

KILOHANA  
by CNHA

HAWAII TOURISM™  
AUTHORITY

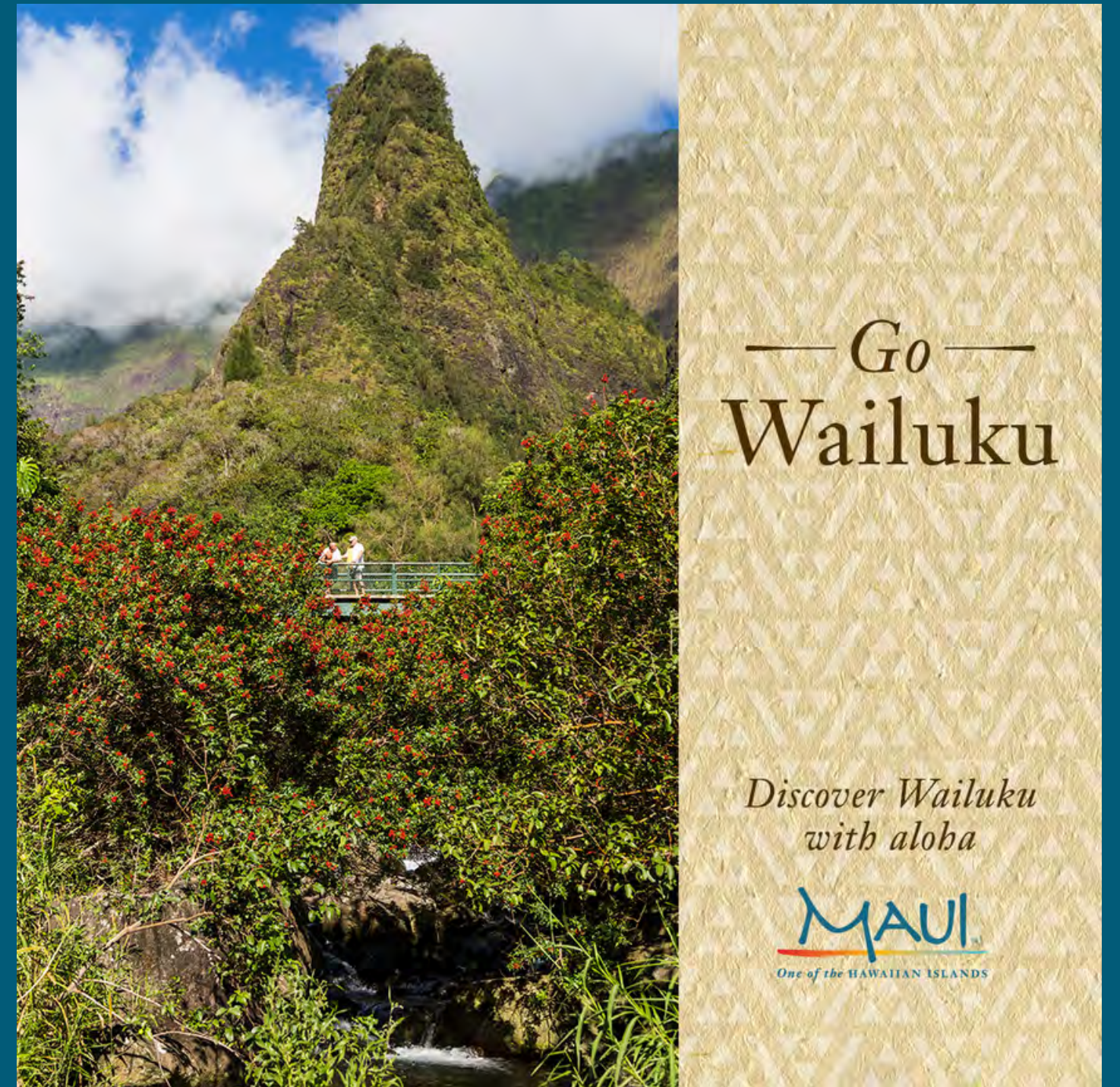
DESTINATION  
STEWARDSHIP  
UPDATE



599,548  
impressions  
KPI: 1,928,571

0.41%  
CTR  
KPI: 0.54%

