



**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, 28 Kepakemapa 2023, 9:30 A.M.  
THURSDAY, SEPTEMBER 28, 2023 AT 9:30 A.M.**

**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 ʻiwa ʻia ka hālāwai ma o ka Zoom.*

Meeting will be live streaming via Zoom.

<https://us06web.zoom.us/j/86021689696>

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

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

**Kelepona / Call In: (669) 444-9171  
Helu Hālāwai / Webinar ID: 860 2168 9696**

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

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

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

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

PAPA KUMUMANA'O  
**AGENDA**

1. *Ho'omaka*  
**Call to Order**
2. *Kikolā*  
**Roll Call to Announce Name of Participating Board Members and to Identify Who Else is Present with Board Member if Location is Nonpublic**
3. *Wehena*  
**Opening Protocol**
4. *Hō'ike O Nā Hālāwai 'Ae 'Ia*  
**Report of Permitted Interactions at Informational Meetings or Presentations Not Organized by the Board Under HRS section 92-2.5(e)**
5. *'Āpono Mo'olelo Hālāwai*  
**Approval of Meeting Minutes**
  - a. *15 'Aukake 2023, Hālāwai Pōpilikia O Ka Papa Alaka'i*  
**August 15, 2023 Emergency Meeting of the Board**
  - b. *31 'Aukake 2023, Hālāwai Papa Alaka'i Kūmau*  
**August 31, 2023 Regular Board Meeting**
6. *Hō'ike a ka Luna Ho'okele Ho'okō*  
**CEO Report**
7. *Hō'ike a ka Luna Ho'omalu Papa Alaka'i HTA*  
**Board Chair Report**
8. *Mo'olelo a Nūhou na ke Kōmike Mo'ohelu Kālā, 'Oihana Kālā, a me ke Kikowaena Hālāwai o Hawai'i no ka Hālāwai o ka 27 Kepakemapa 2023*  
**Report and Update by the Budget, Finance, and Convention Center Committee of their Meeting Held on September 27, 2023**
  - a. *Kūkākūkā a Ho'oholo no ko ke Ke'ena Kuleana Ho'okipa O Hawai'i Mo'olelo Kālā no 'Aukake 2023*  
**Discussion and/or Action on the Recommendation by the Budget, Finance, and Convention Center Standing Committee on HTA's Financial Report for August 2023**

- b. *Kūkākūkā a Ho'oholo no ke Noi Mo'ohelu Kūhelu o ka Makahiki Kālā 2025 i ka 'Aha'olelo*  
**Discussion and Action on the FY25 Legislative Budget Request**
  - c. *Kūkākūkā a Ho'oholo no kā ke Kikowaena Hālawai O Hawai'i Hana ma 'Aukake 2023 a me ka Papa Hana CIP 6 Makahiki*  
**Discussion and/or Action on the Recommendation by the Budget, Finance, and Convention Center Standing Committee on the Hawai'i Convention Center's August Financial Report and Update on the Hawai'i Convention Center's 6-Year Repair and Maintenance Plan**
  - d. *Kūkā no ka Hana Mākeke Hālawai, 'Aha, a Hana Ho'oholomua a me ka Mo'olelo Pace, a me ka Hana Kikowaena Hālawai o Hawai'i a me ke Kālā Loa'a Kūloko*  
**Discussion Regarding an Update of the Meetings, Conventions and Incentives Market Activity and Pace Report, and Hawai'i Convention Center Activity and Local Sales**
  - e. *Kūkākūkā a Ki'ina Hana no nā Kuleana a me nā Mana'o 'Ē A'e e Pili ana i ka Mo'ohelu Kālā HTA i Hāpai 'ia e nā Lālā o ka 'Aha'olelo, ka Papa Alaka'i, nā Limahana, nā Kāko'o, apwa.*  
**Discussion and Action on HTA Budget Issues, Comments, and Suggestions Raised by Legislators, Board Members, Staff, Stakeholders, etc.**
9. *Mo'olelo a Nūhou na ke Kōmike Alowelo no ka Hālawai o ka 27 Kepakemapa 2023*  
**Report and Update of the Branding Standing Committee of their Meetings Held on September 15, 2023 and September 27, 2023**
- a. *Kūkā a Ho'oholo no ke Kuleana o ke Kōmike Alowelo a me Nā Pahuhopu*  
**Discussion and/or Action on the Purpose, Charter, and Description of the Branding Standing Committee**
  - b. *Kūkā a Ho'oholo no nā Hana a ka Hawai'i Tourism Japan no ka Makahiki 2024*  
**Discussion and/or Action on Hawai'i Tourism Japan Activities Under the Brand Management & Marketing Services Contract and HTA's 2024 Brand Marketing Plans for the Japan Market**

- c. *Kūkā a Ho'oholo no nā Hana a ka Hawai'i Tourism USA no ka Makahiki 2024*  
**Discussion and/or Action on Hawai'i Tourism USA Activities Under the Brand Management & Marketing Services Contract and HTA's 2024 Brand Marketing Plans for the USA Market**
  - d. *Kūkā a Ho'oholo no nā Hana a Meet Hawai'i no ka Makahiki 2024*  
**Discussion and/or Action on Meet Hawai'i Activities Under the HTA's 2024 Brand Marketing Plans for Meet Hawai'i**
  - e. *Kūkā a Ho'oholo no nā Hana a ka Hawai'i Tourism Canada no ka Makahiki 2024*  
**Discussion and/or Action on Hawai'i Tourism Canada Activities Under the Brand Management & Marketing Services Contract and HTA's 2024 Brand Marketing Plans for the Canada Market**
  - f. *Kūkā a Ho'oholo no nā Hana a ka Hawai'i Tourism Oceania no ka Makahiki 2024*  
**Discussion and/or Action on Hawai'i Tourism Oceania Activities Under the Brand Management & Marketing Services Contract and HTA's 2024 Brand Marketing Plans for the Oceania Market**
  - g. *Kūkā a Ho'oholo no nā Hana a ka Hawai'i Tourism China no ka Makahiki 2024*  
**Discussion and/or Action on Hawai'i Tourism China Activities Under the Brand Management & Marketing Services Contract and HTA's 2024 Brand Marketing Plans for the China Market**
  - h. *Kūkā a Ho'oholo no nā Hana a ka Hawai'i Tourism Korea no ka Makahiki 2024*  
**Discussion and/or Action on Hawai'i Tourism Korea Activities Under the Brand Management & Marketing Services Contract and HTA's 2024 Brand Marketing Plans for the Korea Market**
10. *Kūkākūkā a Ho'oholo no ka Ho'okumu Hui Kolokolo Mo'ohelu Kālā*  
**Discussion and Action on the Formation of an HTA Budget, Finance, and Convention Center Permitted Interaction Group (PIG)**
  11. *Kūkākūkā a Ho'oholo no ka Ho'okuleana i ka Hui Kolokolo Mo'ohelu Kālā*  
**Discussion and Action on Assignment of Board Members to the HTA Budget, Finance, and Convention Center Permitted Interaction Group (PIG)**
  12. *Kūkākūkā A Ho'oholo No Ka Ho'okumu I Hui No Ke Kau 'Aha'ōlelo 2024*  
**Discussion and Action on the Creation of the 2024 Legislative Permitted Interaction Group**



13. *Kūkākūkā A Ho'oholo No Ka Ho'onohonoho Hui 'Aha'olelo*  
**Discussion and Action on the Assignment of Board Members to the 2024  
Legislative Permitted Interaction Group**

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 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 like me ka mea pono.*

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

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

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



## **05**

### Approval of Minutes

- a. Emergency Board Meeting: August 15, 2023
- b. Regular Board Meeting: August 31, 2023



**EMERGENCY BOARD MEETING  
HAWAII TOURISM AUTHORITY  
Tuesday, August 15, 2023, at 9:30 a.m.**

**Hybrid In-Person & Virtual Meeting**

**MINUTES OF EMERGENCY BOARD MEETING**

**MEMBERS PRESENT:**

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

**HTA STAFF PRESENT:**

Daniel Nāho'opi'i, Kalani Ka'anā'anā, Isaac Choy, Caroline Anderson, Ilihia Gionson, Jadie Goo, Maka Casson-Fisher, Carole Hagihara

**GUESTS:**

Jennifer Chun, Laci Goshi, Erin Khan, John Monahan, Jared Higashi, Nathan Kam, Alison Schaefer, Jeffrey Esslinger, Tyler Iokepa Gomes, Craig Kojima, Bobbie Okamoto, Jessica Lani Rich

**LEGAL COUNSEL:**

John Cole

**1. Call to Order**

Chair Miyasato called the meeting to order at 9:34 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 Non-public**

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

### **3. Opening Cultural Protocol**

Mr. Casson-Fisher did the opening cultural protocol.

Chair Miyasato welcomed the newest member, Mr. Hannemann, to the Board.

### **4. Presentation on the Maui and Hawaii Island Brush Fires**

Chair Miyasato read the preamble to the emergency meeting; it is held pursuant to Hawai'i Revised Statute HRS 92-8A. The Board finds that the recent brush fires in Maui and Hawai'i County have presented an imminent peril to public health, safety, and welfare that requires the Board to hold an emergency meeting to determine whether it is appropriate at this time to request the governor to declare that a tourism emergency exists. At least two-thirds of the Board members present and online agree that these findings are correct and that emergency exists. Pursuant to HRS 201B-9A, if the Board determines that the recent catastrophic event adversely affects Hawaii's tourism industry by resulting in a substantial interruption in the commerce of the State, and adversely affecting the welfare of its people, the Board shall submit a request to the governor to declare that a tourism emergency exists. Such a declaration would allow the HTA, through its Board, to develop and implement measures to respond to the emergency and allow the use of monies in the Tourism Emergency Special Fund for the response if necessary. The HTA managed assets that could be brought to assist in responding to the emergency. This includes the Tourism Emergency Special Fund and the HTA's unique experience, partnerships across multiple disciplines, relationships with government, tourism-related industries, destination stewardship entities, local communities, and community organizations. Prioritizing the use of these assets effectively is critical to the HTA's short-term response to the emergency and longer-term implications for the State, its economy, and its people. That formed the basis of the discussion.

Chair Miyasato said he mentioned terms of engagement before getting to the meeting. He said they will wait until every presenter is complete in their presentation, and then they would go around the room and allow Board members to ask questions. They will keep it to three minutes each, and everyone can speak.

Mr. Nāho'opi'i thanked the HTA staff for helping set up the DOC and for helping support the residents on the island. In response to the fires, they set up a Department Operations Center (DOC) on August 8, which falls under the statewide response of mass care within the

Department of business economic development. There was 24-hour coverage there until August 14.

The HTA also ran an assistance center and was involved in the temporary housing task force. They had the HTA leadership and staff. He thanked Mr. Ka'anā'anā and Ms. Anderson, who led the team while he was stationed at the State DOC. The typical procedure for DOC is to have the DBEDT staff with the director and the GMTs, which are HTUSA and HTJ. They also had the O'ahu Visitors Bureau.

The HTA also had the PR firm to support Mr. Gionson and additional staff for research. They had representation for the CNHA to support the HTA within the DOC. The airlines and hotels both on Maui and statewide coordinated the process of the off-island evacuation, moving the visitors and residents out of the impacted area to the airport, then getting them to better shelter, as well as working with the airlines to slow down the flow of flights coming into Maui, so they could have access to the resources for the residents, while they moved visitors to other accommodations. They relocated 241 into the O'ahu access center. The airlines coordinated through the DOC the cancelation of flights, a total of 15,000 seats. Within the DOC, they also worked to get the evacuees from HNL to the Hawai'i Convention Center. They worked with OTS (Oahu Transit Services) and Roberts Hawai'i to shuttle people from the airport to the space in the Assistance Center shelter in the ballroom on the fourth floor. They provided a transitional shelter until the visitors or residents found longer-term hotel places until they returned to their homes. The Red Cross helped lead the shelter. They also had state sheriffs there. All the coordination could not have been done without the airport support and the other partners, e.g., VASH, providing counseling and support services, clothing, and blankets. They received donations from hotels and partners. There was also a shower system set up.

The airlines waived fees and activated their teams to support visitors in making their bookings, getting them to the right place, and providing all the messaging about the services in flight and on the shuttles. The Counselor Corps was also there, and the local organizations volunteered their time, helping with foreign languages, etc. As of August 13, the shelter was moved from the HCC to the Ke'ehi Lagoon Memorial Hall as there became less need. The American Red Cross, Roberts, and VASH are currently there. 241 people were served in assistance centers, they had overnight stays of over 189 (including 28 American Red Cross Volunteers) and 325 shuttle riders. They used the Honolulu bus service to service the airport. At peak, they were at 20-minute intervals. They continue to provide the on-demand service now.

Within the DOC, they also handled the External Affairs, ESF-15. There were a lot of inquiries from the media, and there was press coverage sending out advisories and getting accurate

information. He mentioned how grateful the HTA was for all the partners' support and all their time and effort.

Mr. Nāho'opi'i said they are currently transitioning into the second task force. The DOC is still running, but they will now do two task forces. The first is a temporary housing task force. He asked Dir. Tokioka to elaborate. Dir. Tokioka said the staff at the HTA, in collaboration with all the partners and DBEDT worked extremely hard, and he commended them all. He said some of them were working 24 hours each day. The temporary housing task force started the previous week. They wanted to ensure people were out of the shelters. They have already transitioned about 350 out of the shelters. The following day Red Cross and FEMA will be taking over that responsibility. He commended the hotels that stepped up. From the hotels, they move the people into vacation rentals and timeshares so they can have refrigerators, bathrooms, etc. Airbnb also stepped up, and the Department of Human Services is working on that program. He and Mr. Myers are working on the vacation rental program to get them into normalcy. Dir. Tokioka had to leave for another meeting. Chair Miyasato thanked Dir. Tokioka for all his endless help.

Mr. Nāho'opi'i said they want to move to the next steps. The HTA continues to be a part of the process of first relief and moving into recovery. He asked the Board to continue with their guidance. There was no public testimony from anyone.

Chair Miyasato asked Mr. Gionson to go around the table for feedback. Ms. Iona, Mr. McCully, and Ms. Menor-McNamara commended the Chair and the staff for their efforts. Mr. Arakawa commended everyone for their efforts. He said they should create a template from this experience should there be more similar emergencies. He spoke about the Kaua'i flooding and the volcanic eruption on Hawai'i island and said the HTA were questioned if they were on the ground. He suggested in the future they should send senior staff to the neighbor islands to see what is going on there, so the HTA can know what is needed from them. He said their messaging must be worked on to be more accurate. He heard from hotels that the staff are going through a tough time. He said they should reach out to see how they can assist. He spoke about transitioning the housing and said it is the kuleana of other agencies. They need to re-look at the HTA mission to see what they can do. He said some of the hotels have guests with questions that could not be answered, and they would have appreciated someone on the ground from the HTA to give accurate answers.

Mr. Nāho'opi'i answered the questions. He said that regarding the need to be on the ground in Maui, they were closely integrated with FEMA and HiEMA. They could then coordinate with the people in Maui they work with. In Maui, they received information from HiEMA. Sen. DeCoite also provided information two to three times daily to stay in the loop. HiEMA did not want the

HTA to get in the way but worked with the partners.

Mr. Nāho'opi'i asked Mr. Ka'anā'anā to speak about the response and resident support. Mr. Arakawa asked for clarity that if there is a disaster, the HTA will not send anyone to the site. Chair Miyasato said they are working on a plan to mobilize things. He said they would discuss that later and should have people develop a plan. Mr. Arakawa said that the HTA's work was commendable but reiterated that they should work on having someone on the ground in the future.

Mr. Ka'anā'anā added that their procedures do not stipulate deploying on the ground as those procedures also cover statewide contractors who are there on the ground, including the HVCB, who understand everything. He noted that they made sure they were in constant communication with Mr. Monahan at HVCB central, and they deployed other back resources, ensuring they provided support to the team. Mr. Arakawa said the governor also had people on the ground.

Mr. Nāho'opi'i spoke about the current resident support. Mr. Ka'anā'anā gave gratitude to the businesses that took care of their teams. Part of the transitioning process was in partnership with hotels. A lot of work was done to get visitors out to free up space to make resources available to residents and first responders. In the initial three days, there were 43,000 people moved. They have also been coordinating to get essential workers in.

Mr. Zane and Mr. Hannemann commended the staff for all their help. Mr. Hannemann echoed Mr. Arakawa's points that there be a report afterward to ensure they are all on the same page and learn lessons to improve procedures next time.

Mr. Hannemann asked about messaging. Chair Miyasato said it would come up shortly. Mr. White said that in addition to the HTA staff stepping up, he said the concerning thing when an emergency happens is that they need to keep the rest of the area alive with visitors, e.g., the rest of Maui, that they stand ready to work and help. Mr. White commended those who helped in the early stages of the disaster without hesitancy. He commended the governor and the new mayor.

Mr. Ching thanked everyone who helped during the disaster, as his family had lost their restaurant. He said people often asked him if they needed proof to show that their house or business was lost. He was unsure if that was a necessity to be able to get shelter. He asked what the procedure or requirements are to get shelter. Mr. Nāho'opi'i said the triage and assignment of housing is to go to an American Red Cross supported shelter where they have human services doing the triage to identify the rooms they can go to. They also have the



information on entering and finding appropriate accommodations. Mr. Ka'anā'anā added that some of what is being worked out is the TSA (Transitional Shelter Assistance) program that gets stood up by FEMA. People must register with FEMA for the disaster ID, which will help them move through the available FEMA services. They can also download the app available in a few languages. He said what is important for visitor industry staff is that they have many members and community leaders who are COFA residents. The programs available to them under COFA are different, so they have been working to meet the gap. That is where Dir. Tokioka and the State are working to ensure that none of the neighbors are left behind and that they are paired up with the FEMA program.

Mr. Arakawa asked how employees receive that information and what mechanism they use to get it out. Mr. Ching asked who they could contact if they did not have ways to contact via cell service or access the internet. Dir. Tokioka asked to stick to the agenda, and they will speak about resources later. Ms. Paishon-Duarte said that when they are trying to be a command center, as they learn about the services provided, if they can come up with an emergency matrix of contacts and services, this will be helpful, so they do not have use time to find this information. They need a mechanism for communication for information. Mr. Nāho'opi'i said he would address that in agenda item 5.

## **5. Discussion and/or Action on HTA Resources Related To Disaster Response**

Chair Miyasato spoke about the resources available to the HTA. He gave the floor to Mr. Nāho'opi'i. Part one of the presentation establishes an emergency. Part two is the plan and what the HTA has been doing and plans to do. Relating to communicating with the industry, he asked Mr. Ka'anā'anā to speak about the process and the intent going forward.

Mr. Ka'anā'anā said they are trying to stay in touch with as many folks as possible to anticipate needs. Many of the partners are doing everything they can to help residents. He said they have taken a few steps in making sure they call together global marketing teams to ensure alignment and have the latest information to ensure updates are made to all marketing channels. They have paused marketing locally for DMAPs and others not to crowd the space but to ensure they get critical information out. They have also updated their guidance. They are under advisory number four. They have updated GoHawai'i.com, where they can receive the latest information. They have also updated other pages, apps, PR, and media sites. They have also removed content that is not appropriate or relevant. They are monitoring social media and sentiment tone. He gets daily reports seeing who is saying what to ensure the HTA is monitoring the impact and effect of the disaster. They have also been pushing out information from other government and relevant sources. They are also working with other agencies to align and synchronize their messaging. They clarify that the affected area is West Maui and are

putting together maps with the Anthology Group so there is a visual representation for people to reference.

Mr. Hannemann spoke about the need to be much more proactive and balanced on the messaging, with the exception of west Maui which is our priority to provide relief and assistance, that the rest of Maui nui and the state of Hawai'i are indeed open for travelers to visit. Chair Miyasato confirmed the HTA's resources: the HCC, the HVCB, CNHA, The Anthology group, hotel, and airline groups. He wanted to discuss how to use their resources effectively. Mr. Arakawa also mentioned the consultants and the GMTs.

Mr. Nāho'opi'i moved to the next topic of discussion: the economic impact. DBEDT did their analysis. The slide showed \$8.5 million in revenue loss statewide and a loss of 10,000 jobs over time. Businesses are closed, and there could be more closings. There is a reduction in visitors and property damage. The Star-Advertiser reported through AccuWeather that they estimate a total loss from \$8 billion to \$10 billion over the next year. This is based on direct loss from visitors. Visitor spending is also lost. There are also some statements where Mr. Richards mentioned that he is getting cancelations. A3H has already lost a third of its members. He showed the slide on how they will be using the resources. The governor has also asked to use the HCC and DOC for cabinet-level needs. In the 2008 through 2010 recession, they did not tap into the emergency funds. Instead, the HTA at that time allocated \$10 million in marketing opportunity funds. Some of the activations were market saturations in the West Coast, L.A., San Francisco, etc. They did the West Coast between 2009 and 2010. They also did one activation in Japan. Besides the in-city activations, they also had multiple co-op opportunities with airlines and wholesalers. In 2018, with the Kua'i Floods and the Kilauea Volcano Eruption, he highlighted what they did.

They opened the floor to discussions. Ms. Agas said Mr. Arakawa had good questions and they are trying to figure out what more they can do to help, and messaging is important.

Ms. Menor-McNamara asked about the economic loss per day slide. She said they are still gathering information on how many businesses have been impacted. She asked if Mr. Ching could provide more feedback about what the business community could do to support the employees.

Mr. Zane wanted to ensure they are being sensitive towards residents in their messaging as some residents have lost everything, and the HTA is not in good standing with some people.

Mr. Hannemann spoke about the federal funding side. He said the HTA must be proactive on that front. Mr. White spoke to Mr. Zane's point and asked if they are to use that information for broadcast or if it is just internal. Mr. Nāho'opi'i said it is just for the meeting to establish if this

is a tourism emergency and then for the governor to declare a tourism emergency before the Board can do anything to utilize the emergency funding and create a tourism emergency plan. Mr. White agreed with Mr. Zane's request for sensitivity.

Mr. Ching said many people wanted to see when they could work and get paid. On the resource side, various resources are helping to keep them in line with specific areas.

Ms. Paishon-Duarte agreed with Mr. Hannemann's comments. She also agreed with Mr. Zane and Mr. White regarding sensitivity in messaging. She asked if they could look at the resources they will be accessing via the emergency fund and then coordinate and collaborate to bring in additional dollars and non-monetary resources for relief and recovery. She also wanted them to focus on mid-term and long-term recovery that would possibly take years. Chair Miyasato echoed Ms. Paishon-Duarte's comments.

Chair Miyasato said the role of the HTA Board is to focus on the sustainability and viability of tourism as it relates to employment and economic health. He said they must do that from the perspective of the people suffering. Mr. Arakawa said that among the HTA's duties, one of the major duties is their employees. He said they should not have to recreate the wheel but look at previous disasters and what was done then.

#### **6. Discussion and Action on Requesting A Tourism Emergency Declaration From The Governor Pursuant to HRS §201B-9(a)**

Chair Miyasato motioned that the Board shall submit a request to the governor to declare that a tourism emergency exists. Ms. Paishon-Duarte seconded that motion. There were no questions and no public testimony. Mr. Gionson did the roll call, and the motion passed unanimously.

#### **7. Discussion and Action on Creation of a Disaster Response Permitted Interaction Group** **8. Discussion and Action on the Assignment of Board Members to the Disaster Response Permitted Interaction Group**

Chair Miyasato asked Mr. Monahan to elaborate on these topics. Mr. Cole reminded everyone about the PIG and what they are under the sunshine law. The Board is permitted to put together a PIG so they can investigate or do a scope of work the Board assigns to them more expeditiously. It involves three Board meetings. The first meeting is to assign members and define the scope of their assignment. The second meeting is to report back to the Board. In a third meeting, the Board would take actions based on the recommendations, and the members

can assign the PIG, but it has to be less than a quorum. Other people who are entities can be put in the group. In meetings, the group can ask other organizations or people for information and advice, etc. The group should be as transparent as they go through the processes.

Chair Miyasato said the discussion is around the creation of a disaster response PIG. The intention of forming it is in direct response to the current emergency, but also to glean lessons learned and have a plan they can utilize going forward to best use the HTA's available resources. The HTA can define the membership and the scope of the group's work.

Chair Miyasato spoke about the formation of the group. Ms. Paishon-Duarte said she and Chair Miyasato discussed the skillsets of the existing Board members. They have a recommendation they want to put forward for discussion. She mentioned six members they want to consider serving on the PIG. Considering the members, they wanted to ensure Maui folks were represented on the Board. They also wanted to ensure they had expertise in the industry with the hotels, etc. They also wanted to provide expertise from neighbor islands that actively respond, work on the ground, and are happy to coordinate responses. They also wanted to ensure representation from a business community to help coordinate across government, business, and non-profit partners. They also wanted to ensure legal expertise in the group. She put forward the names: Mr. White, Mr. Hannemann, Ms. Iona, Ms. Menor-McNamara, Mr. Arakawa, and Ms. Paishon-Duarte.

Chair Miyasato requested a motion to form a disaster response PIG with the named members and the scope of the assignment based on the description. Ms. Agas said she supported the group's formation and said they could utilize the rest of them for anything needed. She said it is a good utilization of talent from the Board. Ms. Iona said it was a good move to make. She supported it and said they could make a difference. Mr. Arakawa thanked everyone for their consideration. Mr. Hannemann said he was happy to serve.

There was no public discussion. Mr. Gionson did the roll call, and the motion passed unanimously.

Ms. Iona said they did a lot of emergency relief, and they were able to network with important friends. Mr. Hannemann shared out-of-state reach. Calls were made over the weekend. She commended Chad Buck from Hawai'i Foodservice Alliance. She said he is used to bringing stuff in on the ground during COVID times. They learned they could not forget about other sides of the island that were in trouble. She said the governor reached out to Mr. Buck to assist with everything. Mr. Buck donated and moved a million pounds of food into Maui in the last four days. He has been the one who picked up all the containers with donations. She said there were still containers sitting with no place to go.

She mentioned Dr. Joseph Penbera, who runs an association that helped with Hurricane Katrina. He organized philanthropy all over the country, and they asked him to stand down. The reason was that they wanted to ensure they had the right message. Their focus now is to feed people; Hawai'i Foodservice Alliance, Aloun Farms, and Mercy Chefs have prepared 5,000 meals since Wednesday for residents and volunteers. Another organization led by the Maui Community College will be bringing nine to ten containers into Maui every other week. They asked Darren Strand from Maui Land and Pineapple Company, to maintain the eight people who would be laid off on Friday. They are to keep them as the HTA will use Maui Land and Pineapple Company for the holding area for the food coming in. Behr Hawai'i is willing to use their warehouse to house goods like generators, air purifiers, etc. Shan Tsutsui had all the capital items delivered to Mahipono. He had spoken to Mr. Buck on iHeart Radio that reaches 160 cities across the U.S. Mr. Buck gave information on what is happening on the ground. During a break, iHeart Radio called in and told them they would make a significant contribution to the cause. They also said that all the stations across the U.S. in their network will replay the broadcast, and it will be on Podcast on Saturday and next week, reaching out to people where to give money. She said Mr. Ka'anā'anā helped her get the information she needed. All the money raised by the radio stations will be going to the CNHA. She hopes that Mr. Lewis and the organization will understand what the people need. They are guaranteed the organization will be the one to help the people of Maui. She said they will feed the people from Mercy Chefs and bring in food from agriculture. Mr. Buck is looking to bring in beef from the farms and bring in produce from Aloun Farms, which wanted to get a container in the water by the following day. The bottom line is that they need to feed the people for as long as they need.

People around the U.S. have offered containers of oranges, fruit, vegetable, food, or whatever is needed. They will work with the governor and Dir. Tokioka to make it work. She said these men are made up of former secretaries of agriculture from Obama's administration, people who know how to access FEMA. She said the disaster committee could have a good start now.

Chair Miyasato thanked Ms. Iona for her work.

## **9. Adjournment**

The motion to adjourn was moved, seconded, and carried unanimously. Chair Miyasato adjourned the meeting at 11:24 a.m.

Respectfully submitted,

*Sheillane Reyes*

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Sheillane Reyes



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hawaii tourism authority.org

**HAWAII TOURISM AUTHORITY**  
**Thursday, August 31, 2023, 10:30 a.m.**

**Hybrid In-Person & Virtual Meeting**

**Hawai'i State Capitol**  
Conference Room 325  
415 South Beretania Street  
Honolulu, Hawai'i 96813

**MINUTES OF THE REGULAR BOARD MEETING**

**MEMBERS PRESENT:**

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

**HTA STAFF PRESENT:**

Daniel Nāho'opi'i, Kalani Ka'anā'anā, Isaac Choy, Caroline Anderson, Ilihia Gionson, Iwalani Kaho'ohanohano, Carole Hagihara-Loo, Maka Casson-Fisher, Talon Kishi, Tracey Fermahin, Sunnie Lasconia

**GUESTS:**

Senate President Ronald Kouchi, Senator Lynn De Coite, Representative Mark Hashem, Representative Darius Kila, Representative Sean Quinlan, Representative Chris Todd, Tracy Arakaki, Jennifer Chun, Rebecca Crall, Jeffrey Eslinger, Jared Higashi, Nathan Kam, Erin Khan, Clarisse Kobashigawa, Noelle Liew, Guillaume Maman, John Monahan, Barbara Okamoto, John Reyes, Teri Orton, Roth

Puahala, Mari Tait, Eric Takahata, Noelani Schilling-Wheeler, Kainalu Severson, Alexander Wong,

**LEGAL COUNSEL:**

John Cole

**1. Call to Order**

Chair Miyasato called the meeting to order at 10:30 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. The member who attended via Zoom was by himself.

**3. Opening Protocol**

Mr. Casson-Fisher did the opening protocol, which asked to share the space for the HTA to conduct its Board meeting in the State Capitol. Roth Puahala welcomed the meeting participants to the State Capitol; he shared the 'Ōlelo ka wa mamua, ka wa mahope (to seek the future, we must look to the past).

Mr. Puahaha introduced Senate President Ronald Kouchi to share his welcome.

Sen. Kouchi welcomed the HTA Board to the State Senate Building and assured them he was ready to work with the Board, putting aside any previous disagreements. It was important for everyone to work together for the good of all Hawaiians. Maui had always been a strong engine of economic development, and what had happened would have an impact on the entire state's economy. Growing up as a child in West Kaua'i, he resented the Lauhala floor covering in their home, which he felt reflected his family's inability to afford carpet, but he now had a better understanding of the foundation his parents had provided for him. Sen. Kouchi recalled that thirty years ago when Hawai'i was awarded five million dollars in U.S. tourism funding, this money was designated to promote foreign destinations so that Hawai'i would not compete with other U.S. states. Sen. Kouchi suggested that a similar strategy might now take place to promote Maui without competing with the rest of the State. He had been impressed with Dir. Tokioka's work to open the HCC as a shelter for displaced people.



#### **4. Opening Remarks from Representative Sean Quinlan, Chair of the House Tourism Committee (TOU)**

Rep. Quinlan, the Chair of the House Tourism Committee, thanked the HTA staff for their response to the Maui disaster, which conformed to the highest standards of Aloha. He reminded the Board that the HTA was created to make human and financial resources available for tourism and to mālama the economy. The present situation of Maui went beyond devastation, and many people were unwilling to hear about tourism, but while respecting the Maui population's extreme grief, an economic disaster needed not to be added to a humanitarian one. Grief would never end, but when it began to subside, employment would be needed to put food on families' tables.

Rep. Quinlan added a personal note of caution in reminding the Board that it should not lose focus on other destination management tasks while mitigating issues in the tourism hotspots in Maui. Even though tourism generated much income for the State and the counties, many residents did not see its benefits. However, it is important to remember that tourism employs more than 200,000 people and makes up a huge proportion of State and county budgets. The HTA needed to be responsive to the needs of communities.

Rep. Quinlan appealed to the Board to settle on a common definition of destination management. He had previously circulated a memo stating that some projects carried out by the HTA could be defined as destination stewardship rather than destination management. The HTA Board should think critically about its core mission and whether each budget item is directly related to it. He asked if the Board should consider whether other agencies could more appropriately fund some of its projects in the future.

In conclusion, Rep. Quinlan thanked the Board members for their investment of time and emotion.

In response, Chair Miyasato thanked Rep. Quinlan for setting the tone for the Board to do their work and noted the importance of two-way communication.

Rep. Quinlan praised Mr. Nāho'opi'i for his leadership in responding to the crisis when coming into a new role on short notice.

Chair Miyasato mentioned that not all Board members had received the memo to which Rep. Quinlan referred and asked him to resend it. He reminded the Board that the purpose of their meeting in the Senate building was to allow them to interact with legislature members. Sen DeCoite had been scheduled to give the closing remarks at the end of the afternoon session but would address the Board now.

## **5. Approval of Meeting Minutes**

### **5.a. July 13, 2023 Special Board Meeting**

Approval of minutes. Special Board meeting of July 13, 2023, proposed, seconded, and carried unanimously.

### **5.b. July 27, 2023 Regular Board Meeting**

Approval of minutes. Regular Board meeting of July 27, 2023 proposed, seconded, and carried unanimously.

## **6. Terms of Engagement at Board Meetings**

Chair Miyasato gave some guidelines about the conduct of Board meetings, which he believed would ensure that all Board members had a voice and respect the time and commitment of Board members. Without clear rules of engagement, decision-making by the committee was very difficult.

- A time agenda would be set for each meeting.
- Non-actionable comments were to be kept to a minimum.
- Presenters were to be asked to stay within the time allocated for their presentation.
- Presenters were to be allowed to complete their presentations without interruption.
- Relevant questions pertaining to the subject would be permitted only at the end of the presentation.
- Each Board member would be allowed to ask a pertinent question and/or to give brief thanks/comments related to the presentation, but members were asked to keep these questions/comments brief and relevant.
- These were public meetings, so only topics placed on the agenda and published would be discussed.

## **7. Overview of the Sunshine Law**

Chair Miyasato introduced an overview of the “Sunshine Law” by the HTA Legal Counsel, Mr. Cole. The purpose of this law was to protect the right of the public to know what the government was doing and to open government processes to public scrutiny and participation.

- All discussions, deliberations and decisions regarding Board business must be conducted at a Board meeting.
- All Board meetings must be open to the public. The Board must give notice and access to the meeting, and any material to be used in the meeting must be made available.
- Testimony must be accepted.
- Minutes must be kept.
- Board business was defined as specific matters over which the Board had supervision, control, or jurisdiction and which were either pending before the Board at present, or could reasonably be anticipated to arrive before the Board in the foreseeable future.
- Board members were not permitted to have any discussions, deliberations, or decisions about Board business between themselves outside of a Board meeting, and this also covered communication by email, text, or any other method. The law allowed certain exceptions to this rule, such as two members clarifying Board decisions, but even in this case, they were not permitted to seek commitments from one another to vote in a particular way. Neither was this type of communication, including by email, permitted in a serial fashion.
- The law allowed Permitted Interaction Groups, mainly for investigations. However, by law, these groups must function over the course of three Board meetings: at the first meeting, the membership and scope of the PIG would be defined; at the second meeting, the group would present its findings and recommendations; at the third meeting, the public would have been informed about the group's findings or recommendations and would submit testimony. After this, the Board could only discuss, deliberate, and decide on the PIG's findings and recommendations.
- All Board meetings must be open unless the law covering executive sessions was complied with. For an executive session to take place, a two-thirds vote of all the members present and a majority of the full Board membership must be recorded and entered in the minutes. The reason for the closed session must be announced, and a brief summary or report must be given after the public session is resumed. In general, the HTA Board might request Executive Sessions for personnel matters relating to evaluations or hiring decisions to protect the privacy of the staff concerned, legal matters to be discussed with counsel, proprietary business information that should not be disclosed, or information whose confidentiality was necessary to protect Hawai'i's competitive advantage as a visitor destination.

- Public notice of the date, time, and agenda of a Board meeting had to be posted at least six days prior to the meeting. The agenda must include all the items the Board intended to consider at the meeting and should be described sufficiently specifically to allow the public to decide whether they would wish to attend. If an Executive Session was anticipated, the agenda should include the purpose and the statutory basis for this session. The packet containing the materials to be discussed or reviewed should be distributed or made available to the public at least 48 hours before the meeting.
- Adding items to an agenda that had already been posted was permitted only with a two-thirds vote of all the members of the Board. It was not permissible to add items that were of major importance and would affect a significant number of people.

Chair Miyasato apologized to Board members who had already gone through training about these issues, but he felt that it was important to ensure that all members were aware of what was expected of the Board and what its responsibilities were. Training materials, with specific examples, were available.

### **8. Charter of the Board – What is our Kuleana – What is Success**

Chair Miyasato had asked Mr. Cole to review the basic charter, obligations, and duties of the HTA as laid out in the statute. Mr. Cole gave the following outline.

1. The HTA was headed by a Board of Directors and responsibility for its successes and failures rested with its Board.
2. The HTA was charged with developing, coordinating, and implementing state policies and directions regarding tourism and related activities, taking into account the economic, social, and physical impact of tourism on the state, Hawai'i's natural environment, and areas frequented by visitors.
3. All funding for the HTA came through legislative appropriation. In 2021 the Tourism Special Fund had been repealed, and this changed the relationship between the HTA, the HTA Board, and the legislature.

Mr. Cole stated that the following relationships were vital to the HTA:

1. The HTA was related to the legislature through the laws and policy directions they set and because funding came from legislative appropriations. In addition, the influence of politics was the key to accomplishing the purposes of the HTA.
2. The HTA was related to the people of Hawai'i. Even though many Hawaiians were unhappy with tourism and its negative effects on their daily lives, it was important to

realize that, as one of the biggest economic drivers in the State, tourism affected every resident. This made it incumbent on the HTA to accept their responsibility for making the right decisions.

3. The HTA was also related to local communities, the knowledge stored within these communities, non-profit organizations, and other groups.
4. The HTA was related to other government agencies, both state and federal agencies.
5. Finally, the HTA was related to the tourism industry through lobbying and retail activities.

Mr. Cole went on to enumerate the key assets of the HTA. One of these was the HCC and its use for tourism and business. Other assets that the HTA had developed over the years were its local and international partners. The Global Marketing Teams, whose support for Maui had been so outstanding, were an example of a non-financial asset. Mr. Cole reminded the Board that the HTA needed to show leadership and effectively use all its assets and relationships. He pointed out that staff vacancies that had not been filled risked causing the HTA to fail to implement effective leadership.

The HTA had a President and CEO who oversaw the authority and its staff. Typically, appointing a CEO or Executive Director of a Board would be subject to the approval of the Head of the Department, but Statute 201b5 exempted the HTA from HR Section 2635 from that part of the oversight statute.

Chair Miyasato stated that he and the Vice-Chair had asked Mr. Cole to give this exposé to clarify the HTA's responsibilities and ensure that the Board acted in accordance with statutes in force and government policies.

## **9. CEO Report and Update on the Emergency Response to the Maui Wildfires**

Mr. Nāho'opi'i appreciated the praise he had received from Board members, but he pointed out that this praise was due to the HTA staff who had worked as a team, together with the Governor, the Lieutenant-Governor and Dir. Tokioka, to come up with solutions and ideas from the first day of the fires. Mr. Nāho'opi'i was proud of how the HTA staff and Board members worked together.

