



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

**REGULAR BOARD MEETING  
HAWAII TOURISM AUTHORITY**

***Po'ahā, 25 Malaki 2021, 9:30 a.m.***

**Thursday, March 25, 2021 at 9:30 a.m.**

***Hālāwai Kikoho'e***

**VIRTUAL MEETING**

*Hiki i ka lehulehu ke hālāwai pū ma o ka ZOOM.*

**Webinar will be live streaming via ZOOM.**

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*Ma hope o ke kāinoa 'ana, e ho'ouna 'ia ka leka uila hō'ōia iā 'oe me ka 'ikepili ho'oku'i hālāwai.*  
After registering, you will receive a confirmation email containing information about joining the webinar.

***Papa Kumumana'o***

**AGENDA**

1. ***Ho'omaka A Pule***  
Call to Order and Pule
2. ***'Āpono I Ka Mo'o'ōlelo Hālāwai***  
Approval of Minutes of the February 25, 2021 Board Meeting
3. ***Hō'ike Lālā***  
Report of Permitted Interactions at an Informational Meeting or Presentation Not Organized by the Board Under HRS section 92-2.5(c)
4. ***Hō'ike A Ka Luna Ho'okele***  
Report of the CEO Relating to Staff's Implementation of HTA's Programs During February 2021:
  - Major Market Management including Destination Marketing Management Services, Global Meetings, Conventions and Incentives (MCI) Program Management Services, Responsible Tourism, Support of State COVID-19 Mitigation Efforts



5. *Hō'ike No Nā Papahana Pili I Ka Ma'i Ahulau*  
Update from Major General Kenneth Hara, Adjutant General for the State of Hawaii on the COVID-19 Testing, Vaccination and Safe Travels Program
6. *Hō'ike 'Ikepili Noi'i 'Oihana Ho'omāka'ika'i*  
Presentation and Discussion of Current Market Insights and Conditions in Hawai'i and Key Major Hawai'i Tourism Markets, Including the United States, Japan, Canada, Oceania and Cruise
7. *Kūkākūkā No Ke Anamana'o Kama'āina*  
Discussion on the Resident Sentiment Survey
8. *Hō'ike Anamana'o Kūikawā No Ka Ma'i Ahulau*  
Presentation of the Hawai'i Tourism Authority's Visitor Satisfaction & Activity Report (VSAT) Special COVID Survey
9. *Hō'ike, Kūkākūkā A Ho'oholo No Nā Mo'okālā*  
Presentation, Discussion and Action on HTA's Financial Reports for February 2021
10. *Hō'ike A Ka Hui Noi'i Loiloi Mo'okālā*  
Report of the *Budgetary Review Investigative Committee* of their meeting held on March 16, 2021
11. *Hō'ike A Ka Hui Noi'i Launa Aupuni A 'Aha'ōlelo*  
Report of the *Legislative and Governmental Affairs Investigative Committee* of their meetings held on March 3, 2021 and March 11, 2021
12. *Hō'ike No Ke Kau 'Aha'ōlelo 2021 Me Nā Pila Pili I Ke Ke'ena*  
Update Relating to the 2021 Legislative Session and Related Bills Relevant to the Hawai'i Tourism Authority
13. *Hō'ike A Ke Kōmike Hokona Kūmau No Ke Kūkākūkā A Ho'oholo*  
Report of the *Marketing Standing Committee* with the Committee's Recommendations to Support Various Marketing Proposals, for Discussion and Action by the Board
14. *Ho'oku'u*  
Adjournment



# HAWAII TOURISM AUTHORITY

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David Y. Ige  
Governor

John De Fries  
President and Chief Executive Officer

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

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

*Kono 'ia ka lehulehu e komo mai i ka hālāwai a ho'ouna mai i ka 'ōlelo hō'ike kākau 'ia no kēlā me kēia kumuhana i helu 'ia ma ka papa kumumana'o. Hiki ke ho'ouna mai i nā 'ōlelo hō'ike kākau 'ia ma mua o ka hālāwai iā [carole@gohta.net](mailto:carole@gohta.net) a i 'ole ma o ke kelepa'i. Inā pono ke kōkua ma muli o kekahi kīnānā, e ho'omaopopo aku iā Carole Hagihara (973-2289 a i 'ole [carole@gohta.net](mailto:carole@gohta.net)), he 'ekolu lā ma mua o ka hālāwai ka lohi loa.*

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

## **2**

Approval of Minutes of the  
February 25, 2021 Board Meeting



**REGULAR BOARD MEETING**  
**HAWAII TOURISM AUTHORITY**  
**[Thursday, February 25, 2021 at 9:31 am]**  
**Virtual Meeting**

**MINUTES OF REGULAR BOARD MEETING**

**MEMBERS PRESENT:**

**Richard Fried (Chair), George Kam, Kelly Sanders, Micah Alameda, David Arakawa, Daniel Chun, Kyoko Kimura, Ku'uipo Kumukahi, Benjamin Rafter, and Kimi Yuen, Sherry Menor McNamara, Fred Atkins**

**MEMBER NOT PRESENT:**

**HTA STAFF PRESENT:**

**John De Fries, Keith Regan, Pattie Herman, Kalani Ka'anā'anā, Caroline Anderson, Jennifer Chun, Marisa Yamane**

**GUESTS:**

**Senator Glenn Wakai, Representative Richard Onishi, Adam Sacks**

**LEGAL COUNSEL:**

**Gregg Kinkley**

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

Chair Richard Fried called the meeting to order at 9:31 a.m. Keith Regan, HTA Chief Administrative Officer, provided instructions to the general public with regard to submitting testimony. Mr. Regan confirmed the attendance of the Board by roll call. Kalani Ka'anā'anā, HTA Director of Hawaiian Cultural Affairs & Natural Resources, opened the meeting with an oli. Mr. Ka'anā'anā noted that February is celebrated as Hawaiian Language month annually in Hawai'i and encouraged everyone to learn the Hawaiian language. He shared the video of Rep. Kai Kahele's floor speech given during Hawaiian Language Month talking about the importance of reviving the Hawaiian language.

**2. Approval of Minutes of the January 28, 2020 Board Meeting:**

Chair Fried requested a motion to approve the January 28, 2021 Board Meeting. Ms. Kimura

made a motion to amend the minutes to reflect that she made a motion for the approval of the DMAP for Lānaʻi and not just the hot spots. Chair Fried requested a motion to approve the minutes of the January 28, 2021 Board Meeting as amended. It was seconded and unanimously approved.

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

Chair Fried asked whether there were any interactions since the January meeting, and there were none. Fried asked whether there were any interactions, informational meetings or presentations to report, and there were none.

**4. Report of the CEO Relating to Staff's Implementation of HTA's Programs During January 2021**

Chair Fried recognized John De Fries, HTA President & CEO, to present his report. Mr. De Fries reported that after the initial meeting with the Hawai'i Lodging and Tourism Association (HLTA), they met with the Health and Safety Committee of Local 5 Unite Here and the American Hotel and Lodging Association (AHLA) in relation to HTA leading the employees' vaccination of the visitor industry. He said that the plan is to bring these organizations plus ILWU at Local 142 and the Department of Health together to discuss on how to organize information to be submitted to the DOH.

He reported that HTA's will be responsible in providing the names and contact information of about 216,000 employees. He said that AHLA will provide the framework of major hotels and HLTA goes beyond hotel memberships, which include retail, merchants, restaurants and more. Mr. De Fries noted that the first vaccination will happen in 3.5 to 4 weeks but added that with the system not completed yet, the DOH went ahead to vaccinate employees of Kaua'i hotels earlier this week so as not to waste the vaccines.

Mr. De Fries thanked Governor David Ige for holding the executive session of the Board and for his news to HTA to anticipate TAT funds to resume on July 1, 2021. He said that together with Mr. Regan, he met with Senator Wakai and Rep. Onishi to update them regarding the governor's news and to determine their priorities in relation to HTA's budget. He added that Rep. Onishi's committee had been helpful in getting them to understand the House's interpretation on what the near-term future looks like in relation to the budget.

Mr. De Fries turned the floor to Mr. Regan. Mr. Regan reported that their Natural Resources Program had been busy working with DLNR ensuring that they're moving forward with their projects and to provide them support. He noted that Mr. Ka'anā'anā has been working with his Kūkulu Ola programs and Ms. Anderson has been working with DMAPs and through the

Lānaʻi and Hawaiʻi island action plan. He reported that Ms. Herman’s team had been working with Trusted Testing Partners particularly in the Korean market, HE’s office and various government officials and work on Taiwan while Ms. Yamane had been busy with website updates. He added that Ms. Chun’s team continues to work on the different reports. He said that the other teams had been working hard to function as effectively and efficiently as possible.

Mr. Regan acknowledged Kalani Kaʻanāʻanā, Director of Hawaiʻi Cultural Affairs and Natural Resources, to provide an update. Mr. Kaʻanāʻanā clarified that they only have one active DLNR left and will finish up at the end of the calendar year. He noted that no contracts were made with DLNR since the last one in May 2020. He added that they’re also focused on determining ways to implement the DMAPs action plan. He noted that they are working on the contract closeouts for the Aloha ʻĀina program and the Kūkulu Ola programs in the 2020 calendar year cycle. He added that the Hawaiian language program and Nūpepa projects are still moving. He reported that initial work has been done with the wall repairs of the palace and coronation pavilion. He added that they are looking to finalize some plans toward conveying the first meeting of the HTA Surfing Advisory Committee.

Mr. Regan thanked Mr. Kaʻanāʻanā and his team for incorporating ʻŌlelo Hawaiʻi in their everyday operations. Mr. Regan recognized Caroline Anderson, Director of Community Enrichment, to provide an update. Ms. Anderson reported on the stages of the different DMAPs with the Kauaʻi DMAP already released to the public and Maui Nui , consisting of the islands of Maui, Molokaʻi, and Lānaʻi, DMAP to follow while the Hawaiʻi Island DMAP is still being finalized and Oʻahu’s DMAP process will begin next month. She said that they’ve been closing contracts and preparing final reports on the 2020 Community Enrichment Program. She added that they have sponsored the LEI (Lead Expose and Inspire) Program targeted in getting high school students interested in careers related to the visitor industry which will be done virtually in mid-April.

Mr. Regan recognized Pattie Herman, VP for Marketing and Product Development, to provide her report. Ms. Herman reported that the TTP has been covered for Korea but Taiwan has been put on hold because of lack of air operations. She said that they attended the Hospitality Industry Updates from Maui County and Honolulu County with good questions asked up to the mayors. She said that they will continue with the DMAP process.

She reported the hospitality industry is improving with most hotels getting last minute bookings for March and April with the bulk coming from June to August. She said that they attended various meetings such as with the Japan Hawaiʻi Travel Association to see what’s happening, with Chair Wakai and VP Chair Misalucha on branding budget, with Chair Onishi and leadership team on convention center budget related to marketing, with the GMTs

regarding BMP. She added that they presented Japan, US and Canada yesterday and will present the rest next month. She noted that they are finishing a strategic plan marketing guideline which will be used to see where and when to start energizing advertising in relation to the COVID-19 by country and CDC guidelines.

Mr. Regan recognized Marisa Yamane, Director of Communications and Public Relations, to provide an update. She reported that her team had been working with updates on the HTA website and its daily COVID alerts page and on boosted social media posts which include responding to questions from the media and travelers. She added that they participated in the DMAP research and process and are getting ready for the press release of Mau'i DMAP. She noted that they are also prepping for the legislative hearings which include drafting the written testimony for the bills. She said that she have continued to share the news on where these updates are to the HTA team which is almost 1600 updates.

Mr. Regan recognized Jennifer Chun, Director of Tourism Research to provide an update for January activities. Ms. Chun said that they've put out the Q3 Visitor Satisfaction monitoring reports and that the January stats was published this morning and there will be a presentation by a special speaker, Adam Sacks, later in the meeting. She noted that Mr. Sacks presented this morning for U.S. Travel Association a look at their Symphony dashboard and that her team is working on their own version.

Mr. Rafter suggested that the Resident Satisfaction Survey be done quarterly or bi-annually contrary to annually. Ms. Chun responded that she would love to do it more frequently if the Board approves budget allocation. Mr. Regan said that his team will look into it and see how to make adjustments for the request.

Chair Fried said that the manner on how the questions are asked should be altered and hoping that the dissatisfaction results will be better. He went on to acknowledge the presence of Rep. Onishi and Senator Wakai and that of Ms. McNamara.

He noted that there's a study in the CEO report regarding deaths and near-deaths with snorkels and there were major issue with the full-face mask where HTA needs to take a look and see what's to be done. Mr. Regan responded that the report is due on April.

Chair Fried said that he sent a copy to each since there's been a concern about the testing and asked if it is adequate to have an offsite. He recommended Krishna Jayaram to present next month, the point man on testings and working with HE on exemptions.

## **5. Presentation, Discussion and Action on the Destination Management Action Plan for Hawai'i Island**



Chair Fried acknowledged Ms. Anderson, Ms. Kumukahi and Mr. Alameda give their reports on the DMAP for Hawai'i Island. Ms. Anderson acknowledged the people who worked on developing the plan. She reviewed the purpose of doing the DMAP and explained the process for the Hawai'i Island which is similar to the other DMAPS with exception to collaborating with their County Tourism Strategic Plan Cohorts. She presented the steering committee's identified overarching themes and anchor actions together with the list of hotspots. HTA is up to bring other counties and state agencies to work on solutions and mitigating issues.

Ms. Anderson turned the floor to Ms. Kumukahi and Mr. Alameda to share their thoughts on the process. Ms. Kumukahi noted that the hotspots are geographically far away from each other. She added that it would help HTA to partner with several organizations and one in particular is the Office of Hawaiian Affairs with their collaboration for the Burial Council. She referred to a YouTube video promoting Palahemo with a man jumping over shrimps that are becoming extinct and that no one can go there as it's far from the mainstream highway. She asked how HTA can help with community and state partners to bridge that gap and make such places safe and manage the resources, and what it means in terms of budget.

Mr. Alameda said that there are tons of hotspots in this island that aren't regularly kept and managed. He noted that HTA should need to get more serious in enforcing the existing laws and look into the laws we are creating. He urged the Board to support the DMAP.

Chair Fried called for a motion to accept the DMAP for Hawai'i Island. The motion was seconded and unanimously approved.

Ms. Yuen asked where these DMAPs will be stored. Ms. Anderson responded that they can be found in the Community Based Tourism Programs section of the HTA's website, and there is a link on the homepage directly linking to the webpage.

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

Chair Fried acknowledged Ms. Chun to give her report. Ms. Chun reported that with the Visitor Stats, the expenditure is down 77.6% at \$383 million compared to last January with \$1.7 billion for the month. She added that sheer visitor numbers is down to about 80%, with January being typically a high season for Hawai'i. She compared January's hotel and vacation rental performance and highlighted that the unit night supply for vacation rental is tremendously lower than hotel supply, which is a reminder that most of the visitors industry in the state is hotel.

Ms. Chun reported that the Department of Taxation collected \$21.3 million in Transient Accommodation Tax in January. Year-to-date Fiscal 2021 collections was \$56.6, which is down 85.6% and down \$334.9 million compared to same time in Fiscal Year 2020.

She shared the quarterly STR Hotel Forecast looking for the State of Hawai'i's occupancy to increase to about 47% statewide compared to last year, with ADR going down a little which could be due to discounting and for REVPAR having a net increase. She reported that O'ahu is looking at 50% occupancy and with a decrease in ADR resulting to increase in RevPAR to about \$95. She noted that Maui is looking at 46% occupancy and \$370 ADR with resulting increase in RevPAR. She said that the Island of Hawai'i has similar occupancy level to Maui County at 47.9% with \$240 ADR and small increase in RevPAR. She noted that Kaua'i is expecting for 43.2% occupancy based on assumptions of reopening but may be adjusted depending on what's happening in Kaua'i, with a \$222 rate and slight increase in RevPAR.

Mr. Rafter asked whether the STR reporting is based on current visitor plan inventory which excludes closed hotels. Ms. Chun responded that it is based on total inventory basis, meaning that closed hotels were assumed to re-open.

Mr. Atkins asked for clarifications on the percentage of end of month number for hotels. Ms. Chun responded that January statewide ended at 23.3% and it's at 18.4% for Kaua'i. She added that she benchmarked using 2019 since doing so on 2020 doesn't make sense, thus resulting to 13.2% occupancy for Kaua'i using the 2019 supply for January. It goes to 21.5% occupancy for the state.

Ms. Kimura expressed her observation that the arrival in January from Japan was 1600 with the 59 flights averaging to 19 passengers per flights and if she thinks they have to use more flights. Ms. Herman responded that all of the reports taken from the main airlines are basically status quo operations, which are their usual flights for the week coming in to Honolulu. Ms. Chun added that the passengers are not only visitors but also returning residents or those transiting through on the flights. Ms. Kimura agreed and said that half of the passengers stayed with friends and relatives and not on accommodations. Ms. Herman responded that the HTA is looking into maintaining or working through the visitor's length of stay.

Mr. Regan read the audience's question on how many units report to STR compared to the total units of 9,250 for Kaua'i. Ms. Chun responded that although not specifically written in the report, she do lists the number of statewide units but doesn't have it on hand.

## **7. Presentation and Discussion of the Tourism Economic Outlook from Tourism Economics**

Chair Fried recognized Adam Sacks, President of Tourism Economics to provide an update. Mr. Sacks reported that deaths and hospitalizations being the two most important metrics of the external environment will go on a downward trend because of vaccination and should roughly be at 50% to 60% by the beginning of summer. He noted that there will be enough supply of vaccine for everyone in the U.S. to receive the vaccine. He said that looking at the trend right now, air passenger travel and hotel and room demands are down to thirds and auto trips are down to 7%. He noted that these are expected for a couple more months but hope can be seen with travel confidence trending upwards.

