

CHAIR'S REPORT

HAWAI'I TOURISM AUTHORITY

BLAINE MIYASATO

SEPTEMBER 28, 2023

A culture is strong when
people work
with each other,
for each other.

A culture is weak when
people work
against each other,
for themselves.



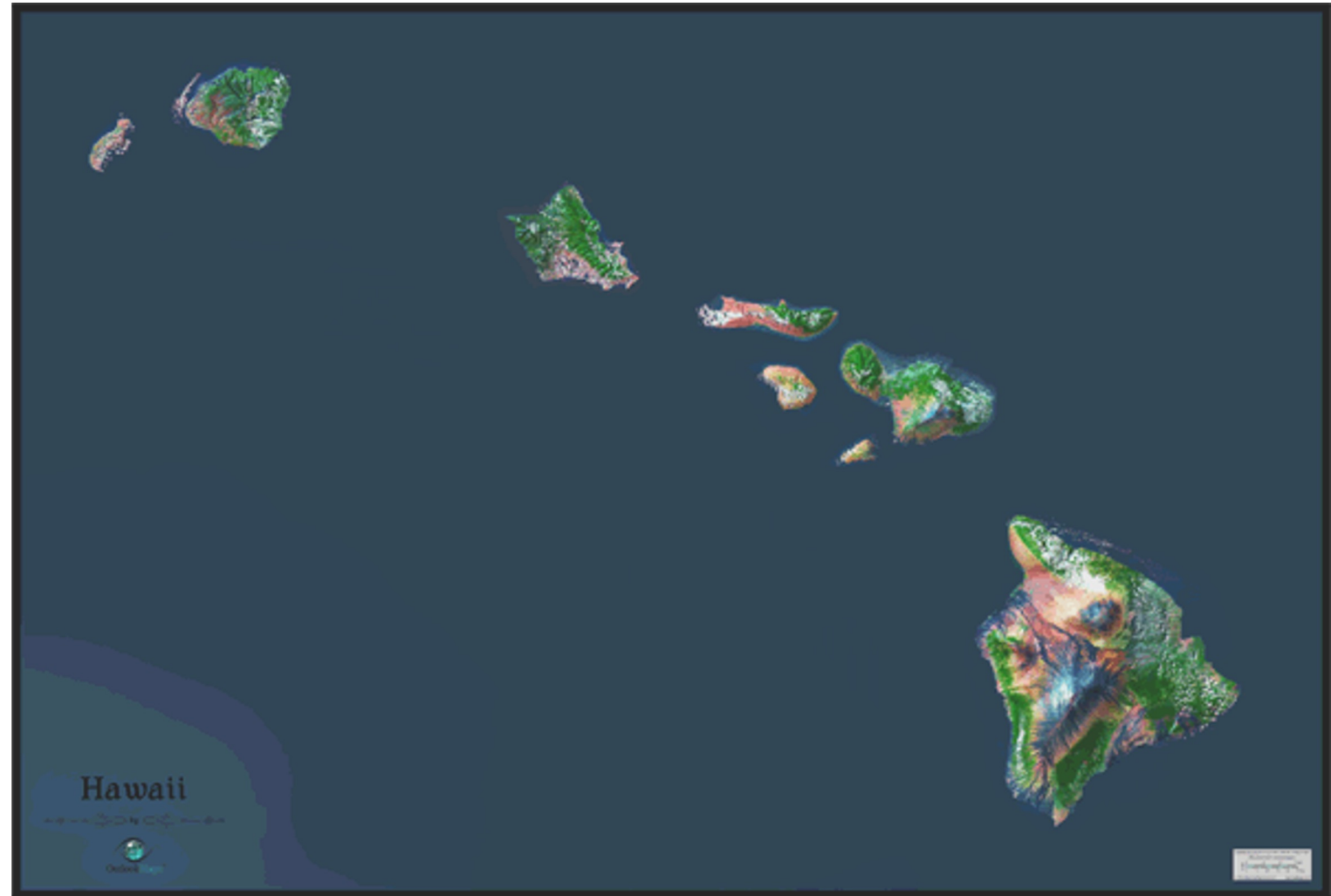


WHAT I HAVE CONFIRMED...