During the last Board meeting two weeks ago, in response to the Maui emergency, the Board submitted a letter to the Governor asking for authorization to use the HTA funding for relief efforts as well as for marketing. This permission was granted on August 19. The relief effort would be a long-term process, and this was a federal, as well as a state, emergency. Relief

would involve economic redevelopment in the region and, as Dir. Tokioka had mentioned, an economic recovery package from the government.

During the first two weeks of this emergency, the HTA paused marketing to provide breathing space for affected communities and businesses. This then transitioned into a process of recovery. As Sen. DeCoite mentioned, this allowed the HTA staff and Board members to go to the affected areas to listen to the needs and issues of the tourism partners there. While some people were making urgent demands for quick relief, the HTA hoped for a holistic, long-term recovery process that would be consistent with the needs of communities, cultural values, and protection of natural resources while meeting economic goals and addressing the needs of the visitor industry.

From the start of the crisis, the HTA had supported Maui residents and listened to their concerns, as well as the tourism industry's concerns about returning visitors to safe areas of Hawai'i. The HTA emphasized respectful and compassionate travel and methods of assisting utilizing monetary donations or volunteering. In the long term, there would be opportunities to develop tourism in a way that would return value to the communities.

One of the issues raised at the previous Board meeting was the reduction in arrivals on Maui. Overall, statewide arrivals were still at 80% of normal. Given that Maui formed a significant part of the statewide economy, the deficit in arrivals was expected to continue right up to December. Maui residents had been concerned about not having access to leave the island for work or to visit their families.

At present, the unemployment level in Maui is 4,000. DBEDT had estimated a daily reduction of \$9 million in revenue and 4,450 visitors to Maui. West Maui was a significant resort area for the State and had previously accounted for 16% of the tourism economy. The intention of travelers to visit Maui had dropped by 27%, and promotions did not appear to have any effect.

Mr. Gionson gave an account of the response of the HTA over the past three weeks. He had spent time listening to Maui community residents, to people who worked in the hospitality industry, and to business owners. The HTA had given a clear, respectful, compassionate message that visitors would return to Maui, making clear that travel to Maui was more welcome than ever. The HTA was liaising with Maui County and State Emergency Operation Centers. An emergency assistance center was operating at the HCC. Representatives of island chapters had worked hard to evacuate visitors from Maui to relieve pressure on scarce resources. Over 40,000 visitors had flown out of Kahului Airport 72 hours following the fire. The HTA had paused marketing immediately after the fire but had tried to mention the towns and areas that were still open and the towns that were closed.

The CEO, Mr. Ka'anā'anā, the Board Chair, Vice-Chair and Dir. Tokioka had all been on the ground listening to the needs of Maui residents. A Town Hall meeting for the tourism industry and business owners had been convened at the Maui Ocean Center. The HTA has set up cultural sensitivity training for incoming disaster relief workers and has organized at least ten training sessions. Skills and infrastructure were available, and the HTA staff had given many media interviews to make clear that while West Maui was closed, the rest of Maui was open. On August 21, the HTA began marketing again and continued with sensitivity training and media interviews. An official letter from the HTA welcoming visitors to Hawai'i had been sent out to businesses. The Governor made a "Welcome Back" video. Industry meetings have been convened with West Maui hotels to understand their needs.

Mr. Ka'anā'anā listed various actions that had been taken to assist recovery, beginning with the official website, GoHawaii.com, with good availability of resources. A cross-sector research committee had been convened to investigate which data was available and which were needed in real-time to inform decision-makers. The return of cruises to Kahului Harbor had been facilitated. HawaiiTourismAuthority.org had recovery resources for visitors, visitor industries, and local businesses. As well as convening a coalition of cultural practitioners, media appearances and messaging had continued to emphasize encouraging mindful travel to the Hawaiian islands. While West Maui was not open to visitors, the rest of Maui and the other islands were all open.

The HTA had constantly listened to partners and to residents who had been affected. Everything was being done to ensure sensitivity in the relief effort and support for people on Maui and in Maui County to empower them to develop as they wished. In the longer term, West Maui, too, would reopen to visitors.

As soon as the Board meeting was over, Mr. Gionson's report would be made available to Board members.

Mr. Arakawa thanked the HTA staff and the Board members who had visited Maui to find out the situation.

Dir. Tokioka reminded the Board that as director of DBEDT, he was the liaison between the HTA and the Governor. He would ensure that the Board and the HTA partners were informed about the time to reopen West Maui. It was important for hotels to know when there would be a green light for reservations. Dir. Tokioka respected the compassion the HTA Board and staff had shown towards the population of West Maui, especially residents of Lāhainā who had lost everything. On the other hand, it was clear that whatever decision was made, there would

always be criticism. Regarding the reopening schedule, one of the issues was making sure that debris was being removed safely.

Dir. Tokioka was asked what repercussions would ensue for businesses that did not respect the Governor's timeline for reopening. There seemed to be no legal framework since the emergency order only stated that reopening before the stated date would be "highly discouraged" and disrespectful for residents and other businesses. It was true that businesses needed to start to operate again. Dir. Tokioka promised to ask the Governor for more details. On the part of hotels, as long as the Governor had not announced the closure of an area, they could not collect on business interruption insurance, so they were in a difficult financial position at the moment.

Ms. Iona asked about the definition of West Maui. There was difficulty for some visitors who owned residences in West Maui and were being told that everything was closed. Many times, shares were undamaged but had no power.

Lāhainā had always been the venue for the Maui Invitational Golf Tournament, which was scheduled for Thanksgiving Weekend. The brand's owner had asked for the event to be moved to another venue in Hawai'i. The upcoming PGA Tournament of Champions at Kapalua sent a clear message that Hawai'i and West Maui were still open.

Ms. Menor-McNamara asked about the regulations covering residents of Lāhainā who wished to go to check on the damage to their premises and, if possible, start cleaning up. She had been informed that insurance assessors were allowed to enter the town, but small local companies were not allowed to do so. It was unclear which agency would permit entering the town and premises.

Mr. White responded that he was unsure of the answer to that question. On the other hand, the people of Maui were happy with the support they had been receiving. He believed that if the other parts of Maui were opened as quickly as possible, it would help the affected people to settle down.

Mr. McCully stated that he had been surprised to discover that he could book any short-term rentals in West Maui that day on the TripAdvisor and Expedia websites. He asked whether this implied that visitors were still booking into West Maui, but it was also clear that restricting online commerce would be very difficult if not impossible.

Mr. Nāho'opi'i had been meeting with hotels to verify that they were sticking to a reopening date of October 17. However, these were the larger businesses. The Governor's emergency proclamation was only advisory and did not make reopening illegal. Visitors were being



discouraged, especially from the point of view of their safety since there was much construction traffic on the access roads to West Maui.

Mr. Hannemann asked Mr. Nāho'opī'i about how he arrived the \$500,000 from the LA Clippers on page 23 of the CEO report. Mr. Ka'anā'anā replied that the criteria is based on the proposal the HTA received from the Clipper's organization. It outlined its proposed assets and marketing, that the HTA would have part of it. Pursuant to this Board's direction, considering the HTA's community impact, the marketing reach, and the brand alignment, the HTA felt the Clipper's organization matched all three criteria previously used for sports partnerships. The HTA was also to work with the Governor to support the Maui Invitational Golf Tournament with \$200,000 to ensure that the event would stay in Hawai'i and not be taken to Las Vegas or North Carolina.

Mr. Ching thanked Dir. Tokioka for his comments and questions to be taken up with the Governor. Where West Maui went, the rest of Maui would follow. The sooner definite dates for reopening were known, the better.

Chair Miyasato thanked Mr. Nāho'opī'i for his presentation.

Mr. Nāho'opī'i asked the Vice-Chair to explain the reasons behind the establishment of the PIG. She stated that this was due to the tourism emergency. \$5 million was at the disposal of the HTA in the Special Tourism Fund. The members of the PIG agreed that all these assets should be used for relief and recovery over three phases: short-term from zero to six months, medium-term from six to 18 months, and longer-term from 18 to 48 months. The terms of use might be varied, and the HTA would yield the best advice from State and county officials.

The Vice-Chair explained that the HTA intended to pivot and utilize non-monetary assets such as the Maui ohana, industry and business partners, community, residents, and visitors. The HTA was a major branding hub and intended to utilize its skillsets, major contractors, and consultants. These could become strategic partners in an ecosystem of external communications. The points raised by the Chair and Dir. Tokioka were critical at this time as the HTA was still endeavoring to unify messaging and minimize confusion. With a primary base in O'ahu, the HTA Board members and staff understood the importance of learning and listening so that they could participate as effective partners. A schedule would ensure that everyone had time to be on the ground in West Maui, working with the community, the ohana, and the county leaders.

The PIG was to concern itself with three main tasks:

1. It would inventory strategic monetary and non-monetary assets, the latter being primarily relationships.
2. It would execute a plan via a consultant.
3. It would continue to sort through information being received from multiple sources to ensure that the HTA stood with and in support of Maui's leadership.

Chair Miyasato reminded the Board that the focus had to be on messaging, since other people would certainly make it up in the absence of messaging. He appealed for the HTA to be front and center in messaging.

The Vice-Chair reiterated that community members in West Maui had asked for the HTA to take the lead in communications, bearing in mind that initially, communications had been somewhat disjointed. Mr. Hannemann commented that the outcome of this crisis would depend on everyone approaching it collaboratively, starting with community outreach. The HTA could bring together all the important partners, just as happened during the pandemic.

## **10. Board Chair Report**

### **11. Report of Permitted Interactions at Informational Meetings or Presentations Not Organized by the Board Under HRS section 92-2.5(c)**

There was none on Permitted Interaction Groups.

### **12. Presentation, Discussion and Action on HTA's Financial Report for July 2023**

Chair Miyasato formerly welcomed Mr. Hannemann to the Board. Mr. Gionson and Ms. Kaho'ohanohano did a chant and presented Mr. Hannemann a lei.

Mr. Choy referred everyone to tab 12 of the meeting packet and explained HTA's financial activity for July 2023.

The HTA has transitioned from how its monthly financial presentation was visually presented to a more traditional presentation. This would allow board members used to the conventional presentation for their companies or organizations to understand our financial situation better. We have three statements: our balance sheet, statement of revenues and changes in fund balance, and management-selected disclosures.

Mr. Choy would tell his clients that the way to read financial statements is to look at the Balance sheet as a machine, and the income statement measures the machine's output.

The HTA's financial statements are presented on a fund basis of accounting, meaning that it has five pots of money that must be used in accordance with their purpose as established by law. The pots are the tourism fund, the convention center fund, the convention center roof repair fund, the tourism emergency fund, and the federal fund (or five separate machines). Each pot of money is described in the notes to the financial statements.

The tourism fund is our operating fund. The HTA paid all its expenses out of this fund, such as payroll, contracts, benefits, office expenses, and other general expenses. These revenues used to come from a direct allocation of the Transient Accommodations tax (2021). Then, in 2022 and 2023, HTA got its funding from American Rescue Funds (ARPA). Then, this year, HTA was defunded by the legislature.

For year ending 2024, Gov. Green, through HB 300 Proviso 5, gave HTA \$71,000,000 (\$60 million for General funds and \$11 million for the convention center enterprise funds) while simultaneously clawing back all unused and encumbered funds balances of the ARPA money.

The bottom line of all these transactions is:

*As of July 1, 2024, HTA will have zero money in its tourism fund.*

### **13. Update on the Hawai'i Convention Center's Rooftop Project**

The Convention Center fund has a balance of \$34,467,525 frozen in the Convention Center fund. In 2024, through the proviso, \$11 million given to us by Gov. Green to pay for Convention Center losses. The administration plans to ask for this money back from the legislature when they correct the ceiling error made by the legislature in next year's legislative session.

*This fund could be in jeopardy of spending more money than it has because of the Maui wildfire expenses. This will depend on the timing of the FEMA reimbursements. The HiEMA representative advised me that FEMA expense reimbursement could take years.*

Convention Center Roof repairs: Two sources of funds will be deposited in this fund: \$15 million for roof repairs and \$64 million for terrace deck repair. The terrace deck repair will be deposited as expenditures are made or if an allotment is granted.

*The legislature funded the terrace roof repairs (\$64 million) using general funds which will lapse on June 30, 2024.*

Tourism Emergency Special Funds the HTA Board declared a tourism emergency at its last meeting, and Gov. Green's Emergency Proclamation Number Six acknowledged it. The balance in the fund is \$5,132,360.

Mr. Choy is unsure if the expenditures for this fund will survive the ending of the emergency proclamation.

The federal fund is the economic development grant which Ms. Anderson is administering.

Accounting Department Highlight:

It is audit season; the HTA was notified on August 24 by the legislative auditor that the HTA would begin its annual audit to issue the audit on or about December 31.

The HTA would be involved in three audits:

1. The financial audit of HTA for the period ending June 30, 2023;
2. The financial audit of HCC for the period ending June 30, 2023; and
3. The performance audit of HTA by the legislative auditor.

The HTA has severe staffing shortages, and its funding scheme is compounding this situation. It is tough to hire people, with all of the HTA staff losing their jobs on June 30, 2024.

Mr. Choy has authorized overtime for his staff through Halloween and will try to enlist the help of other HTA Staff to have a successful audit season. In addition, B&F will be sending him next year's budget proposal any day now, and the legislative package is being worked on now.

Mr. Choy's department is working to ensure the HTA receives reimbursed FEMA expenses.

#### **14. Report by the Branding Standing Committee of their Meeting Held on Wednesday, August 23, 2023**

Member Ching chaired a meeting of the Branding Standing Committee on August 23. This was a good meeting with useful contributions from members. The emphasis had been that the HTA should stay in step with the Governor and the Mayor of Maui. A clear message had to be given that the rest of Maui was open while West Maui was closed. The HTA staff would be utilized to do this as a team.

##### **14. a. Presentation and Action on Messaging**

Mr. Ching asked them to go around the room for questions. Chair Miyasato asked if this is outside of normal plans and budgets, and Mr. Ka'anā'anā confirmed that as correct. Mr. Hannemann asked that the HTA invites the other three mayors to meet with them regularly. For the upcoming Food Network show, Mr. Ka'anā'anā confirmed with Mr. Hannemann to point visitors to GoHawaii.com. Mr. Hannemann reiterated that the Food Network is a 6-hour special featuring the best of Maui to be aired on September 9.

Mr. McCully asked Mr. Ka'anā'anā if it would be from the Emergency Funds or the Discretionary Funds. Mr. Ka'anā'anā said he is source-agnostic and unsure where to get it. Mr. Choy will let them know their financial position. One of the constraints they have is to be direct. Their allotment for the first quarter of the fiscal year was \$15 million, and as each contract is encumbered, they have to encumber the total contract value, which eats away at the encumbrance. Their ability to access cash in a timely manner is something Mr. Choy was working on. They can also look at deferring other programs, look at the emergency fund or look to unlocking the Board's \$1.25 million and \$750,000 of EDA funds for COVID recovery money that they could use to restore the base budget of those contractors. They will have to work through the VP of finance. Mr. Choy reminded everyone that the current funding source is cash flow for the year.

Mr. Ka'anā'anā said the GMTs are using the base budget and will need replenishment. Mr. McCully asked that when they issue contracts with the contractors, if they have wildcards provisos for situations where they can work on the run. Mr. Ka'anā'anā said they can move the scope's guardrails and have room in the contract to do that. He said they do not have complete free reign to pivot the scope of the contract, but because of the nature of the contract, it is within scope. Mr. White supports the plan but said they have to have the money for the plan. The \$5 million budget could be extended to \$20 million, but they do not have that money upfront. Ms. Menor-McNamara asked about the emergency funding and how they use it. Mr. Cole said there is a process for that.

Ms. Duarte said that for the \$1.7 million for consumer messaging, how many contracts does that equate to. Mr. Ka'anā'anā said all that is done through the HVCB through the HTA. One contractor would provide all services for U.S. marketing. Ms. Duarte asked who has oversight and if it would be an amendment to an existing or new contract. Mr. Ka'anā'anā recommendation would be that they use the emergency procurement powers they have available to respond and then enter into a separate contract for the funds to keep it clean. If they can be reimbursed, it would be easier to track than add it to the existing HVCB contract. Ms. Duarte would like to be kept updated on the process. She hopes there will be a review process of the scope of the contract and the criteria for which to award the contractor to go through a diligent process.

Chair Miyasato asked if there were cooperative opportunities to leverage and share the cost. Mr. Ka'anā'anā said there is an opportunity for that, and the Board has already approved airline cooperation funds and other existing opportunities within the base contract that they can leverage. Mr. Zane said he supports that, especially since it is going out to the North America market.

Mr. Arakawa followed up on the questions on the contracts. He said it is the most flexible contract he has seen where the HTA can change the scope, etc. He had a different idea, but after hearing the restrictions, he asked Mr. Cole to change the scope as they did during COVID. He said they must look at what they can vote on for now and see where they can modify the contracts and perhaps defer funds should there be another emergency. Ms. Agas supported the plan. Mr. Ching also supported the plan, but they need to do their due diligence to ensure everything is done correctly and move quickly.

Chair Miyasato asked for the recommendation. Mr. Ching asked for a motion from the Board, but it is pending the funding as a caveat. Ms. Duarte asked who the plan is vetted outside the Board. Mr. Ka'anā'anā said he had not done much of that, but he knows their tactics are tried and true, and they work. He said they have a meeting with the GMs of the West Maui hotels, and he can share it with them. Ms. Duarte it was appropriate that the strategy had a level of flexibility given the feedback they get. Mr. Ka'anā'anā added that they have homework with Mr. Choy to figure out the "how." The U.S. marketing contract does not need a lot of pivoting as it is already set up to do what they want it to do to. They need to check what flexibility they have with 103D once they have procured something. He said that with other contracts within the HTA there is a lot of flexibility.

Mr. Monahan said the HTA has less money than the previous year, and several contractors are trying to survive. \$60 million barely covers the necessities. He said that in this situation where the state tourism business was jeopardized was the great recession, then shortly after, it was the mortgage crisis. The management at that time decided to cut several programs, but they carved out \$10 million for the contractors to fight the recession. Visitor numbers dropped almost overnight, but it worked. The budget back then was \$90 million, but inflation is moving faster than regular inflation. He said it is a state budget emergency, and the State needs to look at what it is doing from an economic standpoint.

Mr. Ka'anā'anā added that in the recession of 2008, the HTUSA budget was \$28 million. In 2009, it was \$27 million, then \$30 million, and \$31 million. Compared to the budget for the current year, it is not related to inflation. Mr. Reyes said they have been shopping with the communities, and they had been asking for this. He said major chains had said if the HTA commits to that, the marketing will follow, so the State's leadership must follow the official message followed by the industry.

Mr. Ka'anā'anā said the staff's recommended motion is to adopt the U.S. Marketing Maui Recovery Plan for \$2.6 million, subject to funding. Mr. White asked to amend the motion to say it will be paid for out of the emergency fund unless it is determined that it can be funded out of other sources. Mr. Arakawa asked Mr. Choy if they could use some of the emergency funds FEMA would reimburse. Mr. Choy said that was possible. Mr. Hannemann said there is another pocket of funds: the money the legislature gave the Governor to use for tourism purposes. They suggested the motion to mention "funding to be determined." Mr. Ka'anā'anā said if the Board approves the plan and how quickly they can implement it, Mr. Monahan is willing to use the base budget to do it, and the marketing will start.

Mr. White concurred with Mr. Hanneman about other monies, but those monies are not approved right now, and the emergency fund is approved. And to Mr. Choy's point, it will be much cleaner to keep the money separate.

Ms. Duarte asked if it would be permissible to make a motion to encumber \$2.9 million from the special fund given where they were in the process. She asked what the implications of that would be. Mr. Cole said that according to the statute, the use of a special fund shall be provided for in articles, by-laws, resolutions, and other instruments executed by the Board, but they have not done that yet. He said that should be an item on the next meeting agenda.

Mr. Ka'anā'anā directed Board members to the U.S. Marketing Maui Recovery Plan package. He thanked the Global Marketing Team for their collaboration with the Board. As had already been mentioned, marketing ceased immediately after the fire but had then resumed on August 21. This gave the marketing team enough time to assess, learn, and listen. It was clear that if marketing were not rooted in the realities on the ground, they would be making empty promises to customers, which would rebound on them later. He thanked the Chair and members, Mr. Nāho'opī'i and Dir. Tokioka, for allowing him and his team to go to West Maui to hear from residents and business owners.

The short-term marketing strategy would be up to October per the Governor's timeline. While listening to the concerns of the community and business here at home, the marketing department was also concerned about its clients. Marketing messages need to be tailored to the expectations of customers. Social influencers were sending out messages that supported the HTA messaging. Many customers in California, Washington, and Oregon were accustomed to the impact of wildfires and their effect on air quality. They needed to ensure that they knew air quality was good in Hawai'i. However, the overall sentiment of travel customers ranged from negative to neutral.

Mr. Hannemann said the issues about negative travel sentiment would be addressed over time. Some local celebrities had made statements that were less than helpful, but Jason Momoa had given a statement that encouraged respectful visiting in line with the expectations of the local communities. Major community stakeholders had given useful comments on Instagram involving donations for displaced families. Other celebrities like Oprah Winfrey and Dwayne Johnson donated \$5 million on August 30 to aid 8,000 displaced families.

GoHawaii.com was a state-owned website and a source of trusted information. They had several audiences: visitors, the visitor industry, residents, and the broader community, including everyone who might not be directly involved in the visitor industry.

Not everyone understood that there were six visitable Hawaiian islands, so it was necessary to educate consumers to clarify where the affected area was. Social channels have been a rapid way to do this. Global Marketing Teams have also been effective.

Mr. Ka'anā'anā spoke about the U.S. Marketing Maui Recovery Plan. Details were given about the Kupa 'Āina social messaging strategy timeline for August, September, and October 2023. Hawaiian Airlines, Alaska Airlines, and Maui Divers were among the partners who supported this campaign. The three primary target audiences of the media campaign were consumers, the travel trade, and MCI, along with the intended focus on the mindful traveler. The HTA Partners were listed, beginning with Gov. Green and Mayor Bissen and continuing with other partners such as members of the HVCB, airlines, and community organizations. Other partners included the PGA and Kapalua Champions Tours. Some professional golfers were to partner with the HTA. There was to be an initial commitment from Sentry of \$250,000. Other supporting partner is LG, which offered its banner ads to HTA for its messaging, reaching out to people who own an LG TV.

Mr. Ka'anā'anā gave examples of earned media, which continued to amplify the Governor's message and uplift the voices of Maui. The Hot 100 list comprised media organizations whose message aligned with the mindful traveler.

Upcoming programs in earned media and programs in development or review were listed. Owned media comprising the GoHawaii.com website, the GoHawaii App and e-newsletters had also been used to send out the message of respectful visiting. Details were given of marketing to the travel trade and Meet Hawai'i – MCI.

Finally, a budget request was submitted to the Board comprising \$1.7 million for consumer messaging, \$300,000 for the travel trade, and \$600,000 for MCI, totaling \$2.6 million.



Mr. Cole provided the revised motion: The motion is for the Board to approve emergency U.S. Marketing Plan using the tourism emergency special fund, subject to the Board approving a resolution providing for the use of money in the special fund, or using another, to be identified, funding source. Ms. Duarte made a motion, and it was seconded. Mr. Gionson did the roll call, and the motion passed unanimously.

### **15. Presentation, Discussion, and Action on the Hawai'i Convention Center's July Financial Report and Update on the Hawai'i Convention Center's 6-Year CIP Plan**

Ms. Orton reported for the start of the fiscal year in July. They had a busy month at the HCC in July, welcoming four city-wide events. She thanked Mr. Reyes and his team. It included sporting events and association conferences. The events brought \$64.2 million in economic impact, \$7.5 million in TAT generation to the state, and over \$2.5 million in revenue to the HCC. Along with twelve other local events, the HCC generated \$2.9 million in gross revenue. That allowed them to cash flow a positive month at \$885,800, over \$1 million better than the budget. Due to city-wide business, there was high food and beverage spending, reminding them of the good days pre-COVID.

She highlighted the ROI and revenue to the HCC for the month being \$30.74. She listed the various city-wide events for July to June 2024. They had a total of 16 city-wide events at the HCC. The economic impact return was \$344,500,000 to the State. It was also generating in a little over \$40 million in TAT. It is vital to support the MCI team in bringing city-wide business to the center.

She highlighted the 17 local events in August, 22 in September, and 26 in October. She highlighted a few recent events at the HCC. The Comic Con Honolulu will be held from August 4 to 6 with 8,000 attendees. There were also two Japanese banquet events: Daito Kentaku Hawai'i Campaign 2023 from August 7 to 10, with 2,500 attendees. The Made in Hawai'i Festival took place on August 18 to 20, with 50,000 attendees. The 41st Annual Okinawan Festival is coming up from September 2 to 3, with 50,000 attendees. The 2023 Hawai'i Tourism Conference is from September 23 to October 3.

Ms. Tait spoke about the R&M projects. There are seven projects valued at about \$8.2 million. The projects are all on schedule. They have also awarded another nine projects totaling \$12 million. They are procuring five RFPs now with an estimated value of \$12.4 million. To date, ASM Global has completed 23 projects that cost approximately \$23 million. Ms. Orton introduced Dan Hoffend, VP of Global Convention Centers under ASM Global. Mr. Hoffend thanked the team for their amazing job the previous month. Dir. Tokioka said that since the fire,

he has been there every day for three weeks, and the team, security, and the banquet crew have done an incredible job. He thanked the team for all their work.

Mr. Nāho'opi'i said the staff recommended a motion to accept the financials of the HCC. The motion was moved and seconded. There was no discussion. The motion passed unanimously.

#### **16. Presentation by the Hawai'i United Okinawa Association of the Upcoming Okinawan Festival – "Sharing Uchinanchu Aloha"**

Clarisse Kobashigawa, 2023 President of HUOA, spoke about the Okinawan Festival. The crew is at the HCC at present and has started setting up. She introduced Mark Higa and played the presentation with a brief overview. Ms. Kobashigawa mentioned the KHON2 TV spot, Living 808 segment, featuring Brandon Nakasone, HUOA 2023 Okinawa Festival Chair. She said throughout the festival, they did not only focus on cultural foods and Hawai'i-grown sources but they are known for their multi-ethnic performances by bringing in the Okinawan dance performers. This year, HUOA is partnering up with Jake Shimabukuro. Sustainability is also on their mind. They also participate in the 100% carbon offset program made available through the HCC. The festival also features locally sourced food and products; it partnered with Don Quixote which brought in items directly from Japan. She highlighted that HUOA has been very lucky to partner with the HCC. She said it was difficult to transition outdoors to indoors, but it has been worth it as they have air-conditioning and wheelchair access. As of the previous year, they had up to about 45,000 attendees. They anticipate reaching 50,000 attendees this year.

Ms. Chun shared some statistics. The 2022 Okinawan festival had 32.9% Hawai'i residents, 58.9% domestic visitors, and 8.2% international visitors. Interestingly, many people came on more than one day. Sunday was the most popular day of the week, and most residents came from Honolulu, with some coming from Maui County. California was the most popular state. The number one international market was Japan, then Australia, Canada, and Korea.

Mr. Higa showed the Okinawan Festival television commercial, then the KHON2 Living 808 segment, and then the Yuimaaru Maui, Working Together for Maui, a video featuring HUOA's effort in supporting Maui with Jake Shimabukuro.

Mr. Ka'anā'anā gave a heartfelt mahalo to everyone for understanding that they are taking up HCC third-floor meeting room space so that the coordination response for Maui can continue. He thanked the Board for their awareness of the data that Ms. Chun shared. It is part of one of the mechanisms to provide information about investments the HTA makes in events; it measures, surveys, and provides good insights passed on to organizations, such as HUOA, to help with future applications.

Mr. Ka'anā'anā acknowledged that the Okinawa Convention and Visitor Bureau sent a letter of condolences to the HTA, and he thanked them for the letter.

### **17. Presentation by Chad Buck on the Future of Food Security in Hawai'i**

This agenda item is rescheduled to the next meeting.

### **18. Discussion and Action on the Assignment of Board Members to Standing Committees**

Chair Miyasato reiterated that they have four standing committees and three PIGs. He asked to vote for each committee. For the Branding Standing Committee, Chair Miyasato is the Chair, and the Vice Chair is Mr. Zane. Members are Ms. Agas, Mr. Arakawa, Mr. Ching, Ms. Menor-McNamara, Mr. Hannemann. Ms. Agas said she'd like to stay in the Budget and Ho'okahua Hawai'i Committees since many board members are in the Branding Standing Committee. Chair Miyasato asked for a motion to approve the membership of the Branding Standing Committee. It was moved and seconded. The motion passed unanimously.

For the Administrative and Audit Standing Committee, the Chair is Mr. White, and the Vice Chair is Mr. Hanneman. Members are Mr. Arakawa, Mr. Ching, Ms. Duarte, and Dir. Tokioka. Mr. Hanneman asked what the committee does. Mr. Nāho'opi'i said the committee is reviewing existing policies, making findings and recommendations to modify, amend, and replace existing policies. They need administration of authority, establishing criteria with the recommendations, and making recommendations related to evaluating the president and CEO. Under that is also the Audit Standing Committee, which includes proper execution of internal audit controls by consulting with the authorities, external auditors to determine whether the internal controls have been properly executed, ensuring that financial statements are timely prepared and accurate, and that the statements were properly report financial information necessary for the fiscal operation of the HTA and establish and enforce a code of conduct to ensure the financial integrity of the HTA's management of public funds.

There was no further discussion. Chair Miyasato requested a motion to approve the Administrative and Audit Standing Committee. It was moved and seconded. The motion passed unanimously.

For the Budget, Finance, Convention Center Committee, Mr. Nāho'opi'i said this committee's purpose is to review the HTA's financial reports, investments, and annual budgets. The committee, in conjunction with the HTA staff, will be responsible for developing and monitoring the HTA's annual budget. The committee shall review the HTA's financial reports and make recommendations for the Board. The committee shall convene as necessary to receive

information, updates, and recommendations from the HTA staff. The Chair is Mr. Arakawa, and the Vice Chair is Ms. Agas. Members are Mr. White, Mr. McCully, Mr. Miyasato, and Dir. Tokioka. Chair Miyasato asked for a motion to approve the membership of the BFCC. It was moved and seconded. The motion passed unanimously.

For the Branding and Marketing Standing Committee, Mr. Nāho'opi'i said the purpose of this Committee is to review, evaluate, and recommend the HTA's marketing initiatives, programs, and activities that support the HTA's vision, mission, goals, and objectives. The committee shall convene as necessary to receive information, updates, and proposals from the HTA, and the committee may make recommendations to the Board from time to time.

For the Ho'okahua Hawai'i Committee, the Chair is Ms. Duarte, and the Vice Chair is Mr. Ching. Members are Ms. Agas, Mr. Hanneman, and Mr. Zane. Mr. Ka'anā'anā said the committee's purpose is to develop, review, evaluate, monitor, report, and provide recommendations on natural resources, Hawaiian Culture, and community issues. Chair Miyasato said there was room for another member. Ms. Menor-McNamara was added to the members. The motion was moved and seconded. The motion passed unanimously.

Chair Miyasato confirmed that the four Standing Committees had been voted. The other committees were deferred for future discussion.

#### **19. Closing Remarks by Senator Lynn De Coite, Chair of the Senate Committee on Energy, Economic Development, and Tourism (EET)**

Sen. DeCoite reminded the Board that tourism was like a farmer's crop, which had to be nurtured to grow. She congratulated the HTA for the set-up at the HCC, particularly mentioning Mr. Choy for his work there. She expressed her sympathy and condolences for the people of Maui who had lost family members. However, while communities were grieving, they were also hoping for jobs. Sen. DeCoite was working with Chair Miyasato to discuss the future of Maui businesses. While respecting the grief of those who had been bereaved, it was necessary to discuss a timeline for reopening. No decision would ever be popular with everyone, but it was necessary to make a stand. Sen. DeCoite thanked Mr. Nāho'opi'i and Chair Miyasato for meeting with affected families.

The Chair thanked Sen. DeCoite and appreciated her leadership on the ground.

Sen. DeCoite reminded the Board of the importance of communication.

Chair Miyasato named some representatives who were present at the Board meeting.

Chair Miyasato thanked everyone for their participation and motivation.

## **20. Adjournment**

Chair Miyasato adjourned the meeting at 2:48 p.m.

Respectfully submitted,

A handwritten signature in cursive script that reads "Sheillane Reyes".

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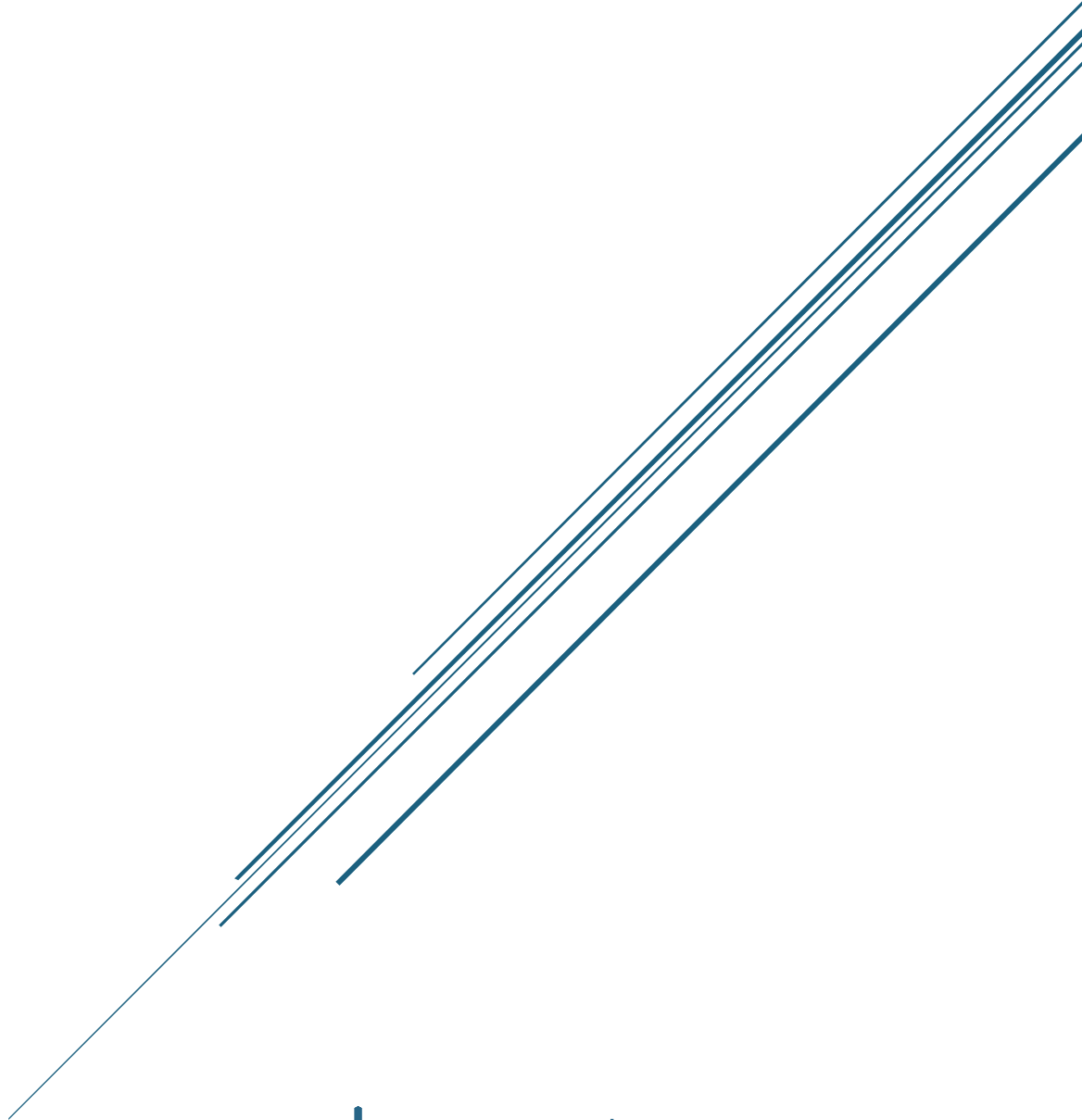
Sheillane Reyes

# **6**

## CEO Report

# HTA CEO REPORT

SEPTEMBER 2023



HAWAII TOURISM<sup>TM</sup>  
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 August 2023. Overall, this report provides insight into the actions conducted by the staff to implement the HTA budget previously approved by the Board.

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

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

In the Community pillar, HTA's work with the Hawai'i Visitors and Convention Bureau (HVCB) continues to foster community-based tourism projects that improve and enrich Hawai'i's product offerings with the Community Enrichment Program (CEP) and Signature Events Program (SEP). On June 14, 2023, HTA announced the awarding of \$3.78 million in funding to support 76 community projects, festivals, and events throughout the state as part of its Signature Events and Community Enrichment programs in 2023. See below for the list of the eighteen (18) events that took place in August 2023.

In the Brand pillar, the RFP for Tourism Destination Brand Management and Marketing Services for the Europe MMA was issued on July 25, 2023, with proposals due on August 25, 2023. Evaluations have been completed and Notice of Award was published on HlePRO on September 15, 2023. For Maui Recovery, the global marketing team was advised to develop incremental plans covering the period of October 8, 2023 to June 30, 2024, for HTA board's approval in September. In addition, the calendar year 2024 brand marketing plans were presented in the HTA Branding Standing Committee Meetings on September 15 and 27, 2023.



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

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

## I. MAUI FIRE RESPONSE & RECOVERY

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

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

HTA is also part of the ongoing recovery phase of the disaster, working with state and federal emergency management officials to coordinate the next 12 months of tourist activity and economic redevelopment in the region, and enhance messaging on appropriateness of traveling to non-impacted areas in Maui. (*Objective 21b, Joint Incident Action Plan, FEMA-DR-4724-HI*)

When the State Emergency Operations Center was activated, HTA established an internal operations center at the Convention Center. The HTA operations center performed the following functions:

- Convened state-level visitor industry partners in a central location to facilitate coordination.

- Collected and disseminated information and situation reports to help the visitor industry maintain situational awareness.
- Provided information and support to HTA's State Emergency Response Function (ESF) representatives needed to carry out their SEOC duties, including working with state-level industry partners to fulfill county requests for visitor assistance. Daniel was assigned to the State EOC to act as the SESF representative for HTA.
- The Hawai'i Visitors and Convention Bureau (HVCB) assigned Maui Island Chapter director to the Maui County operations center. The role of Island Chapter director in the operations center is to be the link between the County EOC and HTA.

### *Mass Care (ESF 6)*

#### **Evacuation Off Maui**

Through the tireless efforts of the visitor industry — airline, hotel, and ground transportation partners — and the leadership of the Hawai'i Tourism Authority, **more than 40,000 people, many of them visitors, were relocated off Maui in the initial days of the crisis** to focus resources on surviving residents, family members and first responders.