Mr. Sacks reported that the economy will define the pace of travel recovery and that jobs and labor participation rate are important indicators to determine how long this will take. He noted that the U.S economy lost 22 million jobs in spring and now only down to 10 million jobs. He added that the labor force participation rate has fallen so low which artificially lowers the unemployment rate. He explained that if the labor force is kept, unemployment rate would have been at 11% compared to only 6.3% in January. He said that the job market is expected to improve in the next months because most of the jobs lost are in leisure and hospitality and travel is expected to resume. Mr. Sacks noted that the economy is going to move forward because of the expected increase in labor market traction, interest rates set to nearly zero, and the \$4 trillion fiscal stimulus which will exceed \$5 trillion plus the additional stimulus checks pending approved by Congress.

Mr. Sacks reported on the assumptions on when travel recovery starts. He noted that Q1 will continue to be tough but with vaccination programs in Q2 and Q3, leisure travel will take up in the summer months with Q4 seeing business and group events travel normalizing substantially. He added that higher income households will drive the travel recovery and will account for 59% of leisure spending on lodging. He reported that their forecast with News Travel Association is that they expect domestic travel to fully recover in 2022 and International inbound travel to the U.S. fully recovering in 2024. He noted that Hawai'i is a different experience with its exposure to Asian markets and the differentiation with the mainland and minds of consumers' means that it will very well and likely beat the U.S. forecast for international.

Mr. Sacks reported that leisure travel in the U.S. is going to come back to 2019 levels in 2022 and business travel nearly back in 2024. He said that one of the reasons for optimism is that historically once a crisis resolves, like with the SARS outbreak in Hong Kong and Singapore, travel comes back seeing full recovery within 14 to 17 months. He added that according to the International Air Transport Agency survey, 80% of travelers are ready to go

within six months of virus containment. He noted that a big survey by the Cruise Line Industry Association of America found that 80% of responders globally wanted to get vaccinated within a year and 96% within the U.S. He added that 84% in the U.S. said that they will cruise again in December 2020. He added that a survey of the U.S. general population of travelers by Longwoods found that 81% have travel plans in the next six month. He commenced his presentation by saying that the enduring legacy of the crisis is gratitude and that people will be more grateful and appreciative of travel in a different way.

Rep. Onishi asked if there's a quantifiable measurement as to the reasons why people are leaving the workforce and if those people are intending to come back to the workplace. Mr. Sacks responded that he didn't have the exact numbers but the reasons boils down to parents sacrificing income to be with their kids, people not feeling safe, the presence of fiscal stimulus allowing people to be out of workforce longer and that historically, they will come back.

Mr. Atkins asked about the cruise industry moving back their dates further and people required to be vaccinated to be on a cruise. Mr. Sacks responded that though the cruises are being pushed back, it's encouraging that they are beginning to advertise again. He added that he doesn't have insight on the vaccination requirement but noted that majority of cruisers are willing to get vaccinated.

Chair Fried asked if vaccination will be required to fly. Mr. Sacks said that the lobbying forces on the aviation side are too strong to be publicly mandated requirement for domestic flights but internationally, certain countries will require proof of vaccination for a period of time.

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

Chair Fried recognized Keith Regan to present HTA's financial reports for January 2020. Mr. Regan reported that the HTA for January can be found in the packet that Ms. Anderson sent out and will be posted at the conclusion of the meeting for public viewing. He noted that the financial statement reflects activity for the past seven months.

Mr. Regan reported that HTA received no TAT disbursements for the month of January. He said that there were expenditures of approximately \$4.1 million which included \$2.8 million from the approved fiscal year 2021 budget and \$1.3 million from prior fiscal years. He said that they did not receive any other revenue for January and

had about \$200,000 worth of encumbrances. He noted that the total encumbrances balance year-to-date against the fiscal year 2021 budget is \$36.63 million. He added that HTA's total outstanding encumbrance is \$40.4 million with \$8.3 million coming from prior fiscal years and \$32.1 million from current fiscal year 2021. He added that many of the current fiscal year contracts that were encumbered in December were to cover calendar year 2021 operations, such as branding, research, visitor assistance programs and others.

He reported that the current Tourism Special Fund is \$64.1 million in cash and investments which includes \$5.14 million in the tourism emergency trust fund held in safe instruments. He noted that the instruments included money, funds that are put into money market funds totaling \$4.1 million, in U.S. Treasury is at \$1 million. He added that the remaining balance of the tourism special funds separating out the tourism emergency special fund is \$59.07 million. Mr. Regan asked for a motion to approve the January 2020 financial reports.

Mr. Arakawa asked if the \$3.3 million reimbursement from the State is covered by the report. Mr. Regan responded that a bill H.P. 914 was introduced which provided a total of about \$ 5.5 million as an emergency appropriation to HTA. Mr. Togashi responded that they will incorporate it as language but not in terms of financial number to reflect in the financial statement as it is still subject to the legislature passing the bill.

Rep. Onishi said that the Labor Tourism Committee removed the language specifying how the funds should be used so it's just \$5.5 million emergency appropriation. He added that in Feb 22nd, they received a governor emergency appropriation message to ask the legislature pass the funding but hadn't been scheduled by the finance committee yet.

Chair Fried asked for a motion to approve the January 2021 financials. The motion was seconded and unanimously approved.

## **9. Report of the Budgetary Review Investigative Committee of their meeting held on February 19, 2021**

Chair Fried acknowledged Mr. Rafter to give his report. Mr. Rafter reported that his committee is working on three main points for the budget which are building trigger points for when to increase spend, building the lowest level of spend that HTA can run on and on identifying savings that were made. He explained that if the market

doesn't show appreciable gains, then to spending won't wrap up until those trigger points are hit.

Mr. Rafter reported that they are working on building the ROI for increased revenue based on those spends and the market coming back. He added that Mr. De Fries' team is working on it to be incorporated into the budget. He noted that requested a full line item so they can look at it more closely on how the budgets were done 3 to 4 years ago. Mr. Rafter said that the key to doing this budget differently is based on market recovery and wise levels of spending based on the market conditions. He noted that with HTA hitting various trigger points, the plan will be available on how to accelerate thru the next one.

Mr. Arakawa reported that the they will be working on three scenarios like no funding, partial funding and full funding thru the milestone process and trigger points. He mentioned that they will be looking at quarterly timelines as to whatever happens to the market for the budget projections. He added that they asked Mr. De Fries to take a look and talk to department managers to see what needs to be done to restructuring or reorganizing HTA as every company has changed internally with COVID-19 and the changing tourism.

Mr. De Fries noted that Mr. Rafter and Mr. Arakawa received a proposed timeline commencing with staff focusing on the budget beginning March 1 with some work already being started. He added that they furnished a timeline that get the results with the final approval of the FY 2022 budget in June 24 with a whole series of milestones with nine dates in which his staffs are obligated to meet and get before Mr. Rafter's committee. He said that they will go on with it after the meeting.

#### **10. Update Relating to the 2021 Legislative Session and Related Bills Relevant to the Hawai'i Tourism Authority**

Chair Fried acknowledged Mr. Regan to give his report. Mr. Regan gave the floor to Mr. Kam to provide insights on the Legislative and Governmental Affairs Committee. Mr. Kam reported that they are tracking 53 bills, 5 in support, 3 opposed, 5 comments, 4 no positions and 65 no longer tracking. He noted that the Board's position is in support of full funding of \$79 million to HTA and \$16.5 million to HTC and opposed any measures that may impact HTA's funding. He added that HTA and HTC received no funding since May 2020 for the entire fiscal year 2021.

Mr. Kam reported that with their preliminary meeting with the Budget and Finance together with DBEDT Director and Mike McCartney, they shared that the HTA will not be funded for the remainder of Fiscal year 2021. He acknowledged that the entire funding for Fiscal year 2021 has been provided by budget cuts, cost reductions, carry overs and reserves by HTA and HTC. He noted that the Budget of Finance expressed intention to fully fund HTA and HTC completely starting fiscal year 2021. He added that HTA approved the 2021 budget of \$41 million ending June 30 and marketing branding budget is effective January 1 to December 31, 2021. He said that they are operating within the \$41 million approved budget until June 30 in addition to \$7 million saved in reserve not allocated for the fiscal year 2021 budget.

Mr. Kam reported that the HTA's total fiscal year 2021, including legislative pending approval, is approximately \$53.5 million until June 30. He noted that the \$79 million HTA funding by statute starts July 1 for fiscal year 2021 - 2022 per budget and finance. He added that the first money out will be \$1.5 million, second, the \$16.5 million Hawai'i Convention Center Enterprise Special funds and third, the \$79 million HTA special funds, thus with the first 97 million of TAT funds, HTA and HTC will be fully funded.

Mr. Kam reported that Tourism has provided 18 billion in revenue, \$1.9 billion in state tax revenue and 216, 000 job supported by tourists. He noted that the Board ensured that it is fully strategic in fund allocations to ensure the best return for the state.

#### **11. Report of the Legislative and Governmental Affairs Investigative Committee of their meeting held on February 1, 2021**

Chair Fried acknowledged Mr. Regan to give his report. Mr. Regan gave the floor to Mr. Kam to provide insights on the Legislative and Governmental Affairs Committee. Mr. Kam reported that they are tracking 53 bills, 5 in support, 3 opposed, 5 comments, 4 no positions and 65 no longer tracking. He noted that the Board's position is in support of full funding of \$79 million to HTA and \$16.5 million to HTC and opposed any measures that may impact HTA's funding. He added that HTA and HTC received no funding since May 2020 for the entire fiscal year 2021.

Mr. Kam reported that with their preliminary meeting with the Budget and Finance together with DBEDT Director and Mike McCartney, they shared that the HTA will not be funded for the remainder of Fiscal year 2021. He acknowledged that the entire funding for Fiscal year 2021 has been provided by budget cuts, cost reductions, carry overs and reserves by HTA and HTC. He noted that the Budget of Finance expressed

intention to fully fund HTA and HTC completely starting fiscal year 2021. He added that HTA approved the 2021 budget of \$41 million ending June 30 and marketing branding budget is effective January 1 to December 31, 2021. He said that they are operating within the \$41 million approved budget until June 30 in addition to \$7 million saved in reserve not allocated for the fiscal year 2021 budget.

Mr. Kam reported that the HTA's total fiscal year 2021, including legislative pending approval, is approximately \$53.5 million until June 30. He noted that the \$79 million HTA funding by statute starts July 1 for fiscal year 2021 - 2022 per budget and finance. He added that the first money out will be \$1.5, second, the \$16.5 million Hawai'i Convention Center Enterprise Special funds and third, the \$79 million HTA special funds, thus with the first 97 million of TAT funds, HTA and HTC will be fully funded.

Mr. Kam reported that Tourism has provided 18 billion in revenue, \$1.9 billion in state tax revenue and 216, 000 job supported by tourists. He noted that the Board ensured that it is fully strategic in fund allocations to ensure the best return for the state.

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

Chair Fried acknowledged Mr. Sanders to give his report. Mr. Sanders reported that their meeting was focused on marketing and recovery of tourism thru three of the GMTs: HBCB, HTJ and HTC. He noted that the three gave an update on market conditions and overall key trends. He noted that their consumer strategy did focus on the four pillars of the HTA's strategic plan and the Mālama Hawai'i as the core message going out to all consumers for all those markets. He said that a lot of the marketing spend will be more on digital and mobile, some travel trade and a lot of focus on MCI and the future of meetings and incentive business when recovery is seen and current efforts of team members to drive both single property, group business, potential city-wide and further out opportunities. He noted that the Rotary Citywide Convention rebooked for 2027.

Mr. Sanders reported that each of the market leaders presented a budget timeline and overall spend focusing primarily on market recovery and performance measures. He added that the HVCB has no significant spend starting until May and the majority of spend will happen in Q3 then Q4 of their current budget. He noted that HTJ has a minimal spend on PR



work until Q3 which is a big boom for spend with a slight decrease in Q4. He said that Canada has very little spending in Q1 and Q2 with evenly spread launch of mainly social and other areas in Q3 and Q4.

Mr. Arakawa suggested on the next presentation to do some type of measurement that will give HTA an idea on the ROI on the marketing contractor efforts. He acknowledged that sometimes ROI can be in the future but it would be good to have it shared which can be shared to the public. He suggested serving the States Safe Travels Program to the DMAP groups and other groups that deal with HTA to get their inputs which will better inform government decision makers.

Mr. Sanders responded that they will be able to track the GMTs as they have submitted their performance measures. He added that he brought up to all of the GMTs about doing more survey on the Mālama Hawai'i program and acknowledged that it's great to use the DMAP organization to ask them of things within their own communities that HTA should be opening up for tourism for the Mālama program that haven't been addressed yet.

Ms. Herman noted that aside from the performance measures, she said that they now have KPI pace which is basically aligned to HTA. The purpose and per day spend expenditures, visitor and resident sentiment are part of their KPIs.

Chair Onishi asked what the HTA think about tourism taxing bills as these are significant taxing proposals. Mr. Sanders responded that any increase in overall tax to tourists will slow down tourism and will impact their ability to get the higher spending customer. Mr. De Fries, Mr. Sanders, Mr. Atkins, Ms. Yuen, Mr. Chun and Mr. Arakawa expressed the same sentiments and shared their insights and suggestions about it.

Mr. Regan read the audience's question whether there's a focus to go after older travelers who will be fully vaccinated and able to travel before any other groups. Mr. Sanders responded that they are definitely targeting the elder generation but that the main goal are the high spend visitors who he believes are 28 to 54 years of age.

Mr. Onishi shared that that the tax proposal is coming from people who are concerned of the environment and the DMAP process suggested by HTA as a solution is a long process but these taxes are for immediate relief.

Mr. Arakawa asked Senator Wakai's input on what HTA should do on these increased taxes imposed on tourism. Senator Wakai responded that HTA should be fighting against it. He

added that the Green Fee bill is moving in the Senate and that he watered it down by having the tax connected to visitor arrival by having it kick in after 5 million visitors compared to July, 2021 and cut it down from 40 to \$20 but they changed all that back to 40 and the date of implementation is on January 2022. He cautioned that an analysis of these fees or survey might be counter to HTA's position.

**13. Adjournment:**

The meeting adjourned at 1:08 pm.

Respectfully submitted,



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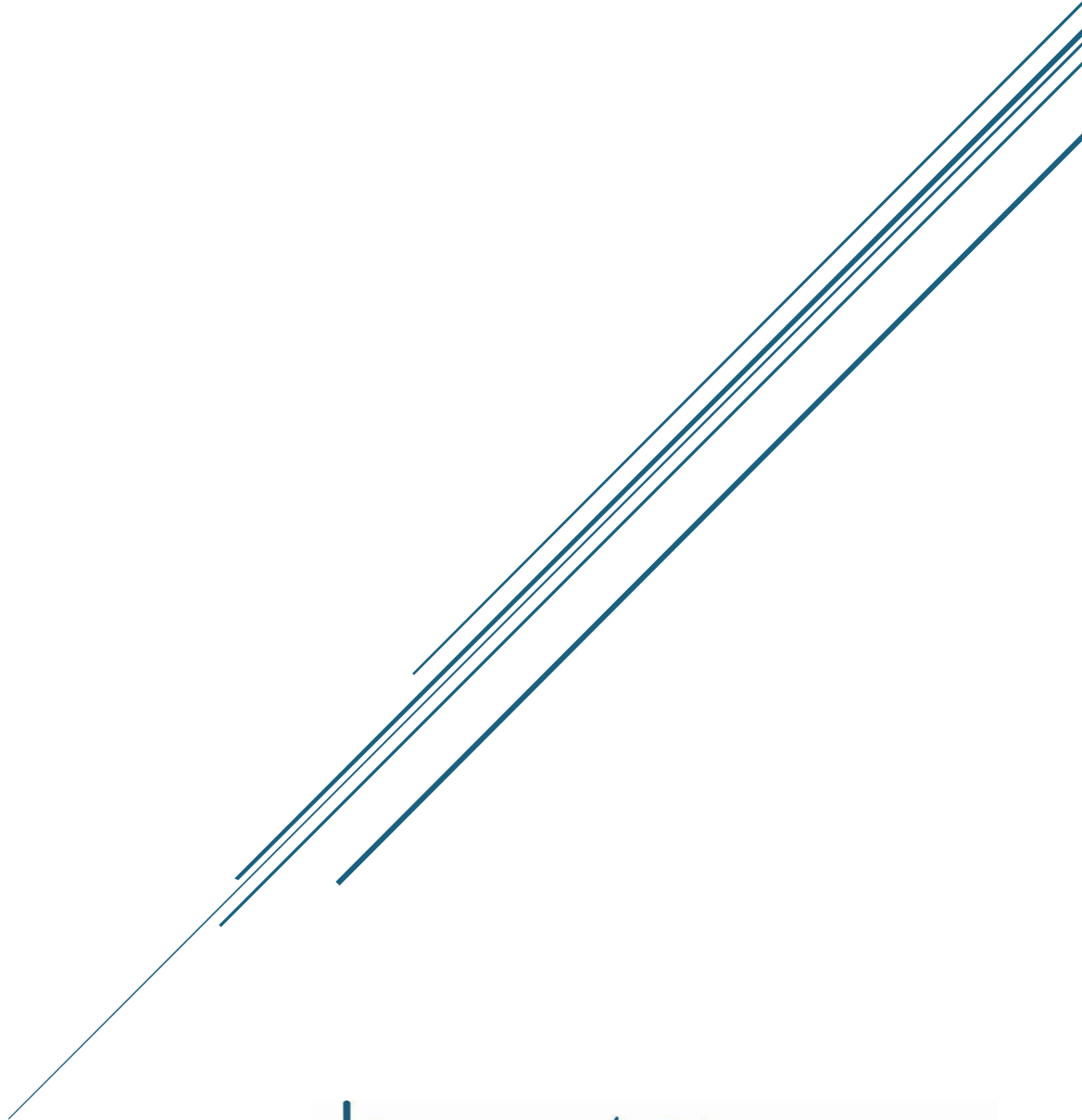
Sheillane Reyes  
Recorder

# 4

## Report of the CEO Relating to Staff's Implementation of HTA's Programs During February 2021

# HTA CEO REPORT

MARCH 2021



## EXECUTIVE SUMMARY

Each month, the Hawai'i Tourism Authority (HTA) provides this report as a resource to the Board and the public to better understand the activities and actions taken by the team in support of the organization's overall mission. HTA's 2025 Tourism Strategic Plan and its four pillars (Natural Resources, Hawaiian Culture, Community, and Brand Marketing), serves as a guide to the team in the various matters worked on during February 2021. Overall, this report provides insight into the actions conducted by the staff to implement the HTA budget previously approved by the Board.