- **HTA remains an independent entity as envisioned and conceived**
- **Retains lump sum funding**
- **Lost procurement exemption**
- **Must justify financial existence annually**
- **Board retains independence, CEO reports to board through board chair**
- **Chair (Vice Chair) leads directs CEO with expectation that leadership direction flows through to staff**
- **Sunshine law is to be embraced**
- **Hawaiian way of governance works**

CHAIR'S FOCUS

- Meaningful Data, Reports, Dashboards
- Shoring up Organization
 - Immediate Resources: Chief Executive Officer & Brand Roles
- Building Hui
 - Brand enhancing partners that include demonstrated understanding of *kākou*
- One Voice
- Tell the HTA Story
- Be the Tourism Authority
- Be the Advocate for the brand



Repackaging Hawaii

The breakup of the contract to market the state's tourism industry has prompted queries about management and accountability

for spending taxpayer dollars.
"The people that are responsible need to be accountable," said Frank Haas, tourism marketing director for the state.

The buck stops where?

As the state enters a new era in tourism marketing, the

HISTORY MATTERS

- Chair and Vice Chair: visit with historians
- Honor the past and our work
- Understand the present, successes and challenges
- Forge the best possible future

A SUCCESSFUL EXAMPLE OF

KĀKOU

AIRLINE INDUSTRY RESPONSE TO THE MAUI TRAGEDIES

PRESENTED BY BLAINE MIYASATO



MAUI WILDFIRES OVERVIEW

- **4 WILDFIRES AT THE SAME TIME: OLINDA, KULA, KIHEI AND LAHAINA**
- **2,170 ACRES BURNED.**
- **2,000+ HOMES BURNED.**
- **800+ BUSINESSES BURNED.**
- **OLINDA FIRES 95% CONTAINED. LAHAINA FIRE CONTAINED ON 9/3/23.**
- **LOSS FROM BUSINESSES AND TOURISM DROP AT \$11 MILLION A DAY.**

AIRLINES' IMMEDIATE RESPONSE

- **8/8/23 11:30PM HST –
CALL FROM ACTING
GOVERNOR LUKE,
SITUATIONAL AWARENESS**

- **8/9/23 4:00AM HST – ALL-
HANDS-ON-DECK CALL
WITH A4A HISLAC WITH
ACTING GOVERNOR LUKE,
HIEMA AND DEPARTMENT
DIRECTORS**

- **BY FIRST LIGHT OF 8/9,
2,000+ VISITORS WERE
SLEEPING AT THE AIRPORT.**

IMMEDIATE PHASES OF RELIEF BY AIRLINE PARTNERS

EVACUATION FROM MAUI

AUGUST 9: 2,000 INDIVIDUALS
AUGUST 10: 1,800 INDIVIDUALS
AUGUST 11: 1,400 INDIVIDUALS
AUGUST 12: 800 INDIVIDUALS
AUGUST 13: 400 INDIVIDUALS
AUGUST 14: 100 INDIVIDUALS

RELIEF EFFORTS

RAPID RESPONSE TO CARGO AND TRANSPORT NEEDS

IMMEDIATE IMPACTS TO MAUI

AIRLINES

- 88 FLIGHTS HAVE BEEN CANCELED IN AUGUST 2023, RESULTING IN 23,083 AIR SEATS.
- PASSENGER VOLUME DOWN 51% FROM AUGUST 2022

GENERAL BUSINESS

- 38% OF MAUI'S ECONOMY AND 40% OF JOBS DEPEND ON VISITOR SPENDING.
- ANNUAL SALES LOSS FROM AFFECTED AREAS \$900 MILLION.
- 8,000 NEW UNEMPLOYMENT CLAIMS FILED SINCE 8/9/23

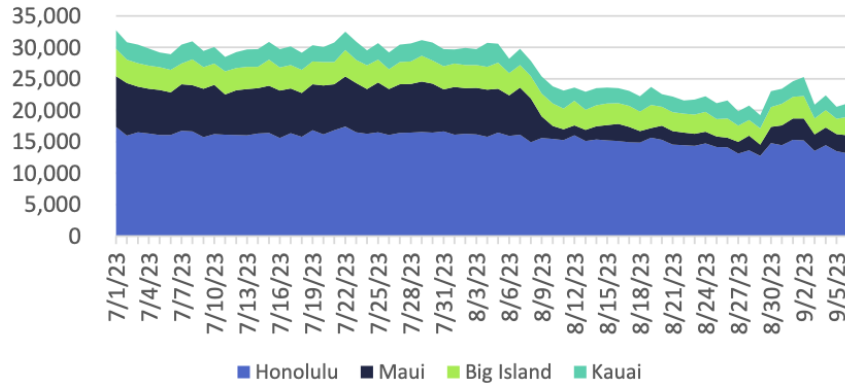
LODGING/TRANSPORTATION

- 500 UNITS DESTROYED IN LAHAINA
- 5,500 SURVIVORS ARE BEING HOUSED IN HOTELS ACROSS MAUI.
- OF MAUI'S RENTAL FLEET OF ABOUT 22,000 CARS, ABOUT A QUARTER ARE BEING UTILIZED – IT'S USUALLY 80-90%.