#### **Assistance Center at Hawai'i Convention Center**

HTA, in partnership with the American Red Cross, stood up the Assistance Center at the Hawai'i Convention Center and **served nearly 300 visitors and residents**. Evacuees were provided with temporary accommodations until they were able to board flights to return home or secure their own lodging. Water and food was also provided to the evacuees, as well as showers, toiletries and clothes, as needed, all free of charge.

The Assistance Center was transitioned to the Keehi Lagoon Memorial Hall (DAV) and finally closed on August 16, 2023.

### *External Affairs (ESF 15)*

HTA is continuously coordinating efforts with federal, state and county emergency management officials, as well as community partners, visitor industry stakeholders, and its Global Marketing Team. HTA is also providing updates to travel partners —airlines, accommodations, ground transportation companies, activity providers, travel agents, and wholesalers, as well as to local, national and international media — to ensure the public is kept informed.

**Crisis Communications**

HTA had been monitoring the wildfires on Maui and Hawai'i Island since they began sharing important updates with industry partners and media on road closures and evacuations. On the evening of Tuesday, August 8, preparations for crisis communications escalated as the wildfires on Maui continued to spread. HTA activated its Department Operations Center (DOC) the morning of Wednesday, August 9 and was in full crisis response mode from that day through the end of August. The team staffed the DOC in-person and provided communications support 24 hours per day from August 9 to 12.

**Message To Visitors**

HTA used its channels to amplify the official messaging of the Governor in regards to travel to the Hawaiian Islands in the aftermath of the Maui fires. This official message is part of the Governor's Emergency Proclamations.

<b>August 8 – August 13</b>	<b>August 13 – September 8</b>	<b>September 8 On</b>
All nonessential travel to the Island of Maui is strongly discouraged.	All nonessential travel to West Maui is strongly discouraged for the duration of this proclamation.	Nonessential travel to West Maui is strongly discouraged through Oct. 7. This guidance will be discontinued Oct. 8.
<i>Emergency Proclamation 2 (8/9, expires 8/15)</i>	<i>Emergency Proclamations 5 (8/13, expires 8/31) &amp; 6 (8/19, expires 10/17)</i>	<i>Emergency Proclamation 7 (9/8, expires 11/6)</i>

The amplification of Governor's message and additional supporting visitor information was shared through all available HTA channels as detailed below.

**HTA Communications**

- Drafted and distributed the following email communications to over 20,000 recipients including industry partners, local, national, and international media, community organizations, government officials, and the general public:
  - Maui and Hawai'i Island Wildfires Update #1 (August 9)
  - Maui and Hawai'i Island Wildfires Update #2 (August 10)
  - Maui Wildfires Update #3 (August 12)
  - Maui Wildfires Update #4 (August 14)
  - Maui Wildfires Update #5 (August 15)
  - Maui Wildfires Update #6 (August 16)

- Maui Wildfires Update #7 (August 21)
- News Release: Hawai'i Welcomes the Responsible Return of Norwegian Cruise Line to Maui (August 30)
- Kīpuni Aloha no Maui (August 31)
- News Release: Hawai'i Tourism Authority Board of Directors Approves \$2.6 Million in Funding for Maui Marketing Recovery Plan (August 31)
- Shared the following information across HTA's social media pages:
  - Posted information about travel to Maui and Hawai'i Island and HTA standing up of the assistance center (August 9)
  - Shared a feed post on disaster assistance information from FEMA (August 13)
  - Posted an additional travel alert update for travel to Maui (August 17)
  - Posted about Hawai'i Community Foundation's Maui Strong Fund (August 30)
  - Posted about Kīpuni Aloha No Maui (August 31)
  - Posted about Council of Native Hawaiian Advancement's Kāko'o Maui Fund (August 31)
  - Posted about Hawai'i Red Cross efforts with HTA (August 31)
  - Posted about HTA Board of Directors approval of \$2.6 million to launch the Maui Marketing Recovery Plan (August 31)
  - Reposted nearly 50 official announcements and informational messages from the Governor, Maui County, Red Cross, FEMA, community relief efforts, etc.
  - Reposted Governor Green press conferences on Facebook
  - Responded to questions and media inquiries related to the crisis
- Drafted and updated the Alert page on HTA's website with the latest information throughout the month.
- Drafted and updated talking points throughout the month.

### **News Bureau**

- Coordinated and assisted with the following interviews and statements, including:
  - Travel Weekly, Jamie Biesiada: Ilihia Gionson (IG) podcast interview on wildfire update, guidance for visitors. (August 10)
  - Hawai'i Public Radio, Cassie Ordonio: IG interview on assistance center at the Hawai'i Convention Center. (August 10)
  - KITV, Arielle Argel: IG interview on assistance center at the Hawai'i Convention Center, guidance for visitors. (August 10)
  - CNN: IG interview on assistance center at the Hawai'i Convention Center, guidance for visitors who have travel plans in the coming weeks. (August 10)

- Honolulu Star-Advertiser, Allison Schaefer: IG interview on impact and importance of educating travelers about the current situation and providing guidance. (August 10)
- CBS News: IG interview on importance of supporting the community, visitor education and current situation. (August 10)
- San Francisco Chronicle, Clare Fonstein: IG interview on supporting the community, guidance for visitors who have travel plans in the coming months. (August 11)
- CBS News Philadelphia: IG on importance of supporting the community, visitor education and current situation. (August 12)
- Good Morning Cape Town, Lester Kiewit (South Africa): IG podcast interview on the current situation, guidance for visitors. (August 13)
- Travel Weekly, Johanna Jainchill: IG interview on how travel advisors should be talking about future bookings with clients. (August 15)
- Living the Good Life/Tee It Up Network, Adam Gottfried: IG interview on Maui situation and encouraging travel to open parts of the island. (August 16)
- NTD Television, Jennifer Zhang: IG interview on Maui situation and encouraging travel to open parts of the island. (August 16)
- Mamamia's Daily News (Australia), Kally Borg: IG interview on Maui situation and encouraging travel to open parts of the island. (August 16)
- Inspire You and Me, Jessica Lani Rich: Daniel Nāho'opi'i (DN) interview regarding the Maui situation and encouraging travel to open parts of the island. (August 19)
- USA Today, Kyla Jimenez: HTA Board Member Dylan Ching interview to address her questions about how the Maui fires have impacted the restaurant industry. (August 20)
- JimByersTravel.com, Jim Byers: Kalani Ka'anā'anā (KK) interviewed to provide update on Maui situation and travel to the island. (August 23)
- KRON 4 News (San Francisco), Dan Thorn: Initially reached out for HTA interview. Needed to postpone due to scheduling. (August 25)
- Columbus Travel's "The Travel Show," Larry Gelwix: IG interview regarding Maui situation and travel to the island. (August 25)
- MauiNow.com, Kaylois Henry: IG interview regarding Maui situation and travel to the island. (August 25)
- CBS News (Sacramento), Dominic Garcia: IG interview regarding Maui situation and travel to the island. (August 25)
- San Francisco Chronicle, Clare Fonstein: IG interview regarding Maui situation and travel to the island. (August 28)

- USA Today, Kathleen Wong: IG interview regarding Maui situation and travel to the island. (August 25)
- Inside Edition, Britt Kraus: Requested interview with HTA regarding Maui situation. Postponed due to other conflicts on their end. (August 29)
- KCAL News (Los Angeles), Laurie Perez: IG interview regarding Maui situation and travel to the island. (August 29)
- Whakaata Maori (New Zealand), Mare Riki: IG interview regarding Maui situation and travel to the island. (August 25)
- CNN, Natasha Chen: IG interview regarding Maui situation and travel to the island. (August 30)
- National Geographic Traveler, Catherine Toth-Fox: IG interview regarding Maui situation and travel to the island. (August 25)
- KTVT-TV (Dallas), Katie Standing: IG interview regarding Maui situation and travel to the island. (August 25)
- Assisted with the following media relations, including:
  - The New York Times, Christine Chung: Provided update on the assistance center at the Hawai'i Convention Center and HTA Emergency Update page. (August 10)
  - Outside Magazine, Jennifer Murphy: Provided guidance for visitors on non-essential travel or business to consider rebooking their vacations. (August 10)
  - CNN, Marnie Hunter: Provided HTA Emergency Update page and current messaging for visitors. (August 11)
  - Southern Metropolis Daily, Amanda Liang (China): Provided HTA Emergency Update page and connected reporter to HI-EMA Joint Information Center. (August 14)
  - The Points Guy, Becky Blaine: Provided latest HTA Emergency Update for reporter to update their guide for visitors who have trips planned to Maui. (August 14)
  - TODAY.com, Randi Richardson: Provided HTA Emergency Update page with advisory to travelers for story on whether people should travel to Hawai'i at this time. (August 14)
  - KRON 4 TV (San Francisco), Dana Rebmann: Provided HTA Emergency Update page with advisory to travelers for story on whether people should travel to Hawai'i at this time. (August 15)
  - Fox News, Daniella Genovese: Forwarded inquiry about hotels offering shelter to evacuees to DBEDT. (August 15)
  - KHON 2 News, Max Rodriguez: Forwarded request for interview regarding hotels offering shelter to evacuees to DBEDT. (August 15)

- Thomson Reuters, Doyinsola Odalipo: Provided written responses to inquiry regarding the state of tourism to Maui. (August 15)
- Adventure Sports Journal, Cathy Claeeson: Provided links of video footage of Lahaina devastation from Governor Green's office for her story about travel to Maui. (August 15)
- Bloomberg, Jennifer Murphy: Provided link to Governor Green's press conference where he emphasizes it is okay to travel to open parts of Maui for her story about travel to the island. (August 15)
- Outside Magazine, Jennifer Murphy: Provided link to Governor Green's press conference where he emphasizes it is okay to travel to open parts of Maui for her story about travel to the island. (August 15)
- Honolulu Star-Advertiser, Allison Schaefer: Provided update on HTA Board's approval to move forward with a tourism emergency request to Governor Green. (August 15)
- Sunset Magazine, Krista Simmons: Reached out to request corrections to her Maui story. Provided link to HTA Emergency Update page. (August 15)
- KITV 4 News, Cynthia Yip: Provided HTA Emergency Update page in response to her inquiry about confusion regarding travel to Maui. (August 15)
- The Weather Channel, Michael Brewer: Provided HTA Emergency Update page in response to inquiry about travel to Maui. (August 15)
- Bloomberg, Jennifer Murphy: Provided timeline on HTA's messaging since the start of the fires. (August 16)
- Outside Magazine, Jennifer Murphy: Provided timeline on HTA's messaging since the start of the fires. (August 16)
- NBC News, Sakshi Venkatraman: Forwarded inquiry regarding the state's evacuation process for residents and visitors to HI-EMA JIC. (August 16)
- The Paper (China), Dong Fangjing: Forwarded inquiry regarding the number of people missing to HI-EMA JIC. (August 16)
- Tradeshow News Network, Lisa Savas: Inquiry seeking information about how the wildfires are impacting the HTA/HVCB teams. Declined opportunity. (August 16)
- ABC 10 News (San Diego), Aaron Dickens: Provided HTA Emergency Update page in response to inquiry about travel to Maui. (August 15)
- KHON 2 News, Sam Spangler: Forwarded inquiry regarding business impacts on Maui due to wildfires to DBEDT. (August 15)
- CTV News Channel's "Top Three Tonight" (Canada), Lauran Toffan: Forwarded inquiry regarding how the fires are impacting tourism and residents to DBEDT. (August 16)



- Various outlets, Jennifer Murphy: Answered inquiry regarding Maui wedding statistics letting her know DBEDT does not track that information. (August 17)
- Honolulu Civil Beat, Ben Enger: Addressed inquiry regarding missing visitors on Maui by referring him to HI-EMA JIC. (August 17)
- NBC Today Show, Lauren Specter: Forwarded inquiry about economic impact of wildfires on Maui to DBEDT. (August 17)
- Travel Weekly, Andrea Zelenski: Forwarded inquiry about the condition of Lahaina Harbor to HI-EMA JIC. (August 17)
- TaxiPoint.com (UK), Perry Richardson: Contacted to correct information in his story regarding travel to Maui. (August 18)
- Kyodo News (Japan), Matthew Carland: Provided link to research on HTA website for historical Maui travel statistics. (August 18)
- The Climate Traveler Blog, Herb Hiller: Provided clarifying information about HTA's Strategic Plan for story. (August 18)
- Global Times (China), Guang Lanlan: Provided response to inquiry regarding Maui situation and travel to the island. (August 21)
- Mundi & Co., Francisca Kellet: Provided information about HTA's pivot to a regenerative tourism focus. (August 21)
- Civil Beat, Jake Indursky: Forwarded inquiry regarding visitor casualties as a result of the Lahaina fire to HI-EMA JIC. (August 21)
- Skift Meetings, Andrea Doyle: Reached out to correct information in her story about travel to Maui and West Maui. (August 21)
- Departures, Meredith Low: Provided information about HTA's position on travel to Maui. Publication has a Hawai'i story coming up later this year. (August 23)
- GID Media, Paris Norris: Forwarded inquiry about television partnership opportunities to HVCB. (August 23)
- Honolulu Civil Beat, Paula Dobbyn: Provided Maui economic impact information due to wildfires. (August 24)
- The Christian Science Monitor, Susan Matusek: Forwarded inquiry regarding Lahaina's overall economic impact to the state's overall visitor industry to DBEDT. (August 28)
- The New York Times, Nicholas Bogel-Burroughs: Provided economic data from DBEDT for story on economic impacts due to Maui wildfires. (August 30)
- Hawai'i News Now, Ben Gutierrez: Forwarded interview request to address current economic fallout from Maui fires to DBEDT. (August 30)



## *Economic Recovery*

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

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

In the weeks following the fire, HTA moved quickly to get the message out that visiting Maui at this time is helping Maui's recovery.

- Composed HTA Letter to Industry Welcoming Visitors
- Secured Governor's Welcome Back Video
- Convened/Co-Convened Industry Meetings
  - Industry Town Hall: Aug. 23, Maui Ocean Center
  - Hospitality Industry Update: Aug. 25
- Established GoHawaii.com as Information Hub
- Convened Cross-Sector Research Committee
- Organized Coalition of Cultural Practitioners
- Facilitated Return of Cruise to Kahului Harbor
- Enhanced Recovery Resources at [www.hawaiitourismauthority.org/maui-recovery/](http://www.hawaiitourismauthority.org/maui-recovery/)

HTA's Board of Directors approved \$2.6 million in funding to launch the Maui U.S. Marketing Recovery Plan, which is centered around a new Mālama Maui campaign and prioritizes rebuilding travel demand from the United States market to Maui. The campaign began on August 21 and continues through mid-November. Heartfelt messages will be shared by kama'āina (residents) of Maui through an integrated marketing effort that will leverage earned, digital and social media.

The campaign will also be amplified through existing partnerships with upcoming

sporting events with HTA support like the PGA Tour, Maui Invitational, and the LA Clippers training camp and pre-season game against the Utah Jazz.

Ongoing efforts to educate travel agents and meeting planners who are critical in educating their clients on mindful and respectful travel will also be enhanced by the campaign.

Meetings were held with HTA, DBEDT's Research & Analysis Division and TRB and HVCB's Market Trends to obtain economic and tourism data to monitor the situation and plan for recovery.

Several Federal agencies (Economic Development Agency, US Dept of Commerce's National Travel and Tourism Office, US Commercial Service) contacted to seek opportunities for support.

HTA is working with HIEMA's Community Outreach Lead to establish a volunteer process to meet the needs of conference/meeting planners and others in the visitor industry who are searching for opportunities to volunteer. This was one of the action items from Industry Town Hall meeting at the Maui Ocean Center.

## **II. CHANGE MANAGEMENT PLAN**

Regarding filling critical staffing positions, the Procurement Specialist position started September 1; Brand section recruited for an Administrative Assistant to replace one that left recently; an Account Clerk III position to support accounting is currently in active recruitment; and the position descriptions for the Planner and Chief Stewardship Officer are being reviewed by DBEDT.

Legislative proposal ideas for the 2004 Legislative Session were submitted to LRB through Representative Quinlan's office for drafting. These were ideas included in 2023 HB 1375 to revise 201B-6 to reflect the development of a tourism management plan and includes the development of destination management action plans. Another proposal reflected the increase of HTA administrative staffing for better contract oversight and the creation of a separate destination stewardship section. Finally, HTA is pursuing the return of the tourism research branch to HTA.

### III. NATURAL RESOURCES PILLAR

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

For the remainder of 2023 through June 2024, Hawai'i Community Foundation (HCF) will continue to administer the Aloha 'Āina program through CON 21033 S1: HTAxHCF – Implementation of Kūkulu Ola & Aloha 'Āina Programs. Through this supplemental agreement, HTA is providing \$1,350,000 in financial support to 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 Auwahi Forest Restoration Project (Auwahi project) is a community-based, volunteer-enacted project dedicated to protecting and restoring one of the most diverse and endangered of Hawaiian ecosystems. Auwahi forest on leeward Haleakalā volcano, Maui, is a culturally important native forest in the Hawaiian archipelago. For *kanaka maoli* (native Hawaiians), this type of forest is an important piece of the various landscapes they occupied. *Wahi pana* (storied places), like Auwahi forest, are places that are extremely important as living storehouses for irreplaceable biocultural resources. Many of the native trees found at Auwahi are referred in Hawaiian songs and legends but are now so depleted that most of Hawai'i's residents, have never seen them.

Over the last 25 years, the Auwahi project has developed a series of pivotal native forest restoration techniques yielding unprecedented results in converting non-native pasture with remnant trees back to functioning native forest. HTA is proud to support projects like this. HTA has awarded 25 community organizations and projects that continue to preserve and regenerate Hawai'i's natural resources and cultural sites. The Auwahi project conducts monthly tree planting trips offering participants an opportunity to become more familiar with Hawai'i's unique biological and cultural resources as well as participate in efforts to protect them. To learn more about Auwahi forest and how to volunteer, visit the Auwahi project's website (<https://www.auwahi.org/>).

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

### ***Hawai'i Green Business Program***

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

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

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

## **IV. HAWAIIAN CULTURE PILLAR**

### ***Kūkulu Ola Program (DMAP Action Item)***

For the remainder of 2023 through June 2024, Hawai'i Community Foundation (HCF) will continue to administer the Kūkulu Ola program through CON 21033 S1: HTAxHCF – Implementation of Kūkulu Ola & Aloha 'Āina Programs. Through this supplemental agreement, HTA is providing \$1,350,000 in financial support to community-based programs that enhance, strengthen, and perpetuate the Hawaiian culture through genuine experiences for residents and visitors alike.

HTA has awarded 19 community groups and cultural practitioners that continue enhance, strengthen and perpetuate Hawaiian culture. A recipient of this funding is Hui Mo'olelo. A program of the Maui Public Art Corps in partnership with Hale Hō'ike'ike at

the Bailey House and the Maui Historical Society, Hui Mo'olelo cultivates intergenerational stories celebrating the history, culture and sense of place of unique sites throughout the County of Maui. With a mission to connect people, place and story through the development of exceptional public art, Maui Public Art Corps bolsters cultural and economic growth throughout distinct Maui neighborhoods while developing healthy, socially connected citizens. The organization was established in 2020 following a successful three-year pilot program entitled SMALL TOWN \* BIG ART — a creative placemaking collaboration with the County of Maui and Hale Hō'ike'ike at the Bailey House/ Maui Historical Society.

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

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

During the period of July 26 to August 25, 2023, *He Aupuni Palapala* project staff continued to inventory the collections of the Hawaiian Historical Society (HHS) and digitize materials at Bishop Museum. Inventorying and condition reporting work resulted in 2,928 pages, amounting to ten volumes. Three volumes were digitized, resulting in 537 pages.

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

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

## V. COMMUNITY PILLAR

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

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

The following events took place in August 2023:

#### **SIGNATURE EVENTS PROGRAM:**

- **8/5-7:** Moloka'i 2 O'ahu Paddleboard World Championships (Virtual Component)
- **8/19-27:** Duke Kahanamoku Ocean Festival in Waikiki

#### **COMMUNITY ENRICHMENT PROGRAM:**

##### **Statewide**

- **8/12:** 41<sup>st</sup> Annual Hawaiian Slack Key Guitar Festival – Waikiki
- **8/12-15:** Annual Hubb Keiki Fest on O'ahu, Waimanalo Beach Park

##### **Kaua'i**

- **8/5:** Old Kapa'a Town 1<sup>st</sup> Saturday Ho'olaule'a Multi-Cultural Celebration
- **8/5-6:** Heiva I Kaua'i 2023 at Kapa'a Beach Park
- **8/12:** 2<sup>nd</sup> Saturday Downtown Lihue Night Market

##### **O'ahu**

- **8/11:** Moonlight Mele 2023 at Bishop Museum's Great Lawn
- **8/12:** Waimea Valley Summer Concert
- **8/17:** Mendokusai at Kumu Kahua Theatre
- **8/19:** 9th Annual Korean Festival at Frank F. Fasi Civic Grounds

##### **Maui**

- **8/4:** Hana Arts Presents! - An Events and Workshops Program for East Maui in Hana- Artist Market & Concert
- **8/12:** Emma Farden Sharpe Hula Festival at the Banyan Tree in Lahaina (Pivoted to a livestream)

- **8/18:** Hana Arts Presents! - An Events and Workshops Program for East Maui in Hana- Artist Market & Concert

### **Moloka'i**

- No events took place in August

### **Hawai'i Island**

- **8/5-13:** 61st Hawaiian International Billfish Tournament at Kailua Pier
- **8/24:** Island Science Lecture Series at Hawai'i Keiki Museum, Kailua Kona
- **8/1-31:** Volcano Art Center's Niaulani Trail Program at the Volcano Art Center Niaulani Campus
- **8/31-9/4:** Queen Lili'uokalani Canoe Races 50th Anniversary, Kailua-Kona, Kailua Pier

## ***Communications and Outreach***

### **News Releases/Reports/Announcements**

- News Release: Moloka'i Residents Encouraged to Attend Community Meeting Focused on Destination Management (August 2)
- News Release: POSTPONED: August 15 Moloka'i Community Meeting on Destination Management (August 7)
- Report: Hawai'i Hotel Performance Report for July 2023 (August 22)
- Report: Hawai'i Vacation Rental Performance Report for July 2023 (August 28)

### **News Bureau**

- Assisted with the following media relations:
  - Sculpt the World, Jon Foreman (United Kingdom): Reviewed and declined partnership opportunity with land artist. (August 3)
  - National Geographic Traveller UK, Georgia Stephens (United Kingdom): Provided Kuhikuhi.com and Pop-up Mākeke websites for Native Hawaiian-owned businesses and story on indigenous travel. (August 18)
  - Manners.nl, Maarten Verkoren (The Netherlands): Reviewed and declined partnership opportunity and provided GoHawaii.com website. (August 31)
  - Gruppo Italiano Stampa Turistica, Vittorio Castellani (Italy): Reviewed and declined press trip inquiry. (August 31)

## Community Initiatives and Public Outreach

- 2023 China Hainan Night
  - Drafted talking points for Daniel Nāho‘opi‘i (DN) to provide opening remarks and HTA’s regenerative tourism focus.
- 2023 Regenerative Tourism Conference
  - Drafted talking points for DN to provide opening remarks on the importance of regenerative tourism and its significance to Hawai‘i’s future.
- Hawai‘i Green Business Program Forums
  - Drafted e-blast encouraging the public to attend the multi-island forums to learn more about the Green Business Program.
- LA Clippers Partnership
  - Reviewed and provided edits to the LA Clippers news release announcing The Hawaiian Islands partnership.

## HTA’s Social Media

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

### Facebook

- Number of followers: 27,447 (+22.9%)
- Engagement rate: 3.3%
- Number of engagements: 1,489 (-68.2%)
- Posts: 36

### Instagram

- Number of followers: 9,922 (+32.8%)
- Engagement rate: 3.2%
- Number of engagements: 1,977 (+118.5%)
- Posts: 51

### Twitter

- Number of followers: 43,308 (+6.6%)
- Engagement rate: 5.3%
- Number of engagements: 1,546 (+192.8%)
- Posts: 17



Linktree

- Views: 115
- Clicks: 75
- Clickthrough rate (CTR): 65.22%

## ***Safety and Security***

### **Visitor Assistance Program (VAP)**

- Maui County's program handled 215 cases and helped 491 visitors in August. This included visitors primarily from the U.S. West market and Canada. The industry assisted with \$3,400 of in-kind contributions.
- Hawai'i County's program handled 29 cases in August and provided assistance to 59 visitors. This included visitors primarily from the U.S. West, Cruise and Europe markets. The industry assisted with \$9,160 of in-kind contributions.
- Kaua'i County's program handled 15 cases and provided assistance to 47 visitors in August. This included visitors from U.S. West/East market. The industry assisted with \$1,700 of in-kind contributions.
- City and County of Honolulu's program handled 68 cases and helped 167 visitors in August. This included visitors primarily from the U.S. West market. The industry assisted with \$14,014 of in-kind contributions. The staff supported the HCC Assistance Center with counseling, provided amenity kits, and assisted evacuees with finding hotel reservations, transportation and clothing.

## **VI. BRAND MARKETING PILLAR**

### ***Major Market Area (MMA)***

#### **MMA RFP / Contract Status**

- Oceania MMA: The supplemental contract for CON 21019 to cover services for calendar year 2023, has been fully executed. Amendments made to the contract via Supplemental 5 incorporate the Compensation and Payment Schedule from Supplemental 4. Effective as of the date of execution of Supplemental 5, a portion of the funding shall be from the American Rescue Plan Act (ARPA) and State funds. The Scope of Service and Time of Performance remain unchanged.

- Contractor submitted 2024 BMP for Board & HTA Leadership review and feedback.
- US MMA: CON 23003 to cover services from July 2023 to December 2025 has been executed, effective June 30, 2023. HTUSA has also begun U.S. Marketing Maui Recovery Plan efforts as approved by the Board in its August Board Meeting. Recent outputs include social media stories that share updates and things to do on island, as well as how to give back – via a call to action that leads viewers to more information and resources on gohawaii.com. Part of this social media effort will also share stories from residents expressing their mahalo for those who are supporting Maui and welcoming people to visit. This will be a short video series entitled Kupa ‘Āina, meaning “person/people of the land”. As mentioned in the summary above, HTUSA also has plans to further these efforts, pending approval from the Board in September. These efforts will run parallel and as a part of the larger Mālama Hawai‘i campaign. On the Travel Trade side, new educational elements have been provided to agents, especially around how to mālama Maui, including cultural training around the sensitivity. Aside from the every-day work that HTUSA continues to fulfill, the team has also been very engaged with emergency efforts when the HTA set up our Department Operations Center in early August.
  - Global Support Services: HTA staff is drafting the RFP for this contract and extended the existing contract through December. Currently, with the help of HTUSA, this contract has responded to the Maui fires by updating information on gohawaii.com and the app. Updates have included directing visitors to the HTA’s alert page on hawaiiitourismauthority.org, volunteer and give back opportunities, and more recently – a Maui Toolkit that provides resources to those in the industry. In the works now, is consolidating the gohawaii website and app to include updates for Maui on the Maui landing page, and partnering with Kanu Hawai‘i to incorporate its dashboard into the Mālama activities available to visitors statewide, which will allow us to better track participation with these activities.
  - Island Destination Brand Management & Marketing Services: HTA staff is moving forward with finalizing the RFP draft. HTA staff intends for the award of this contract to begin work January 1, 2024.

- Europe MMA: the RFP is moving forward on schedule with Notice of Award published on HlePRO on September 15, 2023.

***Hawai'i Tourism Conference 2023***

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

<https://www.hawaiitourismauthority.org/what-we-do/tools-resources/hawai-i-tourism-conference-2023/>.

***Sports Programs***

- Big West Conference Tournaments. HTA contracted to be the lead partner of the 2024-2026 Men's and Women's end-of-season volleyball tournaments. In addition to a robust marketing package that will increase visitor awareness in key west coast markets, the partnership will allow the University of Hawai'i to host the 2024 & 2025 Men's tournaments and the 2026 Women's tournaments at home at the Stan Sheriff Center.
- LA Clippers Partnership. Representatives of the LA Clippers visited O'ahu to participate in loading supplies for relief efforts on Maui at the Hawai'i Food Bank. They visited Waimanalo elementary and intermediate school to meet students and staff. Finally, they met with individuals at the Hawai'i Convention Center D.O.C. to learn about the ongoing relief efforts on Maui.

**Brand Team Events/Meetings – (August)**

Event Date	Event	HTA Attendee(s)	Non-HTA Attendee(s)
8/04	Meeting on Destination Stewardship	CAO, CBO, VPF	Senator Lynn DeCoite
8/04	Contract Signing & CNHA Meeting: CON 23008 Support Services for Destination Stewardship	CAO, CBO, VPF, Procurement Manager	CNHA

8/04	Hainan Night – Xinhua News Interview	CAO, CBO, SBM	Industry Partners, Legislative Leaders
8/07	HTA x MVCB (Per Senator Lynn DeCoite)	CBO	MVCB, HVCB
8/08	Hawaii Regenerative Tourism Conference	CAO, CBO, PAO, BM, DP	Industry Partners, Community Members, Stakeholders
8/17-21	Maui Response – Maui Ocean Center Meeting	CAO, CBO	Industry Partners, Community Members
8/19-22	ESTO 2023	Director of Tourism Research, SBMs	Industry Partners, Community Members
8/23	Visitor Industry Town Hall Meeting	CAO, CBO, PAO	DBEDT Director, Industry Partners, Community Members
8/25	Q3 GMT MMA Industry Partners Meetings	CBO, SBM, BM	Industry Partners and HTK, HTC, HTO, HTCAN, HTJ

## VII. PLANNING DIVISION

### *Destination Management Action Plans (DMAPs)*

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

- Caroline Anderson participated on a panel discussion at the Regenerative Tourism Conference on August 8 hosted by UH Sea Grant Program. HTA/OVB also sponsored this event.
- Caroline provided a presentation to Blue Planet Foundation on the DMAPs.
- Staff is beginning to plan for the development of the next iteration of the DMAPs. HTA will be evaluating the current DMAPs and process in order to design the planning and engagement process as the next DMAPs are developed. Targeting the next iteration of DMAPs being published in Q2 2024.

## Kaua'i DMAP

- Met with stewards of Malae Heiau. Their request for \$8,000.00 for onsite mulching/composting was approved. Stewards were advised to move forward with the project; looking to start in 2-3 weeks. There are ongoing discussions of possible funding of work to help clean-up the area, and on installing appropriate signage facing each side of Kūhiō Hwy.
- Weekend Digital in receipt of signed proposal \$8,900.35 for Endangered Wildlife Video which will include honu, monk seal and nēnē. Continue to work with Weekend Digital on "We Are Kaua'i" website. Starting conversations on a "look book" to be called "We Are Kaua'i" that will feature Kaua'i community leaders, historians, and kūpuna. Working with Weekend Digital to move forward with the Aloha For Kaua'i Portal. Project to include endorsement of 20 select businesses to include social media management, paid social media advertising, and content production.
- Ongoing work with 1 Hotel Hanalei Bay on a collaboration for a holiday event, "Mele By The Bay." Event, set for 12/16/23, will include craft/vendor fair with Kaua'i Made and local products, music, hula and culture. Meeting weekly to stay updated. Expanding this type of event to be hosted in four areas on Kaua'i - North, South, East & West. "Mobile Mele Series."
- Compiled list of potential new Kaua'i ambassadors/cultural practitioners. Areas covered: Chef/Ag, musicians/entertainment, artists, shopping and fashion.
- Met with Roy Piliere/KCC. He would like to help; however, his HOST class this semester doesn't tie into this DMAP action. Will need to reach out to KUPU again. Rep. Nadine Nakamura wants data collection project to start ASAP.
- KVB confirm visit for Rep. Sean Quinlan Rep. Nadine Nakamura Kaua'i island DMAP "tour" on 8/21/23.
- Kaua'i DMAP manager presented DMAP updates at KVB Board of Directors meeting and at Kaua'i County Mayor's Hospitality update, both held on 8/29/23.
- Met with HI Now Team to explain how HNN/Hi Now/Gray Media can help with promoting DMAP pre-arrival along with possible collaboration to do a weeklong feature on our DMAP efforts. More conversations needing to be done on this collaboration.

- Working with Karen Wataru Nakaoka to do a DMAP presentation to HVCB members. Will be scheduled within the next two months. Continuing to promote CEP events on @kauaidmap IG page.
- Met with Travel2Change on 8/7/23. They are working rebuilding relationship with Kaua'i and wanted to see what voluntourism opportunities are available that they can reconnect with.

### Maui Nui DMAP

- **Maui:**
  - PSA's on local Akakū TV began with Mālama videos.
  - Managing and monitoring a total of 20 mineral-only sunscreen dispensers for free public use through partnerships with Maui Nui Marine Resource Council volunteers, Department of Land and Natural Resources, Pūlama Lāna'i and Whaler's Village.
  - Paused Kahului Airport advertising campaign educating about mineral-only sunscreen.
  - Paused a two-month Spectrum Reach Statewide campaign of :30 second mineral-only sunscreen ads on residential, hotel feed and local channels.
  - Paused a :30 second mineral-only sunscreen ad campaign with KHNL/KGMB, Statewide and in affluent San Francisco Bay Area zip codes.
  - Continuing conversations with three east Maui based organizations to conduct the East Maui Tourism Management Pilot Program.
  - Drafted :60 second radio ads/PSA's; met with THERE Maui to begin conversation about working with local social media influencers for resident communications.
  - Moving forward to support Forests at Pe'ahi, an up-and-coming regenerative tourism initiative along the road to Hāna which will offer forest trails and organic food forest demonstration area, open to the public. Forests at Pe'ahi is internally creating their design ideas for educational self-guided walking tour signs.

- **Moloka'i:**
  - Postponed Moloka'i Community Meeting.
  
- **Lāna'i:**
  - Before fire, received recommendations from County and Advisory Group for new Advisory Group members.
  
  - Before fire, emailed Lāna'i Community Association and Lāna'i Chamber of Commerce offering to promote new Saturday Market, Thanksgiving shopping fair, Christmas Tree Lighting Festival and other events.
  
  - Negotiating with social media influencer and his cat to visit Lāna'i Cat Sanctuary, Lāna'i City and hike with the GoHawaii app.
  
  - Paused two month Spectrum Reach Statewide campaign of :30 second Lāna'i ads airing on residential, hotel feed and local channels; 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.
  
  - New Lāna'i photo assets have been added to HVCB's Knowledge Bank.
  
  - Lāna'i social media campaign continues with Lāna'i Advisory Group supported messaging.
  
  - GoHawaii website revisions for Lāna'i are mostly complete but require additional changes which have been submitted to Miles Partnership.
  
  - Mineral-only sunscreen dispenser in use at Hulopo'e Bay, monitored and refilled by Pūlama Lāna'i.

### **Hawai'i Island DMAP**

- HICASP RFP & Proposal Evaluation Process – IHVB received four applications for the Hawai'i Community-based Action Stewardship Program (HICASP) RFP on August 18. Three applications for Punalu'u and one application for Kealakekua Bay. No applications were received for Pohoiki. An evaluation committee was formed, and they are reviewing the documents for a meeting on August 31 to make the recommendation to award the contracts.

- Keaukaha Community Culture-Based Contract – IHVB feels it is important that stewards have four or five of the local places and stories of knowledge to ensure there is an authentic connection to place.
- Waipi'o Honuiaiakea – IHVB attended Waipi'o Honuiaiakea Session on August 19. Most attendees were from the Waipi'o Steering Committee (WSC). The event was sponsored by the County of Hawai'i and supported and attended by Heather Kimble, representative of district 1. The group worked collectively developing an understanding of the natural and cultural resources of the methodology of Papaku Makawalu to collectively develop Kapu (elements in nature that are held sacred, that are forbidden to manipulation or depletion, that cannot be replaced is removed). The kapu will become the foundation that will guide any and all planning and programming initiatives in Waipi'o. IHVB's participation is important to the visitor facing opportunities this group defines for the future of Waipi'o.
- Hawai'i Food Hub Communication Initiative – Introduced IHVB and food hub story writer Fren Gavlek, to Dr. Sali Azizi, HI Food Hub Hui, Mya Praish, director of Kohala Food Hub, Chef Peter Abarcar of Mauna Kea Beach Hotel, and Chef Dan Robayo of Kohanaiki to request interviews on Food Hub stories, including what are the benefits of using Hawai'i food hubs, how can residents and resorts residents learn how to use the food hubs, how are resorts using food hubs systems. Maureen Datta of Adaptations was also interviewed. We hope to have our first stories in September. The first article from Fern was received on August 25 and is currently under review for immediate release.
- Support & Promote 'āina-based education and practices – The Visitor Research & Evaluation team of the Exploratorium, San Francisco, CA, is working on a project called [Middle Ground](#) that has a similar focus on community facilitation and 'āina-based/place-making learning. They want to learn more about Keaukaha Stewards program and the work they do. Introduced the team to contact with Keli'i William Ioane Foundation and County Deputy Director for possible collaboration.

## O'ahu DMAP

- Discussions with HTA, DLNR/DOFAW, and OVB on August 1, with regards to plans for management of Kaiwa Ridge Trail (Lanikai Pillbox) and how O'ahu DMAP funds can be leveraged to mitigate impact to this hotspot trail and others in the area and on O'ahu.



- Working with the GoHawaii.com developers to integrate GetAroundOahu Website content onto the existing O‘ahu island pages as a pilot for a more sustainable template on transportation education for visitors.
- Working with the City and County of Honolulu’s Mayor’s Office on Culture & the Arts to discuss next steps and phases for the refurbishment of the Waikīkī Historic Trail.
- Planning efforts started with City and County of Honolulu’s OER to begin planning for the next O‘ahu Good Food Show on August 29.
- OVB’s outreach included:
  - Discussed programs that DMAP could support for workforce development and regenerative tourism goals for City and County of Honolulu with the Office of Economic Revitalization (OER) on August.
  - Met with Hawai‘i Theatre leadership on August 7 for a tour and understanding of how they are working and supporting the revitalization of Downtown, Honolulu and Chinatown.
  - OVB attended and set up a DMAP booth for the Hawai‘i Regenerative Tourism Conference on August 8.

## **VIII. TOURISM RESEARCH**

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

TRB issued the July 2023 monthly visitor statistics on August 31, 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 September 2023 through November 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 July 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 July 2023 Hawai'i Hotel Performance Report on August 22, 2023. The report and related July 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 July 2023 Hawai'i Vacation Rental Performance Report on August 28, 2023. The report and related July 2023 data tables were posted to the Infrastructure Research page of the HTA website and the Vacation Rental Performance page of the DBEDT website. This report utilizes data compiled by Transparent Intelligence, Inc. for DBEDT.

TRB published the 2022 Annual Visitor Research Report and related tables, which includes final 2022 figures, on August 16, 2023. The reports are posted on the Annual Visitor Research Report pages of the DBEDT and HTA websites.

