 250,000	\$ -			\$ 250,000				\$ 250,000
058	Kitchen Hood Fire Suppression System Replacement	\$ 310,879	\$ 18,770	\$ 292,109						\$ 310,879
060	Lobby Sail Repair and Maintenance	\$ 179,000	\$ 41,196	\$ 65,000		\$ 72,804				\$ 179,000
061	ADA Lift (#320) Replacement	\$ 165,000	\$ -	\$ 165,000						\$ 165,000
064	F&B Equipment	\$ 1,000,000	\$ -	\$ 1,000,000						\$ 1,000,000
065	Transformer Replacement	\$ 100,000	\$ 101	\$ 99,899						\$ 100,000
066	Kitchen Boiler Replacement	\$ 130,000	\$ -	\$ 130,000						\$ 130,000
067	Exterior Sign Refurbishment	\$ 50,000	\$ 19,005	\$ 30,995						\$ 50,000
068	3rd Floor Planter Repair	\$ 2,654,020	\$ -	\$ 50,000	\$ 2,604,020					\$ 2,654,020
	Legal Retainer	\$ 101,094	\$ 85,250	\$ 15,844						\$ 101,094
	GRAND TOTAL	\$ 92,854,466	\$ 1,583,785	\$11,472,570	\$39,775,208	\$17,970,651	\$ 12,955,352	\$ 4,896,380	\$2,118,394	\$ 90,545,501

Current Project
Project on hold
Cumming Managed Project
CM/PM tba
HCC Managed Project



Repair & Maintenance Projects

Construction and Project Management Services

Cumming Group

- ***For management of priority projects:***
 - *Kitchen Hood Control Panel and Fire Suppression Upgrade*
 - *Slate Tile Repair*
 - *Chiller Replacement*
 - *Main Kitchen Dishwasher Replacement*
 - *Ballroom Roof Repairs*
 - *House Sound Audio Upgrade*
 - *Ballroom Gutter, Foyer transom glass and soffit repair*
 - *Exterior Planter Repair*
 - *LED Lighting Upgrade*
 - *Walk-in Refrigerator Replacement*
 - *3rd fl Planter Repair*

CM/PM – To be procured

- ***For management of Rooftop Terrace Deck Repair***

Repair & Maintenance Projects Completed (since 2020)

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



Mahalo Nui Loa

8c

Presentation of Proposal to Reallocate Funds from
Multiple Budget Line Items

Budget Reallocation Summary
FY 2023 ARPA Tourism Fund (\$35M Budget)
For the Period 7/1/22 to 4/30/23 and for the Month Ended 4/30/23
Historical Information Subject to Change

For the Period 7/1/22 to 4/30/23

Budget Line Item	Program Code	Original Budget	Reallocation	Budget After Reallocations	April 2023 Activity
Perpetuating Hawaiian Culture					
<i>From:</i>					
None					
			-		-
<i>To:</i>					
				-	
				-	
			-		-
Natural Resources					
<i>From:</i>					
None					
				-	
				-	
				-	
<i>To:</i>					
				-	
				-	
			-		-
Community					
<i>From:</i>					
None					
				-	
				-	
				-	
<i>To:</i>					
				-	
				-	
			-		-

Budget Reallocation Summary
FY 2023 ARPA Tourism Fund (\$35M Budget)
For the Period 7/1/22 to 4/30/23 and for the Month Ended 4/30/23
Historical Information Subject to Change

Budget Line Item	Program Code	Original Budget	Reallocation	Budget After Reallocations	April 2023 Activity
Branding					
<i>From:</i>					
China	329	120,000	(120,000)	-	(120,000)
				-	
				-	
				-	
				-	
			(120,000)		(120,000)
<i>To:</i>					
Marketing Opp Fund	380	-	120,000	120,000	120,000
				-	-
				-	-
			120,000		120,000
Sports					
<i>From:</i>					
None				-	-
<i>To:</i>					
				-	
				-	
				-	
			-		-
Safety and Security					
<i>From:</i>					
None				-	-
<i>To:</i>					
				-	
				-	
			-		-

Budget Reallocation Summary
FY 2023 ARPA Tourism Fund (\$35M Budget)
For the Period 7/1/22 to 4/30/23 and for the Month Ended 4/30/23
Historical Information Subject to Change