The natural resources team continues its diligent work on the two major projects of focus identified – tour guide certification and licensure, as well as indicating best practices and implementation for user fees and reservation systems for the islands' busiest sites. January also marked the final reporting deadline for the 2020 Aloha 'Āina projects in which staff are working on final contract evaluations.

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

Destination Management Action Plan (DMAP) Steering Committee meetings for Hawai'i Island were held to finalize their plan, which was approved by the HTA Board at its February meeting. The Kaua'i DMAP was released to the public on February 5. During February, staff worked to finalize the Maui Nui DMAP, and prepared for the upcoming O'ahu DMAP meetings with its meeting facilitator. Staff continues to work on closing out the remaining 2020 Community Enrichment Program contracts (CEP).

HTA's Brand Marketing team focused on the 2021 Global Marketing Team (GMT) budgets, based on fixed costs only through June with the exception of the Hawai'i Visitors and Convention Bureau (HVCB), which is on fixed costs through April and will start targeted marketing in May. The rest of the GMTs will start their targeted marketing efforts in July due to the current situations in their respective countries. However, the team remains fluid should anything change.

The team also had several meetings with the GMT members to prepare for the HTA Marketing Standing Committee meetings. HVCB, Hawai'i Tourism Japan and Hawai'i Tourism Canada presented their Brand Management Plans during the February meeting. Hawai'i Tourism Oceania and Hawai'i Tourism Korea will present their plans at the March meeting.

HTA's Tourism Research Division (TRD) published the January 2021 Visitor Statistics press release and monthly reports, air seat outlook for March – May 2021, January 2021 Hawai'i Hotel Report, and January 2021 Vacation Rental Performance Report. In addition, TRD published weekly Destination Brand Index reports and Travel Agency Booking Trend reports and provided support for the HTA Daily Tourism Brief.

## I. NATURAL RESOURCES PILLAR

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

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

### *2. DLNR Partnership*

Nā Ala Hele staff continue to implement various portions of the project to enhance the resident and visitor experience statewide across 128 trails spanning approximately 855 miles. This is a FY 2020 project that is expected to conclude at the end of 2021. HTA staff were also informed that program leader Mike Millay will be leaving the program for a new opportunity effective March 15, 2021. Staff will continue to work with the Department of Land and Natural Resources (DLNR) leadership as they work to replace the position.

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

HTA staff have completed meetings with the DLNR and others to understand their planning in regards to park user fees as well as reservation systems to be implemented statewide. DLNR shared their phased implementation of new reservation websites and increased fees. The first park will be Diamond Head State Monument. HTA staff recommends to not continue forward with further planning in this area and move the funds budgeted for this program to another priority area. Staff also recommends restarting its work in identifying ways to support an accelerated rollout of a scalable system to support DLNR in its implementation. One area of concern is the consideration of the visitor experience in booking reservations and the need to have a centralized, convenient system statewide.

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

HTA staff has finalized a work plan for this project and is in the process of executing a letter of intent and eventual contract to be executed. HTA has identified the University of Hawai'i (UH) at Mānoa School of Travel Industry Management (TIM) to study what is currently on the books and what exists, for a better understanding of what other jurisdictions are doing as best practices. The HTA team believes there is an opportunity to study this now for implementation in future years. Staff anticipates having a final report by the end of calendar year 2021.

## II. HAWAIIAN CULTURE PILLAR

### 1. *Kūkulu Ola Program*

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

### 2. *Native Hawaiian Hospitality Association*

HTA and the Native Hawaiian Hospitality Association (NaHHA) continue to build stronger ties between the Hawaiian community and the tourism industry. From July 2020 to present (halfway through the contract year) NaHHA conducted 29 trainings for more than 1,100 participants. NaHHA also provided three recorded trainings in the Canada market as requested. In addition, NaHHA continues to support HTA staff with Festival of Pacific Arts and Culture (FestPAC) planning and coordination.

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

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

The commission for the 13th FestPAC continues its planning and HTA staff are supporting efforts around marketing, public relations and communications for the festival. The festival has also finalized its mission and vision statements, as well as a theme and new logo, which will be published after communicating with the SPC. Kalani Ka'anā'anā has been elected as the new chair of the commission after the resignation of Senator J. Kalani English. There have also been changes to the representatives from various agencies. Senator Jarrett Keohokālole is the new Senate President designee, Hinaleimoana Wong-Kalu is the new Office of Hawaiian Affairs CEO designee and Makanani Salā is the City and County of Honolulu Mayor's designee.

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

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

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

HTA is the presenting sponsor of the annual Lei Day celebration that will premiere on Friday, May 1, 2021, statewide at 6:00 p.m. on KGMB and 7:00 p.m. on KFVE, and worldwide via Facebook Live by Kāhuli Leo Le'a and various partnering organizations. The show will also be shared as a ticketed event

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

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

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

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

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



### *6. 'Iolani Palace Repairs*

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

## III. COMMUNITY PILLAR

### 1. Community

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

The Hawai'i Island DMAP Steering Committee met twice in February to finalize its actions, and their plan was approved by the HTA Board at its February meeting. The Kaua'i DMAP was distributed to the public on February 5. Below are links to some articles that highlighted the Kaua'i DMAP:

- Maui Now (February 5, 2021): [HTA Publishes Community-Based Tourism Management Plan for Kaua'i; Maui Plan Being Finalized](#)
- Pacific Business News (February 5, 2021): [Hawai'i Tourism Authority Releases Destination Management Plan for Kaua'i](#)
- Honolulu Civil Beat (February 19, 2021): [Hawai'i Plans for Post-Pandemic Tourism, Starting with Kaua'i](#)
- Forbes (February 23, 2021): [Hawai'i is Rethinking Its Post-Pandemic Approach to Tourism](#)
- Travel Pulse (February 26, 2021): [Kaua'i Releases New Regenerative Tourism Plan](#)

Staff worked on finalizing the Maui Nui DMAP with the graphic artist, and the expected release to the public is early March. Staff also started to prepare for the O'ahu DMAP Steering Committee meetings. Invitations were sent to 23 individuals and materials were developed for the first O'ahu Steering Committee meeting which will take place on March 11.

#### COMMUNITY ENRICHMENT PROGRAM (CEP)

HTA staff continues to work with the remaining 2020 CEP contractors to process final invoices and close out 2020 contracts. There are approximately 10 CEP contracts that are open.

#### WORKFORCE DEVELOPMENT

HTA staff (Pattie Herman, Caroline Anderson (CA), Kalani Ka'anā'anā, Jennifer Chun) participated in the Department of Education's DECA conference to share with high school students about HTA's activities and Hawai'i's hospitality industry. DECA is a co-curricular student organization that grooms youth leaders in the business areas of hospitality, marketing, finance and entrepreneurship. CA also presented to University of Hawai'i's School of Travel Industry Management's TIM 100 class on HTA.

#### MĀLAMA PROGRAM

The Aloha+ Mālama Mandate, signed by the HTA team, expresses the commitment "to navigating towards a better future" through "our love for Hawai'i [and] our collective ancestors and descendants." A key component of the Aloha+ Mālama Mandate is the perpetuation of the values of mālama. In alignment with this commitment, HTA staff will be introducing a new program that focuses on Mālama as a rallying statement to engage the community in efforts that will focus on caring for families and friends during this time of crisis.

The Mālama Program will include a project that encourages the use of masks to prevent the spread of COVID-19 in communities statewide. Ideas include the creation of a Hawai'i-specific cloth mask, identification of renowned individuals to promote the concept of mālama and mask usage, and more. In addition, the Mālama Program will include working with clergy and the community to develop a Mālama Sunday campaign to encourage the community to come together and mālama each other as a way to lift each other's spirits and provide hope. The program will continue to grow and expand as new and exciting ways to further engage residents and visitors are identified.

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

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

During the month of February, HTA hosted the following updates:

- Kaua'i County Hospitality Industry Update
  - February 5, 2021 at 2:00 p.m.
- Maui County Hospitality Industry Update
  - February 9, 2021 at 9:30 a.m.

## *2. Communication and Outreach*

#### **NEWS RELEASES/REPORTS ISSUED**

- HTA Releases Results from Special Visitor COVID-19 Study (February 1)
- HTA Publishes Community-Based Tourism Management Plan for Kaua'i (February 5)
- Report: HTA Hawai'i Hotel Performance Report for January 2021 (February 23)
- Report: HTA Hawai'i Vacation Rental Performance Report for January 2021 (February 24)
- News Release: Hawai'i Visitor Statistics Released for January 2021 (February 25)

#### **NEWS BUREAU**

- Interviews and press conferences: 10
- Local and national media relations: 27

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

- Assisted with communications efforts – edited the Maui Nui DMAP and Hawai'i Island DMAP
- Attended O'ahu DMAP lead team planning session
- Pitched the Maui Nui DMAP to The Maui News and The Moloka'i Dispatch
- Drafted DMAP Communications Plan – Part 2 to increase awareness of the completed DMAPs through a coordinated speakers bureau

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

- Community liaison and communications: 29
- Drafted and distributed e-blast on the County of Hawai'i's Sustainability Summit

#### **CRISIS COMMUNICATIONS**

- Responses regarding travel to Hawai'i: 58
- International inquiries: 2
- Daily email updates on the COVID-19 situation: Updates #1514-#1580
- Daily updates to HTA's website – COVID-19 alerts page
- Detailed notes on Gov. Ige's and City & County of Honolulu Mayor Blangiardi's press conferences
- HTA's daily briefer
- Participated in the state's Joint Information Center
- Worked with the Governor's office and Attorney General's office on matters regarding the Trusted Travel Partners and Safe Travels

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

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

- Post of the published community-based Destination Management Action Plan for Kaua'i. Flight dates from February 8 – February 15. Total Reach 9,434 | Total Reactions 1,634
- Post of the Knowledge Bank Digital Asset library. Flight dates from February 9 – February 16. Total Reach 13,304 | Total Reactions 1,195

##### **Facebook**

- Number of followers: 16,477 (+43.37%)
- Engagement rate: +168.57%
- Daily page engaged users: 3,102
- Posts: 37

##### **Instagram**

- Number of followers: 4,199 (+50.07%)
- Engagement rate: +82.47%
- Number of engagements: 458
- Posts: 7

##### **Twitter**

- Number of followers: 37,218 (+1.48%)
- Engagement rate: +268.97%
- Number of engagements: 107
- Posts: 7

## LEGISLATIVE

- Wrote draft testimony on behalf of HTA and John De Fries (JDF):
  - HB625
  - HB914
  - SB696
  - SB916
  - SB950
  - HB1286
  - HB1297
  - HB1298
  - HB1299
  - SB1320
  - SB666
  - SB696 SD1
  - SB666 SD1
  - HB321 HD1
  - HB1297 HD1
- Attended HTA's Legislative team strategy meetings

## INTERNAL COMMUNICATIONS

- Communications with state and county departments: 22
- Edited HTA reports/press releases/documents
- Provided talking points to HTA's staff
- Reviewed HTA's Marketing Standing Committee Meeting minutes
- Worked with HTA leadership team to update HTA's website
- Edited copy for HTA's Branding page
- Attended Brand Marketing Plan presentations by HVCB, Hawai'i Tourism Japan, Hawai'i Tourism Canada, Hawai'i Tourism Oceania, Hawai'i Tourism Korea
- Wrote draft agenda for JDF for a meeting with DOH leadership and HLTA regarding vaccines
- Organized a meeting with Senate President Kouchi and Rep. Tokioka to discuss the weekly hotel reports for Kaua'i
- Communicated important updates to HVCB and HLTA

### *3. Safety and Security*

#### **VISITOR ASSISTANCE PROGRAM (VAP)**

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

- CON 17031 (S6) – Visitor Aloha Society of Hawai‘i (O‘ahu) with total funding of \$370,000 and a contract expiration date of 4/1/2021. The first payment of \$333,000 was processed on April 17, 2020. The final invoice of \$37,000 was processed on March 3, 2021. Supplemental #5 for the COVID-19 Flight Assistance Program was executed to fund the program \$33,962 for the months of November through mid-March 2021. On December 30, 2020, Supplemental #6 was executed to encumber funds for three-fourths of calendar year 2021 in the amount of \$277,500.
- CON 17032 (S5) – VASHI – Island of Hawai‘i VAP with total funding of \$170,000 and a contract expiration date of 4/1/2021. The first payment of \$153,000 was processed on April 17, 2020. The final invoice of \$17,000 was processed on March 9, 2021. On December 30, 2020, Supplemental #5 was executed to encumber funds for three-fourths of calendar year 2021 in the amount of \$127,500.
- CON 17033 (S4) – VASK – Kaua‘i VAP with total funding of \$55,000 and a contract expiration date of 4/1/2021. The first payment of \$49,500 was processed on May 6, 2020. The final invoice of \$5,500 was processed on March 5, 2021. On December 30, 2020, Supplemental #4 was executed to encumber funds for three-fourths of calendar year 2021 in the amount of \$41,250.
- CON 17034 (S4) – MVCB – Maui VAP with total funding of \$55,000 and a contract expiration date of 4/1/2021. The first payment of \$49,500 was processed on May 6, 2020. The final invoice of \$5,500 was due on February 15, 2021. On December 30, 2020, Supplemental #4 was executed to encumber funds for three-fourths of calendar year 2021 in the amount of \$41,250.

During the month of February:

- Maui County’s program handled 8 cases and helped 11 visitors (year-to-date: 15 cases/23 visitors). This included visitors from Washington, Texas, New York, Minnesota and North Carolina. The Maui County program team also attends meetings including at the EOC, Police Commission, Airport, VOAD and car rental committee meetings. The industry assisted with \$5,880 of in-kind contributions.
- Hawai‘i County’s program handled 15 cases and provided assistance to 42 visitors (year-to-date: 29 cases/83 visitors). This included visitors from Washington, California and the East Coast.
- City and County of Honolulu’s program handled 49 cases and helped 98 visitors (year-to-date: 91 cases/335 visitors). This included visitors from California, Washington and the East Coast.
- Kaua‘i County’s program handled 3 cases and provided assistance to 6 visitors (year-to-date: 9 cases/14 visitors).

**SNORKEL SAFETY STUDY**

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

## IV. BRAND MARKETING PILLAR

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

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

The Oceania contract is already working under a fixed cost. Qantas currently plans to open its operations in July 2021. However, that may shift to the fourth quarter due to their government's orders. HTA plans to resume branding and marketing in August 2021 if the schedule stays intact. Australia's borders are still closed with strict safety protocols in place. The bubble travel concept that Australia had been talking about with New Zealand still has not been executed. However, they are currently working on a bubble travel concept with the Cook Islands.

All other GMT contracts will be on fixed costs only through June except for HVCB, which will be on fixed costs through April and start targeted marketing in May. The other GMT members will start up targeted marketing efforts in July due to what is happening in their respective countries. However, should anything change, everyone will remain fluid. At this time, flights are operational and coming in to Hawai'i from the U.S. mainland, Canada, Japan and Korea.

Regarding China and Taiwan, there are presently no talks occurring about the starting of operations by China Eastern Airlines from China to Hawai'i, nor China Airlines from Taiwan to Hawai'i. In 2019, while per person, per day spending from these markets was good, their total expenditures were relatively low, \$244,270,000 and \$58,020,000 respectively. Thus, the decision was made to terminate contracts for these markets.

### *2. MMA Marketing Plans*

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

Due to COVID-19 and Governor Ige's emergency proclamations, HTA is currently not receiving TAT funding. In July 2020 the FY 2021 budget for Branding was approved by the Board at \$28,590,675 (-44.5% year-over-year). However, in December 2020, due to the intensity of the coronavirus situation and the development of the variant coronavirus, the decision was made to make further cuts to HTA's budget. HTA staff adjusted the Branding budget down to \$27,217,511. The markets impacted by the decreases



were the U.S. (-\$685,707), Japan (-\$500,000), Korea (-\$100,000) and Oceania (-\$100,000), as well as Travel (-\$40,000). Canada received an increase of \$26,180 as their TTP process was successfully processed and flight operations are running for both Air Canada and WestJet Airlines.

The market managers continue to work on improvements to the branding section of HTA's website with up-to-date information, along with adding more visuals and a video.

### *3. Industry Partner Meetings*

HTA continues to communicate with its industry partners by providing COVID-19 related information daily and conducting Zoom meetings. HTA staff is discussing the possibility of doing a virtual Spring Forum and the several different platforms that can be used, including Zoom.