TRB published the U.S. Traveler Profiles for July 2023 report on August 9, 2023. These reports are based on data for selected traveler profile segments for each market compiled by Vision Insights. The reports are posted on the Other Research page of the HTA website.

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

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

TRB continued publishing the weekly Brand Health Trends for Responsible Travelers report, which is an evolution of the Weekly Destination Brand Index – Responsible Travelers reports. These reports include consumer sentiment data for people who identify themselves as responsible travelers from Vision Insights for U.S., Canada,

Australia, and Korea. Trends are tracked for O’ahu, Maui, Kaua’i, and Hawai’i Island. These reports are posted on the Other Research page of the HTA website.

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

Jennifer Chun, along with ‘Iwalani Kūali’i Kaho’ohanohano and Jadie Goo, represented HTA at U.S. Travel Association’s 2023 ESTO Conference from August 19 to August 22, 2023, in Savannah, Georgia. Jennifer is a member of U.S. Travel Association’s Research Advisory Committee and also met with members of the committee during the conference.

Jennifer Chun participated in the Hawai’i Green Growth Measures Working Group Q3 Meeting on August 29, 2023.

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

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

## IX. ADMINISTRATIVE

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

Contract No.	Contractor	Description	Contract Amount	Total Contract Value	Start Date	End Date
23013 S1	Department of Land and Natural Resources	DLNR ARPA State Travel, Tourism, and Outdoor Recreation Grants	\$7,200,000.00	\$7,200,000.00	9/17/2023	12/31/2026
†24003	Big West Conference	2024-2026 Big West Conference Partnership	\$500,000.00	\$500,000.00	8/30/2023	12/31/2026

Contract Type: • Sole Source † Procurement Exemption		\$7,700,000.00			
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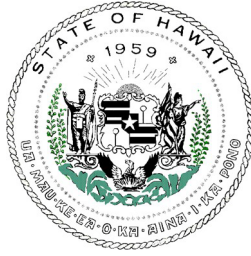
## X. APPENDICES

**08**

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

## **8a**

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



**The State of Hawai`i**  
**Department of Business, Economic Development, and Tourism**  
**Hawai`i Tourism Authority**  
**Financial Statements**  
**August 31, 2023**

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

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Prepared by: Talon Kishi

Budget and Fiscal Officer

HAWAII TOURISM AUTHORITY

Hawaii Tourism Authority  
Financial Statements  
August 31, 2023

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**Hawaii Tourism Authority  
Balance Sheet  
As of August 31, 2023**

	<b>Tourism Funds</b>	<b>Convention Center Funds</b>	<b>Convention Center Roof Repairs</b>	<b>Tourism Emergency Special Fund</b>	<b>Federal Funds</b>	<b>Total Funds</b>
<b>Assets</b>						
General funds	58,715,344	11,000,000	-	-	-	69,715,344
Special funds (restricted)	15,596,657	34,467,525	-	-	-	50,064,182
Federal grants	-	-	-	-	14,024,372	14,024,372
Generabl obligation bonds	-	-	14,871,000	-	-	14,871,000
Cash and cash equivalents	-	-	-	1,082,931	-	1,082,931
Investments	-	-	-	4,070,427	-	4,070,427
Total assets	<u>74,312,001</u>	<u>45,467,525</u>	<u>14,871,000</u>	<u>5,153,358</u>	<u>14,024,372</u>	<u>153,828,256</u>
<b>Liabilities and Fund Balances</b>						
Fund balances						
Encumbered - General funds	11,516,434	-	-	-	-	11,516,434
Encumbered - Special funds	9,211,662	3,769,399	-	-	6,450,000	19,431,061
Unencumbered	53,583,905	41,698,126	14,871,000	5,153,358	7,574,372	122,880,761
Total fund balances	<u>74,312,001</u>	<u>45,467,525</u>	<u>14,871,000</u>	<u>5,153,358</u>	<u>14,024,372</u>	<u>153,828,256</u>
Total liabilities and fund balances	<u>74,312,001</u>	<u>45,467,525</u>	<u>14,871,000</u>	<u>5,153,358</u>	<u>14,024,372</u>	<u>153,828,256</u>

**Hawaii Tourism Authority**  
**Statement of Revenues, Expenditures, and Changes in Fund Balances**  
**For the Month Ended August 31, 2023**  
**Ending Fund Balance as of August 31, 2023**

	Tourism Funds	Convention Center Funds	Convention Center Roof Repairs	Tourism Emergency Special Fund	Federal Funds	Total Funds
<b>Revenues</b>						
HCC Operations	-	-	-	-	-	-
Other Income	-	-	-	-	-	-
Change in fair value	-	-	-	7,727	-	7,727
Interest and dividends, net	-	-	-	14,327	-	14,327
Total revenues	-	-	-	22,054	-	22,054
<b>Expenditures</b>						
Destination management	-	-	-	-	-	-
Planning & evaluation	11,572	-	-	-	-	11,572
Workforce	-	-	-	-	-	-
Perpetuating Hawaiian culture	-	-	-	-	-	-
Sports	-	-	-	-	-	-
Safety & Security	35,000	-	-	-	-	35,000
Resident and Industry Communications	-	-	-	-	-	-
Branding	804,135	-	-	-	-	804,135
Convention Center Marketing	-	-	-	-	-	-
Administrative	87,457	-	-	1,056	-	88,513
Governance and org-wide*	2,984	-	-	-	-	2,984
Salaries and fringe	158,607	-	-	-	-	158,607
HCC operations	-	-	-	-	-	-
HCC repairs and maintenance	-	-	-	-	-	-
Total expenditures	1,099,755	-	-	1,056	-	1,100,811
Change in fund balances	(1,099,755)	-	-	20,998	-	(1,078,757)
<b>Fund balances</b>						
Beginning of month	75,411,756	45,467,525	14,871,000	5,132,360	14,024,372	154,907,013
Ending fund balance	74,312,001	45,467,525	14,871,000	5,153,358	14,024,372	153,828,256

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

Hawaii Tourism Authority  
Selected Management Disclosures  
August 31, 2023

## Summary of Significant Accounting Policies

### The Financial Reporting Entity

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

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

### Funds

The Authority's major funds are as follows:

#### Tourism Funds:

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

#### Convention Center Funds:

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

Hawaii Tourism Authority  
Selected Management Disclosures  
August 31, 2023

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

**Tourism Emergency Special Fund:**

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

**Federal Funds:**

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

**Basis of Accounting**

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

**Governance & Org-Wide Expenditures**

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

**Encumbrances**

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

**Transient Accommodations Tax (TAT)**

Under Section 237D-6.5, \$11,000,000 shall be allocated to the Convention Center Enterprise Special Fund annually.

**Investments**

The Authority's investments are reported at fair value.

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

Hawaii Tourism Authority  
Selected Management Disclosures  
August 31, 2023

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

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

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

**Hawaii Employer-Union Health Benefits Trust Fund (EUTF)**

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

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

**Accrued Vacation**

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

**Use of Estimates**

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

**Other Matters**

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

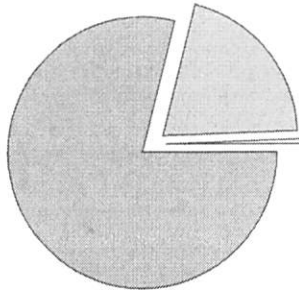


Statement Period  
Account Number

08/01/2023 through 08/31/2023  
BANK OF HAWAII  
AGENT U/A DATED 10/31/2018 FOR  
HAWAII TOURISM AUTHORITY -  
TOURISM EMERGENCY TRUST  
FUND

## Summary Of Investments

### Investment Allocation



0.5%	CASH	27,342.76
20.5%	CASH EQUIVALENTS	1,055,587.95
79.0%	FIXED INCOME	4,070,427.60
100.0%	TOTAL	5,153,358.31

### Investment Summary

	Market Value	%	Estimated Income	Current Yield
CASH	27,342.76	0.53	0	0.00
CASH EQUIVALENTS	1,055,587.95	20.48	55,102	5.22
FIXED INCOME	4,070,427.60	78.99	115,188	2.83
<b>Total Fund</b>	<b>5,153,358.31</b>	<b>100.00</b>	<b>170,289</b>	<b>3.30</b>

### Schedule Of Investments

UNITS	DESCRIPTION	BOOK VALUE	MARKET VALUE	% OF CATEGORY
	CASH	4,826.96	4,826.96	17.65
	ACCRUED INCOME	22,515.80	22,515.80	82.35
	TOTAL CASH	27,342.76	27,342.76	100.00
	<b>CASH EQUIVALENTS</b>			
	<b>CASH MANAGEMENT</b>			
1,055,587.95	DREYFUS TREASURY OBLIGATIONS CASH MANAGEMENT FUND	1,055,587.95	1,055,587.95	100.00
	<b>FIXED INCOME</b>			
	<b>U S TREASURY OBLIGATIONS</b>			
500.000	US TREASURY NOTES 2.875% 10/31/2023	499,441.73	497,890.00	12.23



Statement Period  
Account Number

08/01/2023 through 08/31/2023  
BANK OF HAWAII  
AGENT U/A DATED 10/31/2018 FOR  
HAWAII TOURISM AUTHORITY -  
TOURISM EMERGENCY TRUST  
FUND

## Schedule Of Investments

UNITS	DESCRIPTION	BOOK VALUE	MARKET VALUE	% OF CATEGORY
585,000	US TREASURY NOTES 2.5% 01/31/2024	582,517.13	577,985.85	14.20
500,000	US TREASURY NOTES 2.25% 04/30/2024	495,520.45	489,630.00	12.03
500,000	US TREASURY NOTES NOTE 2.125% 07/31/2024	496,264.78	485,470.00	11.93
500,000	US TREASURY NOTES 2.25% 10/31/2024	483,947.75	482,930.00	11.86
550,000	US TREASURY NOTES 2.5% 01/31/2025	537,296.38	530,189.00	13.03
500,000	US TREASURY NOTES 2.875% 04/30/2025	488,984.33	482,850.00	11.86
525,000	US TREASURY NOTES 4.75% 07/31/2025	523,708.01	523,482.75	12.86
	TOTAL U S TREASURY OBLIGATIONS	4,107,680.61*	4,070,427.60*	100.00*
	<b>Total Fund</b>	<b>5,190,611.32*</b>	<b>5,153,358.31*</b>	<b>100.00*</b>

**Hawaii Convention Center**  
Facility  
Income Statement  
From 8/01/2023 Through 08/31/2023  
(In Whole Numbers)

	Current Month Actual	Current Month Budget	Variance	Current Month Prior Year	YTD Actual	YTD Budget	Variance	YTD Prior Year
<b>Direct Event Income</b>								
Rental Income (Net)	359,094	279,258	79,836	156,350	524,569	446,554	78,015	465,502
Service Revenue	279,857	85,795	194,062	51,219	428,845	169,030	259,815	164,908
<b>Total Direct Event Income</b>	<b>638,951</b>	<b>365,053</b>	<b>273,898</b>	<b>207,569</b>	<b>953,413</b>	<b>615,584</b>	<b>337,830</b>	<b>630,410</b>
<b>Direct Service Expenses</b>	<b>326,538</b>	<b>189,489</b>	<b>(137,049)</b>	<b>111,295</b>	<b>627,031</b>	<b>410,091</b>	<b>(216,940)</b>	<b>325,752</b>
<b>Net Direct Event Income</b>	<b>312,413</b>	<b>175,564</b>	<b>136,849</b>	<b>96,275</b>	<b>326,382</b>	<b>205,493</b>	<b>120,889</b>	<b>304,658</b>
<b>Ancillary Income</b>								
Food and Beverage (Net)	748,718	417,263	331,455	320,790	2,510,326	1,431,785	1,078,541	700,070
Event Parking (Net)	104,120	99,403	4,717	37,485	213,931	187,305	26,626	146,360
Electrical Services	12,013	1,200	10,813	1,943	22,479	9,200	13,279	1,943
Audio Visual	16,590	9,591	6,999	10,548	106,096	71,033	35,063	56,286
Internet Services	1,108	0	1,108	0	20,076	0	20,076	0
Rigging Services	3,510	5,000	(1,490)	0	6,453	9,000	(2,548)	0
<b>Total Ancillary Income</b>	<b>886,060</b>	<b>532,457</b>	<b>353,602</b>	<b>370,767</b>	<b>2,879,361</b>	<b>1,708,323</b>	<b>1,171,037</b>	<b>904,659</b>
<b>Total Event Income</b>	<b>1,198,473</b>	<b>708,021</b>	<b>490,452</b>	<b>467,041</b>	<b>3,205,742</b>	<b>1,913,816</b>	<b>1,291,926</b>	<b>1,209,317</b>
<b>Other Operating Income</b>								
Non-Event Parking	(15)	433	(448)	84	870	866	4	84
Other Income	13,067	10,042	3,025	11,089	24,027	20,084	3,943	18,924
<b>Total Other Operating Income</b>	<b>13,052</b>	<b>10,475</b>	<b>2,577</b>	<b>11,173</b>	<b>24,897</b>	<b>20,950</b>	<b>3,947</b>	<b>19,008</b>
<b>Total Gross Income</b>	<b>1,211,525</b>	<b>718,496</b>	<b>493,029</b>	<b>478,214</b>	<b>3,230,639</b>	<b>1,934,766</b>	<b>1,295,873</b>	<b>1,228,325</b>
<b>Net Salaries &amp; Benefits</b>								
Salaries & Wages	519,546	534,690	15,144	291,478	1,000,971	1,078,770	77,799	648,458
Payroll Taxes & Benefits	141,542	155,482	13,940	89,233	274,342	310,965	36,623	183,484
Labor Allocations to Events	(95,813)	(60,631)	35,182	(31,423)	(185,250)	(123,438)	61,812	(91,511)
<b>Total Net Salaries &amp; Benefits</b>	<b>565,276</b>	<b>629,541</b>	<b>64,265</b>	<b>349,287</b>	<b>1,090,062</b>	<b>1,266,297</b>	<b>176,235</b>	<b>740,430</b>
<b>Other Indirect Expenses</b>								
Net Contracted Services	41,575	37,026	(4,549)	61,053	103,190	82,811	(20,379)	109,866
Operations	37,826	13,099	(24,727)	6,178	64,643	26,198	(38,445)	14,497
Repair & Maintenance	75,989	110,021	34,032	85,925	153,774	220,042	66,268	140,482
Operational Supplies	68,479	66,200	(2,279)	55,001	147,718	159,594	11,876	89,449
Insurance	24,290	26,805	2,515	19,913	61,954	62,718	764	43,007
Utilities	261,085	224,706	(36,379)	254,374	507,371	534,194	26,822	544,617
Meetings & Conventions	4,444	804	(3,640)	249	6,250	9,608	3,358	2,556
Promotions & Communications	0	6,266	6,266	1,727	0	12,532	12,532	7,629
General & Administrative	45,205	36,480	(8,725)	15,414	72,573	77,222	4,649	45,773
Management Fees	19,433	19,433	(0)	19,033	38,867	38,866	(1)	38,067
Other	2,398	4,733	2,335	347	15,459	9,466	(5,993)	2,556
<b>Total Other Indirect</b>	<b>580,726</b>	<b>545,573</b>	<b>(35,153)</b>	<b>519,213</b>	<b>1,171,798</b>	<b>1,233,251</b>	<b>61,452</b>	<b>1,038,499</b>
<b>Net Income (Loss) before CIP Funded Expenses</b>	<b>65,524</b>	<b>(456,618)</b>	<b>522,141</b>	<b>(390,286)</b>	<b>968,778</b>	<b>(564,782)</b>	<b>1,533,560</b>	<b>(550,605)</b>
<b>CIP Funded Expenses</b>	<b>156</b>	<b>0</b>	<b>156</b>	<b>0</b>	<b>289</b>	<b>0</b>	<b>289</b>	<b>0</b>
<b>Net Income (Loss) from Operations</b>	<b>65,679</b>	<b>(456,618)</b>	<b>522,297</b>	<b>(390,286)</b>	<b>969,068</b>	<b>(564,782)</b>	<b>1,533,849</b>	<b>(550,605)</b>
<b>Fixed Asset Purchases</b>	<b>5,419</b>	<b>25,000</b>	<b>19,581</b>	<b>5,706</b>	<b>23,038</b>	<b>50,000</b>	<b>26,962</b>	<b>32,759</b>
<b>Net Income (Loss) After Fixed Asset Purchases</b>	<b>60,261</b>	<b>(481,618)</b>	<b>541,878</b>	<b>(395,992)</b>	<b>946,030</b>	<b>(614,782)</b>	<b>1,560,812</b>	<b>(583,364)</b>



**Hawaii Convention Center**  
 Facility  
 Income Statement  
 From 08/01/2023 Through 08/31/2023  
 (In Whole Numbers)

	Current Month Actual	Current Month Budget	Variance	Current Month Prior Year	YTD Actual	YTD Budget	Variance	YTD Prior Year
<b>Revenues</b>								
Food & Beverage	1,190,206	786,350	403,856	563,904	3,582,198	2,705,840	876,358	1,206,187
Facility	802,920	504,403	298,517	278,477	1,374,592	944,849	429,743	881,648
<b>Total Revenues</b>	<b>1,993,126</b>	<b>1,290,753</b>	<b>702,373</b>	<b>842,381</b>	<b>4,956,790</b>	<b>3,650,689</b>	<b>1,306,101</b>	<b>2,087,835</b>
<b>Expenses</b>								
Food & Beverage	665,121	574,471	(90,650)	354,317	1,566,274	1,727,262	160,988	739,084
Facility	1,262,482	1,172,900	(89,582)	878,349	2,421,738	2,488,208	66,470	1,899,355
<b>Total Expenses</b>	<b>1,927,603</b>	<b>1,747,371</b>	<b>(180,232)</b>	<b>1,232,667</b>	<b>3,988,011</b>	<b>4,215,470</b>	<b>227,458</b>	<b>2,638,439</b>
<b>Net Income (Loss) before CIP Funded Expenses</b>	<b>65,524</b>	<b>(456,618)</b>	<b>522,141</b>	<b>(390,286)</b>	<b>968,778</b>	<b>(564,781)</b>	<b>1,533,559</b>	<b>(550,605)</b>
CIP Funded Expenses	156	0	156	0	289	0	289	0
<b>Net Income (Loss) from Operations</b>	<b>65,680</b>	<b>(456,618)</b>	<b>522,297</b>	<b>(390,286)</b>	<b>969,067</b>	<b>(564,781)</b>	<b>1,533,848</b>	<b>(550,605)</b>
Fixed Asset Purchases	5,419	25,000	19,581	5,706	23,038	50,000	26,962	32,759
<b>Net Income (Loss) after Fixed Asset Purchases</b>	<b>60,261</b>	<b>(481,618)</b>	<b>541,878</b>	<b>(395,992)</b>	<b>946,029</b>	<b>(614,781)</b>	<b>1,560,810</b>	<b>(583,364)</b>

## **8b**

### Discussion and Action on the **FY25 Legislative Budget Request**

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

Department Priority: 1

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

Department Contact: Talon Kishi

Phone: 808-973-2275

Request Category:

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

**I. TITLE OF REQUEST:**

Description of Request:

The 2023 Legislature did not fund HTA for fiscal years 2024 and 2025. As such, HTA is seeking \$70,000,000 of second year cash flow for HTA. We also request the extension of 25.00 unauthorized positions for FY 25 as indicated in attachment A to this worksheet, of which 24.00 positions are exempt and 1.00 civil service, 20.00.00 positions filled and 5.00 vacant. Lastly, we request approval for 8.00 additional exempt positions for fiscal year 2025, making 33.00 total employees for HTA.

**II. OPERATING COST SUMMARY**

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

By MOF:

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

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

**III. OPERATING COST DETAILS**

**A. Personal Services (List all positions)**

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

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

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

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

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

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

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

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

**IV. JUSTIFICATION OF REQUEST**

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

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

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

Refer to the response to IV- Justification above.

**VI. INFORMATION SYSTEMS AND TECHNOLOGY**

N/A

**VII. IMPACT ON OTHER STATE PROGRAMS/AGENCIES**

None at this time.

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

N/A

**IX. EXTERNAL CONFORMANCE REQUIREMENTS**

Following HRS 103D and related HAR requirements.

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

None at this time.

**XI. OTHER COMMENTS**

None at this time.



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

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

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

**Note 2**

**Note 3**

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

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

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

Cost Element:

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

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

**Note**

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

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

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

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

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

**Note 2** HTA Compliance Officer (vacant/new position) - To implement the recommendations per the Office of the Auditor's report 18-04, the HTA compliance officer will be responsible for ensuring that HTA's procurement and contracting policies, procedures, and practices comply with all applicable laws, rules, and regulations, which include but are not limited to Hawaii Revised Statute (HRS), Hawaii Administrative Rules (HAR), and federal funding guidance 2 CFR Part 200.

**Note 2** HTA Administrative Assistant (compliance; vacant/new position) - To implement the recommendations per the Office of the Auditor's report 18-04, the HTA administrative assistant will be responsible for assisting the compliance officer to ensure HTA's policies, procedures, and practices comply with all applicable laws, rules, and regulations.

**Note 2** HTA Administrative Assistant x2 (accounting; vacant/new position) - To implement the recommendations per the Office of the Auditor's report 18-04, the HTA administrative assistant will be responsible for assisting the accounting department to process accounting documents and ensuring accounting records are complete, accurate, and properly filed.

**Note 3** HTA Planner (redescribed position) - To support the Director of Planning. The HTA Planner has the responsibility of leading planning and coordinating initiatives and programs related to tourism destination stewardship and regenerative tourism for assigned areas; overseeing the planning and organizing of tourism-related market research; and preparation of current and long-range plans on matters concerning the development of a regenerative tourism model for the State of Hawai'i.

**Note 3** HTA Chief Stewardship Officer (redescribed position) - To implement the formation of the Destination Stewardship Branch as approved by the HTA Board of Directors. The HTA chief stewardship officer has the primary responsibility of developing and executing HTA's destination stewardship strategy. They will manage branch and organizational operations and deliver regionally-based destination, product and community development outcomes to support HTA's mission.

**Note 4** HTA Public Information Specialist - To implement an increased level of public communication and legislative updates due to the formation of the Destination Stewardship Branch. The HTA public information specialist develops, organizes, directs and coordinates a comprehensive statewide program to inform the public of HTA's plans, activities and accomplishments and other matters related to public relations, and maintains an effective channel of communication with other government, legislative and community agencies; and develops and implements a program of internal information flow to all staff; and performs other duties as required.

**Note 4** HTA Administrative Assistant (Destination Stewardship, vacant/new position) - To support the Destination Stewardship Branch. The HTA administrative assistant has the responsibility of providing general administrative services in support of the Destination Stewardship Branch assisting in carrying out various fiscal/accounting duties; and the implementation of office operations and procedures in order to ensure organizational effectiveness and efficiency.

**Note 4** HTA Administrative Assistant (Destination Stewardship, vacant/new position) - To support the Destination Stewardship Branch. The HTA administrative assistant has the responsibility of providing general administrative services in support of the Destination Stewardship Branch assisting in carrying out various fiscal/accounting duties; and the implementation of office operations and procedures in order to ensure organizational effectiveness and efficiency.

**Note 5** HTA Destination Manager (DM) (Destination Stewardship) - To manage the day-to-day operations of the destination stewardship strategy. The DMs will manage branch and organizational operations and deliver regionally-based destination, product, and community development outcomes to support HTA's mission. The five regions will include the counties of Maui, Kauai, Hawaii, Molokai, and Honolulu. HTA is currently contracting four of the five DMs through the HVCB Community Enrichment Program/Destination Management Action Plan (CEP/DMAP) contract. HTA is in the process of hiring the fifth destination manager for Molokai County. HTA is requesting 100% of the DMs' salaries for fiscal year 2025. HTA will end the employment contracts and transition the DMs into their new HTA positions at the start of the fiscal year.

Cost Element:

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

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

Department Priority: 1

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

Department Contact: Talon Kishi

Phone: 808-973-2275

Request Category:

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

**I. TITLE OF REQUEST:**

Description of Request:

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

**II. OPERATING COST SUMMARY**

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

By MOF:

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

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

**III. OPERATING COST DETAILS**

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

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

**IV. JUSTIFICATION OF REQUEST**

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

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

Refer to the response to IV- Justification above.

**VI. INFORMATION SYSTEMS AND TECHNOLOGY**

N/A

**VII. IMPACT ON OTHER STATE PROGRAMS/AGENCIES**

None at this time.

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

Refer to the response to IV- Justification above.

**IX. EXTERNAL CONFORMANCE REQUIREMENTS**

Following HRS 103D and related HAR requirements.

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

None at this time.

**XI. OTHER COMMENTS**

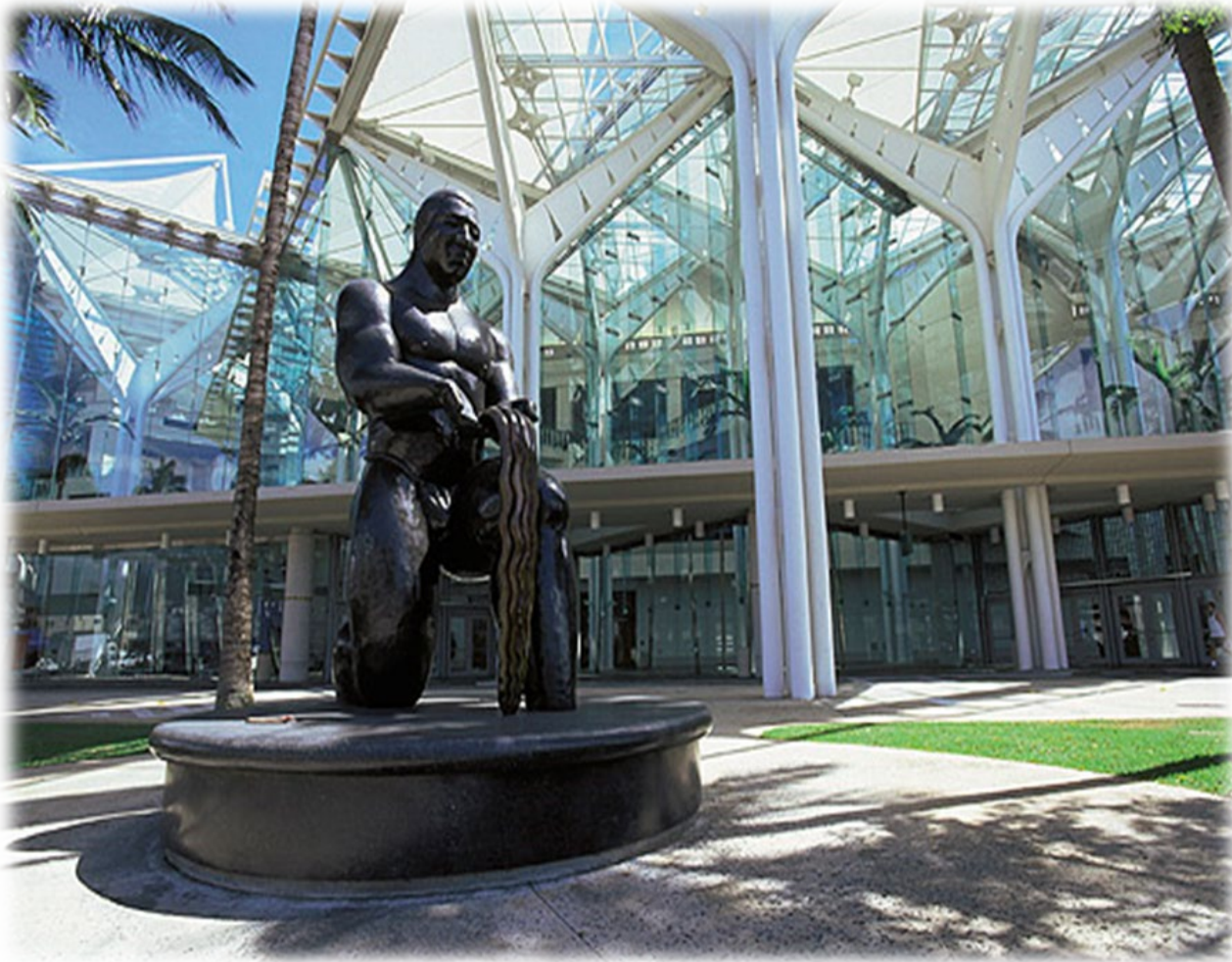
None at this time.



## **8c**

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

# *Hawai'i Convention Center*



*Update for*  
***August 2023***  
*For*  
***(Sept 2023 meeting)***

# FY 2024 (July 2023 – June 2024) Citywide Events

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

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

Source: Sept 2023 Meet Hawai'i Pace "Definitives on the Books FY" Report



# Definite Local Bookings for next 3 months

	Sept 2023			
	Start Date	End Date	Description	Forecast Attendance
1	09/02/23	09/03/23	41st Annual Okinawan Festival	50,000
2	09/02/23	09/03/23	2023 Japan Education Fair	400
3	09/02/23	09/04/23	2023 Hawaii Open Chess Championship	100
4	09/05/23	09/08/23	RMA Architects Inc.	100
5	09/07/23	09/08/23	2023 PLC Institute - Hawaii	450
6	09/07/23	09/07/23	Servco Management Conference	200
7	09/08/23	09/08/23	Team Servco Celebration	600
8	09/14/23	09/14/23	2023 Landscape Industry Green Conference	500
9	09/15/23	09/15/23	Professional Community Day 1	150
10	09/22/23	09/24/23	Feather Artwork Workshop #6	20
11	09/23/23	11/05/23	Hawaiian Airlines Purpose and Values Expo	500
12	09/23/23	09/24/23	G12 Hawaii Conference	3,000
13	09/25/23	09/25/23	Honolulu Marathon Meeting	12
14	09/26/23	09/27/23	THRIVE Hawaii Agrifood Summit	250
15	09/26/23	09/26/23	Go HK-GBA Business Forum & Mid-Autumn Celebration	250
16	09/27/23	09/27/23	PBX-23	2,000
17	09/28/23	09/29/23	Aloha Festivals - Float Building	200
18	09/28/23	10/03/23	Encore - CHEST 2023 AV Team	10
19	09/29/23	10/01/23	Oh My Goddess! (Ola Ko'u Akua Wahine!)	2,400
20	09/29/23	10/01/23	Home Free 14 Crusade Tour - Jesus is Coming Back	1,000
21	09/29/23	10/03/23	2023 Hawai'i Tourism Conference	450
22	09/30/23	09/30/23	HAIS Education Fair	1,000

# Cont...

## Definite Local Bookings for next 3 months

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

# Cont...

## Definite Local Bookings for next 3 months

	Nov 2023			
	Start Date	End Date	Description	Forecast Attendance
1	11/01/23	11/02/23	National Association of Attorneys General Training and Research Institute	55
2	11/03/23	11/06/23	Hawaii Food & Wine Festival	700
3	11/03/23	11/05/23	Coin Show Expo 2023	1,000
4	11/03/23	11/03/23	Professional Community Day 2	150
5	11/04/23	11/04/23	Hawaii State Public Charter School Commission	250
6	11/04/23	11/04/23	2023 WSB - Oahu Fall Event	6,500
7	11/04/23	11/04/23	Hawaii Housing Solutions Conference	400
8	11/09/23	11/11/23	Ken Honda: Happy Money Seminar	200
9	11/10/23	11/12/23	Honolulu Mineral, Fossil, Gem & Jewelry Show	10,000
10	11/14/23	11/14/23	Protect Our Waters Conference	200
11	11/14/23	11/14/23	Second Look Meeting	1,200
12	11/15/23	11/17/23	Schools of the Future	1,500
13	11/17/23	11/18/23	Shawn Ray Hawaiian Classic 2023	1,000
14	11/17/23	11/19/23	Hawaii Pacific Model United Nations	350
15	11/20/23	11/23/23	TRY Group 2023	100
16	11/25/23	11/26/23	Aloha Region Thanksgiving Tournament	1,500
17	12/01/23	12/06/23	PSI Seminars	400
18	12/01/23	12/03/23	Feather Artwork Workshop #8	20
19	12/03/23	12/03/23	Oahu Church of Christ - Missions Sunday	375
20	12/07/23	12/11/23	2023 Honolulu Marathon Expo	60,000
21	12/08/23	12/08/23	Honolulu Board of REALTORS General Membership Meeting	1,000
22	12/08/23	12/10/23	Meditation Retreat 2023	400
23	12/09/23	12/09/23	Ohana Pacific Health Holiday Paina	300
24	12/09/23	12/09/23	Mrs. Philippines World	300
25	12/13/23	12/13/23	Re-Establishing a Circular Economy in Hawaii Conference	200
26	12/14/23	12/14/23	HPU Commencement	2,000
27	12/16/23	12/17/23	Aloha Region Christmas Festival Tournament	1,500
28	12/16/23	12/16/23	Lei of Stars	300
29	12/16/23	12/16/23	Super Saturday Christmas Festival	1,000



# Recent Events @ Hawai'i Convention Center

- 41<sup>st</sup> Annual Okinawan Festival, Sept 2- 3, 50,000 attendees
- Confidential Convention (Citywide), Sept 13-22, 2,200 attendees
- PBX 23, Sept 27, 2,000 attendees



# Upcoming Local/Citywide Events

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





# **Repair, Maintenance and Replacement Projects Update**

# Repair, Maintenance and Replacement Projects

## 6-Year Plan (page 1)

Project Number	Project Title	Estimated Project Cost	Prior Expenses to July 23	FY24	FY25	FY26	FY27	FY28	FY29	Total
001	Rooftop Terrace Deck Full Repair	\$ 64,000,000	\$ -	\$ 2,000,000	\$ 30,000,000	\$ 32,000,000				\$ 64,000,000
	Roof Leak Repairs	\$ 15,000,000	\$ 80,417	\$ 7,000,000	\$ 7,919,583					\$ 15,000,000
011	--Ballroom Gutter, Foyer Transom Glass Roof Repair and Soffit Repair, \$7,706,791									
013	--Ballroom Roof Repairs, \$2,271,093									
012	--Parapet Roof Repairs, \$3,066,470									
003	Kalākaua Kitchen Exterior Wall Repair (was Building Envelope Repair)	\$ 2,440,752	\$ 299,237		\$ 499,224	\$ 1,642,291				\$ 2,440,752
007	Kitchen Hood Control Panel Replacement	\$ 156,872	\$ 36,453	\$ 120,419						\$ 156,872
008	F&B Refrigerator, 3rd floor (#348) Replacement	\$ 319,004	\$ 31,374	\$ 287,630						\$ 319,004
009	Slate Tile Repair	\$ 2,142,108	\$ 93,929	\$ 2,048,179						\$ 2,142,108
010	Chiller Replacement	\$ 6,884,147	\$ 142,895	\$ 6,741,252						\$ 6,884,147
014	Lobby Water Feature	\$ 1,086,810	\$ 1,985			\$ 1,084,825				\$ 1,086,810
015	House Sound Audio System Upgrade	\$ 1,414,975	\$ 16,481	\$ 1,398,494						\$ 1,414,975
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	\$ 210,000	\$ 105,821	\$ 104,179						\$ 210,000
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
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

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



# Repair, Maintenance and Replacement Projects

## 6-Year Plan (page 2)

Project Number	Project Title	Estimated Project Cost	Prior Expenses to July 23	FY24	FY25	FY26	FY27	FY28	FY29	Total
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	\$ 8,050	\$ 1,000	\$ 1,777,348					\$ 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	\$ 11,236	\$ 1,000	\$ 483,732					\$ 495,968
050	Main Kitchen Flooring Replacement	\$ 2,046,380	\$ -	\$ 50,000		\$ 1,996,380				\$ 2,046,380
051	PBX System Replacement	\$ 200,000	\$ -	\$ 200,000						\$ 200,000
052	Ride-on Sweeper Replacement	\$ 55,000	\$ 100	\$ 54,900						\$ 55,000
053	Forklift	\$ 175,000	\$ 82,445	\$ 92,555						\$ 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	\$ 387	\$ 164,613						\$ 165,000
064	F&B Equipment	\$ 1,200,000	\$ -	\$ 1,200,000						\$ 1,200,000
065	Transformer Replacement	\$ 133,000	\$ 101	\$ 132,899						\$ 133,000
066	Kitchen Boiler Replacement	\$ 130,000	\$ -	\$ 130,000						\$ 130,000
067	Exterior Sign Refurbishment	\$ 50,000	\$ 19,005	\$ 30,995						\$ 50,000
068/040	3rd Floor Planter Repair and Exterior Planter Repair	\$ 9,214,689	\$ 5,462	\$ 9,209,227						\$ 9,214,689
069	Parking System Upgrade	\$ 528,382	\$ 28,382	\$ 500,000						\$ 528,382
070	Parking Garage Floor Sealing	\$ 250,000	\$ -	\$ 250,000						\$ 250,000
071	Access Control Upgrade	\$ 2,000,000	\$ -	\$ 1,000,000	\$ 1,000,000					\$ 2,000,000
072	Ride-on Scrubber Replacement	\$ 80,000	\$ -	\$ 80,000						\$ 80,000
073	Wicker Furniture Upgrade	\$ 70,000	\$ -	\$ 70,000						\$ 70,000
074	Ice Rink and Equipment	\$ 750,000	\$ -	\$ 750,000						\$ 750,000
075	Exterior Building Painting	\$ 5,559,248	\$ -	\$ 5,559,248						\$ 5,559,248
076	Main Kitchen Freezer Repair	\$ 500,000	\$ -	\$ 500,000						\$ 500,000
	Legal Retainer	\$ 101,094	\$ 86,381	\$ 14,713						\$ 101,094
	<b>GRAND TOTAL</b>	<b>\$140,775,025</b>	<b>\$ 1,291,608</b>	<b>\$47,286,924</b>	<b>\$ 45,682,746</b>	<b>\$41,700,352</b>	<b>\$ 2,813,394</b>	<b>\$ 2,000,000</b>	<b>\$ -</b>	

# Repair, Maintenance and Replacement 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*
  - *3<sup>rd</sup> floor and Exterior Planters Repair*
  - *LED Lighting Upgrade*
  - *Walk-in Refrigerator Replacement*
  - *Main Kitchen Flooring Replacement*
  - *Exterior Building Painting*
  - *Main Kitchen Freezer Repairs*
- **For management of Rooftop Terrace Deck Repair – to be procured by HTA**



# Repair, Maintenance and Replacement Projects Completed (since 2019)

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



# Mahalo Nui Loa

A close-up photograph of a sailboat's rigging. The image shows a complex network of white ropes and lines. In the foreground, a wooden boom is visible, with a pulley block attached to it. The pulley has a wooden top and a grey, flat bottom. The background is slightly blurred, showing more of the boat's structure and some green foliage. The text 'Mahalo Nui Loa' is overlaid in the center in a white, sans-serif font.

## **8d**

Discussion Regarding an Update of the  
**Meetings, Conventions and Incentives Market  
Activity and Pace Report, and Hawaii  
Convention Center Activity and Local Sales**

# **GLOBAL MCI SALES UPDATE**

## **HTA Budget, Finance & Convention Center Standing Committee Meeting**

**September 27, 2023**

**John Reyes,**

**Senior Vice President, Chief MCI Sales Officer**





# MĀLAMA MAUI

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# MAUI RECOVERY

## MCI Maui Objectives

- Retain existing business in West or South Maui post October 8.
- If not possible re-book at later date in West Maui or move or to other Maui or State of Hawai'i locations.
- Generate new demand and bookings for Maui.