## SOCIAL MEDIA



# 2024 MAUI VEPAM

IMPRESSIONS TO DATE  
KPIs TO BE COMPLETED BY MAY 31, 2025

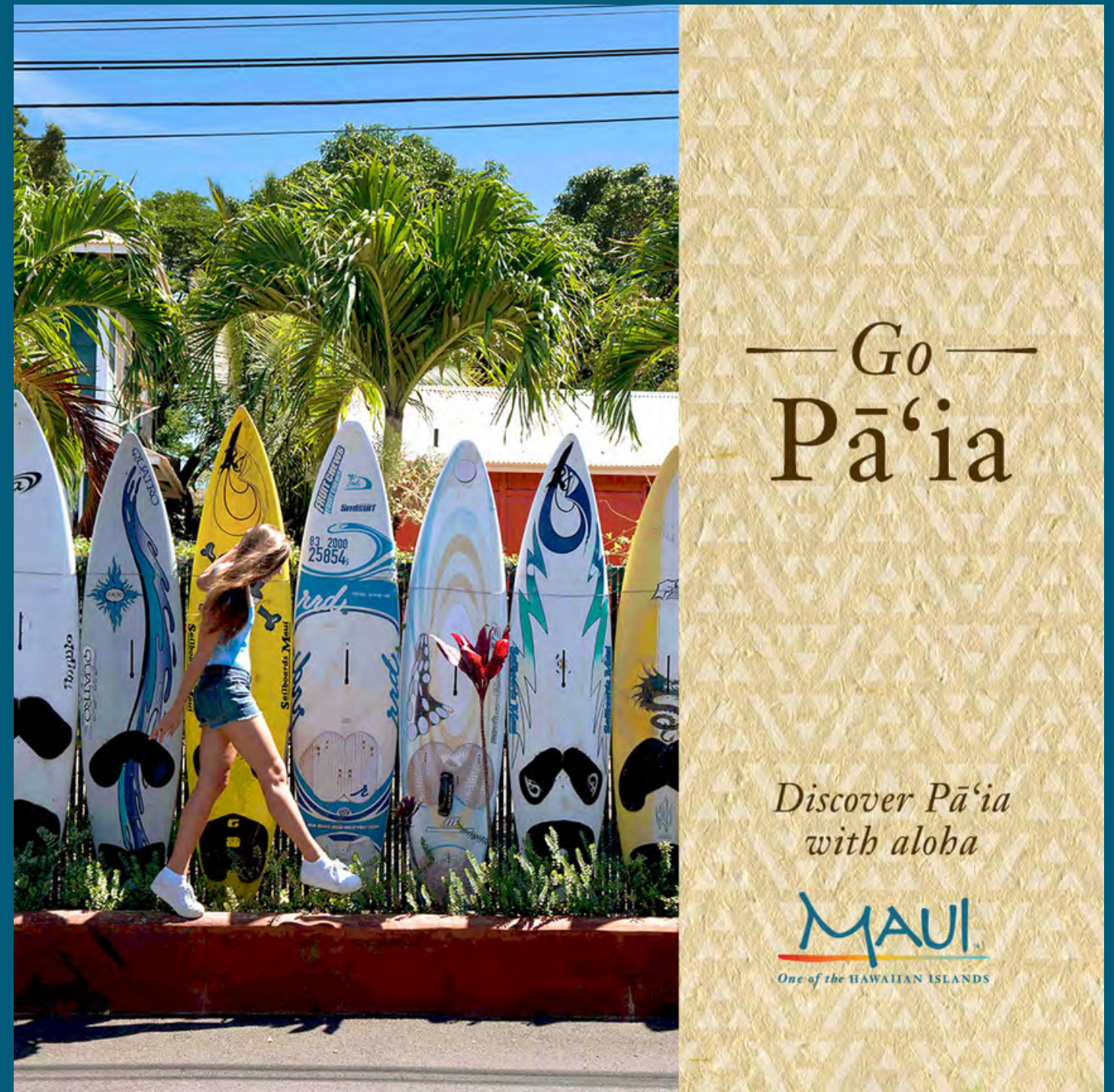
VISITOR EDUCATION & POST-ARRIVAL MARKETING | KILOHANA by CNHA