In February, as it was in January, the biggest complaints cited by the travel agents were the confusing arrival safety protocols for each island. They stated that the travelers have a difficult time understanding when the COVID-19 test(s) need to be taken when island hopping. They strongly requested that the State of Hawai'i have a collective, consistent arrival protocol that can be easily followed.

Costco reported in February that bookings were coming in at the last minute, with a booking window of approximately 30 days prior to travel. Maui is still the strongest island for room bookings, next to Hawai'i Island. At third, O'ahu's rooms bookings are moving sluggishly, and all bookings have stopped for Kaua'i, due to their quarantine policy.

Expedia continues to report the highest booking week, of which 50% of the bookings were for O'ahu in primarily the first and second quarters.

TravelBrands out of Canada announced that they will start "point of origination sales," in which aside from Hawai'i they will also start selling the U.S. as a destination.

Pleasant Holidays reported many last-minute bookings coming through for February through April.

The Kaua'i Marriott Resort will be de-flagged on March 14, 2021. The ownership group will be offering all associates their positions under Sonesta Management. The new resort will be named Royal Sonesta Kaua'i Resort. The Marriott Group has advised of the passing of Arnie Sorensen, president and CEO of Marriott Global. With his leadership Marriott moved into the direction of regenerative sustainability, focusing on recycling, single-use plastic and animal welfare, starting by using only organic eggs.

HTA's Vice President of Marketing and Product Development, Pattie Herman (PH), served as a panelist for the DOE's Distribution Education Clubs of America Conference to discuss what branding looks like during COVID-19.

#### *4. Communication*

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

HTA staff continues to hold bi-weekly meetings with the Global Marketing Team, receiving information on in-country activities, Hawai'i messaging and flight plans into Hawai'i if they had not yet started. In addition, discussions also included marketing campaigns, educational programs, Mālama-centric programs and key measures. PH continues the monthly Zoom call with John Reyes, senior vice president and chief MCI sales officer of HVCB, to discuss group activities and possible opportunities both in citywide and single-property groups.

The Regular Standing Marketing Committee Meeting was held on February 24 and topics that were discussed or presented included presentations of the Brand Management Plans by HVCB, Hawai'i Tourism Japan and Hawai'i Tourism Canada.

## V. TOURISM RESEARCH

The Tourism Research Division (TRD) issued the January 2021 monthly visitor statistics on February 25, 2021, including monthly arrivals by country, category expenditures for major markets, and monthly visitor characteristics for each major market area.

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

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

TRD issued the January 2021 Hawai'i Hotel Performance Report on February 22, 2021. The report and related January 2021 data tables were posted to the Infrastructure Research section of the HTA website. The Hawai'i Hotel Performance Report is produced using hotel survey data compiled by STR, Inc., the largest survey of its kind in Hawai'i.

TRD issued the January 2021 Hawai'i Vacation Rental Performance Report on February 24, 2021. The report and related January 2021 data tables were posted to the Infrastructure Research section of the HTA website. This report utilizes data compiled by Transparent Intelligence, Inc.

TRD continued publishing weekly Hawai'i YouGov Destination Brand Index for U.S., Japan, and Canada. These reports are posted on the Other Research Section of the HTA website. The report utilizes data from YouGov's Brand Index.

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

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

TRD is assisting with the mandatory 10-day quarantine, including attending Hawai'i Emergency Management Agency (HI-EMA) operational calls, posting of daily transpacific passenger arrival data derived from data provided through the Office of Enterprise Technology Service's Safe Travels Program,

and supporting state and county law enforcement and prosecutors. HTA also supports the Safe Travels Program by providing air service schedules.

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

Jennifer Chun (JC) was the emcee for the Pacific Asia Travel Association Hawai'i Chapter and Travel and Tourism Research Association Hawai'i Chapter's 2021 Annual Outlook & Economic Forecast Forum on February 3, 2021. She also moderated the session on Mobile Location Data presented by Evan Saunders and Evelina Giang of UberMedia. A sneak peek of HTA's in-process Symphony project was presented. JC is the 2021 chair of the PATA Hawai'i executive committee and treasurer for TTRA Hawai'i.

JC is providing advice and feedback for TIM 601 Research Applications in Travel Industry Management's STR SHARE Center Virtual Student Market Study Competition project. TIM 601 is a graduate-level course taught by Dr. Lenna Shulga.

John De Fries was the featured speaker at Skål International Hawai'i's February Membership Meeting on February 25, 2021. Jennifer Chun is the Skål USA representative for Skål Hawai'i.

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

- Additional detailed visitor statistic data for UHERO and DBEDT/READ for their databases, and the monthly data requests
- Research inquiries routed through DBEDT
- Departing flight schedules shared with DOT Airports and concessionaires.

## VI. ADMINISTRATIVE

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

February 2021						
Contract No.	Contractor	Description	Contract Amount	Total Contract Value	Start Date	End Date
17028 S11	a.link LLC	Japan MMA Marketing Management Services	\$-	\$38,467,000.79	2/9/2021	12/31/2021

## APPENDICES

# **Monthly Leisure Marketing Report**

**February 2021**

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

## Market Intelligence/Market Conditions

### Economy

- U.S. economic data from this week was positive, a light at the end of the long COVID tunnel. Hiring was stronger than expected in February as U.S. payrolls gained a surprising 379,000 jobs, mostly from the leisure/hospitality sector as COVID-related restrictions rolled back in some states. The leisure and hospitality industries have been particularly hard hit by shutdown orders and employ 3.5 million fewer people than a year ago. The February gains included 286,000 jobs in food services and drinking establishments as well as businesses like hotels and gyms, according to Robert Dye, Chief Economist, Comerica.
  - The Conference Board *Consumer Confidence Index* improved again in February, after increasing in January. The Index now stands at 91.3 (1985=100), up from 88.9 in January.
  - The *Present Situation Index* based on consumers' assessment of current business and labor market conditions climbed from 85.5 to 92.0.
  - The *Expectations Index* based on consumers' short-term outlook for income, business and labor market conditions fell marginally, from 91.2 last month to 90.8 in February.
- “After three months of consecutive declines in the Present Situation Index, consumers' assessment of current conditions improved in February,” said Lynn Franco, Senior Director of Economic Indicators at The Conference Board. “This course reversal suggests economic growth has not slowed further. While the Expectations Index fell marginally in February, consumers remain cautiously optimistic, on-the-whole, about the outlook for the coming months. Notably, vacation intentions—particularly, plans to travel outside the U.S. and via air—saw an uptick this month, and are poised to improve further as vaccination efforts expand.”

### Outbound Travel Market

- Wholesale partners are seeing more positive trends with week-over-week bookings showing sustained strength and the largest total bookings since October 2020. O'ahu and Maui account for 84 percent of total room nights and the Island of Hawai'i has also seen increases. Kaua'i remains paused due to non-participation in the Hawai'i Safe Travels Program.

### Competitive Environment

- Thailand is cutting the mandatory quarantine period for inbound travelers who have been vaccinated against COVID-19. Thailand's Health Minister Monday announced that starting next month, all visitors who have been vaccinated within three months prior to arrival to Thailand will now be required to quarantine for 7-days. Previously, the country had been requiring a 14-day quarantine. Visitors will still be required to show a negative COVID-19 test within three days of travel. Those who have yet to be vaccinated will also now be required to quarantine for 10-days. However, the news is another step towards the slow normalization of another international travel border.



- Travelers planning to visit Jamaica will have to schedule their COVID-19 test closer to their departing flight. Beginning March 11, travelers will be required to take their test within three days of the travel date. It was previously 10 days. The negative test result must be presented to the airline representative to complete the check-in for a flight. Tests must be done by a medical laboratory that has a Clinical Laboratory Improvement Amendments (CLIA) registration.
- For those who want to get away to a sun and sand destination, Puerto Rico presents a unique opportunity to experience the Caribbean atmosphere without the hassle of having to meet the CDC's new international travel requirement. Inbound U.S. travelers will need to have proof of a negative COVID-19 test taken within three days prior to re-entry. Given that Puerto Rico is a U.S. territory, the destination is excluded from the CDC requirement and Americans do not need to provide a negative COVID-19 test result to return to the mainland United States. All trips to and from Puerto Rico are considered domestic travel, which may alleviate clients' concerns about travel in the upcoming months.

## Consumer Trends

- According to KPMG:
  - Digital is meeting the needs of the new customer. COVID-19 is reducing in-person interactions. Along with a focus on personal safety, digital channels have filled the gap for customers. The use of digital channels has accelerated rapidly, and is set to continue, even after the COVID-19 situation has eased. Of the 43 percent of customers who previously mainly used in-person channels to contact brands for support, 1 in 3 (33 percent) have now switched to digital channels as their main channel. This is particularly true for non-grocery retail (42 percent have switched to digital) and banking (40 percent have switched). Safety aside, the ease of shopping online is the other factor driving increased uptake, especially ease of finding what you want (noted as a key reason for use of digital by 39 percent of customers).
  - New habits form as consumers remain at home. This situation presents an opportunity for customers to explore a new lifestyle, as the lines between personal and work life are blurred. To date, 37 percent of consumers claim they are working from home more than before COVID-19, and a high proportion will continue to do so in the future, especially as restrictions are reinforced. Moreover, 13 percent of consumers declare they have moved home because of this situation. This is more prevalent among those aged between 18 to 44 years old (23 percent).

## Media Trends

- *Live streams will remain popular, according to Sprout Social 2021.*
  - The global health crisis of 2020 saw many businesses going digital however they could to maintain social distancing and prevent the spread of COVID-19. Face-to-face meetings turned into Zoom conferences and live concerts turned into live streams of artists playing from their homes.
  - The uptick in the use of live streaming features on social media included *Facebook* which saw a massive rise in messaging and live streaming, especially in COVID-19 hotspots like Italy. The number of views on *Instagram* and *Facebook Live* doubled there in just a week.
  - The situation continues to evolve in 2021 as people have gotten used to being able to interact with brands live without ever leaving their homes. So live streaming will continue to gain popularity and should definitely be a part of social media marketing strategy going forward.

- *Stories as a content format:*
  - More than 500 million users interact with *Instagram Stories* every day. Although already a dominant content format in the previous year, they are not going away any time soon. Brands will need to take a more organized approach and plan for *Stories* as a content format for their publishing calendars, if they aren't already doing so. More importantly, the use of video as *Stories* will increase since they appear to outperform photos.

## **Airlift**

- HTA Airline Seat Capacity Outlook for March–May 2021 was released on March 9, 2021. The forecast for domestic scheduled nonstop air seats to Hawai'i during this period will increase by +158.5 percent compared to the same time period in 2020 (April 2020 was the first full month of the Hawai'i 14-day quarantine and the immediate reduction of flights). This projection is based on flights appearing in *Diio Mi*. Due to the COVID-19 outbreak, the constant fluidity of seats and flights will continue as the COVID-19 pandemic evolves. An overall increase of flights is expected from all major market areas: U.S. West (+156.0%) and U.S. East (+177.7%). The situation is being monitored daily and the forecast adjusted accordingly.

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

- Hawai'i's mandatory 10-day quarantine for arriving passengers remained in effect. Governor David Ige issued an 18<sup>th</sup> COVID-19 emergency proclamation in which he signaled the possibility of a new exception for vaccinated travelers in the future based on guidance from CDC. Until such time, the only alternative to the mandatory 10-day quarantine is a negative NAAT COVID test from a Trusted Testing Partner taken within 72 hours of departure on the last leg of the trip to Hawai'i and having those results uploaded to the traveler's Safe Travels account prior to boarding that last leg.
- U.S. West:
  - Returning California residents are advised to quarantine for 10 days after entering the state. San Francisco and Santa Clara counties have maintained their mandatory 10-day quarantine for people coming from outside their region. In Oregon, returning residents continue to be encouraged to practice self-quarantine for 14 days after arrival. Washington State's travel restrictions remain in place as well, with a 14-day quarantine recommended for residents returning from interstate and international travel. There is still a required 14-day quarantine for anyone returning to Washington state after visiting the United Kingdom, South Africa and other countries where a new variant of COVID-19 has been circulating.
- U.S. East:
  - As COVID-19 cases declined through February, New York reopened indoor dining and sports arenas at limited capacities; however, travel restrictions have not yet been eased. Returning residents continue to have the option to "test out" of the mandatory 10-day quarantine for asymptomatic individuals. A COVID test is required within three days before their return to New York, followed by three days of quarantine. On day four of their quarantine, the traveler must obtain a second COVID test. If both tests came back negative, the returning resident may exit quarantine early upon receipt of the second negative diagnostic test.

**Leisure Activity Update**

**Consumer**

- On-line

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

<b>PARTNERS</b>	<b>Central</b>	<b>OVB</b>	<b>MVCB</b>	<b>KVB</b>	<b>IHVB</b>	<b>LVB</b>	<b>DMVB</b>
Programmatic	PAUSED	PAUSED	PAUSED	PAUSED	PAUSED	PAUSED	PAUSED
<i>Facebook</i>	137,000	PAUSED	PAUSED	PAUSED	PAUSED	PAUSED	PAUSED
<i>Instagram</i>	5,000	PAUSED	PAUSED	PAUSED	PAUSED	PAUSED	PAUSED
<i>YouTube</i>	0	PAUSED	PAUSED	PAUSED	PAUSED	PAUSED	PAUSED
<i>Pinterest</i>	0	PAUSED	PAUSED	PAUSED	PAUSED	PAUSED	PAUSED
<b>Total</b>	<b>142,000</b>	-	-	-	-	-	-

- Golf Channel - *Aloha Season Promotion* (Dec. 1, 2020 - Mar. 28, 2021): The 2021 *Aloha Season* program with Golf Channel continued into February.
  - Paid Media: 30-second golf commercials highlighting four different PGA TOUR professional players engaging in destination activities that convey a sustainable/*Mālama Hawai'i* message:
    - Collin Morikawa – Outrigger Canoe Paddle/Fishpond (Maui)
    - Lanto Griffin – Zipline/Tree Planting (Maui)
    - Corey Conners & Max Homa – Whale Watch/Conservation (Maui)

**Travel Trade**

- Paid trade media – February (2,750 estimated impressions)
  - Affiliate program (*Questex*), 250 impressions
  - Affiliate program (*Questex*), 2,500 impressions, registration emails

*\*Affiliate program: 2020 media carryover into early 2021 - delayed inventory ran into February, as contractually unable to cancel.*

**Public Relations**

- HVCB
  - The HVCB PR team has been in communication with Citizen Productions as they plan to shoot episodes of, “Diners, Drive-Ins and Dives” (often nicknamed Triple D) with Guy Fieri and four hour-long episodes for a special called, “Guy’s Big Life” on Discovery+ and Food Network. The air date is tentatively late 2021 to 2022. The HVCB PR team is providing shoot suggestions of local eateries and activities, including voluntourism, on the island of Hawai’i, Maui and O’ahu. Discovery Plus is a new on-demand streaming service from the Discovery family of networks. At launch in the United States, Discovery+ has one of the largest-ever content offerings of any new streaming service, featuring a wide range of exclusive, original series across popular, passion verticals in which Discovery brands have a strong leadership position, including lifestyle and relationships; home and food; true crime; paranormal; adventure and natural history; as well as science, tech and the environment and a slate of high-quality documentaries.

- The HVCB PR team drafted and distributed a press release on Feb. 9 to local PR industry professionals, leisure publications, editors and freelance journalists titled, “HVCB 2021 Virtual World Class Calendar of Events.” The release captured virtual events across the Hawaiian Islands from February through June 2021.
- As a part of HVCB’s 2021 *Mālama Hawai‘i* Program, the Island Chapters and HVCB PR teams met to discuss the new campaign iteration, which consists of developing video assets, and corresponding earned media, demonstrating how visitors can engage in a richer visitor experience by giving back. As a result of the discussion, the IC PR teams provided organization and ambassador recommendations for the following story concept themes: aquaculture restoration, sustainable farming, reforestation, wildlife preservation.
- Acknowledging the continuation of the ever-changing media landscape due to the COVID-19 crisis, the HVCB PR teams are re-evaluating the Hot 100 media list. Not only are the teams looking for updates on the most relevant publications for our responsible travel target audience, but they are also exploring for new mediums for opportunities such as: digital series, video platforms, podcast, and blogs. The continuous use of the Simpleview database will allow for targeted responses as our travel industry continues to evolve throughout the recovery of the COVID-19 pandemic.
- Media coverage highlights:
  - “Hawaii new & renovated” – *Travel Weekly* – Lesley Krautheim – Jan. 25

**SPECIAL SECTION**

The Special Section is produced by  
Travel Weekly Custom Publishing

LESLEY KRAUTHEIM  
Director, Custom Content  
MARZA MOSIERA  
Group Design Manager  
ANGELICA HANDBROOK  
Graphic Designer

# HAWAII

new & renovated

**H**awaii has always been an ethereal destination, and understandably so. These captivating islands possess an idyllic combination of natural wonders, a revered Native Hawaiian culture, unique outdoor activities and the genuine spirit of *aloha*.

By Lesley Krautheim

**Hawaii**  
The Big Island is the “youngest” island in the Hawaiian chain but is experienced in attracting visitors with an array of natural wonders, ecotourism excursions, historical sites, luxury and family resorts and delicious dining.

Ensuring guests are accommodated in style, the Royal Kona Resort — located on the island’s west coast — reopened this past October after a \$15 million renovation. The first major renovation of the 54-year-old property since 2006, improved amenities include a revamped pool area, and all 428 refurbished guestrooms offer a private balcony. The oceanfront king rooms feature marble wet bars complete with mini-refrigerators and coffeemakers.

In keeping with the resort’s conservation efforts, there are plans in 2021 to install a rooftop solar-power system that is expected to generate 13 percent of the property’s electricity.