Budget Line Item	Program Code	Original Budget	Reallocation	Budget After Reallocations	April 2023 Activity
Tourism Research					
<i>From:</i>					
None				-	
				-	
			-		-
<i>To:</i>					
				-	
				-	
			-		-
Planning					
<i>From:</i>					
None				-	
				-	
			-		-
<i>To:</i>					
				-	
				-	
			-		-
Administration					
<i>From:</i>					
None				-	-
				-	
			-		-
<i>To:</i>					
				-	
				-	
			-		-

Budget Reallocation Summary
FY 2023 ARPA Tourism Fund (\$35M Budget)
For the Period 7/1/22 to 4/30/23 and for the Month Ended 4/30/23
Historical Information Subject to Change

Budget Line Item	Program Code	Original Budget	Reallocation	Budget After Reallocations	April 2023 Activity
Governance and Organization-Wide					
<i>From:</i>					
None				-	
				-	
			-		-
<i>To:</i>					
				-	
			-		-
Board Allocations					
<i>From:</i>					
None				-	
			-		-
			-		-

Budget Reallocation Summary
FY 2022 ARPA Tourism Fund (\$60M Budget)
For the Period 7/1/21 to 4/30/23 and for the Month Ended 4/30/23
Historical Information Subject to Change

			For the Period 7/1/21 to 4/30/23		
Budget Line Item	Program Code	Original Budget	Reallocation	Budget After Reallocations	April 2023 Activity
Perpetuating Hawaiian Culture					
<i>From:</i>					
Hawaiian Culture Initiative	202	475,000	-	475,000	50,000
Legacy Award Program	214	25,000	(12,000)	13,000	(62,000)
Hawaiian Culture Opportunity Fund	215	200,000	(200,000)	-	
Travel - Hawaiian Culture	298	15,000	(655)	14,345	
			-	-	
			-	-	
			(212,655)		(12,000)
<i>To:</i>					
Market Support	204	50,000	12,000	62,000	12,000
Kahea Airport Greetings	207	-	700,000	700,000	
Hawaiian Culture Festivals & Events	218	-	330,000	330,000 *	
Resort Area Hawaiian Culture Initiative	718	-	150,000	150,000	
			-	-	
			-	-	
			1,192,000		12,000
Natural Resources					
<i>From:</i>					
Wahi Pana Series	416	250,000	(250,000)	-	
			-	-	
			-	-	
			(250,000)		-
<i>To:</i>					
			-	-	
			-	-	
			-	-	
			-		-
Community					
<i>From:</i>					
Community Product Capacity Building	702	500,000	(500,000)	-	
Current Workforce	802	100,000	(100,000)	-	
			-	-	
			(600,000)		-
<i>To:</i>					
Future Workforce	803	120,000	150,000	270,000	
			-	-	
			150,000		-

Budget Reallocation Summary
FY 2022 ARPA Tourism Fund (\$60M Budget)
For the Period 7/1/21 to 4/30/23 and for the Month Ended 4/30/23
Historical Information Subject to Change

Budget Line Item	Program Code	Original Budget	Reallocation	Budget After Reallocations	April 2023 Activity
Branding					
<i>From:</i>					
Route Development	005	250,000	(250,000)	-	
Campaig Effectiveness Study	010	270,000	(10,000)	260,000	
Rebranding the Hawaiian Islands	012	1,000,000	(1,000,000)	-	
Creative Agency	013	250,000	(250,000)	-	
gohawaii.com	318	2,500,000	(1,823,000)	677,000	(97,500)
Island Chapters Staffing and Admin	320	-	-	-	
Global Digital Marketing Strategy	339	713,000	(100,000)	613,000	(100,000)
Marketing Opportunity Fund	380	250,000	(152,345)	97,655	
			(3,585,345)		(197,500)
<i>To:</i>					
Cruise Industry Consulting Services	004	100,000	100,000	200,000	
Pono Travel Education Program	014	175,000	225,000	400,000	
Hawaii Tourism Updates	102	125,000	106,000	231,000	
US MMA	321	22,500,000	-	22,500,000	-
Global Mkt Shared Resces (formerly Intellect Prop Data E	350	787,000	398,000	1,185,000	197,500
			829,000		197,500
Sports					
<i>From:</i>					
Sports Programs - Unallocated	379	1,500,000	(1,500,000)	-	
			(1,500,000)		-
<i>To:</i>					
PGA Tour Contracts	312	2,177,889	1,800,000	3,977,889	
WTC - Ironman Worrrld Championships	340	-	250,000	250,000	
LPGA	343	-	500,000	500,000	
UH Athletics Branding Partnership	378	-	334,000	334,000	
Sports RFP or Other Procurement	385	-	1,250,000	1,250,000	
			4,134,000		-
Safety and Security					
<i>From:</i>					
Lifeguard Program	603	200,000	(200,000)	-	
			(200,000)		-
<i>To:</i>					
				-	
				-	
			-		-