1,766,760  
impressions  
KPI: 6,406,000

0.15%  
CTR  
KPI 0.15%

## DIGITAL DISPLAY



# 2024 MAUI VEPAM

IMPRESSIONS TO DATE  
KPIs TO BE COMPLETED BY MAY 31, 2025

VISITOR EDUCATION & POST-ARRIVAL MARKETING

KILOHANA  
by CNHA



148,986  
impressions  
KPI: 640,114

0.24%  
CTR  
KPI: 0.11%

## NATIVE ADS



# 2024 MAUI VEPAM

IMPRESSIONS TO DATE  
KPIs TO BE COMPLETED BY MAY 31, 2025

VISITOR EDUCATION & POST-ARRIVAL MARKETING | KILOHANA  
by CNHA

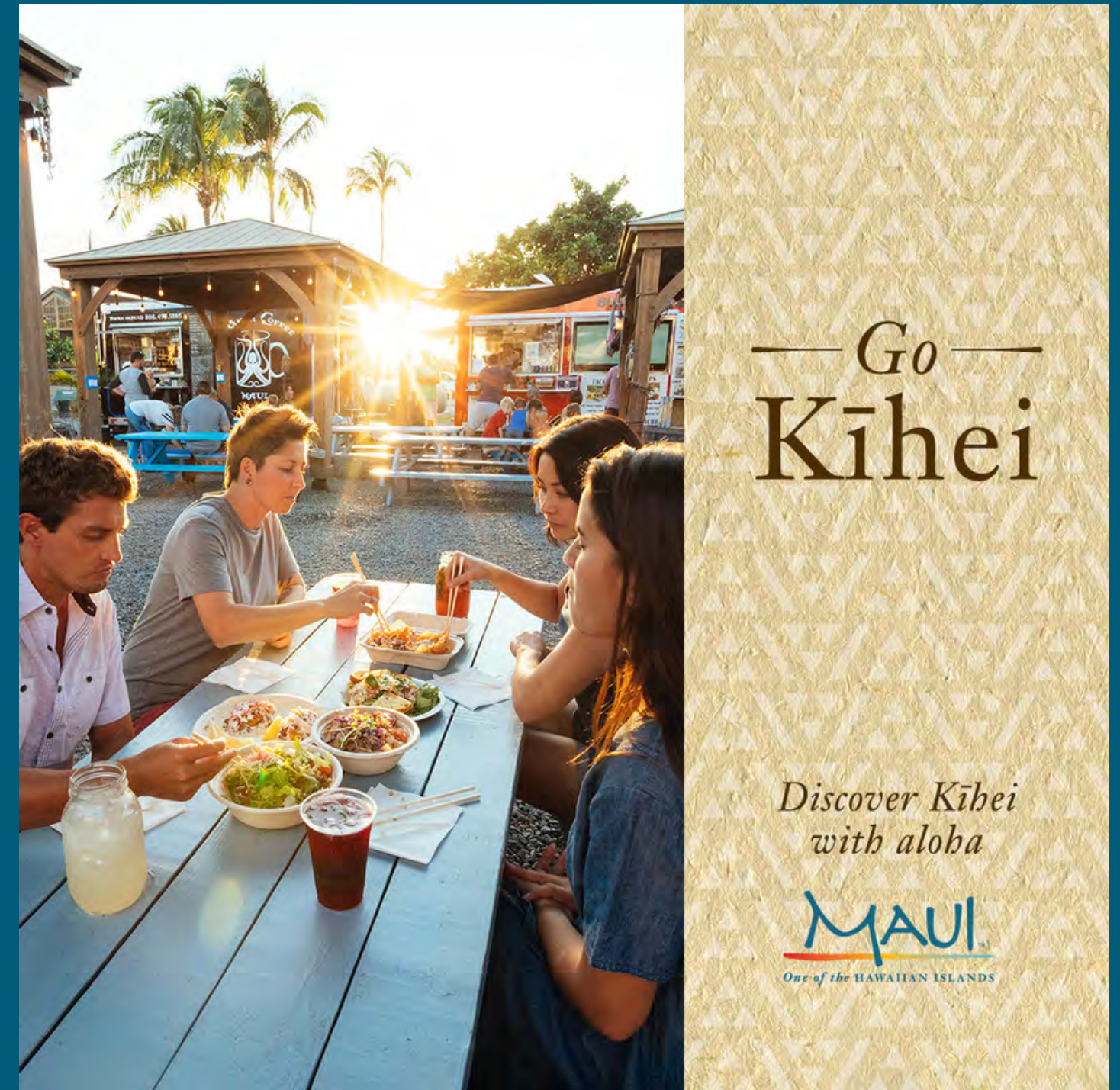


191,948  
impressions  
KPI: 1,169,124

192,305  
impressions  
KPI: 630,360

**VISITOR TV**

**OUT-OF-HOME**



# 2024 MAUI VEPAM

VISITOR EDUCATION & POST-ARRIVAL MARKETING



4,728  
impressions  
KPI: 238,182

97.94%  
ACR  
KPI: 85%

## STREAMING AUDIO

875,400  
impressions  
KPI: 4,375,890

## RADIO

# 2024 MAUI VEPAM



**VISITOR  
INDUSTRY  
NEEDS  
ASSESSMENT**

**NOW » 3/2024**

**PROGRAM  
DESIGN  
BASED ON  
FEEDBACK  
FROM THE  
NEEDS  
ASSESSMENT**