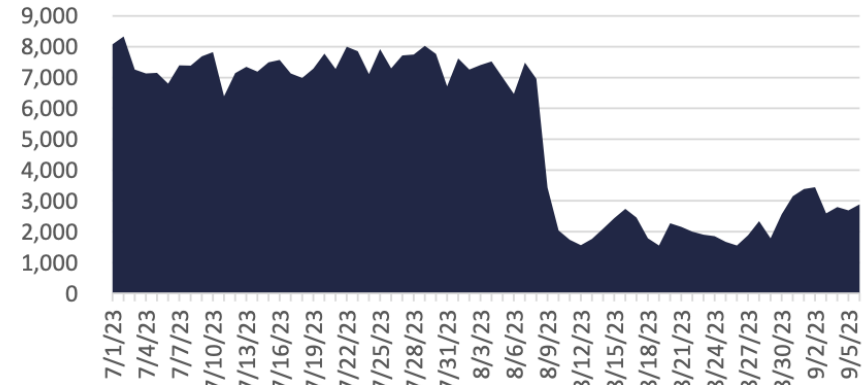
IMPACTS TO AIRLINES

Air Travel Data, 2023

Domestic Daily Passenger Count, by County

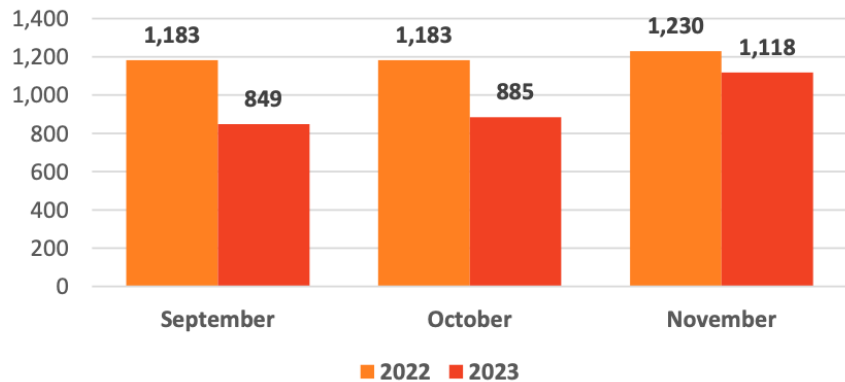


Domestic Daily Passenger Count, Maui County

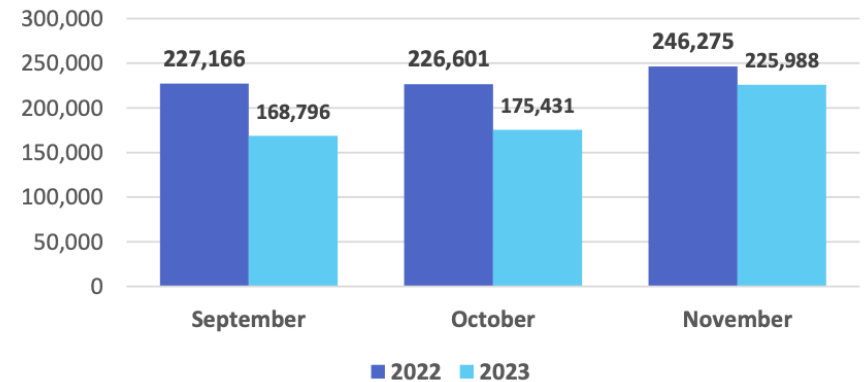


Source: [DBEDT Visitor Statistics | Daily Passenger Counts \(hawaii.gov\)](https://www.hawaii.gov/dbedt/visitor-statistics/daily-passenger-counts/)