## Retain Existing Bookings

- Meet Hawai'i single property sellers have identified single property booked meetings in Q4 2023 and Q1 2024 booked by Meet Hawai'i affected by Maui Wildfires and are facilitating retention these meetings. In addition, they will work with hotel partners on hotel direct bookings to assist in facilitating retention of these meetings.
- If retention is not possible for existing place and time will work to book the meetings in Maui or in the State at a later date and time.
- Additional funding will be used to provide monetary support to keep meetings in Maui or in the rest of the State if event need to be relocated from Maui to other Islands.

## Generate New Bookings

- Meet Hawai'i has will identified four MCI strategic partners (incentive, corporate, key third parties) to create special Maui customized direct sales opportunities targeting their network of event planners reinforced by digital marketing messages.
- Additional funding will be used to provide monetary support to generate new meetings in Maui or in the rest of the State.

# MAUI RECOVERY

## Public Relations

- IMEX (Oct. 17-19)
- News Releases

## Direct MCI Outreach

- Ongoing HTA Maui Wild-Fire Updates
- Organized Wailea DOSM Zoom Meeting(s)
- West Maui DOSM Zoom Meeting(s)
- Updates to our 14 key Strategic MCI Partners
- Individual MCI Customer Meetings



Skift  
MEETINGS

[Destination](#)

Maui Loses \$11 Million a Day as Visitors Stay Away

Rayna Katz  
Topic: 07/24 - 08/07



Smartmeetings  
The Intelligent Way to Plan

Breaking

Hawai'i is Open for Business

By Erin G. Parsley | August 23, 2023



Advice from Meet Hawai'i on supporting the islands in wake of Lahaina fires

Meeting professionals watching images of devastation from the city of Lahaina on the island of Maui may be asking if it is safe or even prudent to bring groups to the Hawaiian Islands now. Smart Meetings reached out to John Reyes, senior vice president and chief sales officer of Meet Hawai'i, to ask how meeting planners can best support their counterparts in Hawaii right now.

# MAUI RECOVERY

## Budget Recap

October – December 2023

MCI	
Retention & Business Development	\$200,000
Strategic Partners	\$400,000
<b>Total:</b>	<b>\$600,000</b>

# SALES PRODUCTION UPDATE



# 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



# CITYWIDE SALES PRODUCTION

## July 2023 Year-to-Date (YTD)

Citywide Room Nights	Aug 2023	Aug 2022	Variance	2023 YTD	2022 YTD	Variance
<b>Citywide Definite RN</b>	16,501	6,146	+168%	90,812	40,572	+124%
<b>Citywide Tentative RN</b>	19,256	62,509	-69%	299,862	195,507	+53%

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



# **FUTURE PACE (Consumption)**

Citywide Events Booked at HCC





# HCC BOOKING TREND (CONSUMPTION)

Calendar Year	08/16/23	09/20/23
2020	3	3
2021	0	0
2022	8	8
2023	15	15
2024	11	13
2025	9	10
2026	1	2
2027	3	4
2028	0	1
2029	0	1
2030	1	2
Total	51	59

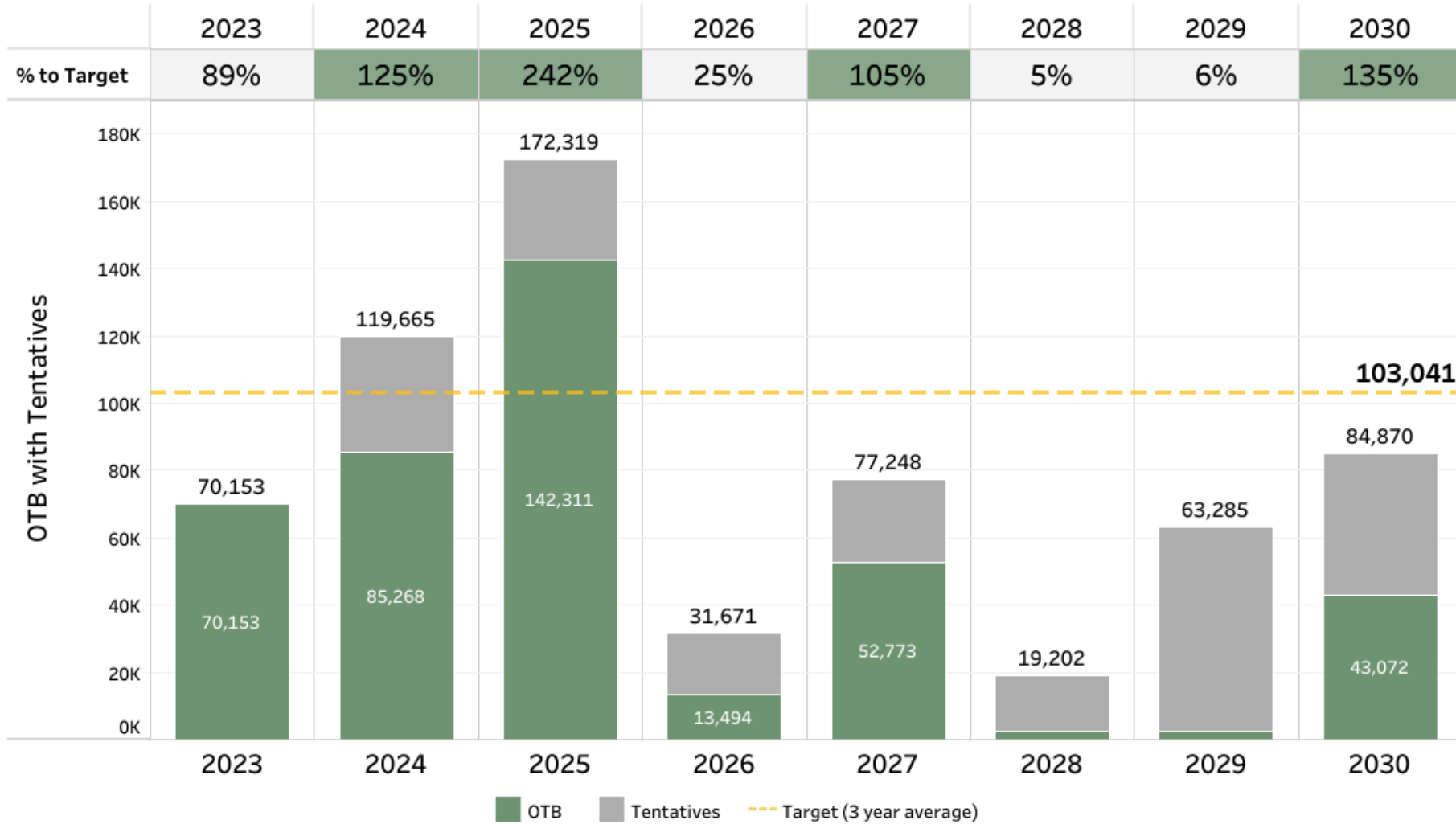
Updated 08/22/23



# 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 9/20/2023 12:51 AM

● Citywide  
○ Single Property



**MAHALO!**



# **9**

Report and Update of the  
**Brand Standing Committee of their Meetings Held  
on September 15, 2023 and September 27, 2023**

## **9a**

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

# Branding Standing Committee Charter & Goals

**Branding Standing Committee (Quorum: 4 members)**

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

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

## **DRAFT**

### **Branding Committee Description:**

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

### **Roles and Responsibilities:**

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

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

## **9b**

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





HAWAII TOURISM™

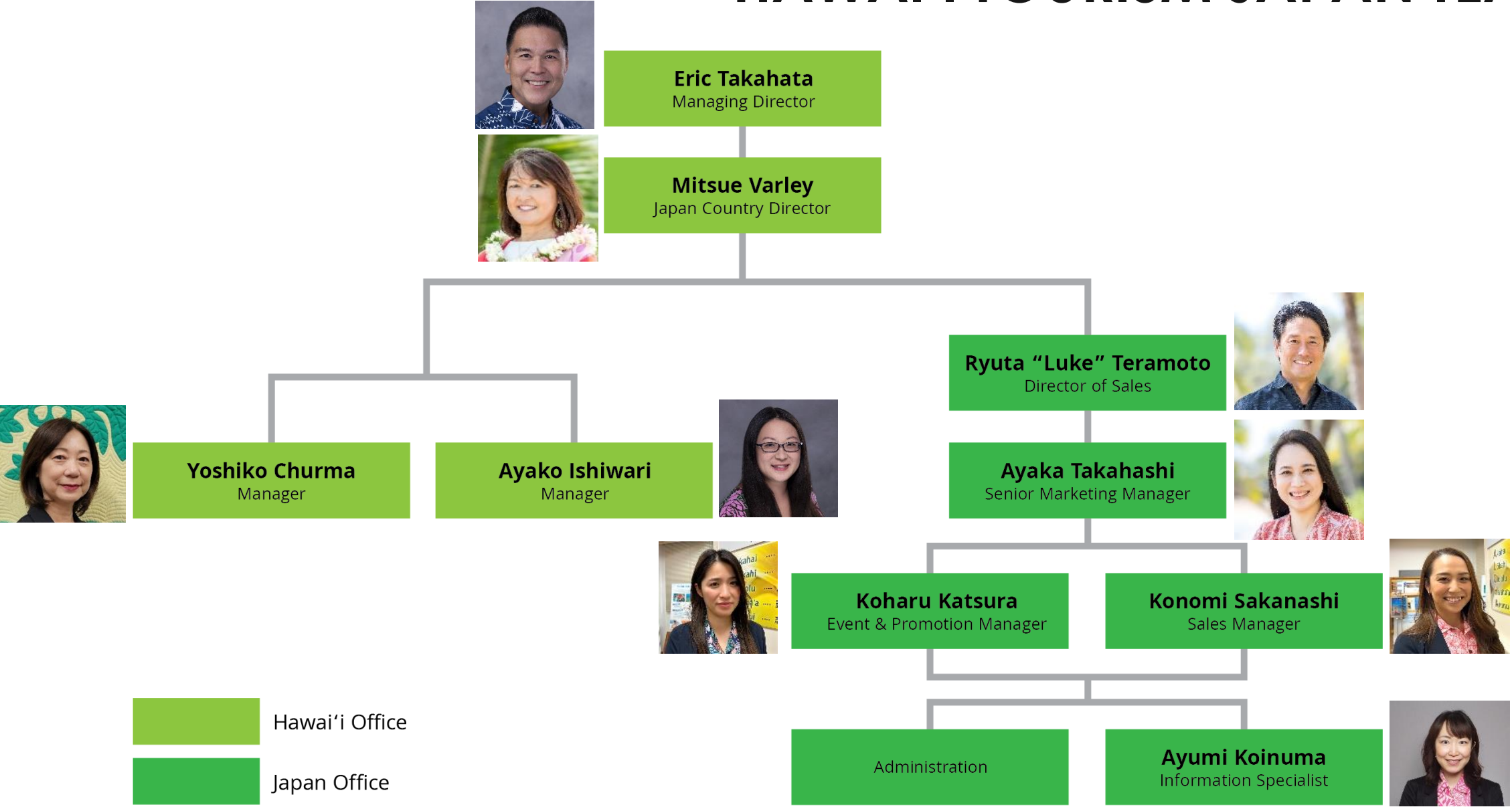
JAPAN

2024  
Brand Marketing Plan

Eric Takahata  
Managing Director



# HAWAI'I TOURISM JAPAN TEAM





# MARKET SITUATION

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# GENERAL ECONOMY

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





# OUTBOUND TRAVEL

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



# AIR SEAT SYNOPSIS

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



# COMPETITIVE LANDSCAPE



## Short Haul Destinations

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



## Long Haul Destinations

- Europe
- Canada
- Australia

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

A close-up photograph of a person's hands holding a small, green fern frond. The hands are positioned at the bottom of the frame, with the fingers gently gripping the stem of the frond. The frond is bright green and has a delicate, feathery structure. The background is dark and out of focus, showing other fern fronds. The text "TARGET AUDIENCE" is overlaid in the center of the image, underlined.

**TARGET AUDIENCE**

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# TARGET AUDIENCE



**Affluent  
Traveler**



**Romantic  
Couples**



**Experience  
Seekers**



**Ethical  
Younger  
Generation**



**Multi  
Generation  
Family**

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



An aerial photograph of a coastal highway built on a steep, green cliffside. The road curves along the edge of the cliff, overlooking the ocean. The water is a deep blue with white waves crashing against the rocky shore. The sky is clear and bright. The text 'CORE BRANDING MESSAGE' is overlaid in large, white, bold, sans-serif capital letters across the center of the image. A thin white horizontal line is positioned below the text.

# CORE BRANDING MESSAGE

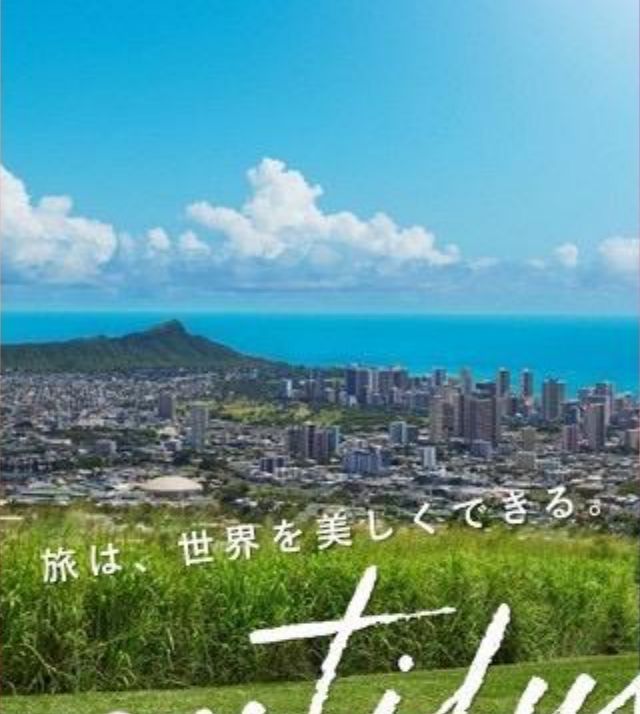




# CORE BRAND MESSAGE BEAUTIFUL HAWAI'I

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





旅は、世界を美しくできる。

# Beautiful Hawaii





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

# STRATEGIES



# CONSUMER & TRADE

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





# PUBLIC RELATIONS

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





# MAJOR PROGRAMS

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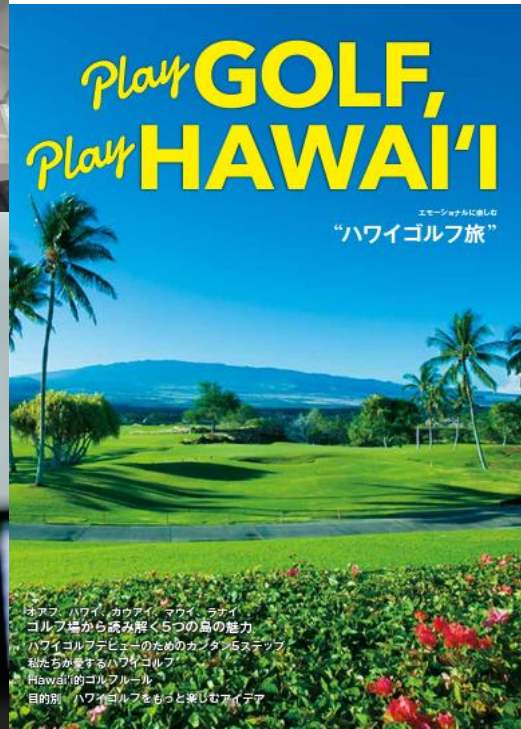


# JAPAN MARKET RECOVERY INITIATIVES

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

# BEAUTIFUL HAWAI'I/HIGH-VALUE MARKET

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





# TRAVEL TRADE INITIATIVES

## Japan Summit and Japan Mission

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





# DIRECT CONSUMER EVENTS

## Hawai'i EXPO and JATA Tourism EXPO

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







**MĀLAMA MAUI**

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# MĀLAMA MAUI

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



A photograph of a field of young green plants, likely rice seedlings, growing in a shallow, muddy waterway. The plants are in various stages of growth, with some having single leaves and others having two. The water is dark and reflective, and the background shows more plants and some dark rocks. The text "2024 BMP BUDGET" is overlaid in the center in a bold, white, sans-serif font, with a white horizontal line underneath it.

# 2024 BMP BUDGET



# 2024 BMP BUDGET

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

MAHALO!

HAWAII TOURISM  
JAPAN



## **9c**

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



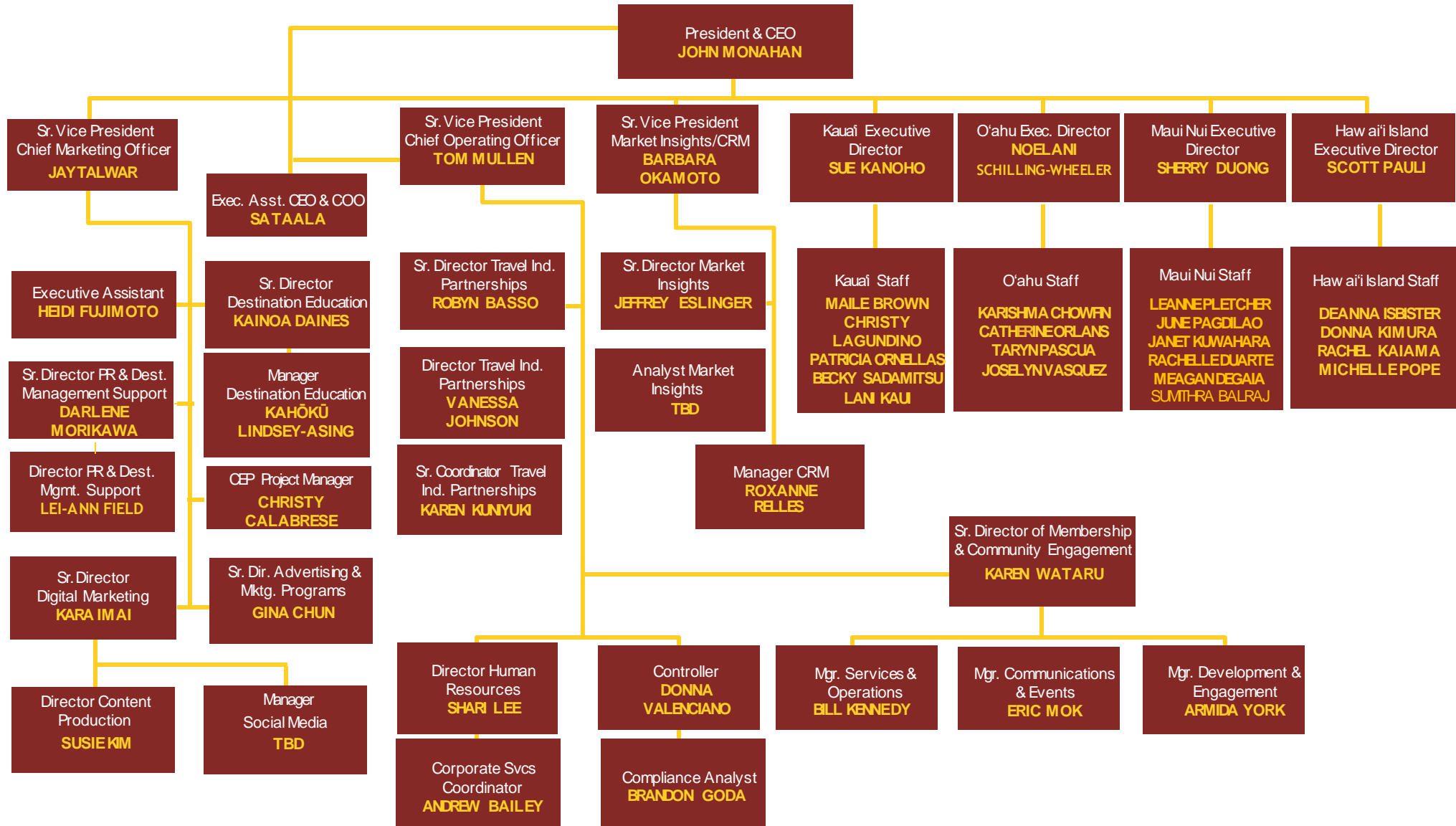
# 2024 Brand Marketing Plan

Jay Talwar

Chief Marketing Officer, Senior Vice President



# HAWAI'I TOURISM USA TEAM





# MARKET SITUATION

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# MARKET SITUATION

## OUTBOUND TRAVEL / TRAVEL SENTIMENT

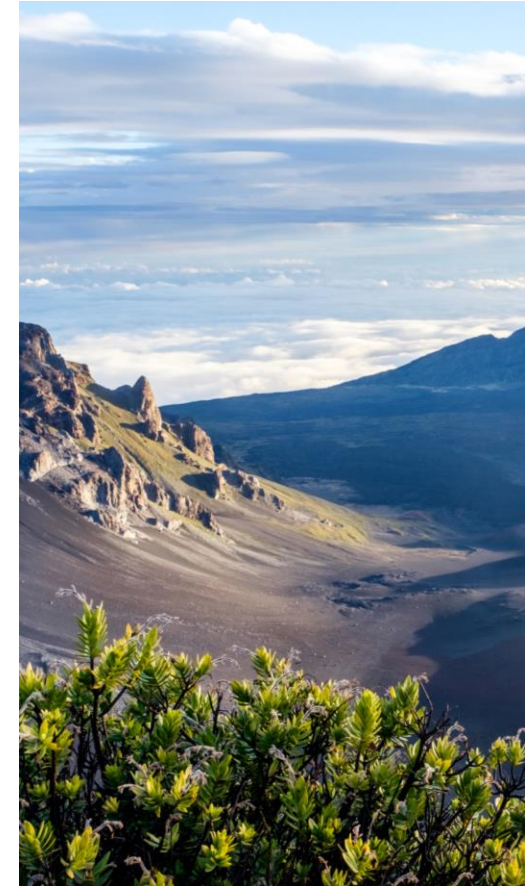
### U.S. Economic Downturn Will Be Mild

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

# MARKET SITUATION

## HAWAI'I FORECAST AND PERFORMANCE

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



# MARKET SITUATION

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

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

# MARKET SITUATION

## BOOKING PACE



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

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

### Hawai'i booking pace down 10% for 2024

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

### 2024 Outlook vs 2023

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



# MARKET SITUATION

## COMPETITIVE LANDSCAPE



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

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

# TARGET AUDIENCE

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# TARGET AUDIENCE

## THE MINDFUL HAWAI'I TARGET TRAVELER



### The Service-Minded

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



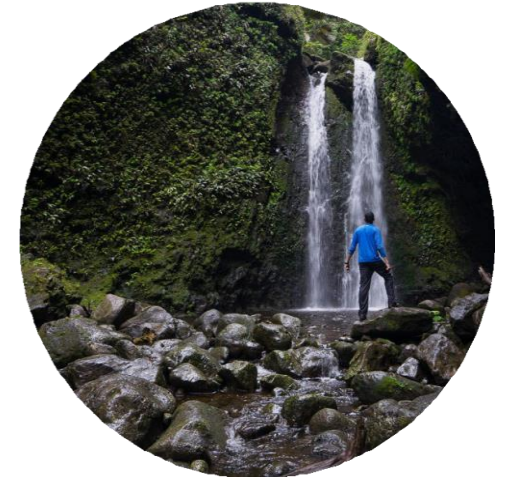
### The Culturally Curious

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



### The Eco-Conscious

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



### The Unobtrusive Explorer

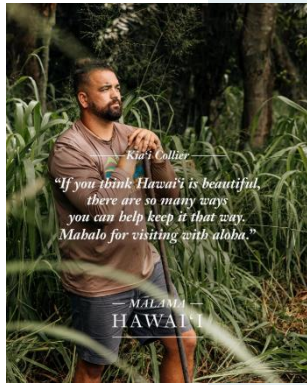
Enjoys adventurous new experiences and is likely to seek a visit to Hawai'i centering on once-in-a-lifetime opportunities, or the great outdoors.

# **CORE BRANDING MESSAGE**

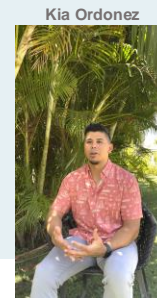
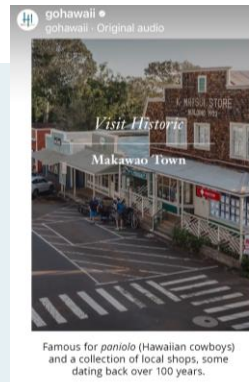
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# CORE BRANDING MESSAGE



## Mālama Hawai'i



## Mālama Maui

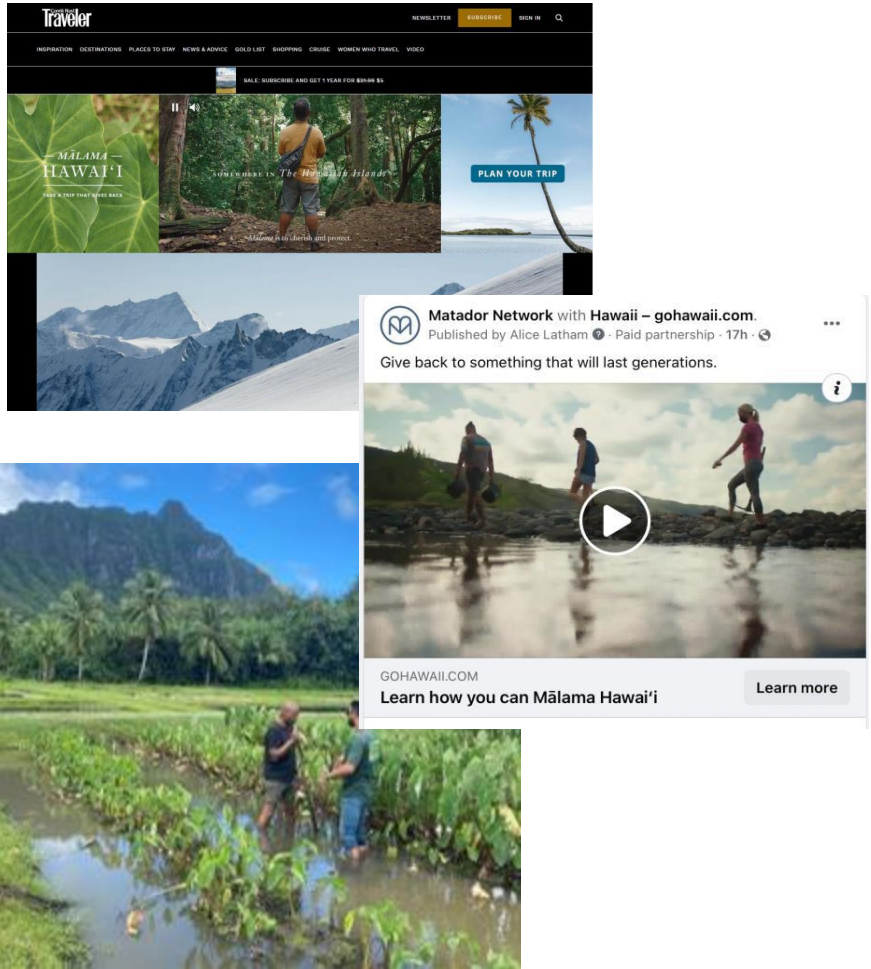


# STRATEGIES

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# STRATEGIES

2024



## Consumer

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

## Public Relations

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

## Travel Trade

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

## Mālama Hawai'i

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

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

## Mālama Maui

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

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



# MAJOR PROGRAMS

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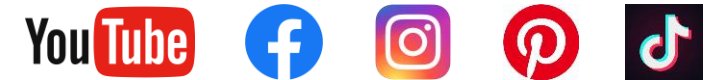
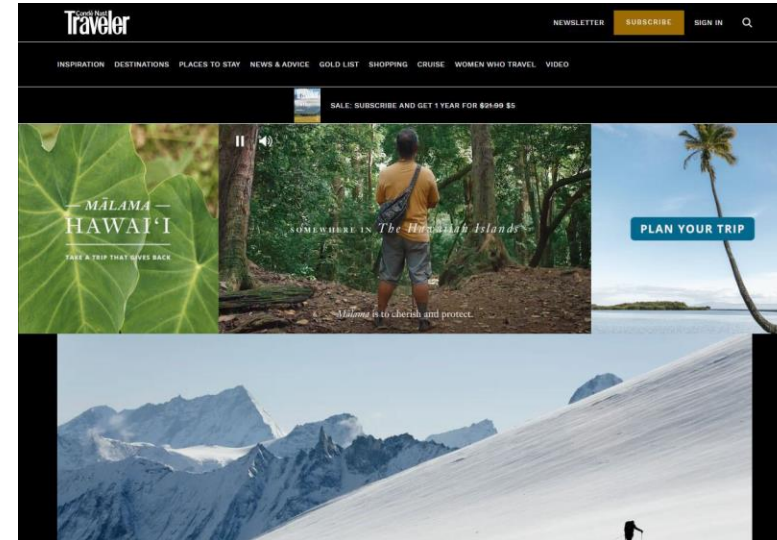
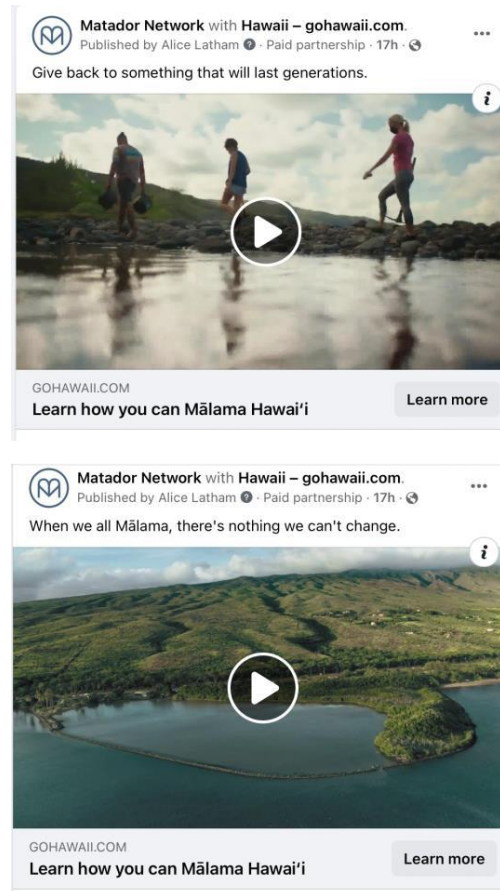
# MAJOR PROGRAMS

2024

## Paid Media

(Considered List)

- Digital and Paid Media
- Native Programs
- Social Media





# MAJOR PROGRAMS

2024

## Support Local Initiative

- Fashion
- Retail
- Music
- Ag/Cuisine

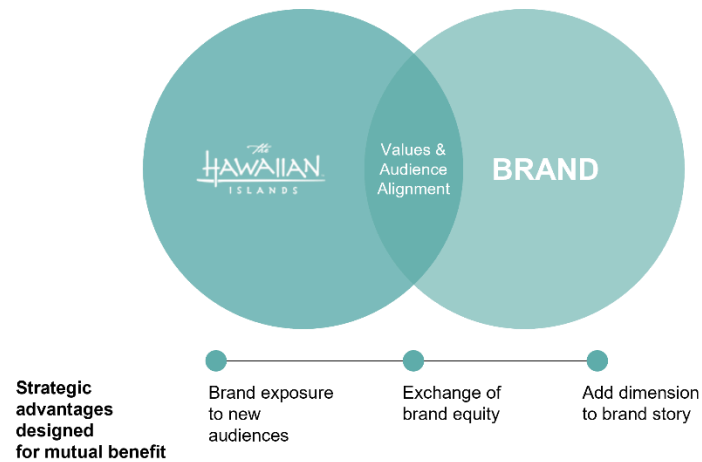


# MAJOR PROGRAMS

2024

## Brand Partnership

- Currently exploring opportunities
- Integrating Maui based businesses

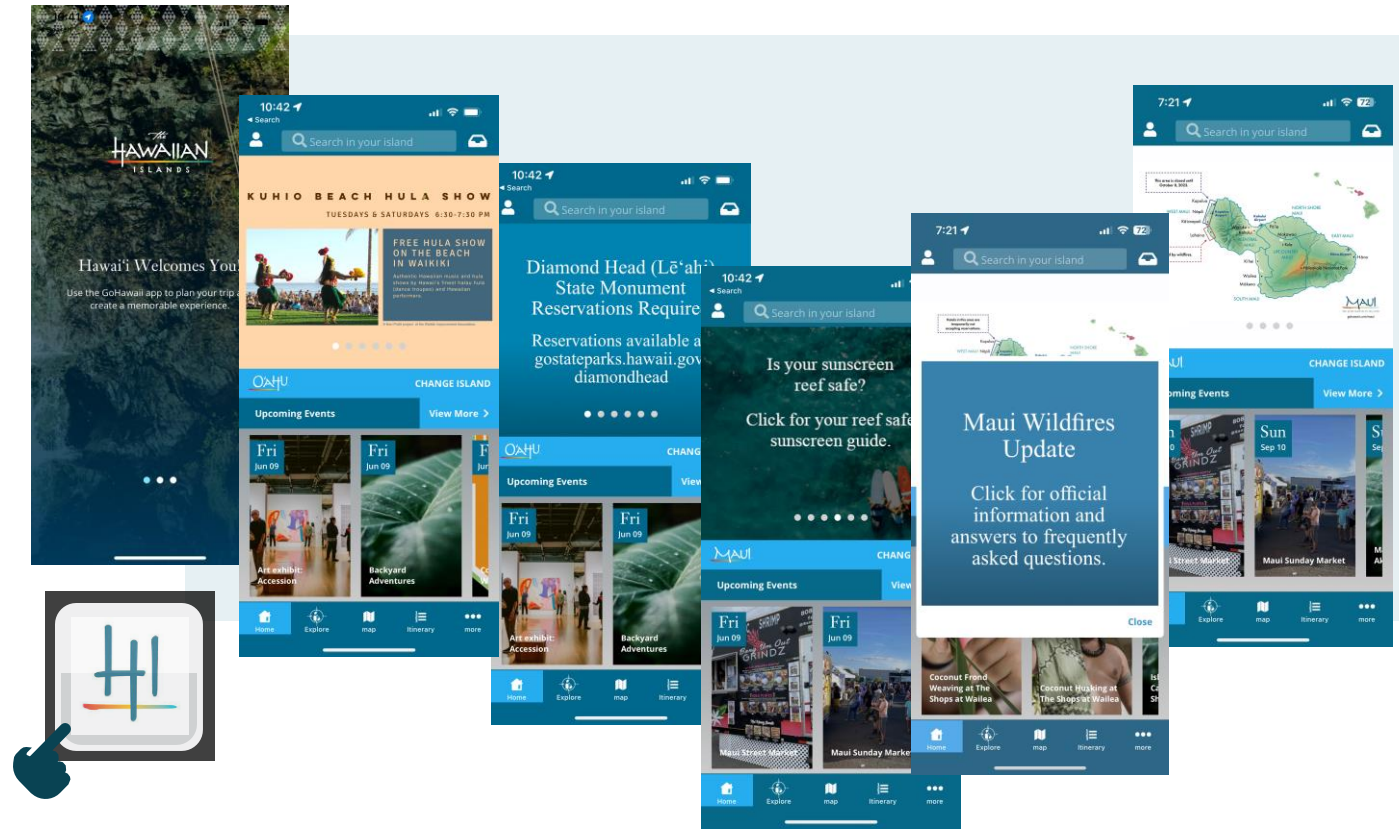


# MAJOR PROGRAMS

2024

## Consumer Direct

- Newsletters
- Special Offers
- GoHawaii app



Keep it Local. Buy Made-in-Hawaii.

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

READ MORE



Land Safety

Explore safely, explore safely.

Weddings & Honeymoons

Plan your big day or get away afterward.

Heritage Sites

Learn more about what has shaped Hawaii.

Ocean Safety

Observe these safety tips this summer.



# MAJOR PROGRAMS

2024

## Public Relations

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



## AFAR

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

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



When visitors do come, locals ask that they be mindful of the trauma and devastation the island has been through since early August. [© 2024 AFAR Magazine](#)



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

## Preserving Hula, the Heartbeat of Hawaii

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

# MAJOR PROGRAMS

2024

## Travel Trade – Education

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



Help your clients discover the meaning of mālama. [agents.gohawaii.com](https://agents.gohawaii.com)

LEARN MORE >

**The HAWAIIAN ISLANDS**

Help your clients discover the meaning of mālama. [agents.gohawaii.com](https://agents.gohawaii.com)

LEARN MORE >

**The HAWAIIAN ISLANDS**

*what is mālama?*

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

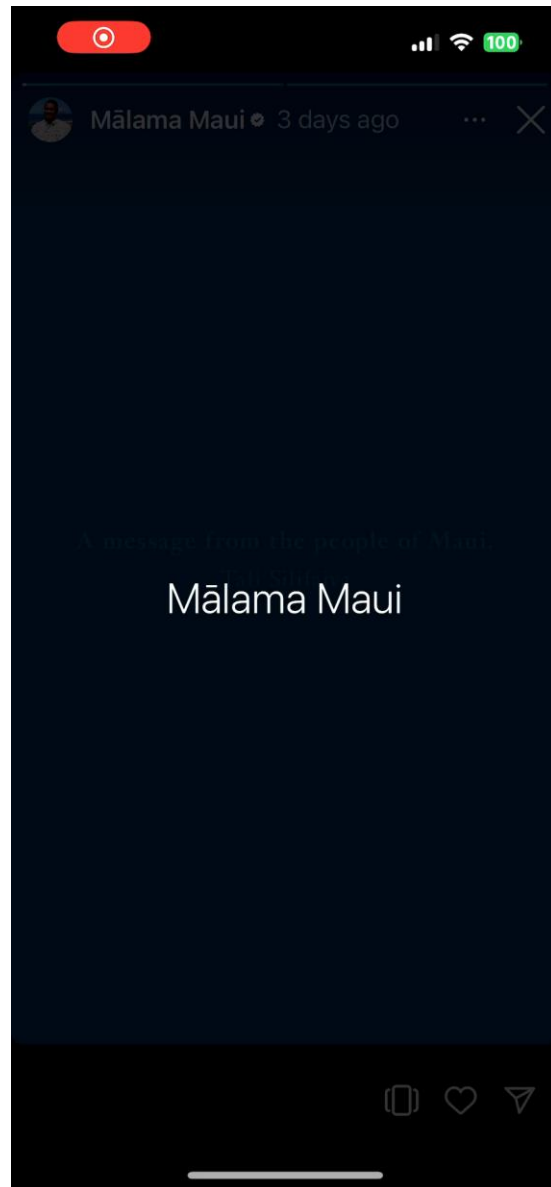
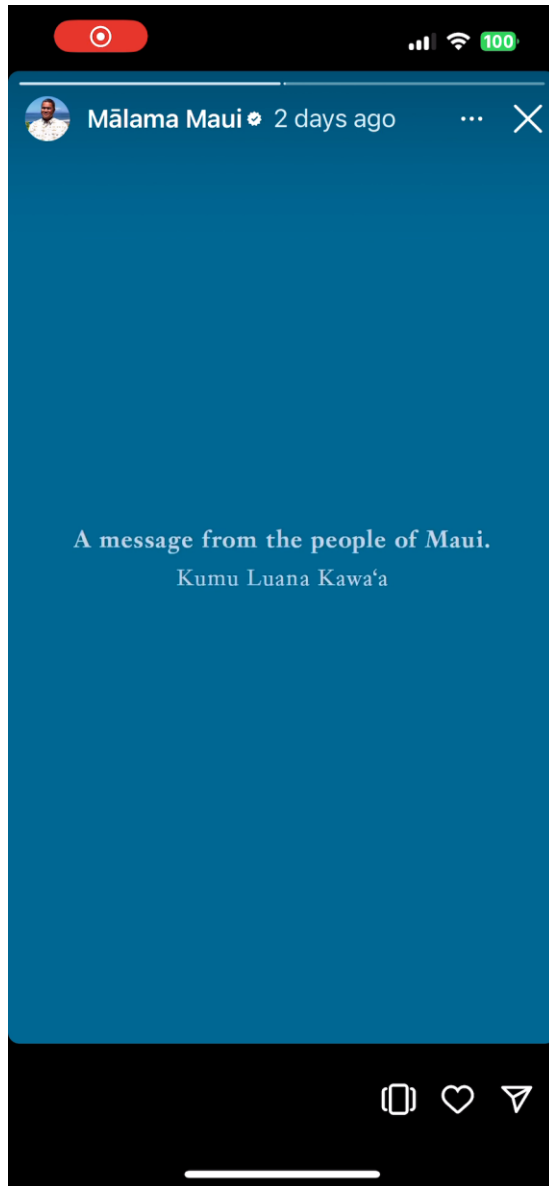
“It's not only about change but about healing. I think that's a big part of our work. We're healing the land, we're healing the people, we're healing ourselves.”