**4/1/24 » 5/30/24**

**PROGRAM  
EXECUTION**

**6/1/24 » 12/1/24**

**RAMP UP » 6/1-30  
IMPLEMENTATION » 7/1-12/1**

**GRANTS  
DISBURSED**

**BY 12/31/2024**



## OBJECTIVES:

- TO ASSESS THE EXTENT TO WHICH BUSINESSES:
  - ARE CURRENTLY PARTICIPATING, AND/OR
  - WISH TO PARTICIPATE IN THE VISITOR INDUSTRY
- TO IDENTIFY BARRIERS TO PARTICIPATION IN THE VISITOR INDUSTRY
- TO IDENTIFY WHAT IS NEEDED FOR THAT PARTICIPATION - IF DESIRED - AS INPUT INTO DESIGN OF CAPACITY-BUILDING PROGRAMS

QUANTITATIVE  
SURVEY INSTRUMENT

# VISITOR INDUSTRY NEEDS ASSESSMENT

QUALITATIVE  
INTERVIEW  
INSTRUMENT

01

02



# NEEDS ASSESSMENT QUANTITATIVE UPDATE

## TOTAL OUTREACH \*AS OF 3/14/24



 9,374 EMAILS SENT

 9,556 MAIL SENT

 12,907 PHONE CALLS MADE

PRELIMINARY RESEARCH UPDATE - BASED ON 902 RESPONDENTS



# NEEDS ASSESSMENT QUANTITATIVE UPDATE



NI'HAU  
2%

KAUA'I  
22%

O'AHU  
60%

MOLOKA'I  
9%

MAUI  
29%

LĀNA'I  
8%

HAWAI'I ISLAND  
33%

WITH OPERATIONS ON...