Flight Capacity, Kahului Airport

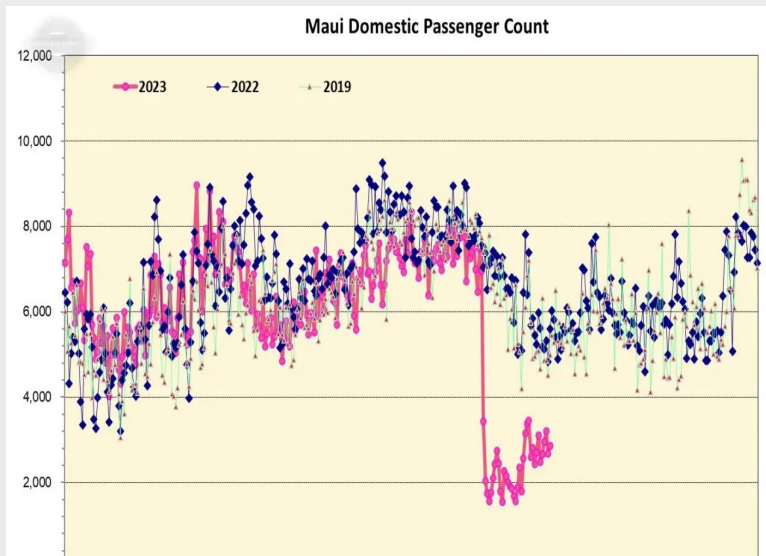


Air Seats Capacity, Kahului Airport



Source: DBEDT/READ, Tourism Research Branch

“Neither airline sales nor overpriced accommodations have helped.” [Beat of Hawaii Travel News](#) September 3, 2023 / [165 Comments](#)



LOYALTYLOBBY

Alaska Airlines 40% Off Maui Flights Through October 18, 2023 (Book By September 1)

by John Ollila — August 31, 2023
Reading Time: 2 mins read

Alaska Airlines has launched a new offer for flights to the Hawaiian Island of Maui, which was recently hit by a natural disaster.

We're offering
40% OFF
your next Alaska Airlines flight to Maui for travel from now through October 18, 2023 so you can support local businesses — just book by September 1, 2023.*

You can save 40% on flights to Maui if you use promotional code **MAUI40** and book by September 1 for travel through October 18, 2023.

loyaltylobby.com

TRAVEL WEEKLY

Hawaiian, Southwest add flights, offer reduced fares in wake of Maui fires

By Robert Silk | Aug 10, 2023 | Updated on: Aug 11, 2023

NASA FIRMS map of Maui fires on Aug. 10. Photo Credit: NASA FIRMS

Hawaiian and Southwest, the two largest carriers at Maui's Kahului Airport, continued adding flights

travelweekly.com

WHERE WE WERE, WHERE WE'RE GOING...

PROCLAMATIONS

- AUGUST 8
 - STRONGLY DISCOURAGE TRAVEL TO MAUI
- AUGUST 13
 - STRONGLY DISCOURAGE TRAVEL TO WEST MAUI
- SEPTEMBER 8
 - WEST MAUI TO OPEN TO VISITORS ON OCTOBER 8

MĀLAMA MAUI CAMPAIGNS

- VARIOUS CHARITY CAMPAIGNS HAVE RAISED HUNDREDS OF MILLIONS OF DOLLARS
- COMMUNITY ORGANIZATIONS STILL DEVELOPING BEST OUTREACH AND SERVICES.
- TOURISM INDUSTRY DEVELOPING VIDEOS AND MESSAGING ECHOING MĀLAMA AND ALOHA

FUTURE OUTLOOKS

- THE STATE WILL CONTINUE TO FIND WAYS TO EASE THE LARGE BURDEN OF MANY FAMILIES WITH UNCERTAIN FUTURES.
- COUNTY OF MAUI IS SLOWLY OPENING AFFECTED OUTLYING AREAS FOR BUSINESSES.
- TELLING OUR STORY AND NARRATIVE KEY

KĀKOU

HISLAC EFFECTIVENESS

- HISLAC STEPPED INTO VOID OF THE INDUSTRY DURING COVID
- FOCUSING ON BUILDING LASTING RELATIONSHIPS OF TRUST
- THE RELATIONSHIPS IN TURN CREATE OPPORTUNITIES FOR ONE VOICE
- THE RELATIONSHIPS CREATE AN INDUSTRY SEAT AT THE TABLE
- A TRUSTED RESOURCE FOR HAWAI'I LEGISLATIVE BODIES

Airline Industry Response to the Maui Tragedies – Blaine Miyasato, Airlines for America HISLAC