Noelani Lee,  
Aquaculture Restoration



**MĀLAMA MAUI**

---



# MĀLAMA MAUI

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

# 2024 BMP BUDGET

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# 2024 BMP BUDGET

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

**INCREMENTAL FUNDING REQUEST  
FOR  
MAUI RECOVERY**

---



# MAUI RECOVERY

## Market Saturations

### Overview

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



### Opportunities

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

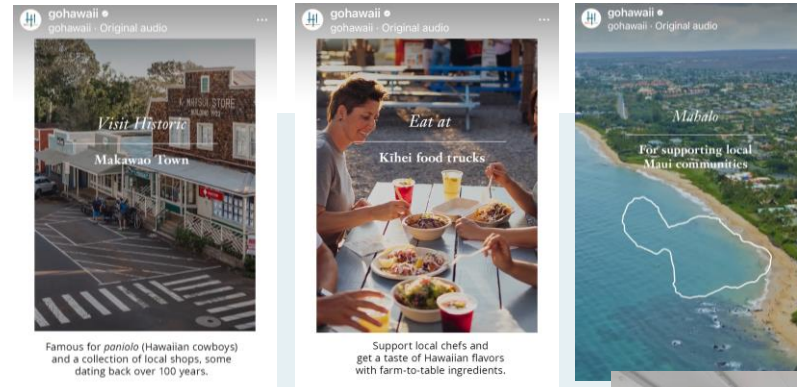
# MAUI RECOVERY

## Mālama Maui Campaign

- New Creative - \$300K
- Paid Media - \$4M
- Social Media - \$200K
- Influencer Campaign - \$1M
- Expected Outcomes: Encourage visits from travelers who may have postponed or canceled their trips. Attract new visitors.

## PR/Earned

- Proactive pitching
- Individual media visits - \$50K
- Media blitz – Northern California - \$75K
- Expected Outcomes: Compelling editorial stories in key media expanding the MHTT's understanding of what Maui has to offer.



In this 2022 photo, visitors spend the day at Ho'okipa Beach on the north shore of Maui, Hawaii. While western Maui is closed, the rest of the island is open to tourists. PHOTOGRAPH BY ERIC MARTIN, FIGAROPHOTO/REDUX

TRAVEL

### How can tourists help Maui recover? Here's what locals say.

In the face of devastating economic losses, residents are asking visitors to return—but respectfully.



# MAUI RECOVERY

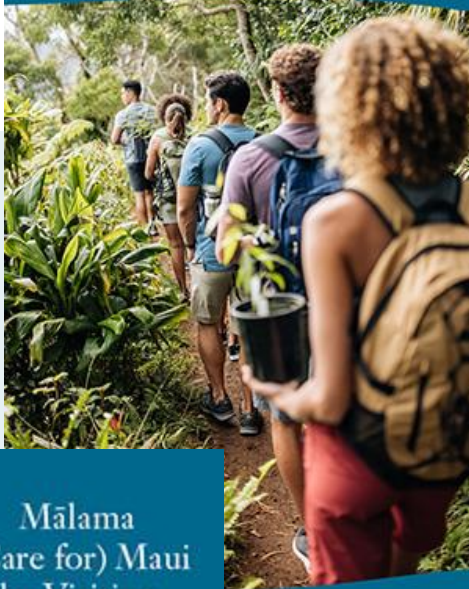
## Travel Trade

- In-market education - \$200K
  - Additional Educational Blitz Events
  - Increase in-person and virtual partner events & sponsorships
- In-Destination Education - \$100K
  - Encourage/Host partner events in Maui
  - Execute additional Maui Master Specialist Programs and support more Maui partner FAMS
- Cooperative program to rebuild business - \$500K
- Increase trade marketing investment - \$75K

## Expected Outcomes

- Position Maui as a top vacation destination for consideration to qualified travel advisors and the MHTT

Mālama (Care for) Maui  
by Visiting Mindfully



Mālama  
(Care for) Maui  
by Visiting  
Mindfully

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# MAUI RECOVERY

## MCI Maui Objectives

- Retain existing business in West or South Maui post October 8.
  - If not possible, re-book at later date in West Maui or move or to other Maui or State of Hawai'i locations.
- Generate new demand and bookings for Maui.

## Retain Existing Bookings

- Meet Hawai'i single property sellers have identified single property booked meetings in Q4 2023 and Q1 2024 booked by Meet Hawai'i affected by Maui Wildfires and are facilitating retention these meetings. In addition, they will work with hotel partners on hotel direct bookings to assist in facilitating retention of these meetings.
- If retention is not possible for existing place and time will work to book the meetings in Maui or in the State at a later date and time.
- Additional funding will be used to provide monetary support to keep meetings in Maui or in the rest of the State if event need to be relocated from Maui to other Islands.

## Generate New Bookings

- Meet Hawai'i has identified four MCI strategic partners to create special Maui customized direct sales opportunities targeting their network of event planners reinforced by digital marketing messages.
- Additional funding will be used to provide monetary support to generate new meetings in Maui or in the rest of the State.

**MAHALO!**



**9d**

Discussion and/or Action on

**Meet Hawai'i Activities Under the HTA's 2024  
Brand Marketing Plans for Meet Hawai'i**

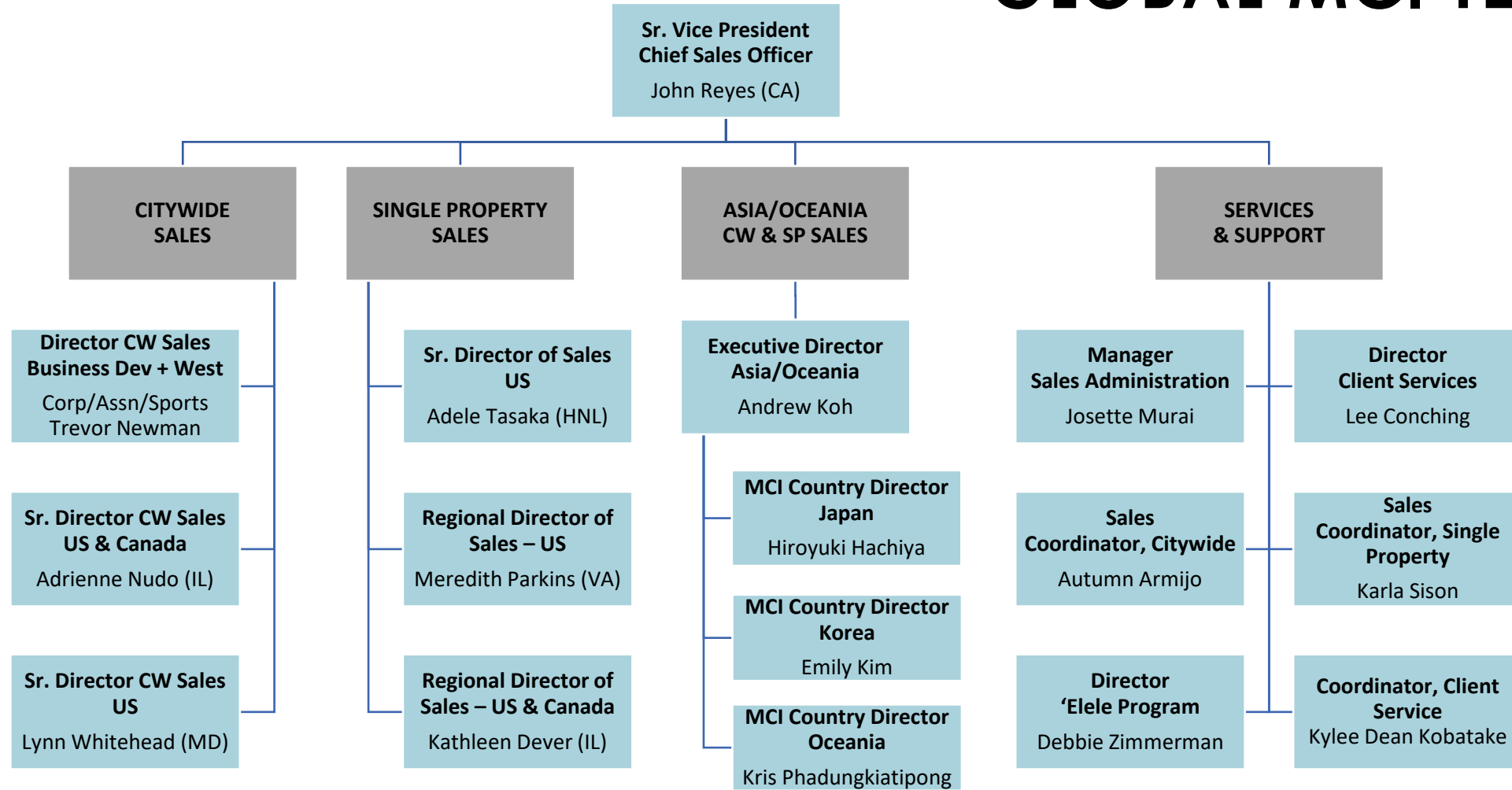


# **2024 Global MCI Brand Marketing Plan**

John Reyes

Senior Vice President, Chief MCI Sales Officer

# HAWAI‘I TOURISM GLOBAL MCI TEAM



# **MARKET SITUATION**

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# MARKET SITUATION

## General Overview

- U.S. Meetings, Convention & Incentive (MCI) market expected to grow in 2024 and beyond.
- Global Industry Analyst Inc., projects MCI market to reach \$240 billion by 2027.
- MCI market is expected to be boosted by the gradual growth of the economy.
- Hawai'i is well positioned to capitalize on the growing demand for events and the slow but continued growth of the economy.



# MARKET SITUATION

## Single Property and Incentive Customer Sentiment

- Single Property customers optimistic about CY 2024.
- Meet Hawai'i sellers see strong interest from MCI Customers and Hawai'i hotels report an increase in flexible date availability.
- Customer concerns about Hawai'i include higher costs (air/hotel) declining guest service levels and difficulty securing destination services for their events.
- Europe, Asia, Oceania and Caribbean are open and compete against Hawai'i solely on price and value for money proposition.
- Corporate inquiries are steady from high tech, healthcare and business services organizations.
- Meet Hawai'i expects the outlook for incentive travel to Hawai'i to grow moderately or hold steady through 2024.

# MARKET SITUATION

## Citywide Customer Sentiment

- Growing concern over the extent and timing of repair of Hawai'i Convention Center (HCC) Roof and related leak damage.
- Potential disruption of their events that may result from any of the possible HCC Roof repair scenarios.
- Global MCI team seeing growth potential from Asia, specifically Japan.
- Hawai'i and Hawai'i Convention Center remain popular potential site for future convention center events.

# MARKET SITUATION

## Customer Concerns about Maui

- Does Maui want visitors to stay away?
  - No.
- Why is it important to keep Maui meeting programs intact and on course in Maui?
  - *To sustain Maui jobs & support Maui's economic recovery.*
- What is the "Go Forward" plan for Maui?
  - *Retain existing Maui bookings and generate new bookings.*
- When is Kā'anapali going to reopen?
  - *October 8, 2023.*
- What is the status of Wailea?
  - *Open and available for MCI events.*
- How can MCI Customers continue to help?
  - *Donate + hold booked events + book new events.*

# TARGET AUDIENCE

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# TARGET AUDIENCE

## Meet Hawai'i Global MCI markets

- United States
- Japan
- Canada
- Oceania
- Korea
- Additional markets and regions with great propensity to consider Hawai'i



# **CORE BRANDING MESSAGE**

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# CORE BRANDING MESSAGE

**Transform Your Convention**

**START PLANNING →**

*meet*  
**HAWAII.**

**Experience Hawai'i For Your Convention**

**Mālama Maui**

**Hawai'i's Convention Center Package**

<b>8 MAUI ISLANDS</b> 8 MAUI ISLANDS 8 MAUI ISLANDS 8 MAUI ISLANDS	<b>11 MEALS</b> 11 MEALS 11 MEALS 11 MEALS	<b>3000</b> 3000 3000 3000	<b>2024</b> 2024 2024 2024
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**Submit Your RFP**

**Getting to Hawai'i**

Reassure MCI customers that Hawai'i is indeed open for business and is the ideal choice for MCI events:

- Emphasize that when Hawai'i hosts MCI events, groups see an increase in attendance.
- Benefit of engaging with Hawai'i on deeper level via the Mālama Hawai'i CSR opportunities is that MCI attendees embrace mindful and respectful travel.
- Convey that the Native Hawaiian culture is inspirational and provides a unique offering that is both extraordinary and memorable.

# MAUI MESSAGE

Important to remain respectful to the residents of Maui during this devastating time by continuing to donate dollars to Maui Strong Foundation through Hawai'i Community Foundation, and also:

- Continue to host their Q4 2023 and CY2024 events in open areas of Maui.
- Meet Hawai'i continue to work to keep their events in Maui, or, if needed, assist in relocation it to another island.
- Utilize Meet Hawai'i direct support to hold their meeting in West Maui after October 8 re-opening date.

# STRATEGIES

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# STRATEGIES

## Global MCI

- Identify short-term single property business development for 2024 and 2025.
- Increase number of citywide events 2026 through 2029.
- Implement Hawai'i Convention Center Roof Customer Communication Program.



# STRATEGIES

Mālama (Care for) Maui  
by Visiting Mindfully



## Maui

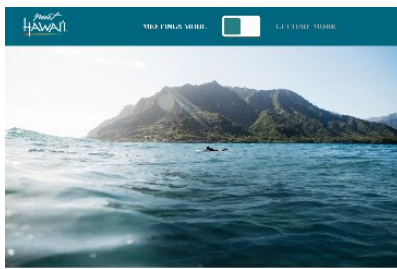
- Retain existing bookings for Maui
- New business development for Maui

# MAJOR PROGRAMS

## Single Property

### Business Development: Short-Term 2024 and 2025

- Target appropriate vertical segment opportunities aligned with Hawai'i's culture, natural resources and community.
  - Finance, Insurance, Automotive, Earth, Ocean, Atmospheric, Indigenous, Environment, Health/Wellness, Technology.
- Allows single property sellers to:
  - Position Hawai'i as a good fit for specific industries and interests.
  - Focus their marketing and selling to specific audiences.
  - Allows our sellers to build relationships with key decision makers in these industries.
- IMEX America 2023 will reinforce Maui and Hawai'i "Open for Business" Messaging



### Mālama Maui

In West Maui, recent wildfires have resulted in the destruction of local sites, homes, cultural and historical sites and businesses in Lahaina. To conserve resources and out of respect for our residents, access is restricted to West Maui at this time, including Takemai, Napili, Keenani and Kapalua.

However, we continue to offer access to all other parts of Maui (including Kahala, Wailea, Kihei, Wailea, Makani, Paia, Makena and Haunui) and to its other Hawaiian Islands, which are welcoming visitors to help rebuild, rebuild and our economy alive.

LEARN MORE

### Hawai'i's Convention Center Package



**6 MAJOR ISLANDS**

Kauai, Oahu, Molokai, Lanai, Maui, the Island of Hawaii

**1.1M SQ FT**

Hawai'i Convention Center with 200,000+ sq. ft. exhibition hall

**8 MILES**

132 km between Denver, CO, Inonge International Airport, HNL and the Hawai'i Convention Center

**300+**

daily inter-island flights between the Hawaiian Islands

**31,500+**

rooms on Oahu - more than half of the statewide room inventory

**HISTORIC INCREASE**

in attendance when Hawai'i is chosen

**10**

of the world's 14 climate zones are in Hawai'i

**77° F / 25° C**

average year-round temperatures

Submit Your RFP

LEARN AN RFP

### Getting to Hawai'i

A once-in-a-lifetime convention, conference or summit is easy to come by and go to in Hawai'i. This is where both East and West can meet in the middle of the world.

Service by every major U.S. network carrier and 15 international carriers

40+ gateway cities for year-round, nonstop service to Hawai'i

~11 million air seats annually from North America

~2 million air seats annually from Asia, Oceania and South Pacific destinations

Experience Hawai'i For Your Convention

SEE MORE

# MAJOR PROGRAMS

## Citywide

### Citywide Business Development 2026 through 2029

Citywide Sales Team will prioritize short-term citywide bookings for 2026 – 2029.

- Actively research citywide universe of accounts for short-term corporate and association groups that have open dates 2026 through 2029.

## HCC Center Roof Repair Schedule

Meet Hawai'i citywide sellers will use the Repair Schedule as a tool to keep prospects, tentative and definite customers fully informed on how the roof repair might impact their event.

- Use various communications vehicles to update citywide customers.
- Coordinate messaging with HTA and HCC.

# MAJOR PROGRAMS

## Global MCI

### Key Global MCI Sales Programs

- Continue strategic partnerships with key third party organizers in key source markets.
- Attend AIME 2024 Incentive Event.
- Conduct offline and online training seminars.
- Attend Japan Summit.
- Organize Japan and Korea Sales Mission.
- Conduct Korea MCI Workshop.

# 2024 BUDGET

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# 2024 BUDGET

	Budget	%
Paid Media	\$161,000	4%
Public Relations	\$191,600	4%
Travel Trade	\$442,420	10%
Research	\$0	
Administrative	\$3,704,980	82%
Total	<b>\$4,500,000</b>	100%

# **PARTNERSHIP OPPORTUNITIES**

---

# PARTNERSHIPMESSAGE

## Tradeshows

- IMEX America 2024 (October 8 – 10, 2024)
- ASAE 2024 (August 10 – 14, 2024)

Las Vegas  
Cleveland

## Site Visits/ Familiarization Trips

- Single Property and Citywide

On Demand

## Education

- MCI Updates - Kaua'i, O'ahu, Maui and Island of Hawai'i

Quarterly

## Public Relations

- Mālama Hawai'i CSR Programs

On-demand

## Client Promotional Events / Sales Blitzes

- Single Property and Citywide

On-going

\*Check with your Meet Hawai'i Sales Contact

**MĀLAMA MAUI**

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# MAUI RECOVERY

## MCI Maui Objectives

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- Additional funding will be used to provide monetary support to keep meetings in Maui or in the rest of the State if event need to be relocated from Maui to other Islands.

## Generate New Bookings

- Meet Hawai'i has will identified four MCI strategic partners (incentive, corporate, key third parties) to create special Maui customized direct sales opportunities targeting their network of event planners reinforced by digital marketing messages.
- Additional funding will be used to provide monetary support to generate new meetings in Maui or in the rest of the State.



# MAUI RECOVERY

## Public Relations

- IMEX (Oct. 17-19)
- News Releases

## Direct MCI Outreach

- Ongoing HTA Maui Wild-Fire Updates
- Organized Wailea DOSM Zoom Meeting(s)
- West Maui DOSM Zoom Meeting(s)
- Updates to our 14 key Strategic MCI Partners
- Individual MCI Customer Meetings

**Skift**  
**MEETINGS**

[Destination](#)

**Maui Loses \$11 Million a Day as Visitors Stay Away**

Rayna Katz  
Topic: 07/24 - 08/07



**Smart**meetings  
The Intelligent Way to Plan

Breaking

**Hawai'i is Open for Business**

by Erinig Parsley | August 23, 2023



📌 **Advice from Meet Hawai'i on supporting the islands in wake of Lahaina fires**

📍 Meeting professionals watching images of devastation from the city of Lahaina on the island of Maui may be asking if it is safe or even prudent to bring groups to the Hawaiian Islands now. Smart Meetings reached out to John Reyes, senior vice president and chief sales officer of Meet Hawai'i, to ask how meeting planners can best support their counterparts in Hawaii right now.

# MAUI RECOVERY

## Budget Recap

October – December 2023

MCI	
Retention & Business Development	\$200,000
Strategic Partners	\$400,000
<b>Total:</b>	<b>\$600,000</b>

**MAHALO!**

**9e**

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



# 2024 Brand Marketing Plan

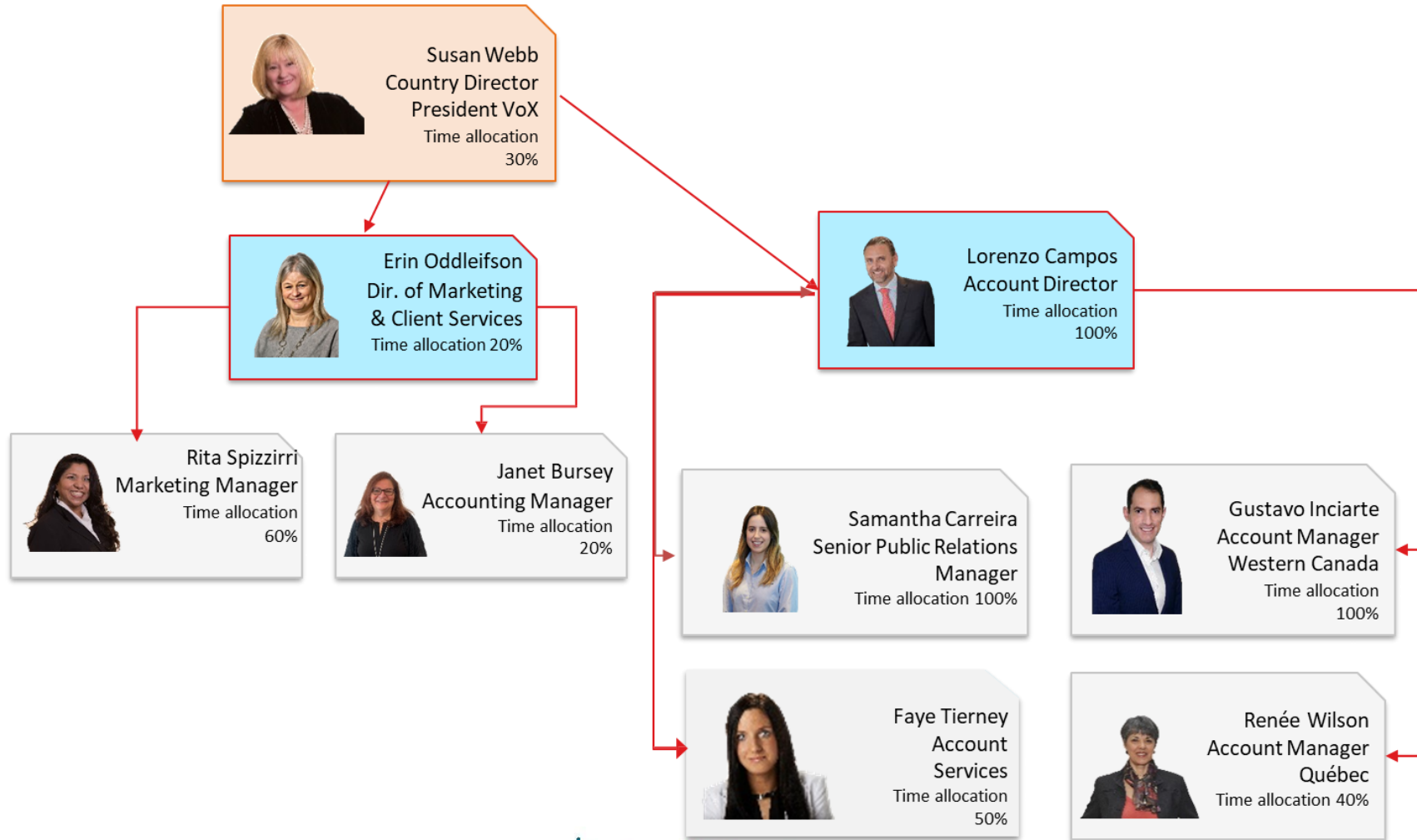


Susan Webb  
President





# HAWAI'I TOURISM CANADA TEAM



# MARKET SITUATION

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# CANADIAN MARKET SNAPSHOT

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





# OUTBOUND TRAVEL SENTIMENT

## Trip motivators

- Vacation experience 37%
- Spending time with family/friends 31%
- Available activities & attractions 28%
- Favorable weather 25%
  
- **Travel barrier too Expensive/can't afford it 50%**
  
- **Active and sustainable travel**



# AIR OVERVIEW - SEATS

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



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

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

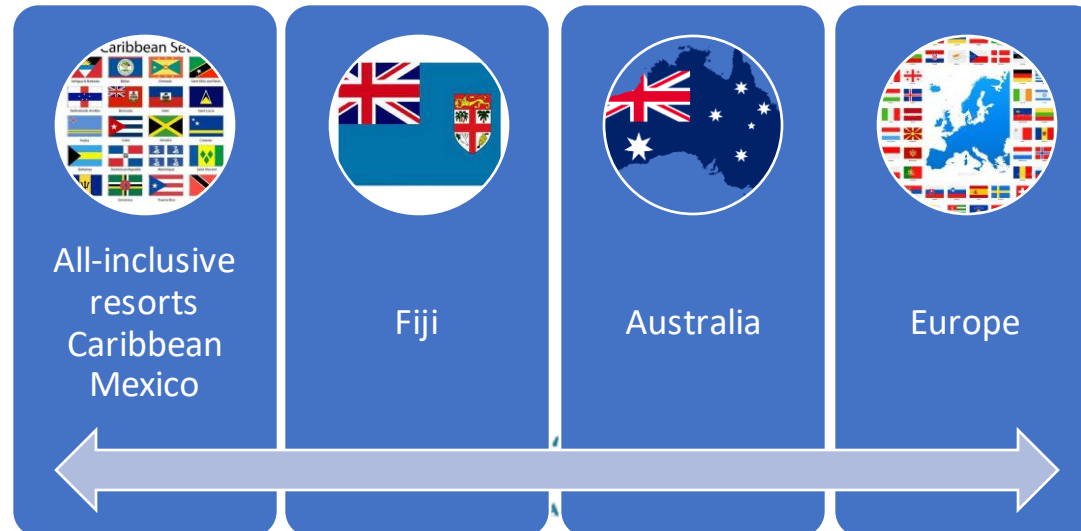


Carriers are reviewing their frequencies every week and adjusting depending on demand

# COMPETITIVE LANDSCAPE

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

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





# TARGET AUDIENCE

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# TARGET AUDIENCE

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

Mindful Travelers

High  
spending  
traveler

High value  
traveler

Lifetime  
value  
traveler



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

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

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

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

# CORE BRANDING MESSAGE

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# STRATEGY

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# CORE BRANDING MESSAGE

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





# PUBLIC RELATION

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



# TRAVEL TRADE

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





# CONSUMER

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



# MAJOR PROGRAMS

---

# MAJOR PROGRAMS

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





# MAJOR PROGRAMS

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



# MAJOR PROGRAMS

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





# 2024 BMP BUDGET

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# BUDGET: JAN – DEC 2024

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

**INCREMENTAL FUNDING REQUEST  
FOR**

**MAUI RECOVERY**

**OCTOBER 2023 – JUNE 2024**



# CONSUMER INITIATIVES

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



# PR Initiatives

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



# Partnerships

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



# MAUI EFFORTS TO DATE

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



## ALOHA CANADA

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

25.08.23 Jim Byers

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

"Yes."

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



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

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



gohawaica • Follow  
Original audio

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

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

#MauiStrong #MālamaMaui  
4d

# TRADE INITIATIVES

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



spoiledagent

Your one stop incentive shop.





# EARNED MEDIA- PR

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





# INCREMENTAL BUDGET

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



**MAHALO!  
THANK YOU  
MERCI**

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**9f**

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



# 2024 Brand Marketing Plan

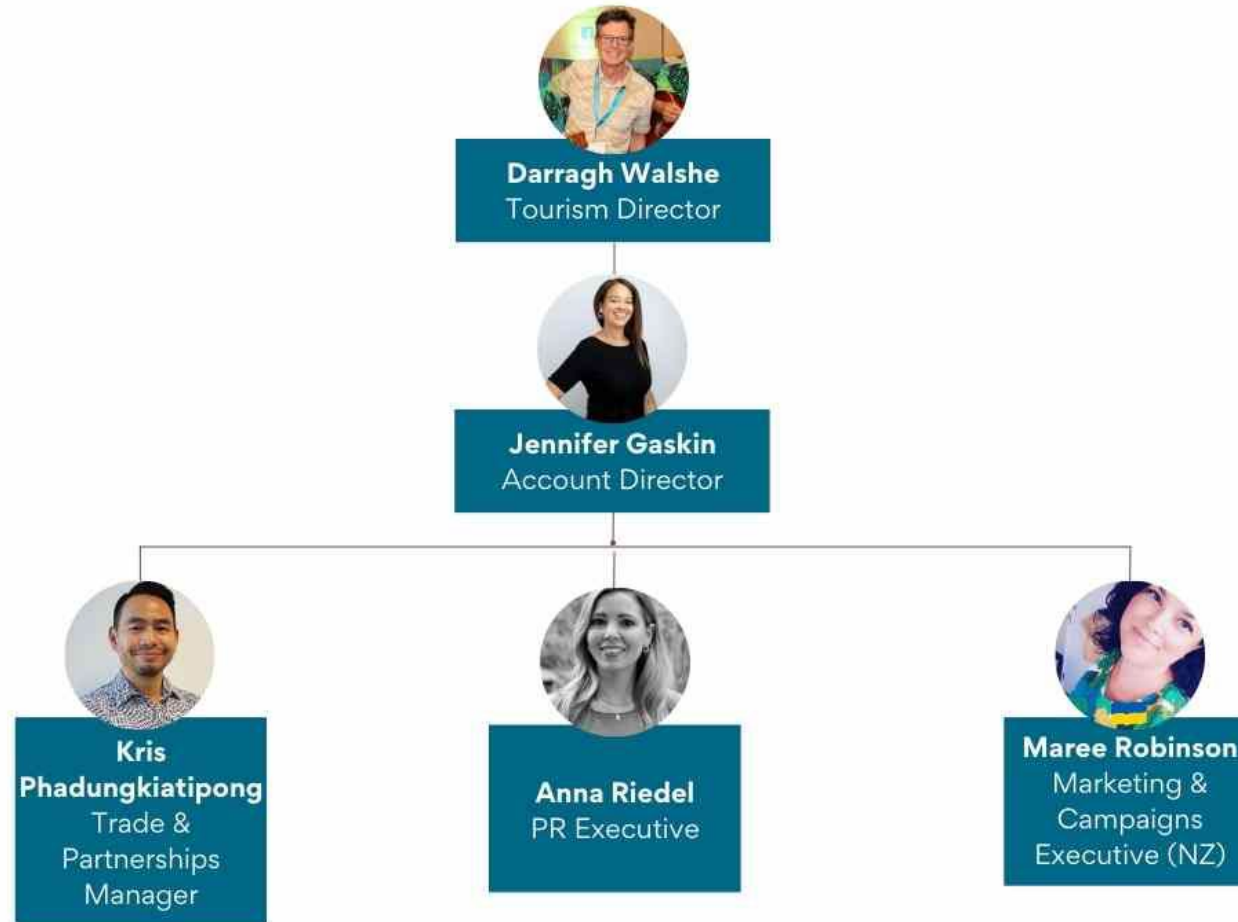
Jennifer Gaskin  
Account Director, HTO



**Hawai‘i Tourism Oceania acknowledges the traditional custodians of the lands on which we're speaking to you from today, the Gadigal people of the Eora Nation, and we pay our respects to their Elders - past, present and emerging.**



# HAWAI'I TOURISM OCEANIA TEAM



# **MARKET SITUATION**

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# GENERAL ECONOMY 2024 PREDICTIONS

Inflation



Inflation



Unemployment  
AU  
4.6%

Unemployment  
NZ  
4.2%

\$ rate AU  
\$0.64

\$ rate NZ  
\$0.59



# OUTBOUND TRAVEL SENTIMENT

## Australia

The current outlook for the travel industry is brighter than at any point in the past three years, however full recovery may take until 2025 to return. As of July 2023, there were 1,494,520 departures from Australia which is an increase of 526,030 from the same point the previous year.

## Top 5 Destinations AU

2022	2023
New Zealand	New Zealand
USA	Indonesia
India	USA
UK	UK
Fiji	India

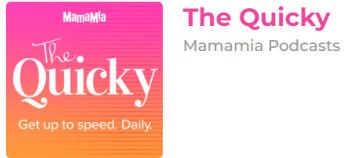
## New Zealand

Outbound travel has been growing exponentially since travel restrictions were lifted in New Zealand, with total international departures back to 75-80% of 2019 pre-pandemic levels. The full potential has been limited by the reduction in airlift, largely due to the limited availability of aircraft and staff.

## Top 5 Destinations NZ

2019	2022
Australia	Australia
Fiji	Indonesia
Cook Islands	USA
USA	UK
UK	India





## Stay Or Go? The Tourists Still Heading To Hawaii

Play • 18 min left

Last week we watched on as fires wiped out parts of the Hawaiian island of Maui.

For many Aussies, it brought back memories of our own wild fires in the Summer of 2019 and 2020. And just like the situation we found ourselves in back then, there are mixed messages about whether tourists should be visiting and spending their money in a community that desperately needs it, or if they should be staying away to let those communities heal.

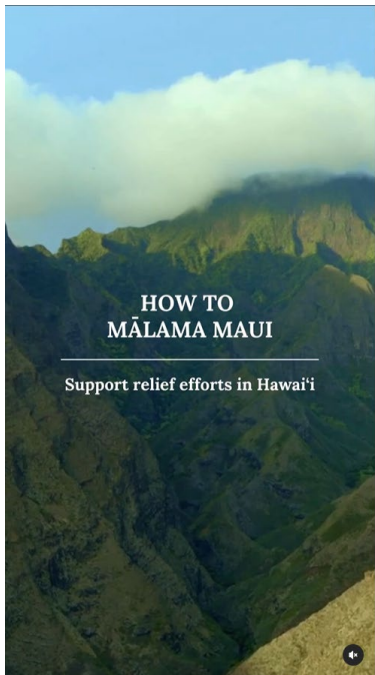
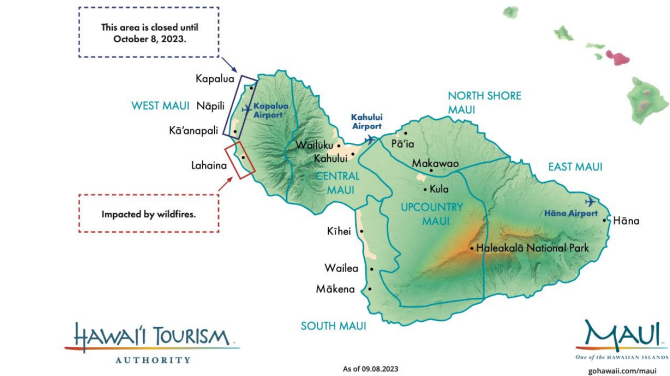
In this episode of The Quicky, we find out of travel to Hawaii should be suspended or if tourist dollars can go some way to helping a community rebuild after tragedy.

# Maui travel update: How you can help those affected in the Hawai'i wildfires

*Intrepid Foundation and Hawai'i Community Foundation have established dedicated fundraising appeals to help provide immediate support on the ground to those affected by the devastating Maui wildfires.*



Destination, Travel Industry Hub, Travel News



gohawaiiou • Follow

gohawaiiou Aloha kākou. Our hearts go out to our 'ohana on Maui and Hawai'i Island following the devastating wildfires across our islands. Find ways to support relief efforts below.

\*\*\*\*

How you can mālama:

- Postpone your travel to West Maui to allow those who need resources access to them
- Donate to local relief efforts (link in bio)

Every contribution, large or small, will make a difference as we work to support local communities through services including shelter, food, financial assistance and other needs as they arise.

#MauiStrong #MālamaMaui

1w

Liked by unmapped\_travel and others

AUGUST 15

Add a comment...

# Traveltalk

SUBSCRIBE TO WIN!

HOME NEWS DESTINATIONS CRUISE AIRLINES HOTELS EVENTS AGENTS / INCENTIVES QUIZ COMPETITIONS PODCAST

REVEALS KEY MESSAGING FOR MAUI TOURISM RECOVERY | QANTAS LOSES HIGH COURT APPEAL INTO OUTSOURCED WORKERS CASE | VIKING IS HIT

## 'Connection, Culture and Culinary' to drive Maui's tourism recovery

Hawaii Tourism Oceania reveals how the recovering island, and the state overall, plans to hit its tourism targets.