PRELIMINARY RESEARCH UPDATE - BASED ON 902 RESPONDENTS



# NEEDS ASSESSMENT DEMOGRAPHIC OPTIONS



ISLAND



# / TYPE OF EMPLOYEES



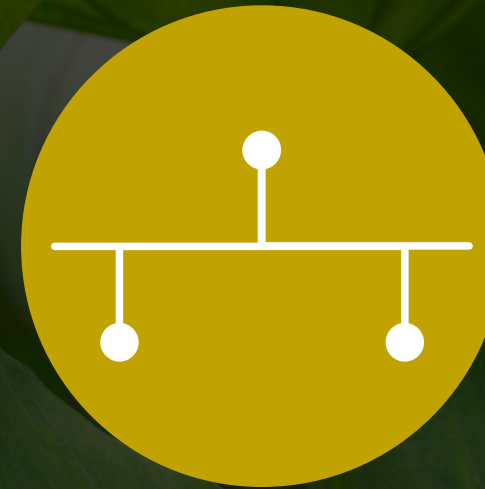
BUSINESS LIFECYCLE



STRUCTURE



SECTOR

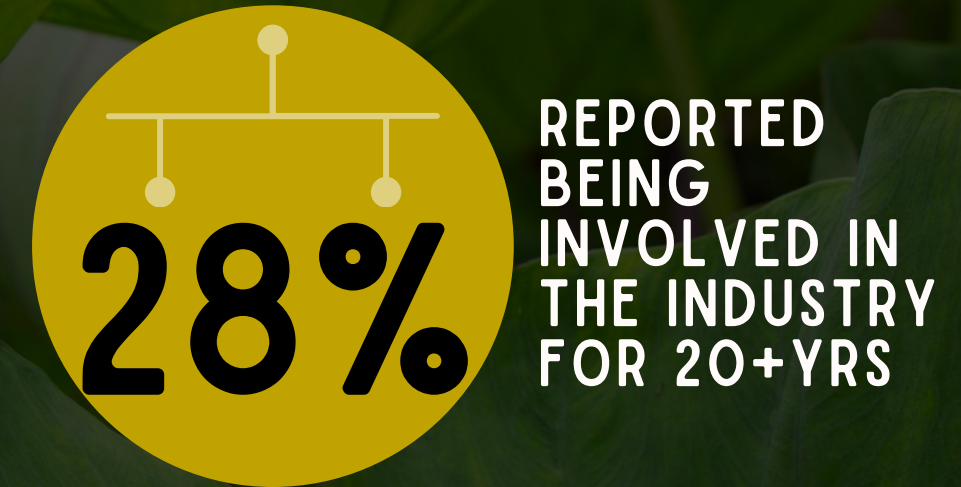
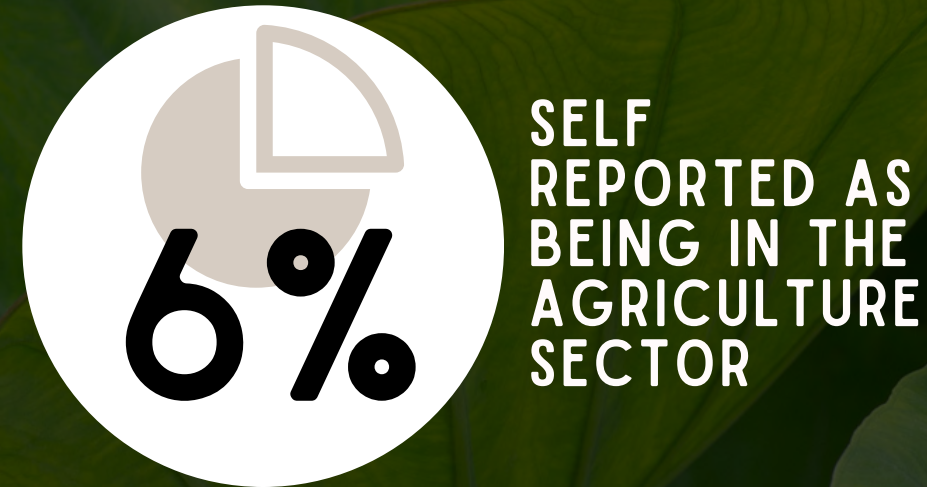
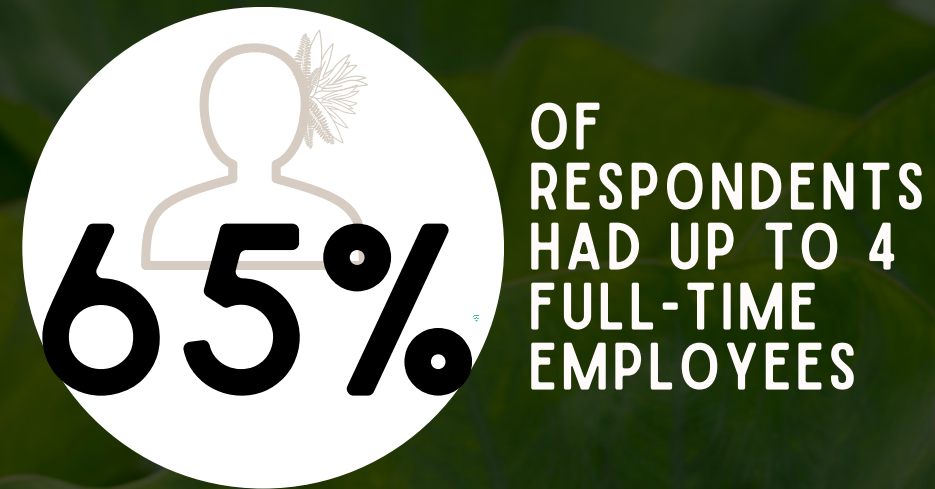
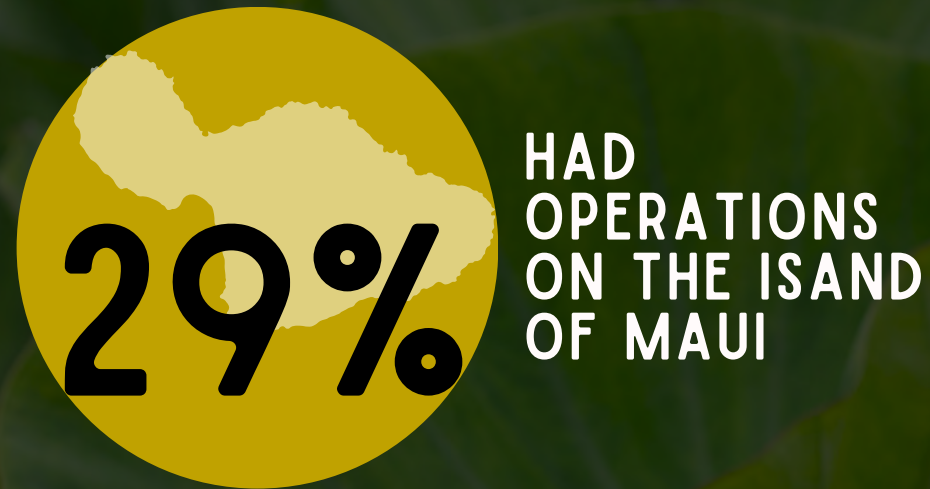


INVOLVEMENT IN THE INDUSTRY

PRELIMINARY RESEARCH UPDATE - BASED ON 902 RESPONDENTS



# NEEDS ASSESSMENT DEMOGRAPHIC OPTIONS



PRELIMINARY RESEARCH UPDATE - BASED ON 902 RESPONDENTS



# NEEDS ASSESSMENT QUALITATIVE UPDATE



**85 COMPLETED**

**PRELIMINARY RESEARCH UPDATE - AS OF 3/27/24**



# NEEDS ASSESSMENT DEMOGRAPHIC OPTIONS



ISLAND

40%

WERE OPERATING  
ON O'AHU



SECTOR

5%

WERE OPERATING IN THE  
AGRICULTURAL SECTOR



TYPE OF BUSINESS

19%

ARE CURRENTLY  
OPERATING ACTIVITIES  
IN THE INDUSTRY

PRELIMINARY RESEARCH UPDATE - AS OF 3/14/24



**WHAT IS THE FOUNDATIONAL TECHNICAL ASSISTANCE PROGRAM?**

- Technical assistance program designed to build capacity in locally-owned and operated small businesses in the visitor industry or wanting to operate in the visitor industry throughout Hawai'i