For those looking to stay longer on the Big Island, Prince Waikiki has launched a number of extended stay packages. The Stay Longer, Experience More package includes every 5th night free, daily American breakfast for two at 100 Sails Restaurant & Bar, and a one-time \$50 food and beverage credit. Resort amenities include an elevated pool, golfing opportunities at Hawaii Prince Golf Club and dining at 100 Sails Restaurant & Bar. A special weekend “Indulge, A Signature Grazing Experience” menu is a buffet-free, all-you-can-eat dinner featuring Executive Chef Joseph Almoguer’s signature fresh island cuisine.

**Kauai**  
From the calm waters of Kauai’s South Shore to the exciting surf on the North Shore, from the bustle and beaches of the East Side (Coconut Coast) to the monolithic, secluded green cliffs of the West Side, Mother Nature is calling for all to enjoy this island’s splendor. Outdoor adventure awaits, as well as laid-back relaxation.

New information from Kauai is that guests on the island must currently utilize resort bubbles (formally known as enhanced movement quarantine zones) that allow travelers who agree to monitoring to use the grounds and facilities at participating properties. If after three days a post-travel test proves negative, guests are free to explore the island. Non-resort bubble guests must quarantine for a full 10 days.

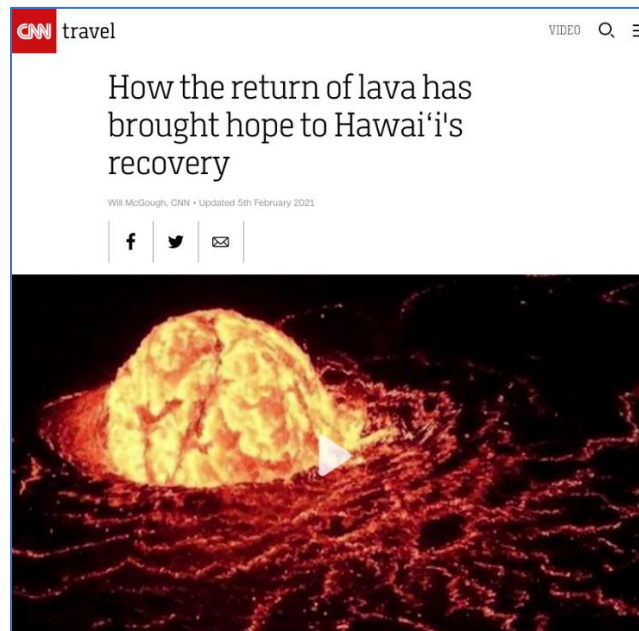
To date, a half dozen properties on Kauai are approved as resort bubbles: The Cliffs at Princeville, Hilton Garden Inn Kauai Waialua Bay, Koa Kea Hotel and Resort at Poipu, the Club at Kukui‘ula, Timbers Kauai Ocean Club and Residences at Hoku‘ala, and Kauai Marriott Resort and Beach Club.

Exciting post-quarantine activities include an immersive island experience with Kauai Safaris (reopening to the public in March 2021), a delicious lesson in chocolate production at Lydgate Farms, and self-touring on an electric bicycle rental through Eco e-bikes Kauai.

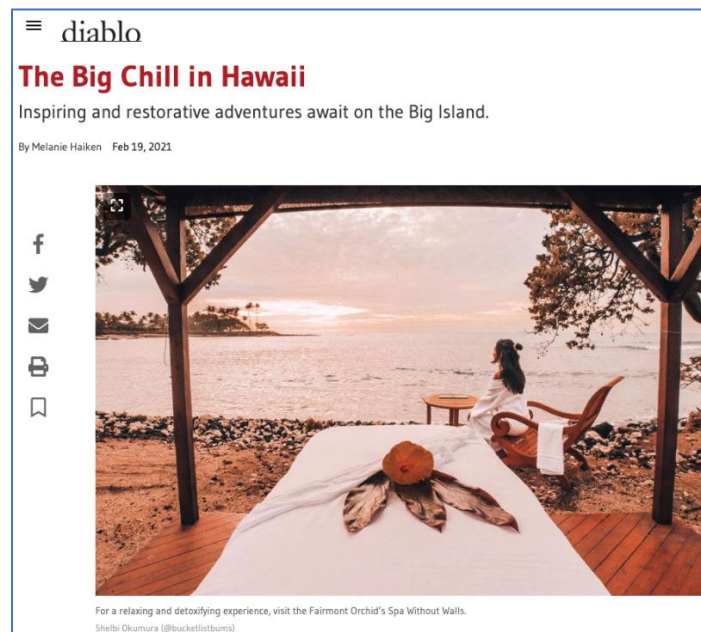
January 25, 2021

HAWAII NEW & RENOVATED

- “Seattle-area travel industry workers predict what travel will look like in 2021 and beyond” – *The Seattle Times* – Brendan Kileu – Jan. 29
- “Everything You Need to Know About Travel in 2021” – *Outside* – The Editors – Feb. 1
- “Travel – Mahalo, Hawaii” – *AvidGolfer* – Art Stricklin – Feb. 2
- “How the return of lava has brought hope to Hawai‘i’s recovery” – *CNN Travel* – Will McGough – Feb. 5



- “Firsts: Explore Black History Through U.S. National and State Parks” – *Marriot Bonvoy Traveler* – Carolyn Owens – Feb. 12
- "The Big Chill in Hawaii" – *Diablo Magazine* – Melanie Haiken – Feb. 19



- KVB
  - Liaised with nine media in February:
    - David Dickstein, *Orange County Register*
    - Olivia Herlyn, *Trips To Discover*
    - Kylie Ruffino, *Budget Travel*
    - Shane Nelson, *TravelAge West*
    - Cathey Claesson, *Adventure Sports Journal*
    - Janna Grabber, *Go World Travel Magazine*
    - Shaun Melady, freelance writer
    - Lola Garcia, influencer
    - Sarah Funk, influencer
  
- OVB
  - O'ahu was featured in:
    - *Marriott Bonvoy Traveler* (uvpm: 58,424). Coverage resulted from requested media assistance from Carolyn Richardson in January 2021. Her article, "Firsts: Explore Black History Through U.S. National and State Parks" features Moloka'i (Carolyn reached out to the OVB team but Sam Tsui from MVB helped with this)
  - Liaised with five media in February:
    - Julia McIntosh, PBS's *Bringing it Home*
    - Paul Theroux, *Under the Wave at Waimea* (Book)
    - Nancy Sevilla, *Fancy Nancista*
    - Barbara Barrielle, *Travel Awaits*
    - Shane Nelson, *TravelAge West*
  
- MVCB
  - Liaised with and/or provided information or image(s) assistance to the following media:
    - Lyn Mettler, freelance: *Reader's Digest* (circ: 10.5M) and *MSN.com* (uvpm 957M). Coordinated activities for upcoming Maui visit, April 3 – 10
    - Daliah Singer, *5280 Magazine* (uvpm: 412,000). Provided information on active adventures and events on Maui for upcoming article.
    - Zlatina Jekova, @laelegantia. Reviewed Social Media Influencer Travel Assistance Form and declined assistance for travel to Maui.
    - Monique Cordier, *My Perfect Itinerary* (uvpm: 35,000). Coordinated accommodations and activities for Maui visit, May 19 – 24
    - Shane Nelson, *TravelAge West* (uvpm: 137,000). Provided information for upcoming article.
    - KiraWest, @ bykwest/Social media influencer. Working with United Airlines to provide assistance on itinerary for Maui visit, April 1 – 5
    - Julie Kessler, freelance: *SFGate.com* (uvpm: 44.4M). Continuing to work with Julie on a potential Maui visit in 2021
    - Kari Bodnarchuk, *Boston Globe* (uvpm: 7.9M). Reviewing Travel Assistance Questionnaire for travel to Maui, March 28 – April 7
  
- IHVB
  - The island of Hawai'i was featured in:
    - *Hawai'i Magazine* (uvpm: 55,048), several stories (listed below), Jan. 26. Coverage resulting from assisting Kevin Allen with a visit to Hawai'i Island in Feb. 2020.
      - "Indulge your Taste Buds at Hawai'i's Only Whole Animal Butcher Shop"
      - "Take the Road Less Traveled to this Secluded Hawaiian Fishpond and Bay"

- “Learn Ancient Hawaiian History Along the Sparkling Coast of Lapakahi”
- “Shop Made-in-Hawai’i Goods and Accessories at this Hilo Boutique”
- “Sling Iron at a Hilo Beach Park and Horseshoe Court”
- “Chow Down at this Unassuming Kitchen on the Corner of Lono Street and Kīlauea Avenue”
- “Discover Hidden Hawai’i Island”
- *Hawai’i Magazine* (uvpm: 55,048) - “Put Your Pedal to the Meadow at this Hawai’i Island Bike Adventure,” Feb. 1. Coverage resulting from assisting Kevin Allen with a visit to Hawai’i Island in Feb. 2020.
- *CNN Travel* (uvpm: 47,677.917) - “How the Return of Lava has Brought Hope to Hawai’i’s Recovery,” Feb. 5. Coverage resulting from coordinating an interview with Will McGough and R. Birch. The story was also picked up by:
  - *ABC 17 News (KMIZ TV) Online* (uvpm: 114,544), Feb. 5
  - *KESQ-TV Online* (uvpm: 95,748), Feb. 5
  - *KIFI-TV Online* (uvpm: 95,544), Feb. 5
  - *KRDO Online* (uvpm: 216,981), Feb. 5
  - *KION-TV Online* (uvpm: 45,474), Feb. 5
- Individual Media Visits
  - None to report
- Liaised with four media in February:
  - Victor Bock, freelance
  - Dana Berez, social media influencer
  - Mariann Yip, social media influencer
  - Kathy Chin Leong, *Western Art and Architecture magazine*

## Sales Activities

### Sales Calls, Trade Shows, Training Events

	<b>Airline/Wholesaler/TA/TO/OTA/Other</b>
<b>HVCB</b>	22
<b>KVB</b>	-
<b>OVB</b>	1
<b>MVCB</b>	-
<b>IHVB</b>	4

### Summary of Key Sales Activities

- HVCB
  - For the month of February, travel trade hosted seven webinars/virtual training sessions for a total of 1,041 participants and was involved in 15 industry partner meetings with a total of 36 participants; there were no “one-on-one” virtual travel advisor appointments in the month. HVCB and the Island Chapters are working closely with industry partners to communicate the Safe Travels Program, pre-testing protocols, trusted travel partners list, and share all the important links via the travel agent website, linking to *gohawaii.com* and the DOH accordingly.
  - The travel trade team assisted with both the GoHawaii hotline and the GoHawaii email inquiries from travelers regarding the Safe Travels program, trusted testing partners and other general inquiries regarding traveling from the U.S. to the Hawaiian Islands.

- The team fielded all inquiries received from travel advisors across the United States via the *agents.gohawaii.com* site who required assistance to plan their clients' trips and navigate the Safe Travels program.
- HVCB participated in a virtual Hawai'i interview with a Departure Lounge travel advisor on Feb. 4. The interview was broadcast to the advisor's clients and to a private *Facebook* group of 420 Departure Lounge travel advisors.
- HVCB conducted a romance in Hawai'i-themed webinar on Feb. 9 with 24 Travel Leaders advisors. The webinar covered Hawai'i's Safe Travels program, *Mālama Hawai'i* and island highlights specifically targeted for destination wedding and honeymoon clients.
- HVCB attended the monthly Northern California (NorCal) 'Ohana meeting along with 15 industry partners to discuss travel trends and upcoming training opportunities on Feb. 12.
- Signature Travel Network invited HVCB and ALG Vacations to conduct a Zoom presentation on Feb. 17. There were 315 travel advisors in attendance for the session covering Hawai'i travel protocols, the *Mālama Hawai'i* program and travel advisor resources.
- The Midwest 'Ohana held their monthly meeting on Feb. 18. HVCB and the island chapters attended along with eight other industry partners. Travel trends, supplier updates and educational opportunities were discussed.
- Dimensions in Travel and HVCB partnered on a consumer-facing webinar on Feb. 18. There were 20 consumers and two travel advisors in attendance.
- The Midwest 'Ohana conducted a three-part webinar series entitled, "*Holomua*," which kicked off on Feb. 23 for 165 travel advisors. HVCB covered details regarding Hawai'i's Safe Travels Program. Participating Hawai'i partners included Maui Visitors and Convention Bureau, Island of Hawai'i Visitors Bureau, Classic Vacations, Delta Vacations, Fairmont Orchid/Fairmont Kea Lani Maui, Four Seasons Lāna'i Resorts, Globus Family of Brands, Grand Wailea, A Waldorf Astoria Resort, Ka'anapali Beach Hotel, Outrigger Hotels & Resorts and Pleasant Holidays.
- On Feb. 22, HVCB conducted a webinar for the ALG West Coast Team to provide an update on travel protocols and travel advisor resources. There were eight ALG representatives in attendance.
- HVCB was a guest on an IGTV live conducted by Bridie Travel on Feb. 24 which highlighted travel protocols and romance travel in Hawai'i to 130 consumer attendees.
- HVCB participated in Gifted Travel Network's virtual Vendor Lounge with 107 travel advisors on Feb. 25. HVCB shared the details of Hawai'i's Safe Travels Program during training sessions throughout the event.
- Travel agent website *agents.gohawaii.com* update: There were 860 online graduates who completed the Hawai'i Destination Specialist and/or Island Specialist educational courses online, and 973 new registrants signed up for access to online resources. The travel agent database numbers are now up to 87,169 email contacts and include 32,016 active U.S. travel advisor profile records.
- IHVB
  - Training webinar with Travel Wizards on Feb. 10 (28 advisors)
  - Training webinar with Pleasant Holidays on Feb. 12 (38 attendees)
  - Training webinar with PTANA Las Vegas Chapter on Feb. 23 (60 advisors)
  - Training webinar with Midwest 'Ohana on Feb. 23 (180 advisors)
- KVB – Nothing new to report
- MVCB – Nothing new to report
- OVB – Conducted a webinar on Feb. 8, which had 169 travel advisors in attendance. The webinar was titled, Mahalo Monday: O'ahu destination updates and travel protocols.



**Key Performance Indicators - Leisure Market**

**Consumer**

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

<b>PARTNERS</b>	<b>Central</b>	<b>OVB</b>	<b>MVCB</b>	<b>KVB</b>	<b>IHVB</b>	<b>LVB</b>	<b>DMVB</b>
Programmatic	PAUSED	PAUSED	PAUSED	PAUSED	PAUSED	PAUSED	PAUSED
<i>Facebook</i>	257,287	PAUSED	PAUSED	PAUSED	PAUSED	PAUSED	PAUSED
<i>Instagram</i>	59,302	PAUSED	PAUSED	PAUSED	PAUSED	PAUSED	PAUSED
<i>YouTube</i>	0	PAUSED	PAUSED	PAUSED	PAUSED	PAUSED	PAUSED
<i>Pinterest</i>	0	PAUSED	PAUSED	PAUSED	PAUSED	PAUSED	PAUSED
Total	316,589	-	-	-	-	-	-

**Public Relations**

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

**Impressions and Publicity Values for January**

<b>JANUARY</b>	<b>Impressions</b>	<b>Publicity Values</b>
Print	124,293,833	\$20,753,546
Online	726,408	\$17,636,438
Broadcast	601,988,136	\$21,107,027
<b>Total</b>	<b>727,008,377</b>	<b>\$59,497,011</b>

**Countermeasures**

- The Hawai'i Visitors and Convention Bureau's call and email teams continued to field and answer questions from industry partners, clients, media and travelers. Staff ensured information shared with the various constituencies was the most current about trans-Pacific and inter-county travel along with the departure and arrival protocols that need to be followed.
- HVCB's 1-800-GoHawaii call center fielded over 19,500 calls in February. The lower volume came as a result of the introduction of voicebot technology to answer GoHawaii calls to answer some of the most basic questions callers have about Hawai'i's travel quarantine and pre-travel testing alternative. For those who still needed technical assistance, the bot transferred them to the Safe Travel Technical Desk and for more general questions, they were referred to the HVCB GoHawaii call center. In addition, over 5,500 Safe Travels inquiries to [info@gohawaii.com](mailto:info@gohawaii.com) were responded to by HVCB staff.

**Responsible Tourism Update**

- Hawaiian Culture
  - The 2021 *Aloha Season* program with Golf Channel continued into February. 30-second golf commercials highlighted four different PGA Tour professional players engaging in destination activities (outrigger canoe paddling, visiting a fishpond, tree planting, and whale watching/conservation) that conveyed a sustainable/*Mālama Hawai'i* message.
  
- Natural Resources
  - As a part of HVCB’s 2021 *Mālama Hawai'i* Program, the Island Chapters and HVCB public relations teams worked on the development of the new campaign iteration. The Island Chapter PR teams provided organization and ambassador recommendations for the following story concept themes: aquaculture restoration, sustainable farming, reforestation, wildlife preservation.
  
- Community
  - KVB
    - In response to the current pandemic, executive director Sue Kanoho continued to work regularly with the Kaua'i Emergency Management Agency Office in cooperation with the County of Kaua'i's Mayor and Mayor's office, Kaua'i Police Department and other state and county officials and organizations.
    - KVB continued "Resort Bubble" efforts in coordination with the County including hosting a Zoom update meeting. Two additional resorts have completed, submitted and have been approved to commence the "Resort Bubble" at their properties for a current total of 8 open properties on island, and 2 to begin in March.
  - IHVB
    - Continued to support the County cohort team overseeing Pono Communications action plans/steps for the County of Hawai'i's Tourism Strategic Plan, portions of which tie-in to the Hawai'i Tourism Authority's Destination Management Action Plan (DMAP)
  
- HTA Events and Programs.
  - Provided media assets on behalf of HTA for event and program sponsorships:
    - Big West Conference: Provided digital program ad and in-arena signage assets for Men's and Women's Basketball tournament.