# Q2 2023 STATS

Total Visitors  
Q2 2023  
**113,648**

Total Visitors  
Q2 2022  
**54,854**

% Difference  
**107%**

Total Spend  
Q2 2023  
**298.5M**

Total Spend  
Q2 2022  
**148.8M**

% Difference  
**101%**

Length of Stay  
Q2 2023  
**8.9**

Length of Stay  
Q2 2022  
**9.8**

% Difference  
**-8**



# Q2 2023 STATS

Number of  
flights Q2 '23  
**544**

Number of  
flights Q2 '22  
**278**

% Difference  
**96%**

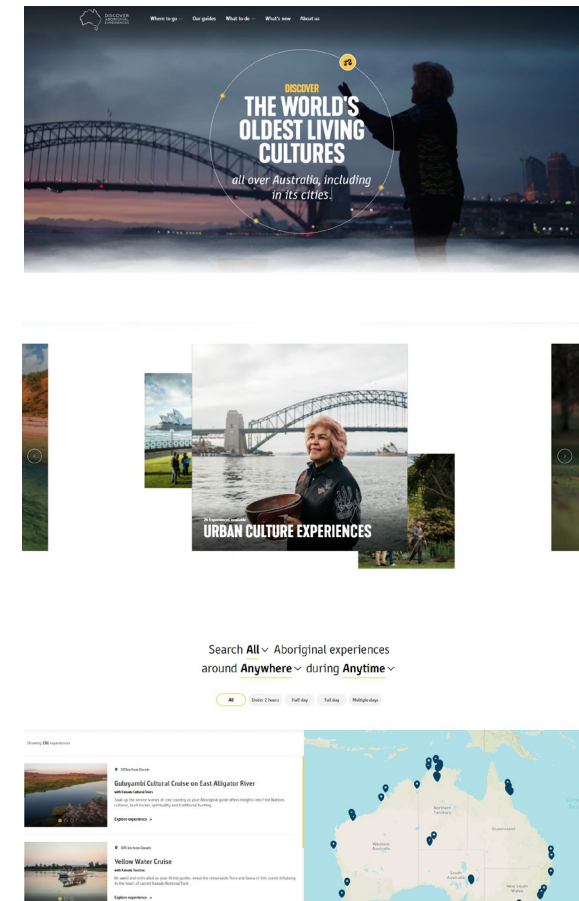
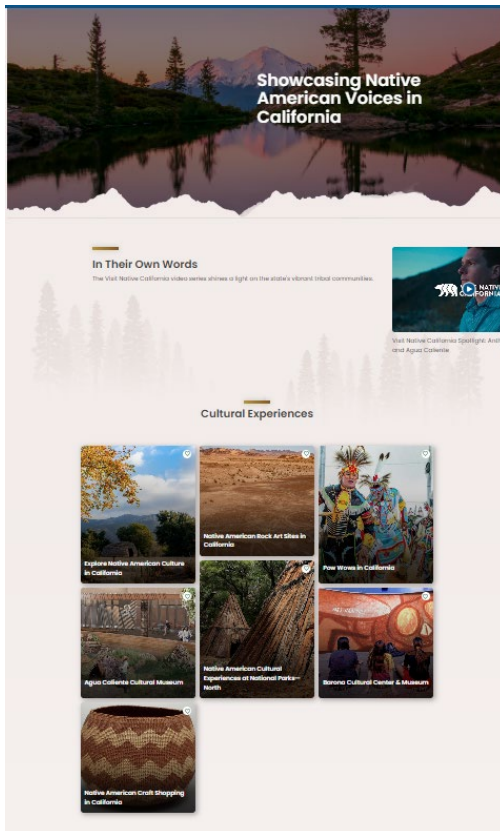
Number of  
Seats Q2 '23  
**162,170**

Number of  
seats Q2 '22  
**83,288**

% Difference  
**95%**



# COMPETITIVE LANDSCAPE



# COMPETITIVE LANDSCAPE





# TARGET AUDIENCE

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# TARGET AUDIENCE

**Repeat**



**Mindful**



# STRATEGIES

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# CORE BRANDING MESSAGE



## Connection

By delving deeper into the relationships that the people of Hawai'i have with the land, the ocean and their culture, we'll be giving visitors a deeper understanding of why the Hawaiian Islands are so special and how visitors also play a role in their protection and regeneration.



## Culture

The spirit of *aloha*, cherished traditions, history, and culture are what make Hawai'i unique. Our activities aim to build a deeper connection between the visitor and the Hawaiian Islands by sharing these deep-rooted cultural traditions.



## Culinary

Post-Covid, food and drink is emerging as one of the strongest trends in travel. Travelers are seeking culinary adventures to sample authentic ingredients, cuisines and drinks, and to dive deep into the kaleidoscope of flavors, textures and stories of the people, process and place that go into them.



# STRATEGIES



**Consumer**

**Content**

**Co-ops**

**Trade**



# MAJOR PROGRAMS

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# MAJOR PROGRAMS

## Act Local

Our main campaign this year will be working with content company We Are Explorers on a video series, 'Act Local', hosted by an Australian/New Zealand personality. The series will follow the personality as they travel around The Hawaiian Islands meeting local people who are involved in responsible tourism, the preservation of the environment and the promotion of Hawaiian culture. The series will take viewers on a journey to meet people making a difference in their communities, and who travelers can meet and support during their trip.





# MAJOR PROGRAMS

## Hawai'i's Biggest Fan

Working in partnership with International Traveller magazine. This campaign is aimed at our repeat visitor, but with the objective of encouraging them to visit a neighbor island, take part in a voluntourism activity, delve deeper into local culture or shop local.

To win, they will send in written entries, photos or videos about what they love most about the islands or cherished memories that they have of a recent trip. As part of the entry, they will need to answer a survey (which will serve as further research for us into this audience segment). Entries will be shared on social media to gain further reach. We will collect data from every entrant to add to our consumer database.

We will then retarget entrants with information about what they could do on their next trip. We will also work with a CTA partner to send them bookable offers.



# MAJOR PROGRAMS

## Month of Lei

We would like to use Lei Day and the Month of Lei as an opportunity to bring each distinct island personality to life. We will do this through a series of trade training events with the Island Chapters in secondary cities throughout Australia and New Zealand. This will give us the opportunity to educate travel agents we don't see face-to-face as often and strengthen our island DMAP messaging.

We will also launch an incentive famil campaign through trade media, giving five agents who book multi-island itineraries the chance to win a famil to Hawai'i.





# MAJOR PROGRAMS

## Sea Cleaners

When conceived by HTO four years ago, the intent of the Sea Cleaners initiative was not linked to, or influenced by, traditional tourism goals such as increasing tourism numbers. To do so would have gone against the initiative's ethos and purpose. The initiative was about doing something that was right (or pono) for a special part of our planet that Hawai'i shares with other Pacific neighbors. It was about creating a powerful force of change, built on connections, culture, environment and young leaders who care.

Following the successful 2023 Sea Cleaners initiative, next year we plan to include all Pacific Rim markets (NZ, Australia, Japan, China, Korea, USA and Canada) HTO looks forward to partnering HTA on an even more expanded initiative. One that welcomes all the Pacific Rim GMT's to be part of the special connection we all have via the currents, tides and the footsteps of the original voyagers.





# 2024 BMP BUDGET

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<b>Budget</b>	
<b>Consumer Direct</b>	\$306,128
<b>PR</b>	\$166,500
<b>Travel Trade</b>	\$307,220
<b>Research</b>	\$0
<b>Admin</b>	\$220,000
<b>Total</b>	\$999,924

**MĀLAMA MAUI**

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# MĀLAMA MAUI

## We Are Explorers Maui Recovery Campaign

A campaign which raises awareness around the Maui fires, speaking to the significance of what was lost in Lahaina and encouraging considerate travel to the island.

As Maui heads into recovery mode, it's essential to not only bring to light the significance of what has been lost, but why travel to the region is more important than ever - and how it can be done in the most considerate and respectful way. This campaign is all about taking an awareness-focused approach to showcasing the region in the wake of the fires.

Core to this campaign will be local voice and perspective: showcasing Indigenous practices for fire management, a real look at the significance of the fires, and what respectful travel means for local people. Through a combination of authentic content shot in the field and an engaging media campaign, the highly relevant We Are Explorers audience will get a front-row look at the real Maui. Leaving them with a strong understanding of the impact on Maui and reminder of why it is important to continue to visit.

**Budget: \$45,000**





# MĀLAMA MAUI

## Luxury Escapes Co-op

Maui focused co-op campaign with Luxury Escapes. Luxury Escapes is the best partner for a Maui co-op campaign because they have a high spending consumer base, a large social following and already have many of the Maui properties contracted.

They propose sending Holly and Jimmy, their Luxury Escape ambassadors, over to Maui to create content, and then launching a campaign in February to include:

- Destination landing page
- Banners
- Editorial DPS in their magazine
- IG story x 2
- Reels x 3
- Podcast inclusion
- Online article
- Maui Travel Guide
- Video edit

**Budget: \$65,000**





# MĀLAMA MAUI

## Helloworld Global Stars Conference

The Hawaiian Islands haven't hosted an Australian or New Zealand retail chain/travel trade conference from Oceania since 2018. Helloworld is interested in Maui as a destination for their 2024 conference. The opportunity comes with a variety of marketing inclusions in the lead up to the event. There would be 70 top-selling agents visiting the island. In addition to the conference, there would be the opportunity for them to take part in a voluntourism activity. All of the budget used to support the event will be reinvested into the island in the form of hotel, transport and activity bookings.

We will need to move quickly on this opportunity as they want to announce next year's destination at their conference this year, which takes place in November. Although the conference doesn't take place until October 2024, all of the marketing and bookings will be made before June 2024.

**Budget: \$77,000**



# MĀLAMA MAUI

## Whakaata Māori / Māori Television

In 2023 HTO partnered Māori TV around an indigenous focussed travel series called Tapuwae – Footprints. The series features 10 indigenous linked Hawaiian tourism experiences, including some located in Maui.

The series launches on free-to-air TV in October and HTO and Māori TV can extend the broadcast partnership to feature messaging (that is thoughtful and respectful) around tourism's positive opportunity to help the Maui recovery.

**Budget: \$5,000**





# MĀLAMA MAUI

## Increased Visiting Media Program

- Invest in Maui specific visiting media program, sending four individual journalists to the island
- Work with influencers/content creators - send a family over who can also create great content, perhaps Kiindred & Kiin Creators who have done some great work with Club Med recently [Club Med x Kiindred Competition | Kiindred](#) / [A family holiday like no other: Introducing Club Med's new Mini Club+ | Kiindred](#)
- Send Stevie Jacobs over to Maui and do live crosses from different locations, speaking to local businesses. He reached out recently to announce he will be presenting travel reports for Today Extra on Channel 9. He had a meeting with the executive producer, and he was very keen on broadcasting from Maui as it suits the viewer demographic.

**Budget: \$60,000**



# **INCREMENTAL FUNDING REQUEST FOR**

## **MAUI RECOVERY**

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		Budget
<b>We Are Explorers</b>	\$45,000	
<b>Luxury Escapes</b>	\$65,000	
<b>Helloworld Global Stars</b>	\$77,000	
<b>Māori Television</b>	\$5000	
<b>Visiting Media</b>	\$60,000	
<b>Total</b>	<b>\$252,000</b>	



**MAHALO!**

**9f**

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



# 2024 BRAND MARKETING PLAN

SEPTEMBER 2023

DENNIS SUO  
MANAGING DIRECTOR

# HAWAII TOURISM CHINA TEAM



Dennis Suo  
Managing  
Director



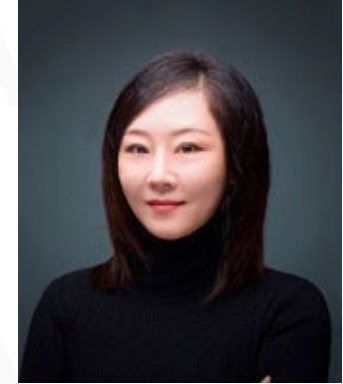
Alexander Wong  
COO & CFO



William Zhang  
Dir. of Trade &  
Partnership  
(Beijing)



Jasmin Li  
Sr. Manager of  
Trade and  
Training  
(Shanghai)



Sarah Wang  
Dir. of PR & Social  
Marketing  
(Beijing)

# MARKET SITUATION

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# GENERAL ECONOMY

## ▶ CNY vs. USD

7.27 vs. 6.91 LY, -5.29% (Sep 2023)

## ▶ GDP

+3.3% in 2022, +5.1% in 2023 (FC)

## ▶ Urban Unemployment Rate

5.6% (YTD 2023) vs. 5.5% (2022)

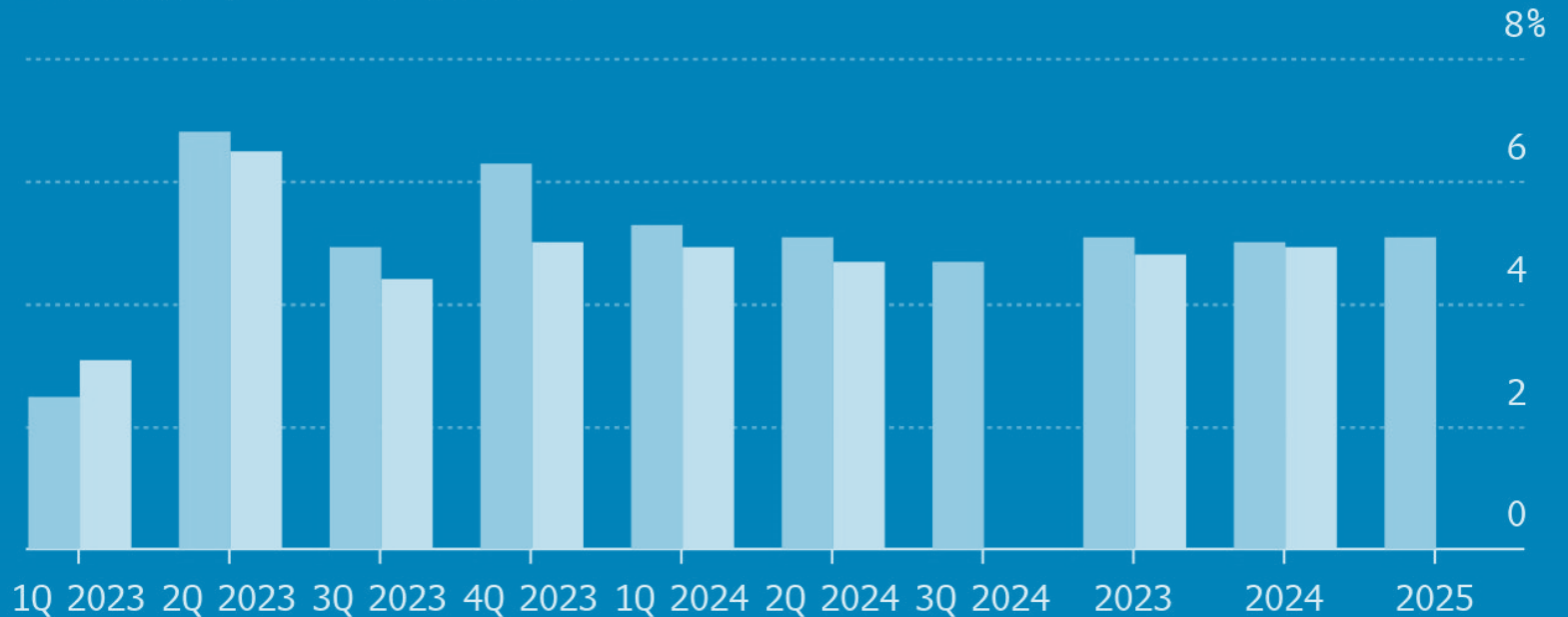
## ▶ Annual Inflation Rate

1.2% (FC 2023) vs. 2.1% (2022)

## China's Growth Outlook Upgraded

Economists raise GDP growth forecasts as country reopens

■ New survey ■ Previous survey



Source: Bloomberg survey

Note: Previous forecasts for 3Q 2024 and 2025 are not available.

**Bloomberg**

# OUTBOUND TRAVEL SENTIMENT

Chinese travel trade survey findings (Dragon Trail Research):

The millennial market dominates travel trade sales in 2023

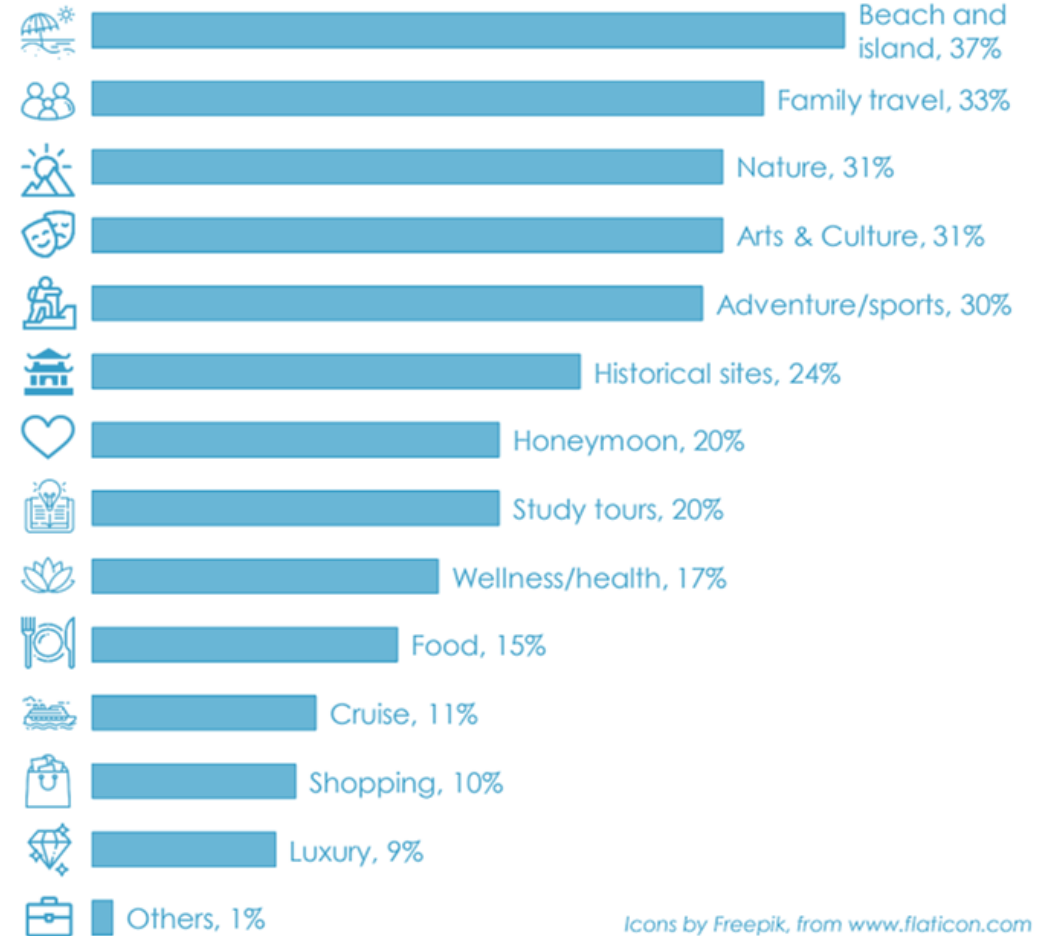
Focus on independent and small group travel

Beach vacation & nature, arts and culture, family travel, and special experiences are selling best

Quality and experiences are valued over low prices

Visas and travel costs are the leading obstacles to recovery

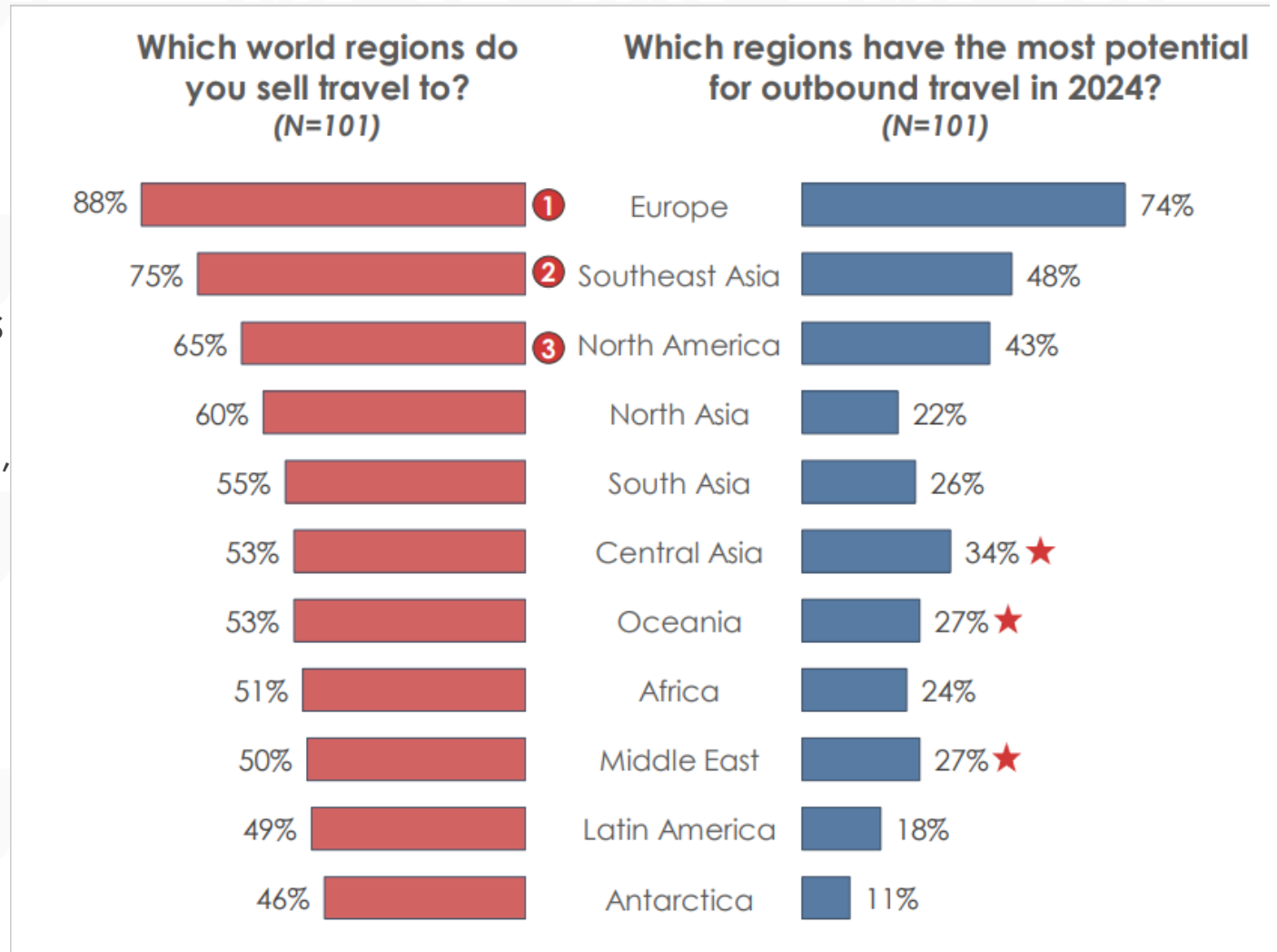
## Which travel themes are most popular in 2023? (N=101)



Icons by Freepik, from [www.flaticon.com](http://www.flaticon.com)

# OUTBOUND TRAVEL SENTIMENT

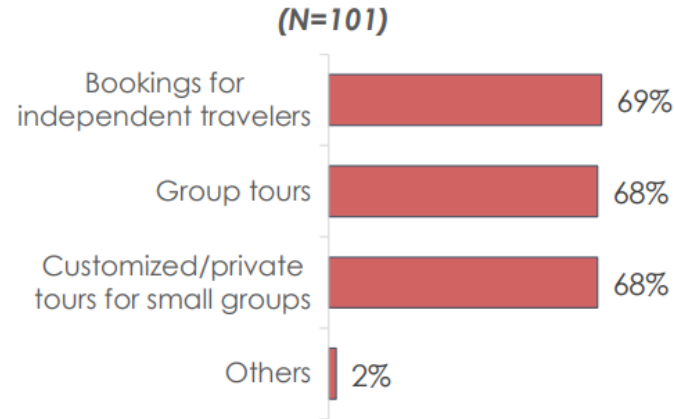
- ▶ Chinese travel trade survey findings (Dragon Trail Research)
- ▶ World regions: For travel trade sales, Europe offers high potential for the coming year, North America is ranked #3



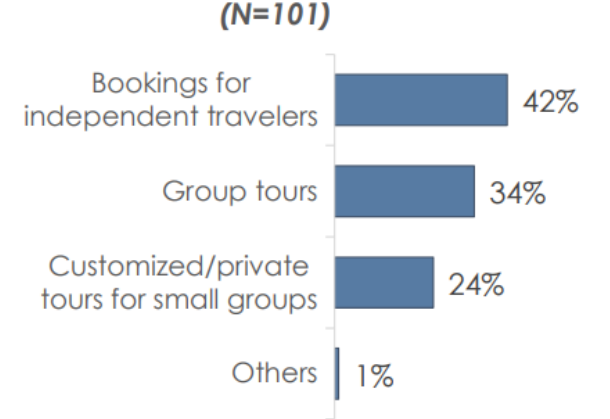
# OUTBOUND TRAVEL SENTIMENT

- ▶ Chinese travel trade survey findings (Dragon Trail Research)
- ▶ Independent travel and small group tours are the most popular types of travel now

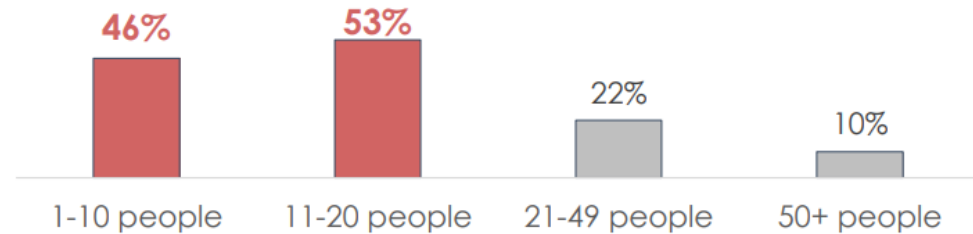
Which kind of travel products do you sell? (N=101)



In your experience, which kind of travel products are the most popular in 2023? (N=101)



What size group tours are most popular now? (N=101)



# AIR SEAT SYNOPSIS



✓ **48** flights weekly China ↔ U.S.\*

✓ **5** Chinese & **3** US carriers (reciprocity)

## China - U.S. Flights

### Direct Flights:

United Airlines	UA858	Shanghai (PVG) - San Francisco (SFO)	MON / THU / SAT / SUN
Delta Air Lines	DL288	Shanghai (PVG) - Seattle (SEA)	THU / SAT
Delta Air Lines	DL284	Shanghai (PVG) - Detroit (DTW)	WED / SUN
American Airlines	AA128	Shanghai (PVG) – Dallas (DFW)	TUE / FRI
Air China	CA987	Beijing (PEK) - Los Angeles (LAX)	SUN
Air China	CA769	Shenzhen (SZX)- Los Angeles (LAX)	TUE
China Eastern Airlines	MU587	Shanghai (PVG) - New York (JFK)	TUE
China Southern Airlines	CZ327	Guangzhou (CAN) - Los Angeles (LAX)	THU / SAT
Xiamen Airlines	MF829	Xiamen (XMN) - Los Angeles (LAX)	WED / SUN

*(These schedules are subject to change)*

\* From september 30, 48 flights weekly





# AIR SEATS SYNOPSIS

Ideal connecting flight from (Japan) Narita, Haneda, (Korea) Incheon, same day transit

Weekly flights to China: JAL 52, ANA 46, KE 99, OZ 89

> 20 cities to connect, (Beijing, Shanghai, Shenzhen, Qingdao, Tianjin, Guangzhou, Hangzhou, Xi'an, Dalian, etc.)

Average economy ticket price round trip \$1,500, business class \$4,000



ASIANA AIRLINES



HAWAIIAN  
AIRLINES.

# COMPETITIVE LANDSCAPE



Group tour to Europe officially resumes from March 2023



Charter flights to Maldives 2023 LNY



China to Dubai increased to 46 non-stop flights weekly from March 2023



Thailand to welcome 5m Chinese visitors in 2023



Air Tahiti Nui - 2 flights weekly Tahiti to Tokyo in Oct. 2023, China roadshow



New Zealand will receive 150-200K Chinese tourists in 2023



Australia received 110K Chinese tourists Jan - Apr, flights restored to 54% of 2019

## 大溪地航空亚洲航线10月底复航 成都线下推介会受青睐

旅行社资讯网 2023-07-17 22:41

作为享誉世界的高端海岛度假胜地，大溪地群岛（法属波利尼西亚）将于2023年10月底正式恢复亚洲航线。搭乘大溪地航空Air Tahiti Nui全新波音787-9梦想客机，中国游客将可以从日本东京转机，更便捷地飞往大溪地群岛。



©Air Tahiti Nui



澳大利亚旅游局 >



G'DAY (2023)

澳大利亚旅游局 / 微电影 / 动画片 / 2023-06-29 (中国大陆) 首映 / 片长 9 分钟 >

想看

看过

### 演职员



迈克尔·格雷西 Michael Gracey  
导演



袋鼠 Ruby  
原声配音: 罗斯·伯恩 Rose Byrne



独角兽 Louie  
原声配音: 威尔·阿奈特 Will Arnett  
奈特 Will Arnett

特别出演: 澳大利亚各州及领地

舞美: 澳大利亚自然风光

声效: 澳大利亚丛林之声

灯光: 澳大利亚内陆暖阳



1月18日 6天4晚

Ailafushi 艾拉富士岛 海景房

¥18800

Oblu 奥静岛 两沙两水

¥23500

Finolhu Villas clubmed 翡诺岛 日出沙滩屋

¥29900

1月22日 1月27日 7天5晚

Ailafushi 艾拉富士岛 海景房

¥20500

Oblu 奥静岛 三沙两水

¥26500

Finolhu Villas clubmed 翡诺岛 日出沙滩屋

¥33800

# TARGET AUDIENCE

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# TARGET AUDIENCE

MILLENNIUM INDIVIDUALIST (MI)

FAMILY

AFFLUENT & HIGH NET WORTH INDIVIDUAL (HNWI)

**夏威夷超酷超美跳伞攻略**  
旅行必体验的项目 夏威夷跳伞攻略来啦  
👉👉👉👉👉👉  
如果小伙伴们去夏威夷玩，那一定要去跳一次伞，不仅是因为夏威夷海岛的风景真的太美，也是因为夏威夷跳伞是全球！最！低！价！敲黑板，真的比其他任何一个地方都要便宜，真的不要太划算！👉👉  
被马克吐温称为“大洋中最美的岛屿”的夏威夷，是旅游的天堂。夏威夷跳伞被称为世界最美的跳伞之一，特别是夏威夷欧胡岛的Drop Zone更是被誉为World most beautiful DZ (世界上最美的空头地)。  
夏威夷跳伞目前只能在欧胡岛，(也就是夏威夷的首府，火奴鲁鲁)欧胡岛的跳伞公司目前有两家，分别为SKYDIVE HAWAII和PACIFIC SKYDIVING，其中只有Pacific skydiving有21000英尺的高空跳伞，这是不带氧气可以允许的最高跳伞高度。

**酒店私人沙滩**  
THE ROYAL HAWAIIAN GUESTS ONLY  
少女儿控的夏威夷粉色酒店推荐 皇家夏威夷酒店 “The pink palace of the Pacific”  
这家酒店真的到处都是粉红色，很多ins博主都打卡过。普通房型都是园景，粉色背景墙，房间设施有些老旧，毕竟是有90多年历史的酒店了。强烈推荐塔楼套房，阳台景色真的太美了。携程价格3500左右，酒店每天还有30美金左右的resort fee。

**夏威夷 YESIDO 工作室**  
Honolulu, Hawaii

**夏威夷 say "Yes, I do" in Hawaii**  
很多情侣选择来夏威夷蜜月，抽出一两天的时间拍摄婚纱照。  
图中的YES IDO车牌是夏威夷注册有效的汽车牌照呢！

**我的婚纱好看吗**  
08-18

孩子们睡了，来聊一拖二夏威夷亲子游吧！  
去年感恩节在夏威夷过的，老大就念着想回来夏威夷，索性就决定圣诞节来夏威夷过了，我一个人带两个，老大女儿6岁，老二儿子22个月，可想有多难搞了吗.....  
因为是带孩子出来旅游，所以主题主要以孩子为准，我们8天在夏威夷，我定了4天在迪士尼主题酒店、后四天在

**HERMÈS PARIS**  
购物 爱马仕菜篮子18奶昔白金扣！降价的克拉克宝  
夏威夷逛什么  
Honolulu有两个大型购物地，Waikiki和Alo Moana  
我住在Waikiki的Royal Hawaiian真的是宇宙中心！楼下就是Royal Hawaiian center，各种名牌店！

**夏威夷欧胡岛保姆级攻略**  
第一次去夏威夷怎么玩  
欧胡岛是夏威夷所有岛屿中最繁华最有青春气息的一个，首府火奴鲁鲁也是从中国来夏威夷的必到之地，第一次来夏威夷的盆友一定要收好这篇啦。  
玩  
威基基海滩

1.Desirability for Island Destination

2.Accessibility Beijing/Shanghai

3.Disposable Income

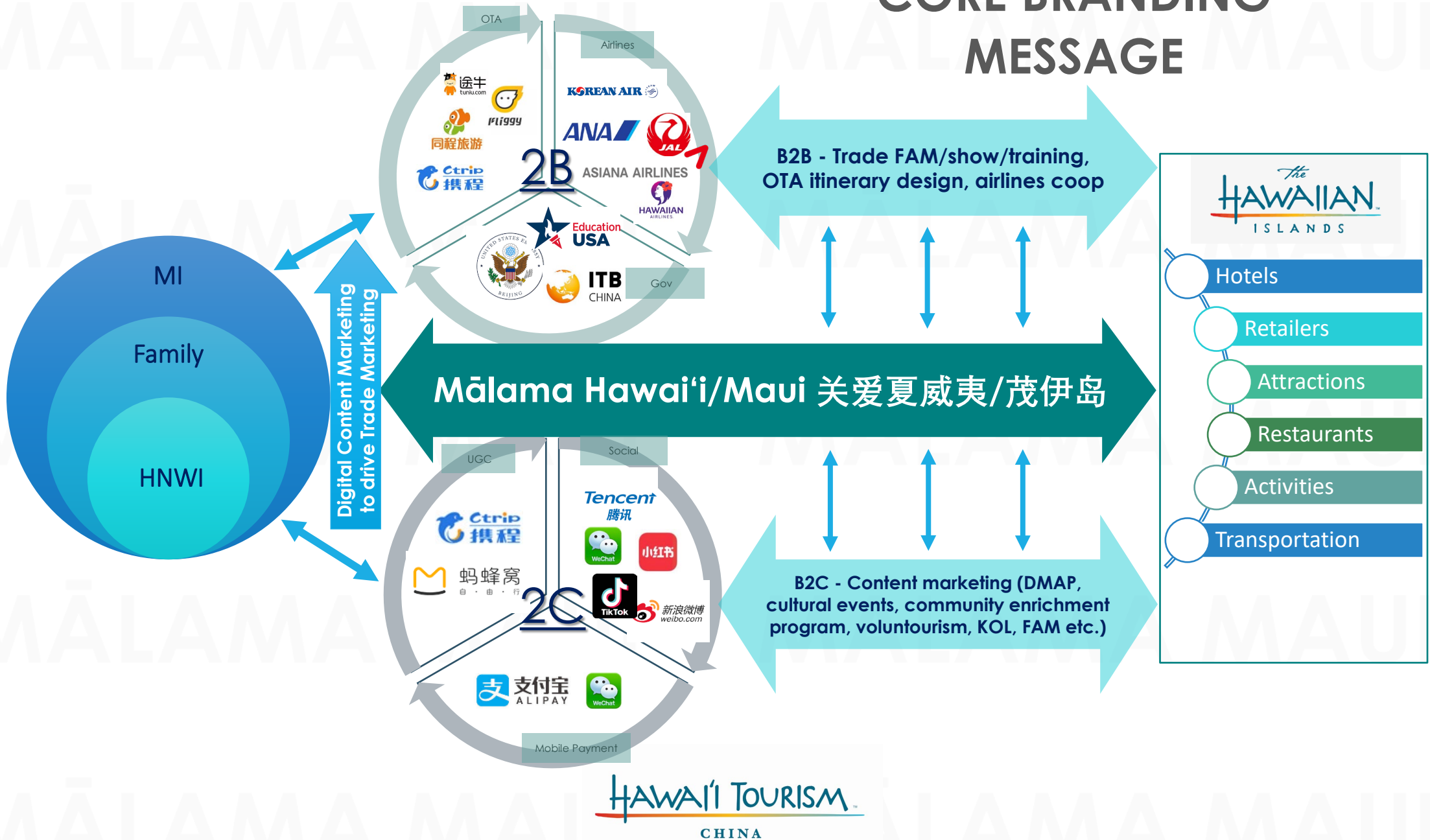
4.US Visa Issuance

# CORE BRANDING MESSAGE

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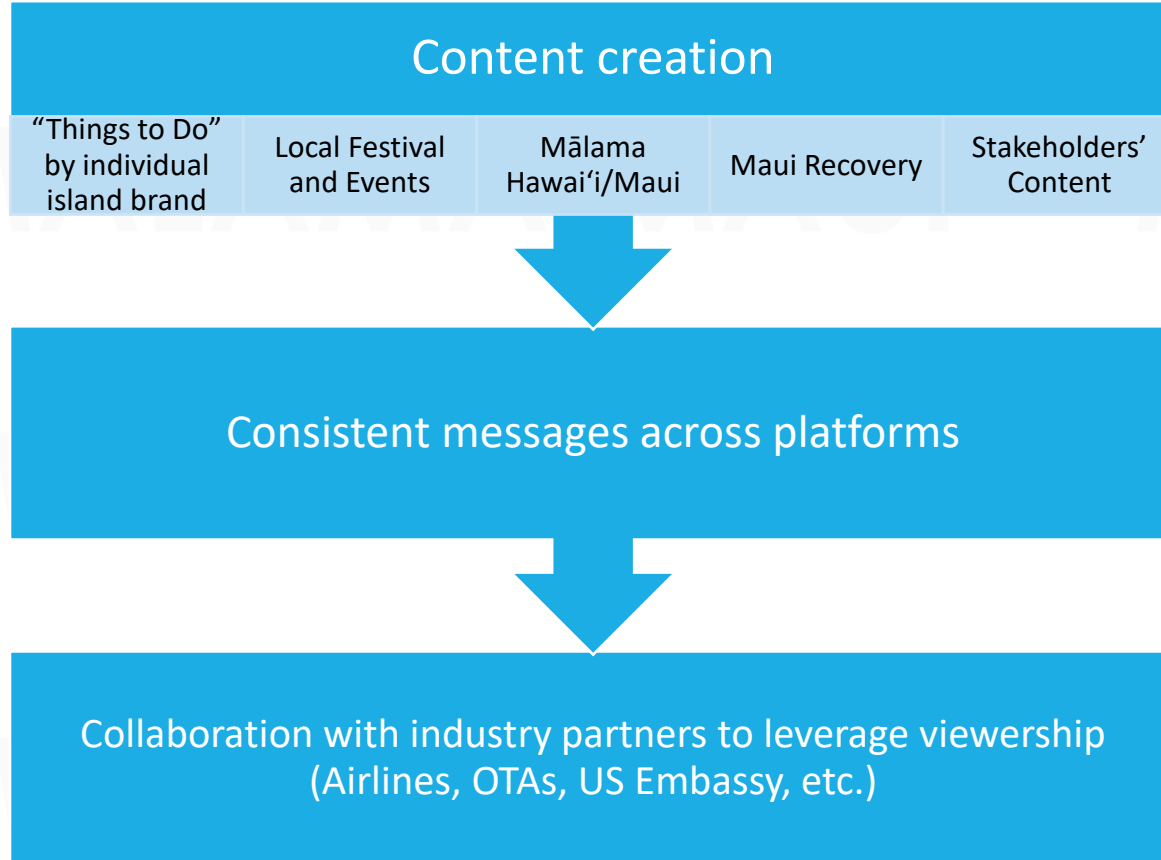
# CORE BRANDING MESSAGE



# STRATEGIES

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# CONSUMER SOCIAL MEDIA MARKETING



Tencent  
腾讯



Ctrip  
携程



途牛  
tuniu.com

HAWAII TOURISM  
CHINA

# TRADE

## TRAVEL TRADE EDUCATION

- Live/webinar travel trade education session to major OTAs and wholesaler's staffs
- Utilize B2B WeChat Mini Program to connect and promote offerings
- Offer FAM trip to experience Hawaiian Islands
- Participate in relevant travel trade shows (ITB Shanghai)
- Collaborate with airline and OTAs for bundled travel package and joint social marketing
- Partner with key OTAs, US Embassy, Education USA on joint marketing campaigns and road shows



# MAJOR PROGRAMS

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# SOCIAL MEDIA MARKETING

× 夏威夷州旅游观光局 > ... × 夏威夷州旅游观光局 > ... × 夏威夷州旅游观光局 > ... × 夏威夷州旅游观光局 > ... × 夏威夷州旅游观光局 > ...