**WHO IS THIS PROGRAM DESIGNED FOR?**

- Locally-owned businesses already operating in the visitor industry
- Locally-owned businesses wanting to grow their business in the visitor industry
- Locally-owned businesses wanting to operate in the visitor industry

**EXAMPLE BUSINESS:**

- A Native-Hawaiian, wahine who is a cultural practitioner wants to build her business knowledge, wants to learn from those who have succeeded in the visitor industry, wants to get started selling her lei throughout the visitor industry in Hawai'i, and is possibly interested in learning about wholesale, travel trade, etc.

**PROGRAM DETAILS ANNOUNCED IN 2024 Q2**

# FOUNDATIONAL TECHNICAL ASSISTANCE PROGRAM



## FOUNDATIONAL TECHNICAL ASSISTANCE PROGRAM STRUCTURE

- Eight (8) In-person & virtual community workshops focused on providing participant businesses and organizations with universal capital growth education and visitor industry strategies for growth

## POSSIBLE CURRICULUM INCLUSIONS

- NEEDS ASSESSMENT WILL DETERMINE FINAL CURRICULUM



**MARKETING**



**GRANT WRITING 101**



**FINANCE/INSURANCE**



**'UMEKE GRANT BEST PRACTICES**



**SOCIAL MEDIA**



**HOW TO START A NON-PROFIT**

**PROGRAM DETAILS ANNOUNCED IN 2024 Q2**



**FOUNDATIONAL  
TECHNICAL  
ASSISTANCE  
PROGRAM**

Program Design Development	04/01/24	05/10/24
Marketing Design Development	04/01/24	05/10/24
Marketing Campaign	05/13/24	06/21/24
Application Window Open	06/24/24	08/02/24
Application Review Period	08/05/24	08/30/24
Participant Selection & Award	09/02/24	09/13/24
Program Implementation	09/16/24	12/06/24
Post-Program Wrap Up & Evaluations	12/09/24	01/17/25



**WHAT IS THE COMMUNITY STEWARDSHIP TECHNICAL ASSISTANCE PROGRAM?**

- Technical assistance program designed to build capacity and solve issues for community organizations looking to steward 'āina in their communities - with an emphasis on over-taxed 'āina

**WHO IS THIS PROGRAM DESIGNED FOR?**

- Community organization(s) (or groups of community organizations who are willing to hui together to accomplish their community's goals) who are willing to steward a piece of 'āina and are in need of kōkua with a specific issue, capacity building, or both!

**EXAMPLE ORGANIZATION:**

- Hui o Mālama 'Āina has been wanting to help mitigate the traffic at Turtle Beach and have been working with other organizations in the area to consolidate resources and build capacity. They haven't been able to determine how to put in a cross-walk or light on the path. They are also interested in learning personnel management.

**PROGRAM DETAILS ANNOUNCED IN 2024 Q2**

# COMMUNITY STEWARDSHIP TECHNICAL ASSISTANCE PROGRAM



## COMMUNITY STEWARDSHIP TECHNICAL ASSISTANCE PROGRAM STRUCTURE

- Tailored cohort structure with 5-7 community-based organizations or group of organizations
- Each participant will receive the following:
  - Mentor - Someone in the industry that is working in or an expert in the area of their main problem/issue
  - Strategist - Individual assigned to each cohort participant to help strategize all of their issues (not just their main issue) and who will help to find additional networks of people to connect the participant to in the industry
  - Coordinator - Individual assigned to each cohort participant to ensure their strategist and mentor are communicating with them and who is responsible for coordinating all communication, organizing all activities, etc.