**"Coming Attractions" for Leisure Market**

	<b>What</b>	<b>When</b>	<b>Where</b>
<b>HVCB</b>	"Aloha MCO-HNL!" Hawai'i Webinar with Classic Vacations and Outrigger Hotels & Resorts	Mar. 2	Virtual
	Excursionist Hawai'i Interview	Mar. 2	Virtual
	ALG Vacations Host Account Webinar	Mar. 2	Virtual
	Meeting with United Airlines	Mar. 3	Virtual
	Midwest 'Ohana Holomua Webinar Series	Mar. 3-4	Virtual
	TravelSmiths Hawai'i Update Webinar	Mar. 4	Virtual

	HVCB/ALG Vacations Monthly Meeting	Mar. 8	Virtual
	Cruise Planners Chicagoland Webinar	Mar. 8	Virtual
	Expedia Cruises Skill Up Webinar with Marriott Hawai'i	Mar. 8	Virtual
	Consortia X Hawai'i Webinar	Mar. 9	Virtual
	Apple Leisure Group Virtual Learning Webinar	Mar. 9	Virtual
	Apple Leisure Group Team Update (Midwest)	Mar. 15	Virtual
	Apple Leisure Group Team Update (East Coast)	Mar. 15	Virtual
	Classic Vacations/Uniglobe Hawai'i Update	Mar. 16	Virtual
	Travel Leaders Network Webinar	Mar. 18	Virtual
	TravelSavers/NEST Live from Hawai'i Educational Session	TBD	Virtual
	AAA Northeast Live from Hawai'i Educational Session	TBD	Virtual
	Hawai'i Webinar with Outrigger Hotels & Resorts (promoting American Airlines CLT-HNL flight launch)	Mar. 16	Virtual
	"Aloha AUS-HNL!" Webinar with Hawaiian Airlines and Pleasant Holidays	Mar. 18	Virtual
	AAA Virtual Marketplace	Mar. 24-25	Virtual
	Boutique Travel Advisors <i>Facebook</i> Live Interview	Apr. 6	Virtual
	Cruises International Webinar with Classic Vacations	Apr. 13	Virtual
	Allied Travel Virtual Travel Talk	Apr. 22	Virtual
	AAA Aloha Days Hawai'i Virtual Event with Pleasant Holidays	Apr. 27	Virtual
	Virtuoso Hawai'i Webinar	Apr. 27	Virtual
<b>OVB</b>	Mailpound Webinar	Apr. 8	Virtual
	Meet Hawai'i Virtual Event	Apr. 28-29	Virtual
	Mailpound Webinar	May 6 (TBC)	Virtual
	HVCB Leisure Sales Blitz – Virtual	May 12-13	Virtual
<b>IHVB</b>	Midwest 'Ohana Holomua Webinar	March 3 & 4	Virtual
	Pleasant Holidays Webinar	March 24	Virtual

# Hawai'i Tourism Japan

## 2021 Monthly Leisure Marketing Report – February

### Market Intelligence/Market Conditions

#### Economy

- GDP: Japan's economy expanded more than expected in 2020 4<sup>th</sup> quarter based on the government data. According to private research institutes, 2021 GDP growth is predicted 3.9% up compared to the previous year. Due to the 2<sup>nd</sup> state of emergency, the consumption goes down in 2021 1<sup>st</sup> quarter; however, spring onward, many economists are optimistic for the recovery. 12 private think-tank forecasted 2021 real GDP growth in between +5.1% and +3.3%.
- Bankruptcy report: Based on Tokyo Shoko Research report, since COVID-19 case reported, within one year over 1,000 companies filed the bankruptcy and 84,773 pax unemployed. The most bankruptcy were filed in Tokyo (247 cases) and Food service (182 cases) were the highest categorized by the industry.
- Consumption expenditures: Ministry of Internal Affairs and Communications (MIAC) announced 2020 consumption expenditures (1 household, 2 or more) was 277,926 yen (about US \$2,600) and 5.3% down from previous year. Due to the COVID-19, the consumers spent money on travel, dining out and apparel in 2020.
- Tokyo 2020 Olympics and Paralympics: It was estimated that the economic impact would be approximately 20 trillion Japanese yen in Tokyo Prefecture alone, and about 32 trillion Japanese yen nationwide. The Japanese government expected long-lasting social, economic, and cultural benefits from measures related to the 2020 Summer Olympics and Paralympics. According to estimates dating from January 2021, the Japanese government and other entities involved in hosting the Tokyo 2020 Summer Olympic Games would lose approximately 640 billion Japanese yen if the event was postponed. This has happened already. In case the Olympic Games were canceled altogether, the loss would amount to an estimated 4.5 trillion Japanese yen.
- Inbound plan: Prime Minister Suga stated more global tourism destination efforts will be conducted after COVID-19 to rejuvenate the local economy that affected by the current situations with local community involvements and resolve over-tourism situations and promote sustainability.
- Extension of 2<sup>nd</sup> State of Emergency: Japan government announced extension of 2<sup>nd</sup> state of emergency to 10 prefectures except Tochigi prefecture until March 7 due to the COVID-19 surge.
- Extension of Employment adjustment subsidy: Ministry of Health, Labor and Welfare (MHLW) announced the extension of Employment adjustment subsidy until end of April to support all business entries including larger corporations. This is the government support of business industries affected by COVID-19 and 2<sup>nd</sup> state of emergency.
- Vaccination: From 2/17, Japan launched its COVID-19 inoculation drive on Wednesday, administering the Pfizer-BionTech vaccine to Tokyo hospital workers, as Prime Minister Suga attempts to beat the odds and host the Olympics this summer. Healthcare workers were among the first of some 40,000 medical professionals targeted to receive the initial shipments of the vaccine. They will be followed by 3.7 million more medical personnel, then 36 million people aged 65 and over. Inoculations of Japan's elderly against the novel coronavirus will start in April as planned but at

a slower pace, the minister in charge of the inoculation rollout said Sunday as the country received its second shipment of Pfizer Inc.'s vaccine. Citing what he said was a delay until May of a production capacity increase by Pfizer, Taro Kono, the administrative and regulatory reform minister, said supply of the vaccine "will be very limited until April," adding, "We will start (vaccination of the elderly) little by little and expand it slowly."

## **Outbound Travel Market**

- Outbound travel in January: Japan National Tourism Organization (JNTO) announced Japanese outbound for January as 48,700 pax (-96.5% vs 2020). Since April 2020, the number of outbound travelers declined around 90% consecutively last 10 months.
- Japan International Airport report: Major Japan international airport reported month of 2021 January usage situation (both Domestic and International).
  - Narita: 93% down 271,286 pax, 11 consecutive months. International routes along down 96.0%, 133,507 pax
  - Haneda: 64.3% down with 31.0 million, International: -82.8% with 321,000 pax
  - Kansai: 95% down (both Domestic and International) 142,307 pax, 12 consecutive months since 2020 February. International routes alone 98.8% down, 23,714 pax.
  - Nagoya: 88% down with 130,000 pax, 12 consecutive months. International route -99% with 3,400 pax
- Wholesalers tour package stop-sell: Due to the COVID-19, major wholesalers including JTB, JALPAK and HIS announced their package stop sell end of April. (JTB: ~4/26, HIS: ~4/15, JALPAK: ~4/30)

## **Competitive Environment**

- Australia: Tourism of Australia (TO) conducted travel trade virtual 2 days seminar (2/4 & 2/5). In this travel trade seminar, 67 buyers, 3 media and 120 sellers participated and over 3,500 business meeting were conducted. TO developed own virtual event platform and accommodated online one to one matching appointment. Also, the networking virtual lounge areas for the participants were also provided to increase the communications between the participants.
- Korea: Korea Travel Test program which solicited over 20,000 member last year will be conducted in April and October in 2021. This encourages participants to increase their interest and knowledge of Korea destination.
- Hong Kong: Hong Kong Tourism Board established fan-based program "Hong Kong Super Fan" to target core Hong Kong Fan throughout 20 major market as recovery initiatives. As the first event, close to 100 fans who are socially influential and able to diffuse Hong Kong's allure were invited special virtual event to celebrate Chinese New Year.
- Sustainability Initiatives
  - Australia: Tourism & Events Queensland reported environmental organization "Citizens of Great Barrier Reef" conducted ocean health condition survey project "Great Reef Census" over 150 reef and took over 13,000 images. The organization is asking global volunteers to support their initiatives by participating color codes from the website. This is not only progressing their activities, but also increase the awareness of importance of protecting Reef.

- Thailand: Tourism Authority of Thailand created sustainable tourism promotion “SEXY” under new normal conditions in 2021-2022. “SEXY” concept is in responsible to the changes in travel behavior and to restore Thailand’s tourism as goal. SEXY stands S: Safety, E: Environmental sustainability, X: Extra experience and Y: Yield.

**Consumer Trends**

- Travel trend: Co-Trip guidebook conducted reader survey in between 12/8 – 22 asking travel style. Their future travel style tends to be more “single” oriented (over 62% answered compared travel with friend), purpose of the trip is “healing in the nature environment”. Also, the participants expressed most important elements in their lifestyle is “Yutori = psychologically, physically, emotionally, spiritually fulfilled”.
- Z generation with SDGs: Marine debris concern NPO “UMINARI” conducted online event “SDGs&Beyond” and invited United Nation Japan Ms. Nemoto as guest speaker on the event. Over 100 Z generation audience participated and were informed Japan’s SDGs awareness but also pointed out less interest on global climate conditions, gender discrimination that Japan faced. In the event, the group discussed through the SDGs education, and listed Changed/Unchanged subjects and behaviors.

Changed	Unchanged
<ul style="list-style-type: none"> <li>• High SDGs awareness in younger generation</li> <li>• Customization of refill bottle and eco bags.</li> <li>• More media coverage of SDGs</li> <li>• Corporate efforts on SDGs as criteria as society contribution</li> <li>• SDGs became global communication</li> <li>• More choices (i.e. uniform)</li> </ul>	<ul style="list-style-type: none"> <li>• Still less people think current challenges as personal issue</li> <li>• Difficulty of communication beyond generation</li> <li>• Generation gap of understanding of “crisis”</li> <li>• Little number of female politicians</li> <li>• SDGs advocate pretenders</li> </ul>

- Cabinet Office in Japan analyzed consumer behaviors based on Ministry of Travel’s research data of “Travel trend survey” how COVID-19 affected. Through the analysis, the three keywords were found. “small group”, “short period” and “short distance”. Due to the COVID-19, “single trip”, “couple trip” and “small group” were increased in 2020. Also, over-night stay trips, within prefecture (staycation type) tended to be increased.
- Digital Marketing Trend
  - Millennials generation reach: Based on Communication usage trend survey conducted by Ministry of Internal Affairs and Communications (MIAC), internet usage was 89.8% in 2019 (+10% growth in the previous year). Especially in Tokyo area, per day online media access exceed over 410 minutes and access via digital media (PC, Tablet, Smartphone) were over 51.6% (212.5 minutes). 10s and 20s are shown much higher usage via smartphone than other generations.
  - Clubhouse: SNS users survey in Japan finds that the awareness of ‘Clubhouse,’ a talked-about audio communication app, is 37% on average in the age range between 20 years old and 69 years old. The rate rises to 47% among 20s. The ratio of ‘I use it now’ is just 1%, and ‘I have used it before’ is 2%. Regarding to willingness to use it, the ratio of ‘I want to use it’ is 14% among 20s, much higher than 5% overall. Among other SNS apps, Twitter is the most-wanted-use app with the ratio of 38%, followed by Instagram with 35%. The image-oriented apps are

more preferred by females (34%) than by males (19%). Amid the pandemic, 26% say, 'I use SNS more frequently than before,' and the ratio reaches 61% among 20s females. Other answers are 'I increase following someone on SNS (6%)' or 'I increase posting on SNS (5%).'

## Travel Trends

- Narita International Airport (NAA): To prepare summer Olympic and Paralympic, NNA sets the operation scenarios handling 40,000 entries. The test area and waiting room expansion are the part of the project. From each terminal arrival to test result announcement, the NAA creates the flow completed within 3 hours.
- Wedding business: Watabe Wedding reported final profit loss on 2020 consolidated balance sheet was \$107 million (compared to \$1.8 million profit in 2019). Due to the COVID-19, the resort wedding including Hawai'i and Okinawa were down 63% and domestic wedding were declined 60%.

## Media Trends

- Printed media transformation: Monthly issued magazine became irregular publication and transition to web-contents. Shogakukan "Domani" became irregular publication as example, Kobunsha "HERS" became Quarterly publication. Younger generation fashion magazine "JJ" is transiting to digital contents media and diffusing the contents and information through SNS, YouTube to reach their target audience. More printed publications are facing difficult time to survive in the digital era.
- Digital magazine reader research found user profile as below.
  - Gender: slightly more female audience
  - Male audience interest: Comprehensive weekly magazine (88%), Entertainment/Hobby (73%) and Sports/Car (60%)
  - Female audience interest: Fashion (87%), Cooking/Living/Wellness (84%), then Lifestyle (84%)
  - Per user 11-13 digital magazine reading on the average

## Airlift

- Hawai'i routes
  - Operation in February: Total 29 flights with 7,438 air seats operated by ANA, Hawaiian and JAL.
  - March forecast: Total 30 flights with 7,684 air seats
  - April forecast: Total 34 flights with 8,798 air seats
  - Suspension: ANA (until 6/30), Delta (until 5/1), HA (until 5/31), JAL (until 5/31), United (until 4/1), Korean (Indefinitely), AirAsia (Indefinitely)
- JAL group restructure for FY2021 announcement: Japan Airlines, which has also been hit hard by the lack of the travel, expected a net loss of ¥300 billion for the fiscal year 2020. In order to respond to the rapid changes taking place in the global market, the Company must act with speed to deliver and meet the needs of diversified customer groups. In addition to focusing on digitalization to maximize efficiency within the company, the carrier aims to build a new sustainable business foundation that can endure the post-COVID era outside of the current full-service-carrier, cargo, LCC business model. As a result, the JAL Group will restructure its current Managing Division for Route Marketing and Passenger Sales and introduce four new divisions with key specific roles: 1) Route Marketing, 2) Passengers Sales and Marketing, 3) Customer Experience and 4) Mileage and Lifestyle Business Division.

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

The 2<sup>nd</sup> state of emergency was supposed to release 2/7, 2021; however due to the high infected cases, 10 prefectures including Tokyo and Osaka were restricted additional one month (until 3/7). Once the infection rates are able to be managed, Japan government will reconsider restarting the Go to Travel campaign in April as well as country reopen program, Business Track in May. Tokyo Olympic is the key factor for Japan and the detail information and schedule announcement will determine Japan's recovery plan from COVID-19. With the vaccination distribution announcement (starting from Healthcare workers) and implementation, general public are able to build their confidence against COVID-19 eventually.

With understanding the current situation, rest of 1<sup>st</sup> Qtr. And 2<sup>nd</sup> Qtr. will be preparation period for Japan's reopen for the businesses. Hawai'i keeps promoting as the safest destination to travel for Japanese and others and working with JATA and Japan government officials through "Managed Travel concept".

HTJ has continued providing 1) online education opportunities for direct consumers and travel trade industry to maintain Hawai'i brand, 2) digital marketing message via SNS, and 3) development Mālama Hawai'i platform.

## Activity Update

### Consumer

- Monthly Direct Mail: Sent an email magazine to 367,569 consumers on 2/3, 2021 to announce "Remote Hawai'i Trip", Aloha Program membership update, Bishop Museum's online education program for Japan market, HTJ's konin (certified) product "Frugra" from calbee, reef-safe sunscreen information, and Mitsue's room talk show about neighbor islands.
- SNS campaign: HTJ conducted SNS campaigns on Twitter and Instagram to share HTJ's Konin (Corporate collaboration) product, Calbee's "Frugra" in February. With this campaign, HTJ was able to recruit new 4,000 followers for Twitter and Instagram with over 350,000 impression resulted.

	Twitter	Instagram
Campaign period	2/15-19, 2021	2/17-2/23, 2021
Campaign Participants	5,290	2,795
Impressions	284,898	76,809





- Microsite development: Various micro-websites under allHawaii.jp are ongoing to launch from March including Mālama Hawaii website, Hokuea website, and Surfing promotion website. All the websites are connected with “Mālama Hawaii” to educate the needs to increase the awareness of responsible tourism and to become a pono traveler in Japan market.
- Digital promotion
  - Remote Hawaii Online Trip: Continuation of the digital marketing effort, 2 Remote Hawaii online tours were conducted on 2/5, 2021 (at Royal Hawaiian Hotel) and 2/13, 2021 (from Island of Hawaii). With these initiatives, close to 1,000 live viewers were able to feel Hawaii and resulted over 250,000 impressions.

	Live date	Live viewers	Views	Impression
Feel Hawaii Royal Hawaiian Hotel Column: <a href="https://www.allHawaii.jp/article/4598/">https://www.allHawaii.jp/article/4598/</a> Archive: <a href="https://youtu.be/1iK5P-8by4g">https://youtu.be/1iK5P-8by4g</a>	5-Feb	442	24,329	202,000
Discover Hawaii Island of Hawaii Column: <a href="https://www.allHawaii.jp/article/4606/">https://www.allHawaii.jp/article/4606/</a> Archive: <a href="https://youtu.be/nIAK_twUfE8">https://youtu.be/nIAK_twUfE8</a>	13-Feb	532	6,774	53,000

- Mitsue’s room talk show: To showcase neighbor island, HTJ invited tour guides from Island of Hawaii, Maui and Kauai on 2/20, 2021. Over 300 viewers participated LIVE on 2/20 and resulted total 25,000 impression total.