Budget Reallocation Summary
FY 2022 ARPA Tourism Fund (\$60M Budget)
For the Period 7/1/21 to 4/30/23 and for the Month Ended 4/30/23
Historical Information Subject to Change

Budget Line Item	Program Code	Original Budget	Reallocation	Budget After Reallocations	April 2023 Activity
Tourism Research					
<i>From:</i>					
None				-	
				-	
			-		-
<i>To:</i>					
				-	
				-	
			-		-
Planning					
<i>From:</i>					
None				-	
				-	
			-		-
<i>To:</i>					
				-	
				-	
			-		-
Administration					
<i>From:</i>					
General and Administrative	901	848,700	(10,000)	838,700	-
				-	
			(10,000)		-
<i>To:</i>					
				-	
				-	
			-		-

Budget Reallocation Summary
FY 2022 ARPA Tourism Fund (\$60M Budget)
For the Period 7/1/21 to 4/30/23 and for the Month Ended 4/30/23
Historical Information Subject to Change

Budget Line Item	Program Code	Original Budget	Reallocation	Budget After Reallocations	April 2023 Activity
Governance and Organization-Wide					
<i>From:</i>					
Organization-Wide	915	230,000	-	230,000	
				-	
			-		-
<i>To:</i>					
Governance - Gen Board/Others	919	121,800	53,000	174,800	
			53,000		-
Board Allocations					
<i>From:</i>					
None				-	
			-		-
			-		-

*Excluded \$450,000 that was a release of funds for availability by the Board, as opposed to a reallocation.

9

Update on the Meetings, Conventions and Incentives
Market Activity and Pace Report, and Hawai'i
Convention Center Activity and Local Sales

HTA Board Update

GLOBAL MCI SALES

May 25, 2023

John Reyes,
Senior Vice President, Chief MCI Sales Officer



DEFINITIONS

Sales Production

- New volume of events and room nights for any future year

Consumption

- On the Books (OTB)
- OTB booked events and room nights in the year they occur



SALES PRODUCTION UPDATE



CITYWIDE SALES PRODUCTION

April 2023 v. 2022

April 2023 Sales Production	April 2023	April 2022	Variance	2023 YTD	2022 YTD	Variance
Citywide Definite RN	5,648	10,421	-46%	20,026	12,860	+56%
Citywide Tentative RN	61,795	8,075	+665%	169,068	26,611	+535%

As reported in Meet Hawai'i Global MCI Status Report - April 2023



APRIL 2023 MCI SALES ACTIVITIES

- Meeting Professional International Oregon/Aloha Chapter Seminar
- Professional Convention Management Association Partner Summit
- Financial Insurance Conference Planner Culture Responsibility Webinar
- Meet with Momentum Customer Education Trip



APRIL 2023 GLOBAL SALES ACTIVITIES

- Organized April TOBU TOP TOURS (MICE Agency) Hawai'i Workshop in Tokyo & Osaka
- MCI participation in April Japan Sales Summit (HTJ & Meet Hawai'i) sponsoring Japan MCI Customers
- Working on Oceania 2025 Citywide RFP
- Working with HTA Korea on MCI Korea Sales Event in conjunction with Lt Governor's Korea Visit



FUTURE PACE (Consumption)

Citywide Events Booked at HCC



HCC BOOKING TREND (CONSUMPTION)

Calendar Year	04/10/23	05/17/23
2020	3	3
2021	0	0
2022	8	8
2023	14	14
2024	10	10
2025	8	9
2026	2	2
2027	1	2
2028	0	0
2029	0	0
2030	1	1
Total	47	49