## PROGRAM DESIGN OVERVIEW

- 12-week Cohort structure featuring virtual workshops and in-person educational opportunities
- Curriculum will include universal capital improvement sessions and tailored sessions depending on cohort members selected and needs assessment analysis
- **In-person panels to include individuals from areas that participants are having problems overcoming**
  - **Examples possibly include: DLNR, DPR, BWS, OER, C&C of Honolulu, State of Hawai'i, Legislators, Councilmembers, etc.**
- Participants will apply for grants as they are participating in the cohort program. Grants will be disbursed to participating cohort members at complete the program.
- NEEDS ASSESSMENT WILL DETERMINE FINAL CURRICULUM

## PROGRAM DETAILS ANNOUNCED IN 2024 Q2



**COMMUNITY  
STEWARDSHIP  
TECHNICAL  
ASSISTANCE  
PROGRAM**

Program Design Development	04/01/24	05/10/24
Marketing Design Development	05/13/24	06/21/24
Marketing Campaign	06/24/24	08/02/24
Application Window Open	08/05/24	09/13/24
Application Review Period	09/16/24	10/11/24
Participant Selection & Award	10/14/24	10/25/24
Program Implementation	10/28/24	01/17/25
Post-Program Wrap Up & Evaluations	01/20/25	02/28/25



**WHAT IS THE REGENERATIVE EXPERIENCE TECHNICAL ASSISTANCE PROGRAM?**

- Technical assistance program designed to create more regenerative experiences throughout Hawai'i so that visitors have more regenerative things to do while traveling here

**WHO IS THIS PROGRAM DESIGNED FOR?**

- Experience hosts, locally-owned businesses, community organizations, farms, etc. who would like to host/create regenerative experiences or create voluntourism experiences throughout Hawai'i for visitors to consume

**EXAMPLE ORGANIZATION:**

- 'Āina Aloha Farm has been growing māmaki tea for three generations and are now realizing that their growth has caused them to need more labor than they can accommodate. They are interested in learning how to create a voluntourism experience.

**PROGRAM DETAILS ANNOUNCED IN 2024 Q2**

**REGENERATIVE EXPERIENCE TECHNICAL ASSISTANCE PROGRAM**





**REGENERATIVE EXPERIENCE TECHNICAL ASSISTANCE PROGRAM STRUCTURE**

- Cohort structure with 10-15 businesses or non-profit organizations per cohort
- 4 Cohorts with content of cohort curriculum tailored to individual niche sectors of the visitor industry
  - Possible niche sectors include:
    - Cultural practitioners
    - Farms wanting to create voluntourism or agritourism experiences
    - Experiences already operating in the industry wanting to be more regenerative

**PROGRAM DESIGN OVERVIEW**

- 8-week Cohort structure featuring virtual workshops and in-person educational opportunities
- Curriculum will include universal capital improvement sessions and some tailored sessions depending on cohort members selected and needs assessment analysis
- Participants will apply for grants as they are participating in the cohort program. Grants will be disbursed to participating cohort members that complete the program
- In-person hō'ike will cuminate the program
- NEEDS ASSESSMENT WILL DETERMINE FINAL CURRICULUM

**PROGRAM DETAILS ANNOUNCED IN 2024 Q2**



**REGENERATIVE  
EXPERIENCE  
TECHNICAL  
ASSISTANCE  
PROGRAM**

Program Design Development	04/01/24	05/10/24
Community Outreach	05/13/24	09/12/24
Application Window Open	09/13/24	10/24/24
Application Review Period	10/25/24	11/21/24
Selection and Award	11/22/24	12/05/24
Program Implementation	12/06/24	02/27/25
Post-Program Wrap Up & Evaluation	02/28/25	04/10/25