	Live date	Live viewers	Views	Impression
Column: <a href="https://www.allHawaii.jp/article/4614/">https://www.allHawaii.jp/article/4614/</a> Archive: <a href="https://youtu.be/oit8NSeo5B0">https://youtu.be/oit8NSeo5B0</a>	20-Feb	310	2,563	25,000

### Aloha Program

- KPI: In February, 487 new Aloha Program members (as of end of February, totaled 61,301 member) were recruited and 1,363 members took Hawaii Specialist test in the month as well. This resulted Aloha Program Hawaii specialist totaled 27,061 (Advanced level: 12,405, Intermediate level: 4,631 and Beginners level: 9,238 and Youth level: 787)
- Education
  - Bi-weekly webinar: Continued streaming bi-weekly webinars for consumers through the Aloha Program. Topics of the webinars in February included Hawaii’s native flowers, 3 palaces in Hawaii, and ‘Ōlelo Hawaii lessons, attended by total 486 Hawaii specialists.
  - Contents: Continued to proactively share online contents on the Aloha Program website for consumers to utilize. In February, a total 8 new columns on history, culture, and music were posted.
  - Due to the pandemic of COVID-19, the popularity of Ukulele has been increasing in Japan, as Ukulele lessons and columns had been increasing its PV on Aloha Program. HTJ created Ukulele series columns on February for members to learn about history and culture of Ukulele deeply, with total PV of 2,405 as of 2/25, 2021.
  - Member outreach: Sent an email magazine to 52,722 members of Aloha Program on 2/18, 2021

to announce the update information and upcoming programs for Aloha Program including webinars, remote Hawai'i trip, HTJ's Konin campaign with Calbee, and Iolani Palace virtual tour.



## Public Relations

- Total media exposure of February

# of media coverage	KPI	Impression
64	2,512,514,766	\$ 363,341 AVE

- Press release: In the month of February, HTJ distributed 1 press release of Hawai'i at home. The release stated since April 2020, through this initiative 186 columns was created, 1.2 million page views resulted. From the release, 36 media exposures were resulted with 1,672,617,755 impression and \$141, 360 AVE.
- Collaboration with Hawai'i media: Aloha Express to promote Aloha Program and Hawai'i specialist test in February to increase the awareness of HTJ's educational program and number of Hawai'i specialists. The number of circulations was 70,000. This is initiative to increase Pono Travelers.
- Local member recruitment: To increase local Aloha Program member, HTJ collaborate with local media, Lighthouse, starting from 2/1, 2021 and bi-weekly media coverage of not only Aloha Program, but also Mālama Hawai'i will be featured. On February issue, Aloha Program Hawai'i specialist test and Bishop museum were showcased. With 2 February issues, it was able to result 70,000 circulation (245,000 impression). Also, preparation of the March issue is arranged and PVS's Japanese crew interview was completed.
- Media interview: 2/24 issue Daily Shincho interview was conducted and resulted 3 online pages of the media coverage (21,513,085 impression with \$11,160 AVE) of Hawai'i's pretesting, Japanese visitors status and vaccination in Hawai'i.
- Travel Trade twitter launched on 2/5, 2021 to update Hawai'i news. Weekday 1 article post and retweet. Total 39 articles with 34,552 impression were resulted. Also, HTJ reached 5 travel trade media and able to acquire media coverages. Total 6 media exposures (Travel Watch, Yahoo News, Travel Vision, J Wing, Nikkan Ryoko Tsushin, Wing Travel. with 163,246,544 PV and AVE \$19,341.

## Travel Trade

- Travel agency's Hawai'i online and real events support

- Club Tourism’s Hawai’i Tour briefing event (50 consumer members): Provided HTJ’s video message along with Hawai’i promotion videos on 3/14, 2021.
- JTB (Event dates- TBD)
  - Tokyo and Fukuoka Hybrid events: Introduced guest speakers
  - Asahikawa airport travel fair: Hawai’i information support
  - Chubu Lexus lounge: Hawai’i promotion videos offering
- Industry communication
  - Distribution of Travel trade mail magazine on 2/17, 2021 to 18,128 members and resulted 39.5% open rate. In the mail magazine, Hawai’i’s COVID-19 recovery initiatives, 2020 visitors and US arrival stats, HTA CEO’s webinar announcement and so on.
  - Preparation of Hawai’i Tourism Forum: HTJ is planning to conduct 1<sup>st</sup> online Hawai’i Tourism Forum in March. In March, the theme is COVID-19 situation in Hawai’i and tourism industry recovery initiative discuss by inviting stakeholders. (event result followed in March monthly report)
- Aloha Program promotion: HTJ negotiated with Japan Airlines to promote Aloha Program on their Hawai’i Now promotion video on their YouTube channels. The video will be available in March.

**Sales Activities**

<b>Sales Calls</b>			
<b>Airline</b>	<b>Wholesaler/TA/TO/OTA</b>	<b>Other</b>	<b>Total</b>
12	15	1	28

- Hearing summary
  - Booking status: Japan’s 14 days quarantine requirement for returning residents is still hurdle for outbound travels. According to Airlines, Wholesalers and OTA, many of their customers expressed push back their travel period. This tendency will continue until release the requirement.
  - Airlines: Airlines’ cargo businesses increased, however there is no favorable situation for passenger business. Airlines are trying to keep the Hawai’i routes from/to Haneda and Narita currently. Due to the low load factors, it became more obstacle unless this situation changes. To cover Hawai’i business loss, major airlines are scheduling Okinawa routes to meet FIT demand for the future.
  - Wholesalers: The wholesaler bookings for Golden Week are 10% of 2019 productions. Also, GW bookings are shifted to later dates due to the Japan’s restriction and 14 days quarantines after returning. Because of restarting Go to Travel campaign after 2<sup>nd</sup> state of emergency release, domestic travel will be increased for GW, and major wholesalers started announcing stop sell package tours.
  - OTA: Major OTA’s Golden Week production is not differentiated from wholesalers’. OTA expressed slow recovery started from middle of summer or fall. Currently, re-bookings for summer onward are the trend.
- Industry efforts: Working with JATA JOTC to promote Managed travel concept to Ministry of Travel. As industry outbound travel recovery, on site fam tour is under the discussion among industry partners and government officials aby end of May.

- Partner Relations
  - Hawai'i Promotion Committee Japan (monthly meeting): Monthly partner meeting held in Tokyo on 2/24, 2021 and over 72 members (both Japan and Hawai'i) participated. HTJ updated the current Hawai'i situations including COVID-19, Honolulu Tier 3, vaccination status and 2021 HTJ's marketing initiatives.
  - Hawai'i partners online meeting: HTJ conducted 1<sup>st</sup> Qtr. partners meeting on 2/23, 2021 and over 32 representatives participated the meeting. HTJ informed current Hawai'i and Japan situation and 2021 market initiatives with calendars.

**Responsible Tourism Update**

**Hawaiian Culture**

- 'Ōlelo Hawai'i Month: HTJ recognized the February was 'Ōlelo Hawai'i Month. Through the Consumer/Aloha Program mail magazine, 'Ōlelo Hawai'i Month was introduced to over 52,805 members. In the announcement, Oiwi TV 'Ōlelo Hawai'i Month archive video was attached for the member to view. Also, 'Ōlelo Hawai'i lesson (started since October 2020) was conducted and 1,044 members participated.
- Event organizers outreach: HTJ conducted active market research to the organizers of Hawai'i Events in Japan in March. Due to the COVID19, many event cancelled and shifted to online events in 2020. During the research, HTJ informed Hawai'i's tourism initiatives, Mālama Hawai'i, Pono Travelers as well as Aloha Program membership recruitment and collaboration through Hokulea projects and Aloha+ challenge.
  - Mikawa Hawaiian Festival Mahina Luau: the event organizer focuses on Hawaiian Culture perpetuation through the event. Mālama Hawai'i and Aloha Program Hawai'i Specialist test participation were discussed at the meeting.
  - Hawaiian WAI KULA Days 2021~Save the GREEN Share ALOHA~ and OYAMA Aloha Festival2021: HTJ provided information and resources to organizer to differentiate with other Hawaiian festival. AllHawai'i.jp Mālama page.

**Nature Resources**

- Public awareness campaign: HTJ collaborated with Hawai'i apparel company 「Lilly & Emma」 and “FEEL ALOHA presented by Lilly & Emma” campaign at Shibuya Marui store (Tokyo) from 2/18 to 9/30 in 2021. In the apparel shop, Hawai'i's Mālama Hawai'i initiative boards are posted along with introduction of Zipair Tokyo's sustainable projects products. The visitors during the campaign expected over 40,000 pax (per day).

**Island Chapters Engagement Update**

- Digital Marketing: Total 3 online tour & talk show were conducted in the month of February. Through Mitsue's room talk show, HTJ invited tour guides from Island of Hawai'i, Maui and Kauai. Within the 2 hour talk show, each guest guide shared current island updates and PR of the island sharing their story of the island. With this projects, total view of the YouTube channel was resulted over 2,500.

**“Coming Attractions” for Leisure Market**

What	When	Where
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Travel Trade media interview	3/2	Online
Aloha Program Web seminar (culture)	3/5	Online
'Ōlelo Hawai'i lesson	3/13	Online
Hawai'i Tourism Forum	3/17	Online
Aloha Program Web seminar (culture)	3/19	Online
'Ōlelo Hawai'i lesson	3/27	Online
JHTA Monthly Meeting	3/17 (Hawai'i)	Online
Surfing website launch	3/26 (TBA)	Online
Mālama Hawai'i Website launch	3/30 (TBA)	Online
Aloha Program Web seminar (culture)	4/9	Online
Hawai'i Tourism Forum	4/21	Online
Aloha Shirts campaign launch	4/22 (TBA)	Online
Aloha Program Web seminar (culture)	4/23	Online
Aloha Program Web seminar (culture)	5/7	Online
Hawai'i Tourism Forum	5/19	Online
Aloha Program Web seminar (culture)	5/21	Online

\*Dates above are Japan time except Hawai'i stated in the calendar

# Hawai'i Tourism Canada

## 2021 Monthly Leisure Marketing Report – February

### Market Intelligence/Market Conditions

#### **Economy**

- Canada's 2021 economic outlook is similar to that of other developed countries: After the largest economic contraction since 1945 (a dip estimated at 5.5% of GDP), the economy should grow sufficiently to largely offset the losses of 2020.
- Strong consumption and a rebound in exports will give the Canadian economy a boost. Bringing forward government investment projects should also provide a tailwind to Canadian economic growth.
- Recent medical developments are encouraging: Widespread distribution of a vaccine starting in the summer of 2021 could enable the Canadian economy to grow by 4.5% or more. A later deployment would limit gains to 4%. In any case, recovery to pre-pandemic activity levels will have to wait until 2022.
- Beyond the virus, international uncertainty remains high, and protectionist trends continue to weigh on the prospects for an export-oriented economy such as Canada's. The Bank of Canada will continue its policy of extraordinary monetary stimulus until at least 2023.
- The loonie gained strength at the start of 2021 reaching an average of USD \$0.786 (+2.8%) in January, the highest value in almost three years.

#### **Outbound Travel Market**

- Canadians made almost 9 million outbound overnight trips in 2020 compared to 33 million in 2019. Total overnight trips fell 73 per cent during the year with overseas activity down by two-thirds (-67%) and transborder trips declining by more than three-quarters (-77%). Eighty-eight per cent of activity took place in the first quarter, before the pandemic was declared, and restrictions and health measures were implemented.
- Canadians made 4.7 million overnight trips to the U.S. in 2020, compared to 20.2 million in 2019. Throughout the year, overnight auto trips fell 80 per cent and travel by other modes decreased 72 per cent. Just 251 thousand trips by air were recorded from April-Dec, compared to 6.0 million in 2019. Pandemic-related restrictions and reduced demand resulted in a 71 per cent reduction in direct air capacity in 2020, a loss of 14 million seats.

#### **Competitive Environment**

- With very few Canadian arrivals registered since April, destinations in the Caribbean, Mexico, and Central America saw a 60 per cent decline in activity in 2020. While 2.24 million arrivals from Canada were reported throughout the year, almost 93 per cent of this activity took place in the first quarter. The first two months of the current winter season registered just 103 thousand trips, three-quarters of which were to Mexico and the Dominican Republic. This compares to 1.1 million Canadian visitors in Nov and Dec 2019 (-91%).

- Arrivals in the Asia-Pacific region reached 658 thousand in 2020, an 82 per cent decline compared to 2019. The pandemic resulted in 3.0 million fewer arrivals in the region throughout the year with China (-91%) and the Special Administrative Regions of Hong Kong (-91%) and Macao (-92%) recording the largest proportional declines. The average occupancy rate during the year was 29.5 per cent in Thailand, 46.1 per cent in Hong Kong, and 56.6 per cent in Singapore.

### **Consumer Trends**

- Consumer confidence inched up 0.4 points to 91.1 points in February. This is the highest level in a year but remains 25 per cent below its pre-pandemic level. It was primarily optimism about future employment that kept the index from falling in February as almost one-fifth of respondents believe the job market will be better six months from now - the highest share of positive responses since 2002. However, consumers are feeling uneasy about the present as negative views on current finances increased for the first time since last August and consumer sentiment regarding major purchases deteriorated in all regions after three months of rising confidence.

### **Travel Trends**

- There were 193 thousand overnight trips recorded in December. This was the highest level of monthly activity in Canadian travel since March but still reflected a 92 per cent decline versus the previous year.
- With 10 thousand fewer indirect arrivals to Hawai'i in January, activity fell 95% compared to 2020. There were just 542 indirect arrivals during the month, compared to 11 thousand the previous year.

### **Media Trends**

- Instagram is letting users host group live-streams with the launch of Live Rooms, hosting the kinds of discussions that are inviting comparisons to up-and-coming social platform Clubhouse.

### **Airlift**

- Just 10 thousand direct seats were in service in January 2021, compared to 65 thousand in 2020 and 72 thousand in 2019.
- During the period, Air Canada reduced capacity by 19 thousand seats (-85%) and WestJet reduced service by over 36 thousand seats, (-84%).
- Carriers have offered almost 17 thousand seats since the launch of the Safe Travels program in December, which has resulted in more than 5 thousand direct arrivals.

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

- Prime Minister Justin Trudeau said Canada should expect up to 1.5 million more doses of the Pfizer vaccine in March than expected.




- In total, 2,832,350 doses of vaccines (including both Moderna and Pfizer-BioNTech) have been delivered to the provinces for administration. More than 1,536,975 Canadians have received at least one dose of an approved COVID-19 vaccine. 553,735 Canadians are fully vaccinated against COVID-19, having received both required doses.
- Canada will begin domestic production of COVID-19 vaccines at the end of 2021.
- The United States will not put an arbitrary timeline on when the Canada-U.S. border should reopen because the Biden administration is going to let science do the talking, says U.S. Secretary of State Antony Blinken. The Canada-U.S. border closed to all non-essential traffic on March 21, 2020, a closure that was just extended to March 21 this year.

## Leisure Activity Update




### Consumer

- Air Canada Vacations. Currently on hold after the Canadian Federal Government announcement on December 30, reinforcing the 'do not travel' advisory. Will not resume until further notice.
- WestJet Vacations. Currently on hold after the Canadian Federal Government announcement on December 30, reinforcing the 'do not travel' advisory. Expected to resume in early March if the do-not-travel advise eases up.

### TOP PERFORMING POSTS FOR THE MONTH – INSTAGRAM




POST IMAGE	POST TEXT	IMPRESSIONS	ENGAGEMENT ▼	APPLAUSE	AMPLIFICATION	CONVERSATION	POST CLICKS
	Is there a better view than this!? #VisitOahu #LetHawaiiHappen 📷: laurieinthesty . . . #AlohaNorth #hawaii	5,324	400	377	0	3	0
	Snorkeling with new friends. 🤿 #VisitMaui #LetHawaiiHappen	5,127	242	223	0	10	0
	Beachfront Bliss 🌴🏖️ #LetHawaiiHappen #VisitMolokai	2,416	226	215	0	4	0

### TOP PERFORMING POSTS FOR THE MONTH – FACEBOOK

POST IMAGE	POST TEXT	IMPRESSIONS	ENGAGEMENT ▼	APPLAUSE	AMPLIFICATION	CONVERSATION	POST CLICKS
	<b>UGC: Makapuu Beach (Oahu)</b> Is there a better view than this!? #VisitOahu #LetHawaiiHappen	5,180	368	219	14	13	122
	<b>Beach Friend (Molokai)</b> Beachfront Bliss 🌴🏖️ #LetHawaiiHappen #VisitMolokai	4,368	323	188	15	21	99
	<b>Lookout (Kauai)</b> There's a reason Kauai is called the "Garden Island". 🌿 #VisitKauai	2,639	296	97	2	10	187



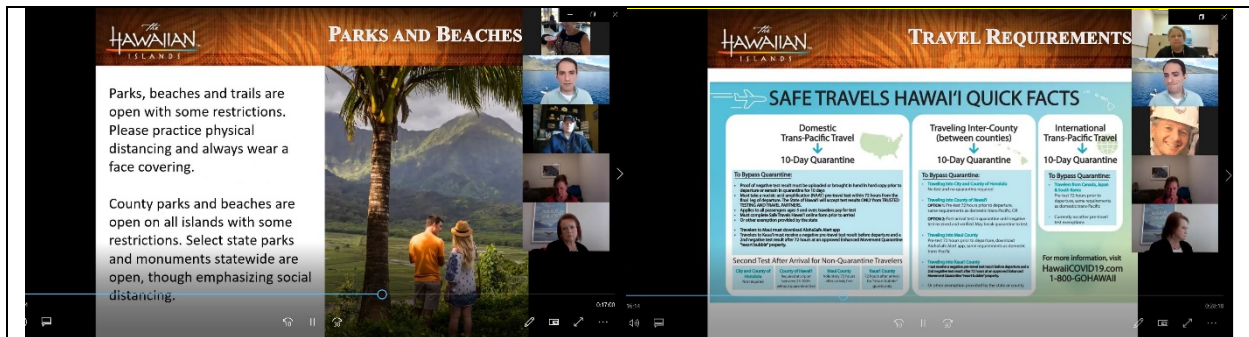
## TOP PERFORMING POSTS FOR THE MONTH – TWITTER:

POST IMAGE	POST TEXT	IMPRESSIONS	ENGAGEMENT ▼	APPLAUSE	AMPLIFICATION	CONVERSATION	POST CLICKS
	<b>Lookout (Kauai)</b> There's a reason Kauai is called the "Garden Island". 🌿 #VisitKauai	N/A	25	15	4	1	5
	<b>UGC: Makapuu Beach (Oahu)</b> Is there a better view than this? #VisitOahu #LetHawaiiHappen	N/A	21	9	4	2	6
	<b>Ocean Center (Maui) - CHANGE</b> Snorkeling with new friends. 🤿 #VisitMaui #LetHawaiiHappen	N/A	15	7	2	1	5

## Travel Trade

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

- Expedia Cruises Training. HTCAN had the opportunity to train 16 travel advisors from 4 Expedia Cruises branches located in the provinces of British Columbia and Alberta, including the cities of Langley, Kamloops, Penticton, and Lethbridge. The training was focused on Hawai'i's pre-travel testing program for Canadians, Inter-county travel restrictions, and COVID-19 Health and Safety Protocols.