Updated 05/17/23
 ***21 Events added since March 2022

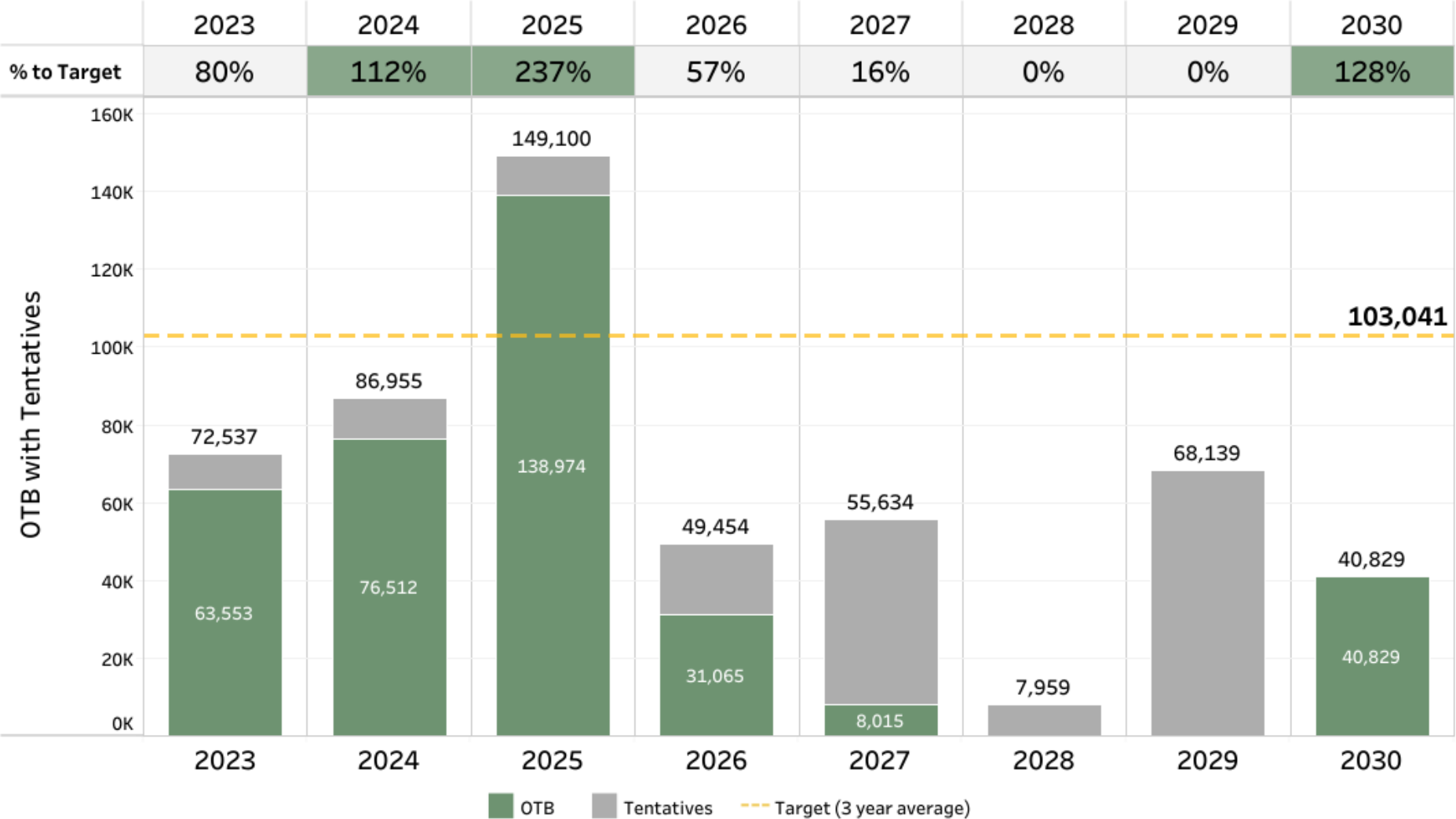


FUTURE PACE REPORT

Hawai'i 8 Year Future Pace for Citywide

Number of events and room nights on the books against a 3-year average target. Data last refreshed on 5/17/2023 11:06 PM

● Citywide
○ Single Property



HAWAI'I CONVENTION CENTER ROOF

(Sales Production)



CONSTRUCTION STRATEGY

HCC Roof Repair:

- \$64M HCC roof repair will impact booking the HCC
- Long Term – Good news fully functional building once Roof Repair completed
- Short Term – Navigate 2025 and 2026 customer opportunities
- Provide ongoing citywide customer updates regarding HCC Rooftop



CONSTRUCTION STRATEGY

Single Property

- Identify creative meeting and hotel options to keep bookings in Hawai'i during HCC Roof Repair
- Single property opportunities remain valuable during HCC Roof Repair
- Look to increase single property opportunities during CY 2025/2026 for Neighbor Islands as well as O'ahu during HCC Roof Repair



MAHALO!