Weekly social media posting on WeChat, Weibo, Red, Douyin etc.  
 Impression: **3.8mil**  
 engagement: **310K**  
 Posts: **832**

**“中国驾照可以在夏威夷租车自驾么？”**

如果你计划在夏威夷自驾旅行，记得提前预约租车公司，并准备中国驾照和驾照翻译文件，以便租车公司核对您的信息。

**“从欧胡岛飞往其他岛要多久？”**

大部分游客来到夏威夷的第一站会落地欧胡岛，如果想继续游览其他几个岛屿您可以乘坐夏威夷航空和莫库莱航空提供的岛间短途航班。在岛屿间旅行时，建议您至少在航班起飞前90分钟到达机场。

从欧胡岛丹尼尔·k·伊努耶(檀香山)国际机场(HNL)飞往:

- ✈ 夏威夷机场(LIH): 30分钟
- ✈ 茂宜岛卡卢伊机场: 30分钟
- ✈ 西茂宜岛卡帕鲁瓦机场(JHM): 30分钟
- ✈ 莫洛凯岛机场(MKK): 20分钟
- ✈ 拉奈岛机场(LNY): 25分钟
- ✈ 夏威夷大岛希洛国际机场(ITO): 50分钟
- ✈ 夏威夷大岛的埃里森皇家科纳国际机场(KOA): 45分钟

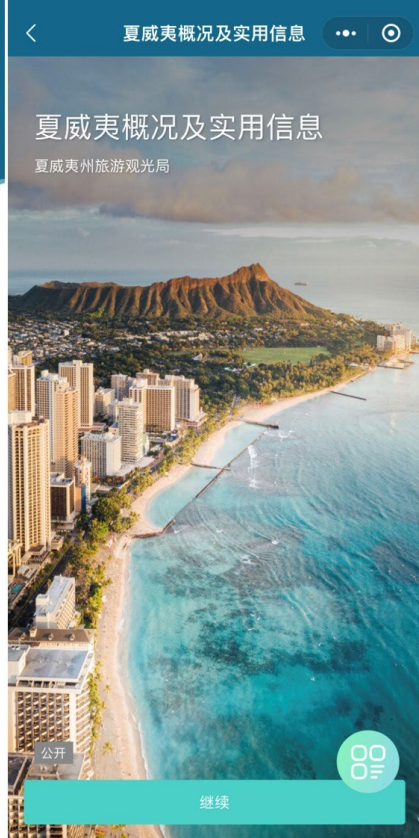
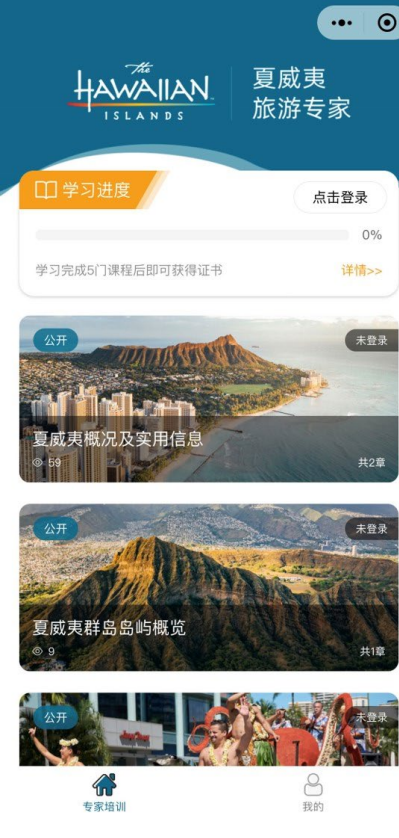
**阿罗哈节**

从1946年至今，阿罗哈节现已成为美国最大的夏威夷文化庆祝活动。这是一个在全州范围内举行的为期一个月的盛大庆典，每年有数千名志愿者合作举办活动，超过10万人参加。

这个9月，阿罗哈节如期而至，夏威夷的习俗、传统将再次汇集于此，向世界各地的旅行者传递热情友善的阿罗哈精神，感受真正的夏威夷魅力。本届阿罗哈节的主题为“Dii‘āina”——我们可以理解为“1







SOCIAL MEDIA MARKETING

HAWAII TOURISM

CHINA

- B2C and B2B WeChat Mini Program
- Content maintenance and feed
- Industry monthly newsletter for "What's happening in Hawai'i"

# SOCIAL MEDIA PLATFORMS



WeChat B2C  
mini program



WeChat B2B  
mini program



WeChat official  
account



夏威夷旅游局



扫一扫二维码图案，关注我吧

Weibo official  
account



搜抖音官方号  
86640526532

Douyin official  
account



Red official  
account



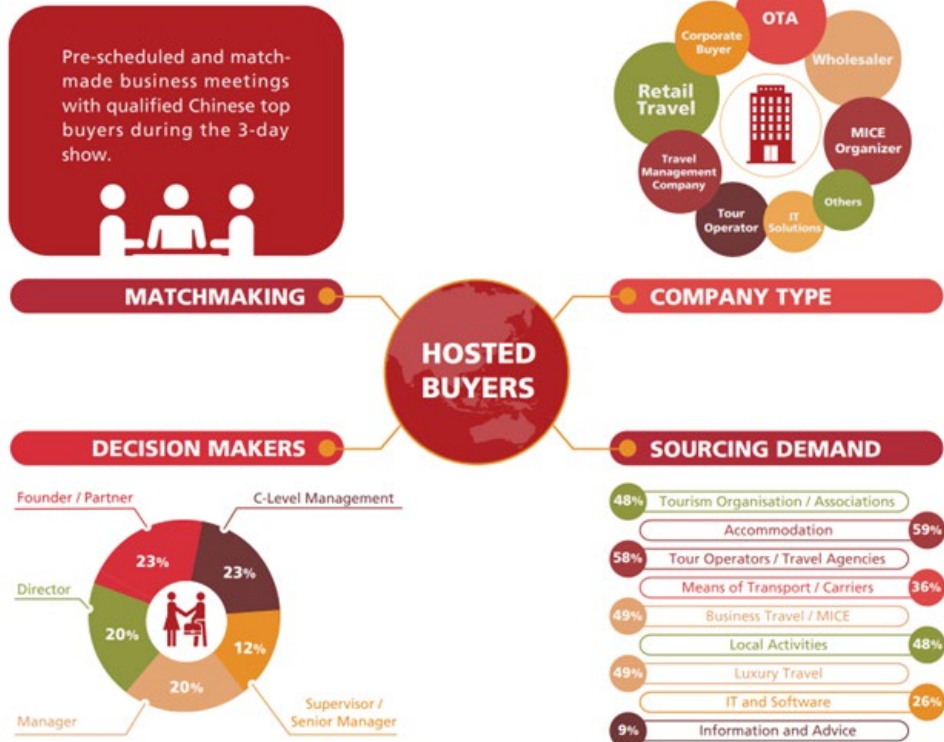


# TRAVEL TRADE EDUCATION

- Education/Seminar to 10 major OTA/Wholesalers about Hawai'i and each individual island's unique brand
- Incorporate Mālama Hawai'i/Maui Recovery, regenerative tourism movement
- Partner with US Embassy Beijing, US Consulates, Education USA and Brand USA, Travel and Tourism Roadshows
- Joint social marketing programs to engage with US visa holders/travelers with US Embassy, Consulates and Educations USA



# TRADE MISSION



- Trade mission in Beijing + Shanghai, partner with ITB China
- Tentative date: **May/ Jun 2024**
- ITB China (May 27-29) in Shanghai
- Industry partners, OTAs, Airlines, Wholesalers, Travel Media, and Travel KOLs etc.





MĀLAMA MAUI MĀLAMA MAUI

MĀLAMA MAUI MĀLAMA MAUI

# MĀLAMA MAUI

MĀLAMA MAUI MĀLAMA MAUI

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# MĀLAMA MAUI

## CONSUMER



- SOCIAL MEDIA +Key Opinion Leaders
- CONTENT CREATION
- MĀLAMA MAUI

## TRAVEL TRADE



- TRAVEL TRADE PARTNERS
- US EMBASSY BEIJING AND US CONSULATES
- EDUCATION SEMINARS

## INDUSTRY COLLABORATION



- COLLABORATION with INDUSTRY STAKEHOLDERS (OTAs, airlines, hotels, etc.)
- BUNDLED PACKAGE WITH INCENTIVES AND PROMOTIONS

## PUBLIC RELATIONS



- CRISIS COMMUNICATIONS
- MEDIA RELATIONS
- MONITOR AND FEEDBACK

# 2024 BMP BUDGET

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# 2024 BMP BUDGET

	Budget
Consumer Direct	\$142,600
Public Relations	\$49,500
Travel Trade	\$115,000
Administrative	\$69,500
Total	\$376,600

**INCREMENTAL FUNDING REQUEST  
FOR**

**MAUI RECOVERY**

**OCTOBER 2023 – JUNE 2024**

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# MAUI KEY OPINION LEADER FAM



BUDGET \$40K



TRAVEL KOLS



APRIL 2024



PARTNER WITH  
AIRLINES,  
HOTELS, AND  
ATTRACTIONS



O'AHU +  
MAUI ITINERARIE  
S

- Content Creation and share stories of recovery, highlight the resilience of the community.
- Promote Mālama Maui Campaign, encourage visitors to respect the environment and local culture.
- Highlight Maui's natural beauty and the determination to rebuild.
- Collaborate with stakeholders to pool resources and expertise, offer discounts, promotions, or incentives for to visit Maui.
- To generate positive coverage re Maui recovery on targeted social media (WeChat, Red, Weibo, Douyin etc.)
- INCREMENTAL BUDGET REQUEST - \$40K

# BUNDLED PACKAGE CO-OP

Collaborate with airlines and OTA partners to develop bundled travel package to include Maui

Synergize social media marketing with Airlines + OTA + KOLs

Travel incentives, discounts, promotions

Partnership co-op funding will be a 1:3 match cash or in-kind

INCREMENTAL BUDGET REQUEST – \$30K

中青旅 Aqora 遨游 同心旅行 HAWAIIAN TOURISM

Aloha! 情迷彩虹之州  
夏威夷7晚9日梦幻之旅

*Mālama Hawai'i*  
关爱夏威夷



27999元/人起 预付定金 +800 @ 1500

出发日期: 2月6日起每周一、四出发

内容包含

- 梦幻双岛: 主岛威基基海滩、大环岛游
- 水下世界: 潜水艇体验游
- 历史遗迹: 珍珠港+密苏里战舰参观
- 自然奇观: 造访著名活火山, 见证难得一见的双火山地貌
- 美景佐餐: 外岛酒店内晚餐, 欣赏绝美夕阳

特别赠送

- 大岛咖啡庄园游

\*官方推荐玩法: 扫描右侧二维码获取

\*多人报名优惠: 2人起订-34699元/人, 4人起订-27999元/人

\*航司早鸟福利: 北京-东京-夏威夷联运 +3999元/人起 ANA "Flying Henu"

— 中青旅遨游同心旅行自营出品 —

中青旅 Aqora 遨游 同心旅行 HAWAIIAN TOURISM

Aloha! 情迷彩虹之州  
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- 历史遗迹: 珍珠港+密苏里战舰参观
- 自然奇观: 造访著名活火山, 见证难得一见的双火山地貌
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— 中青旅遨游同心旅行自营出品 —



协办 Supported by  
 HAWAII TOURISM 中國東方航空  
 CHINA EASTERN  
 SEEC Media Group & Opera Maui Present  
 联办传媒 & Opera Maui 出品

**Asian music**  
**Hawaii Spring Festival Gala Concert**  
**夏威夷春节音乐会**  
 Hawaii Theatre Center 夏威夷剧院中心  
 7:00pm Tue 4 February 2020年2月4日



Warren MOK 莫华伦  
 Tenor 男高音  
 Jaya SUN 孙佳欣  
 Pianist 钢琴家  
 Long YU 余隆  
 Conductor 指挥  
 Bingbing WANG 王冰冰  
 Soprano 女高音  
 Siqing LU 吕思清  
 Violinist 小提琴家  
 Jim PRICE  
 Tenor 男高音  
 Lin ZHU 朱琳  
 Cellist 大提琴家

夏威夷剧院售票处 Hawaii Theatre Box Office  
 订票电话 Charge by phone: 808-528-0506  
 线上购票 Buy online at hawaii theatre.com  
 \*There is a Hawaii Theatre Restoration Fee charged on all tickets\*  
 所有门票均收取夏威夷剧院修复费

合作伙伴  
 CHINESE CHAMBER OF COMPOSERS OF HAWAII  
 MAUI  
 HAWAII SYMPHONY ORCHESTRA  
 BROADWAY

# LŌKAHI SPRING WORLD MUSIC FESTIVAL



Fund raising event in February 2024, venue: HCC



The festival is a 3 days performance over the course of two weeks during the Lunar New Year.



Local artists (HSO, Jake Shimabukuro and others) and overseas artists (China) will be performing



Portion of proceeds to Maui Recovery



INCREMENTAL BUDGET REQUEST: US\$30K



# INCREMENTAL BUDGET

Budget Request: \$100,000

	Budget
Consumer Direct	\$30,00
Public Relations	\$30,000
Travel Trade	\$40,000
Total	\$100,000

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**Mahalo**  
谢谢

HAWAII TOURISM  
CHINA



MAHALO FOR YOUR  
SUPPORT OF MAUI

感谢您对茂宜岛的支持



## **9h**

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



# 2024 Brand Marketing Plan

Irene Lee  
Country Director

**Irene Lee**  
Country Director



**Jin Jang**  
Account Director



# HAWAI'I TOURISM KOREA TEAM

**Lucy Moon**  
PR/Digital Manager



**Lucy Jung**  
Trade Marketing Manager



**Jinny Choi**  
Assistance Manager



**Sunny Lee**  
Consumer Information Officer



# MARKET SITUATION

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# GENERAL ECONOMY

- 2023 Korea's GDP growth forecasted at 1.4% due to slow recovery of Chinese economy, decline in semiconductor exports
- In August, the Korean exchange rate was 1,322.93(KRW/USD), depreciating from the previous month's 1,285.42 (KRW/USD)
- As global oil prices continue to surge, fuel surcharges for international flights in Korea have increased by 3 tiers in September compared to August.
- In July, the unemployment rate in Korea recorded 2.7%, the lowest since 1999 and nearly half of OECD average (4.8%)





# OUTBOUND TRAVEL SENTIMENT



## Golden Week 'Chuseok' Holidays

*\*\*Months of September and October have long holidays*

Up to **12 days** of long vacation with Oct 2 designated as **temporary holiday**

**93.3%**

↑ Desire to travel after designation of temporary holiday

**71.5%**

Have actual plans to travel during the Chuseok holidays

**11.7%**

Plans to travel overseas

Source: [traveltimes.co.kr](http://traveltimes.co.kr)

## Korea Outbound Travel For Hawai'i/Maui

News headlines highlighting the severity of wildfires e.g. number of deaths



Concerns about Hawai'i due to the Maui wildfires



Some cancellations for Q3

**BUT**

**30-40% decline** in forward booking pace to Hawai'i for Q4 2023 YOY

# AIR SEAT SYNOPSIS

## Current flight operations as of September 2023

- Korean Air: daily flights to HNL
- Asiana Airlines: 5 weekly flights to HNL
- Hawaiian Airlines: 5 weekly flights to HNL (with 2 extra during Chuseok Holidays)

	2023 (OCT-NOV)	
Year	TOTAL AIR SEATS FROM KOREA	TOTAL FLIGHTS FROM KOREA
2019	52,692	167
2023	45,451	148
% Change	-13.7%	-11.4%

## Upcoming new flight service: Air PREMIA



- Korean Hybrid-Service carrier
- Air Premia to operate seasonal flights from Incheon to Honolulu from December 31, 2023, to March 4, 2024
- Air Premia's int'l routes: Frankfurt, Barcelona, New York, Bangkok (BKK), Tokyo/Narita (NRT), Los Angeles, and Ho Chi Minh City

FLIGHT	AIRCRAFT	SEATS	SCHEDULE
HL8517	Boing 787-9	338 Seats	4 times a week

# COMPETITIVE LANDSCAPE

## Preferred long-haul travel destinations for 2023 Chuseok Holidays

Rank	Country
1	Spain
2	Italy
3	Türkiye
4	United Kingdom



**Spain**



**Italy**



**Türkiye**



**United Kingdom**

\* Source: Asia Economy News

# TARGET AUDIENCE

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# TARGET AUDIENCE

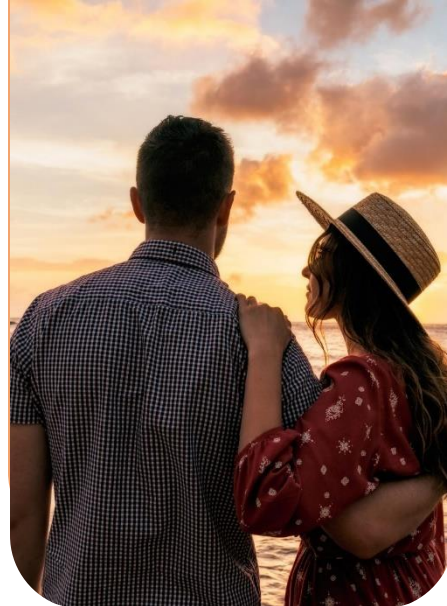
- **Target market size:** 7 million people
- **Key Geographic Area:** Seoul, Busan
- **Target households with income:** \$70,000 and double income over \$100,000

## Mindful Travelers

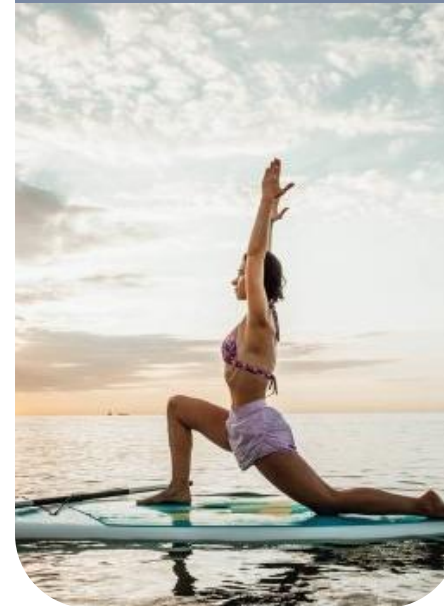
### Avid Travelers 20s~50s



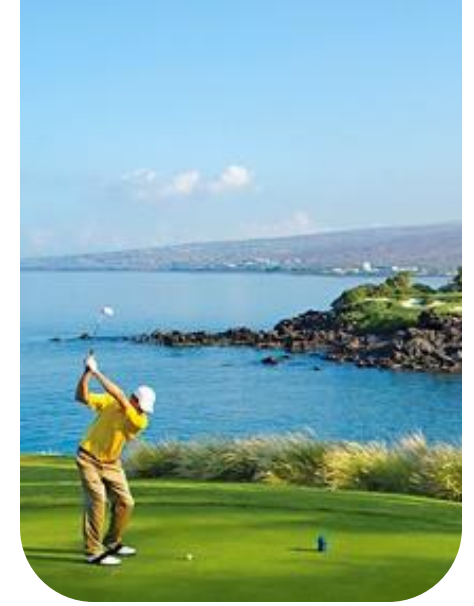
### Romance 20s~40s



### Wellness Seekers 20s~40s



### Outdoor Goers 20s~60s





# **CORE BRANDING MESSAGE**

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말라마 하와이,  
진짜 하와이를 만나다

Mālama Hawai'i

# CORE BRANDING MESSAGE

— MĀLAMA —  
HAWAI'I  
하와이 배려여행

## Mālama Hawai'i

- Aiming to provide Korean visitors with a more meaningful and enriching travel experience, inspiring them to engage in purposeful activities during their trip and in their future stays in Hawai'i.
- Highlighting Maui's full opening, with the exception of Lahaina, while encouraging respectful and mindful travel that supports the well-being of the people of Maui. "**Mālama Maui**" is one of the branding messages included within the overarching "Mālama Hawai'i" message.

— MĀLAMA —  
HAWAI'I  
HAWAII TOURISM  
KOREA

# STRATEGIES

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# PR/CONSUMERS

## Consumer

- Utilize consumer events to enhance Hawai'i brand awareness and promote responsible travel, with a focus on "Mālama Hawai'i"
- Share fresh travel content that highlights the "Mālama Maui," including hiking, surfing, local festivals, cuisine, and eco-friendly efforts, to provide a unique and tailored experience of Maui
- Implement a diverse-channel advertising plan to showcase the branding of the Hawaiian Islands

## Public Relations

- Emphasize the Mālama Maui messages through press releases and media pitches
- Utilize press releases, media interviews, and strategic partnerships to enhance visibility and promote exceptional travel experiences offered in Maui
- Collaborate with media partners specializing in cultural experiences, sustainability, and lifestyle topics to showcase Hawaiian culture, history, and Mālama Hawai'i initiatives

## Travel Trade

- Educate and provide training to trade partners about Hawai'i, each island's unique identity, Hawaiian culture, and the Mālama Hawai'i initiative
- Collaborate closely with airlines on various promotions aimed at increasing airlift to Hawai'i
- Encourage travel agencies to include Maui travel itineraries that align with the Mālama Maui initiatives
- Highlight and promote Maui travel products that enable leading travel agencies and mindful travelers to experience authenticity and value
- Partner with agencies capable of developing Special Interest Tourism (SIT) products for niche markets such as golf, surfing, honeymoons, edutourism, and ecotourism
- Focus marketing efforts on recovering Korean visitor arrivals to Hawai'i



# MAJOR PROGRAMS

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# MAJOR PROGRAMS

## Mālama Hawai'i Branding Campaign

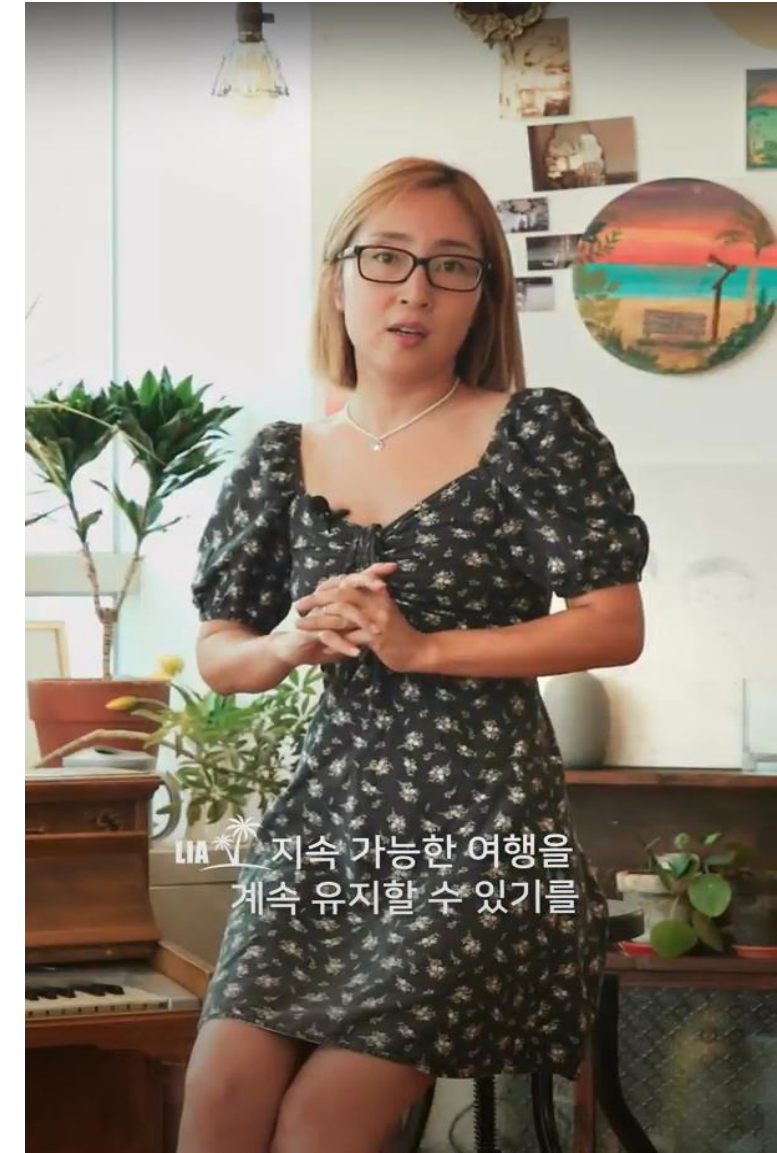
- **Target:** mainstreamers, wellness seekers, high-value travelers
- **Objectives:**
  - ✓ To promote the concept of responsible tourism and mindful practices in Hawai'i
- **Timeline:** Q1-Q3, 2024
- **Program:**
  - ✓ **Co-op Ad Campaign:** In collaboration with a credit card part, HTK to launch Mālama Hawai'i advertising campaign across various platforms, including out-of-home (OOH) and digital channels.
  - ✓ **Co-op with Fair Trade Travel Agent:** HTK partners with a fair trade travel agent known for ethical practices and a commitment to social responsibility to support the development of Maui products that benefit local communities and prioritize environmental protection.
  - ✓ **Development of Mālama Maui 3D Showroom:** HTK creates Maui-related content within the Mālama Hawai'i 3D showroom platform, providing valuable Maui travel information to travelers.
- **Projected outcomes:**
  - ✓ Increased no. of Hawai'i visitors who understand the Mālama Hawai'i message
  - ✓ Achieve an online consumer reach, social media engagement value of \$100,000 and minimum 1K increase in HTK Instagram followers



# MAJOR PROGRAMS

## My True Aloha Campaign

- **Target:** mainstreamers, romance, SIT travelers
- **Objectives:** increase familiarity with Hawai'i by introducing mindful travelers to the authentic culture and beauty of Hawai'i as opposed to commercialized tourist destinations and offering a Hawai'i lifestyle through a variety of travel experiences
- **Timeline:** Q2-Q4, 2024
- **Program:**
  - ✓ **Maui Promotion with HA & OTA:** HTK partners with Hawaiian Airlines to host Maui promotional events, with the aim of boosting traffic to Maui. HTK also collaborates with an OTA to maximize demand for flights, hotels, and activities through promotions, all while highlighting Maui as an ideal choice for FIT and STI travelers.
  - ✓ **#MyTrueAloha Social Campaign:** HTK teams up with influencers to create engaging Maui travel content and share their stories as part of this campaign.
- **Projected outcomes:**
  - ✓ Develop and promote travel products, in collaboration with airline and OTA, to maximize the attraction to Hawai'i of travelers with diverse needs
  - ✓ Achieve a minimum PR/EPR Value of \$250,000 from online/offline consumer reach and engagement on social media channels





# MAJOR PROGRAMS

## Made in Hawai'i Campaign

- **Target:** FIT/SIT Travelers
- **Objectives:** introduce potential travelers to Made in Hawai'i products and enhance the brand recognition of the Hawaiian Islands as more than just a travel destination, but also a captivating hub of authentic produces and goods
- **Timeline:** Q2-Q3, 2024
- **Program:**
  - ✓ Create video content and collaborate with influencers to promote Hawai'i food recipes, showcasing the culinary delights of the destination
  - ✓ Collaborate with major retail corporations to promote Hawai'i products
  - ✓ Team up with trade partners and introduce Made in Hawai'i products for travelers to purchase during their visits to Hawai'i
  - ✓ Introduce local food or farms in Hawai'i to travel agents through FAM tours
- **Projected outcomes:**
  - ✓ Heightened awareness of Hawai'i products among potential Korean travelers
  - ✓ Achieve views on multiple digital channels with equivalent PR value of minimum \$500,000 from media
  - ✓ Attain a social media & PR value of minimum \$200,000 including offline consumer reach, social media engagement value and a minimum increase of 3K in HTK Instagram followers



# MAJOR PROGRAMS

## Hawai'i Outdoor Campaign

- **Target:** mainstreamers, FIT/SIT Travelers
- **Objectives:** position Hawaii as a year-round premium outdoor destination, appealing to golf, hiking, surfing, and diving enthusiasts, and deliver safety messaging.
- **Timeline:** Q2-Q3, 2024
- **Program:**
  - ✓ **Maui Outdoor Promotion:** Highlight Maui's outdoor attractions through advertorials that travelers can experience and enjoy while in Maui
  - ✓ **Outdoor Activity Influencer FAM:** HTK to partner with influencers who have a passion for the great outdoors to conduct a FAM trip and share the experience on HTK-owned social channels
  - ✓ **Golf Promotion:** Carry out a series of golf promotions with agents for the Lotte LPGA tournament and invite agents/influencers to visit the tournament
- **Projected outcomes:**
  - ✓ Achieve a minimum PR/EPR Value of \$70,000 from reach and engagement on social media channels
  - ✓ Familiarize Korean consumers with Hawai'i outdoor programs through social content marketing and increase social buzz
  - ✓ Increase golf travelers by launching new Hawai'i golf products and expanding promotions





# **MĀLAMA MAUI**

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# MĀLAMA MAUI

- **Mālama Hawai'i Branding Campaign:** collaborate with a Fair Trade travel agent to develop Maui products, support local communities, and enhance Maui-related content through the Mālama Hawai'i 3D showroom platform.
- **My True Aloha Campaign:** partnership with Hawaiian Airlines for promotional events, working with OTAs to offer Maui travel packages, and engaging influencers in the #MyTrueAloha Social Campaign to promote Maui's diverse experiences.
- **Hawai'i Travel Mission in Korea:** organize trade education and networking sessions to highlight the reopening of West Maui communities and convey key messages like "Come with Compassion" and "#MauiStrong"
- **Hawai'i Outdoor Campaign:** showcase Maui's outdoor attractions like surfing, golf, and hiking through advertorials to offer enjoyable experiences.
- **Media/Influencer FAM:** collaborate with media and influencers to promote Maui's cultural and historical attractions through themed itineraries and content profiles.
- **Other Marketing Plans:** create a dedicated Maui travel section in the Aloha E-newsletter to introduce new attractions and regularly posting Maui-related content on social media.

# 2024 BMP BUDGET

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# 2024 BMP BUDGET

<b>Category</b>	<b>Budget</b>
<b>Consumer Direct</b>	<b>\$165,000</b>
<b>PR</b>	<b>\$187,000</b>
<b>Travel Trade</b>	<b>\$350,000</b>
<b>Admin</b>	<b>\$198,000</b>
<b>Total</b>	<b>\$900,000</b>

**INCREMENTAL FUNDING REQUEST  
FOR**

**MAUI RECOVERY**

**OCTOBER 2023 – JUNE 2024**

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# MAUI RECOVERY PROGRAM

## Mālama Maui Social Ad Campaign

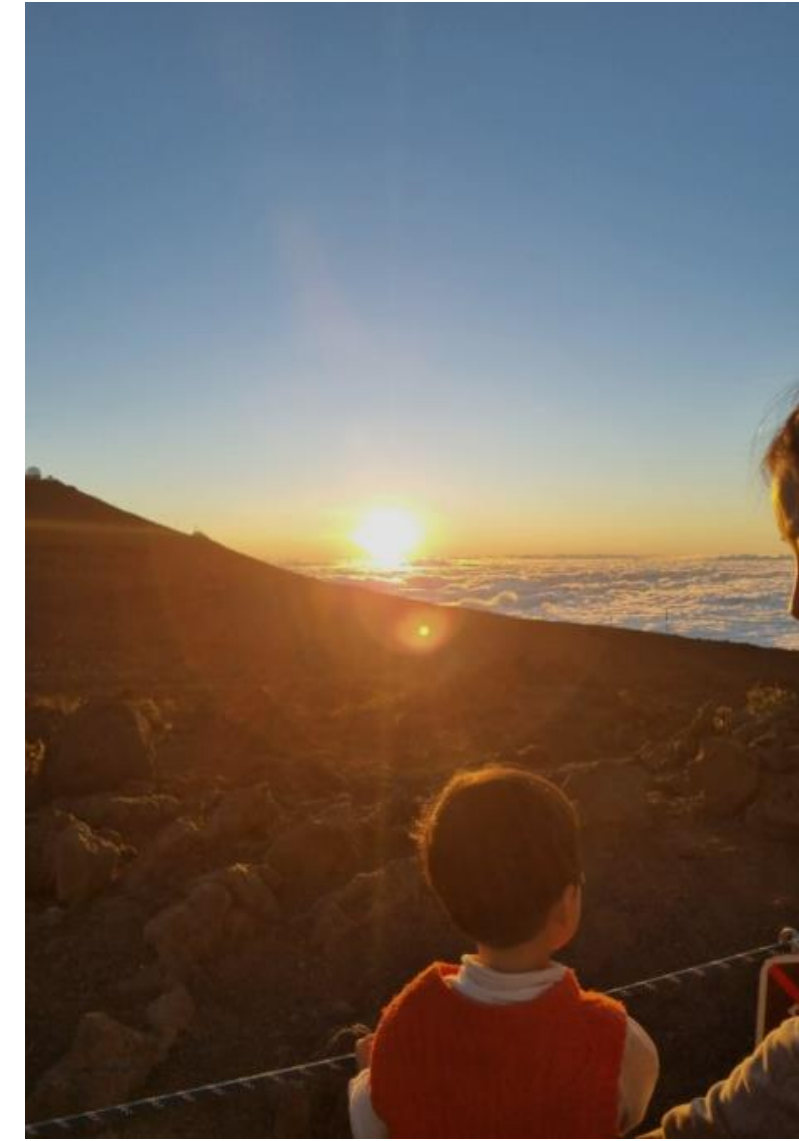
- **Target:** mainstreamers, romance, FIT/SIT travelers
- **Objectives:**
  - ✓ Rectify the negative perception of Hawai'i travel caused by the Maui wildfire, and emphasize that Hawai'i, including Maui, is open for travel
  - ✓ Encourage Korean consumers to plan a trip to Maui and support the local community
- **Timeline:** October – December, 2023
- **Program:**
  - ✓ **Social Ad Campaign:** Execute a social advertising campaign featuring 12 episodes of Mālama Maui videos which are translated in Korean language.
  - ✓ **Consumer Event:** Keep Maui a top-of-mind destination to travel through owned and paid channels, effectively boosting Maui's brand recognition. The event involves participants who have watched 12 episodes of "Mālama Maui" to leave comments with the hashtag #malamamaui. HTK to randomly select 100 winners and provide them with made-in-Hawai'i products as prizes. The event will also be advertised through social channels to encourage more audience participation
- **Budget:** \$10,000 (Consumers)
- **Projected outcomes:**
  - ✓ Achieve a minimum digital publicity value of \$15,000 through paid ads
  - ✓ Attain a minimum of 120,000 digital impressions



# MAUI RECOVERY PROGRAM

## Let's Go to Maui Trade Campaign

- **Target:** mainstreamers, high-value travelers, FIT/SIT travelers
- **Objectives:**
  - ✓ Provide tangible support to the travel industry, including airlines and travel agents, to facilitate the resumption and enhancement of sales for Hawaiian islands including Maui
- **Timeline:** December 2023 to March, 2024
- **Program:**
  - ✓ **Airline Co-op:** HTK will collaborate with a TV home-shopping channel or a live e-commerce platform to promote Maui itineraries in partnership with an airline.
  - ✓ **Trade Partners Co-op:** HTK will support travel agents in developing attractive Hawai'i travel packages with a focus on Maui itineraries and promotion. Travel agents will also inform clients that those who purchase Hawai'i travel packages will have 1% of their purchase allocated as a monetary donation to support ongoing relief efforts in Maui. HTK and travel agents will contribute to the Hawai'i Community Foundation Maui Strong Fund using proceeds from sales.
- **Budget:** \$50,000 (Trade)
- **Projected outcomes:**
  - ✓ Achieve a boost in Maui product sales to facilitate at least 1,000 Korean arrivals
  - ✓ Generate more than 500,000 event page impressions on travel partners' main websites
  - ✓ Attain over 100,000 social media impressions through travel partners' social channels



# MAUI RECOVERY PROGRAM

## Celebrity Golf Filming Project

- **Target:** high-value travelers/golf enthusiasts
- **Objectives:** present Maui as a premier golf destination by leveraging the influence of a celebrity to inspire the audience to extend their stay and increase their spending.
- **Timeline:** January or February 2024
- **Program:**
  - ✓ HTK will introduce recommended Maui golf courses to create captivating filming content.
  - ✓ HTK will establish a collaboration with an influential celebrity YouTuber to engage the appropriate audience and showcase Maui as a golfing paradise.
  - ✓ The content will encompass highlighting golf courses, showcasing the beautiful scenery, unique culture, and culinary delights of Maui through the celebrity's social channels
- **Budget:** \$60,000 (PR)
- **Projected outcomes:**
  - ✓ Achieve significant video views on multiple digital channels with an equivalent PR value of at least \$500,000 from digital, media, and social media platforms



[하와이] 한국 AZ들과 미국 MZ의 싸움, 하와의 대격돌

김구라의 뼈꾸기 골프 TV

동영상 4개 조회수 2,946회 최종 업데이트: 2023. 4. 24.



# INCREMENTAL BUDGET

## Budget Request: \$120,000

Programs	PR	Consumer	Trade	HTA Fund
Mālama Maui Social Ad Campaign		\$10,000		\$10,000
Let's Go to Maui Trade Campaign			\$50,000	\$50,000
Celebrity Golf Filming Project	\$60,000			\$60,000
<b>Total</b>	<b>\$60,000</b>	<b>\$10,000</b>	<b>\$50,000</b>	<b>\$120,000</b>

**MAHALO**

**KAMSA-HAP-NIDA**