- Hotelbeds.com Campaign. HTCAN was able to secure free of cost an educational campaign with Hotelbeds.com in their Canadian website. This campaign will run in April and May.
- HTCAN secured a webinar with Voyages Aqua Terra that will reach the Francophone travel advisors.
- Outgoing reach to set up upcoming training sessions with travel agencies across the country.
- Proactively working on sharing information regularly with the tourism industry and listening to Travel Advisors' feedback about consumer behaviors and booking trends.

## Public Relations

- Ongoing media outreach to keep Hawai'i top of mind.
- Proactive and reactive pitching with prior approvals from the HTA. Pitching themes include virtual experiences for families during summer break.
- In regular conversations with media to ensure they are updated on all regulations and safety protocols pertaining to COVID testing.
- Brainstorming ideas for a possible virtual media event. Working on brief to send to Market Manager by end of March for Approval.

## Sales Activities

### Sales Calls

Airline	Wholesaler/TA/TO/OTA	Other	Total
4	17	3	24

- Recurring sales calls to communicate effectively with Travel Advisors during this COVID-19 crisis. Provide regular updates on Hawai'i's pre-travel testing program for Canadians.
- Frequent email correspondence with travel advisors about specific inquiries from their clients, including COVID-19 Testing sites in Canada, airports protocols, and the State of Hawai'i Safe Travels program.

## Responsible Tourism Update

- HTCAN continues to forward reminders of the cultural webinars of NaHHA.
- The Mālama campaign keeps being explained and promoted amongst the travel advisors.

## Island Chapters Engagement Update

- HTCAN is in communication with the Island Chapters. The design of the social posting calendars have been sent for their approval via Podio.

## "Coming Attractions" for Leisure Market

What	When	Where
Air Canada Vacations Campaign	On hold until further notice	Canada-wide
WestJet Vacations Campaign	On hold until further notice	Canada-wide
Voyages AquaTerra	March 24	Canada-wide (Francophone market)
Hotelbeds.com campaign	April and May	Canada-wide

# Hawai'i Tourism Oceania

## 2021 Monthly Leisure Marketing Report – February

### Market Intelligence/Market Conditions

#### **Economy**

##### Australia

Australia has kept its Covid-19 numbers within the community close to zero which has had a positive impact on consumer confidence. Its speedy response to outbreaks, large-scale government financial assistance and the general willingness of Australians to play their own role in bringing Covid-19 under control have all contributed to Australia's strong economic position. Consumer confidence is up and there is an increasing confidence about the performance of the Australian economy over the next year and next five years. The vaccination rollout will also help boost Consumer Confidence in the weeks and months ahead as increasing numbers of Australians are vaccinated.

Australia's unemployment rate declined as a second round of central bank stimulus combined with a government spending accelerated the economy's recovery and further boosted hiring. The jobless rate fell to 6.4% from 6.6%, versus economists' estimate of 6.5%. Australia has recouped almost all the jobs lost in April/May 2020 at the depths of the recession and nationwide lockdown. The Australian dollar is continuing to hold firm at the higher end of the scale when compared to the last 12 months, sitting around US\$0.77.

##### New Zealand

New Zealand continues to manage Covid-19 via strict border controls, although February did see a small community outbreak that required a short lockdown in Auckland. This naturally has a negative effect on the economy, and the government is wanting to keep these outbreaks to a minimum. This will be helped by the vaccine rollout which began in February and will largely involve the Pfizer vaccine which the government has secured enough quantity for the whole population. The New Zealand dollar continues to trade strongly, at around US\$0.73.

#### **Outbound Travel Market**

##### Australia & New Zealand

The Australian Federal Government is in the final stages of developing a vaccine certificate platform which would provide proof of Covid-19 immunizations, recognized by other countries, to help facilitate post-pandemic travel. The Minister confirmed a range of platforms to facilitate international travel were being considered including, with the ability for Australian immunizations to be verified via the Australian Immunization Register, a key part of the plan for a "faster return to normal life".

#### **Competitive Environment**

##### Australia & New Zealand

Tourism New Zealand has introduced a new marketing hub targeting Australian travel advisors, designed to keep New Zealand top-of-mind as a holiday destination with Aussie travellers. The hub features complimentary marketing tools such as videos, email templates, images, sharable Facebook posts, Zoom backgrounds and sales flyers to help travel agents to better sell the country as a tourist destination.

In early March, Tourism Australia launched a \$5 million activation of “Holiday Here This Year” campaign which targets domestic travelers, inspiring people returning to work after the summer holidays to book their next break.

Visit Sunshine Coast, Tourism Noosa and Ignite Travel Group have collaborated to launch a new campaign aimed at increasing bookings from interstate source markets like Greater Sydney and Melbourne. The multichannel push will target a travel spike during the off-peak February to August period, with value packages also rolling out through Ignite Travel’s various consumer touchpoints.

Phuket has revealed bold plans to revive its failing tourism economy, announcing it will privately fund a vaccination drive without waiting for the Thailand Government. The Phuket Chamber of Commerce and the Phuket Tourist Association have suggested they would pool funds to get 70% of its residents over the age of 18 immunized, expediting the date for when the island can safely reopen to international tourism. If it gets approved by the Thai Govt, it would mean removing any mandated quarantine period.

## **Consumer Trends**

### Australia & New Zealand

Research by Roy Morgan has indicated that an increasing majority of 80% of Australians are willing to be vaccinated for Covid-19 when a vaccine becomes publicly available. This is up 1% point since late January.

Youth-focused operator Contiki has found that more than half of Millennials and Generation Z want to travel as soon as possible - even if it means having to pay for their own hotel quarantine arrangements. The company’s Voice of a Generation survey canvassed the opinions of 1,200 youth travelers, finding that 63% are definitely planning to travel in 2021, while 71% also revealed they would have no issue with getting vaccinated to travel.

## **Travel Trends**

### Australia & New Zealand

Helloworld Travel Limited has reported that its travel agency network members in Australia and New Zealand remain largely intact at the end of December 2020. The results confirmed the ongoing impact of the Covid-19 pandemic on Helloworld’s businesses with many agencies running on skeleton staff levels to service refunds, domestic bookings and enquiries for travel in 2022 and beyond. The 500 Helloworld agencies at September 30, 2020 has now been reduced to 430 retail agencies and a further 52 which have shifted to operate from home.

## **Airlift – Specific to Hawai‘i**

### Australia & New Zealand

Qantas has revealed that it is preparing to restart international travel by October, believing Australia’s vaccine rollout will be “effectively complete” by that time. There are now flights in the system from late October including Sydney to Honolulu. This restart will be dependent on the opening of borders. However, Qantas is still targeting July for a material increase in New Zealand flights, conceding the Covid-19 situation could change and so too would its relaunch forecast if needed.

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

### **Australia & New Zealand**

Up to 110,000 people could lose their jobs when JobKeeper expires at the end of March, according to new research by Commonwealth Bank. The Federal government will stop subsidising the wages of roughly 900,000 employees at the end of March. Commonwealth Bank have published new analysis breaking down the potential effect of the scheme's withdrawal on March 28. JobKeeper recipients working in the 'transport', 'arts and recreation', or 'accommodation and food services' industries are the most likely to lose their jobs, the analysis found. But although the individuals affected will suffer great hardship, the analysis predicts the withdrawal of JobKeeper will only have a short-term impact on the overall jobs market and any negative impact on spending will be minimal.

Both Australia and New Zealand continue to implement the vaccination roll out. The aim is for the majority of the population to be vaccinated by Q4 to create 'heard immunity'. This will be tied in to the removal of current restrictions including international travel.

### **Leisure Activity Update**

#### **Consumer**

**Social media content calendar:** HTO has restarted its social media activity in February. Posting 2 -3 posts per week and gradually building momentum and increasing post frequency over the Q1-Q2 period. The posts have generated a significant amount of engagement. HTO is working with HVCB on obtaining approval on the content plan.

#### **Travel Trade**

**Visit USA:** Met virtually with members of the Visit USA Committee in New Zealand to discuss thoughts and plans for 2021 and beyond. Most members agree that the next few months will provide more of an idea around the timing of re-starting USA promotions.

#### **Public Relations**

In line with the current climate, HTO is not actively distributing press releases or perusing PR. HTO continue to maintain relationships with the trade and consumer press and also assist with destination and industry information where relevant and appropriate.

#### **Sales Activities**

Sales Calls			
<b>Airline</b>	<b>Wholesaler/TA/TO/OTA</b>	<b>Other</b>	<b>Total</b>
2	4	1	7

Included calls with Hawaiian Airlines, My Hawai'i, Luxury Escapes, and Auckland Airport.

### **Responsible Tourism Update**

HTO have begun conversation around how best to implement the Mālama Hawai'i initiative when flights re-commence. There is a very receptive local market who are in tune with the concept and HTO will work with the successful North America programme around promotion and implementation.

### **“Coming Attractions” for Leisure Market**

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

# Hawai'i Tourism Korea

## 2021 Monthly Leisure Marketing Report – February

### Market Intelligence / Market Conditions

#### Economy

- Korea's real growth rate ranked third (-1.0%) among the OECD countries last year as Korea has been relatively less shocked by the higher proportion of manufacturing than the service sector.
- South Korea saw the volume of exports continue growing for a fourth consecutive month in February, showing signs of recovery from the COVID-19 crisis. According to the Ministry of Trade, Industry, and Energy, outbound shipments came to \$44.81 billion last month, up 9.5% from the previous year. Also, the average daily export volume increased 26.4% to reach \$2.3 billion, the largest for the month.
- The Seoul Tourism Foundation and Seoul Metropolitan Government will provide a total of US\$1.37 million to 1,500 companies that operate travel, hotel, and international conference businesses directly hit by the COVID-19 aftermath. It aims to help companies to maintain their businesses.
- South Korea's consumer prices grew at the fastest pace in one year in February due to increased expectations for an economic recovery and rapid inoculations of COVID-19 vaccines. The consumer price index rose 1.1% on-year in February, compared with a 0.6% on-year gain the previous month, and it was the first time to be above 1% since September last year.
- The average USD/WON exchange rate in February was KRW 1,111.72 won, a slight increase from the previous rate of 1,097.49 won in January.

#### Competitive Environment

- A group of Korean golf travelers departed for Bangkok on February 18 after much discussion on quarantine rules with Thailand's Ministry of Health. These travelers are allowed to enjoy golf during 15-day quarantine if the PCR test after entering the golf resort is tested negative, and then travel freely to other regions of Thailand for up to 15 days. A total of three COVID-19 tests are required during the 15-day quarantine period. It is expected that another type of overseas travel product would appear such as relaxation quarantine or villa tour which allows travelers to enjoy activities within the limited space if the golf quarantine becomes a successful case.
- The Visit Britain's online trade exhibition, Travel Mart (ExploreGB), was held from the 1st to the 5th. In Korea, 17 travel agency officials participated and had meetings with local British companies.
- New Zealand Tourism Office held online consumer event called '100% Pure NZ Specialist' in the effort to encourage consumers' participation to a specialist education webinar via Zoom from March 3 to 10. Prizes will be given to the participants who completed all courses.

## Consumer Trends

- The travel demand, which had been suppressed by strict social distancing measures, slowly bursts out as spring comes. According to Timon, one of leading social e-commerce companies, domestic flight booking increased more than 7 times in February compared to the last month. Domestic flights booked from February 1 to 20 departing in March increased 650% when compared with January sales, 744% departing in April, and 1308% departing in May.

## Travel Trends

- According to a survey retrieved from more than two thousand respondents conducted by Travelholic, a leading travel content platform, almost 40% responded they would travel abroad as soon as the pandemic crisis is over.
  - 38.8% would travel abroad first after COVID-19, and 38.8% would travel to any place where they can visit regardless of domestic or overseas.
  - 60.1% preferred European destinations, followed by relaxation destinations such as resort islands (56.9%) and short-haul destinations (48.4%).
  - 76.4% were most concerned about hygiene and safety, followed by discrimination against Asian travelers (61.7%) and less enjoyable trip than before (60.4%)
  - Important factors when selecting accommodation;
    - 2019: location, review/rating, condition of the room, rate
    - 2021: hygienic condition, affordable rate, location, review/rating
  - 33% are willing to pay more than 10% of the room rate for disinfection, cleaning and refund policy while 4.8% were not.

## Media Trends

- The average amount of time South Koreans spent using the internet reached over 20 hours per week last year, 2.7 hours more than the time spent the previous year, 2019, amid the stay-at-home trend driven by the pandemic. South Koreans used the internet 20.1 hours a week on average last year, compared with 17.4 hours the previous year and 16.5 hours in 2018, according to the report from the Ministry of Science and ICT that surveyed 60,000 people over the age of 3. The average time internet users spent on social media stood at 65.8 minutes a week last year, compared with 53.9 minutes the previous year.
- While the pandemic has forced people all over the world to stay home, safely distanced from family and friends, Koreans desperate for a chance to socialize are now turning to a new American social media app, Clubhouse, an audio social media app that has generated buzz worldwide. It reached 195,000 downloads in South Korea as of Feb. 16 and has even shot up to No. 1 on the list of the most-downloaded free applications on Apple App Store in Korea. It has been gaining popularity in South Korea as popular celebrity users, from K-pop artists to politicians, joined the invitation-only platform. The fast-growing popularity of the app has even pushed some people to pay to get an invitation code as much as about 20,000 to 30,000 won (\$18 to \$27).

## Airlift

- Hawaiian Airlines is finalizing its plan to increase to two weekly flights for ICN to HNL from April (HA 460).



- Korean Air extended its suspension of flight services on ICN-HNL route (KE053) and ICN-NRT-HNL route (KE001) till April 30.
- Asiana Airlines halted flights service of ICN-HNL route (OZ232) until April 30.

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

- The Ministry of Foreign Affairs extended the special travel advisory for Koreans to avoid non-essential overseas trips until March 17, 2021.
- Incheon International Airport Corporation started its own COVID-19 test center starting March 1, drastically reducing the test time from 7 hours to 2-4 hours. The rapid PCR test is highly recommended to check the health status of passengers who depart for other countries without COVID-19 symptoms.
- COVID-19 vaccinations have begun for Korea's front-line workers at nursing homes and hospitals from February 26, and 23,086 people completed the first round of vaccination in 1 week. About one half of Korean population is expected to be vaccinated by Q2.
- Air Busan, which introduced the first landless flight by a domestic airline, has an average load of more than 90% in its landless international flights since December last year, and decided to operate a total of four landless international flights in March. Korean Air has also recently entered into the landless flight market as it saw potentials to grow more upon people's thirst for overseas travel.
- According to the Ministry of Land, Infrastructure, and Transport, 941,436 passengers, based on the total number of departures and arrivals, used domestic flights at 14 airports nationwide during the Lunar New Year holiday period, up 1.8% from 924,208 passengers during the same holiday last year. The number of passengers exceeded the industry's expectation (800,000 passengers) and showed the strong demand for travel.

### **Leisure Activity Update**

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

- **Pre-PCR Test Program:** HTK is in progress to finalize the partnership agreement with COVID-19 Test Center at Incheon National Airport. The center submitted their sample test to the state of Hawai'i in the second week of March and waiting for the confirmation followed by the final screening test. HTK is also waiting for Korea University Hospital to submit their signed letters.
- **Safe Travels Program:** HTK has updated the alert page on Gohawaii.kr web page explaining specific instructions on how to apply on Safe Travels Program for Korean visitors.

#### **Consumer**

- **HTK social media channels:** HTK uploaded 4 social media posts as a series of virtual trip to Hawai'i contents under the theme of Hawaiian culture and history in March. The posts highlighted

the Hawaiian value Kuleana, visitor information on 3W's was introduced. HTK has submitted the March and April social calendar to podio for final review and approval.

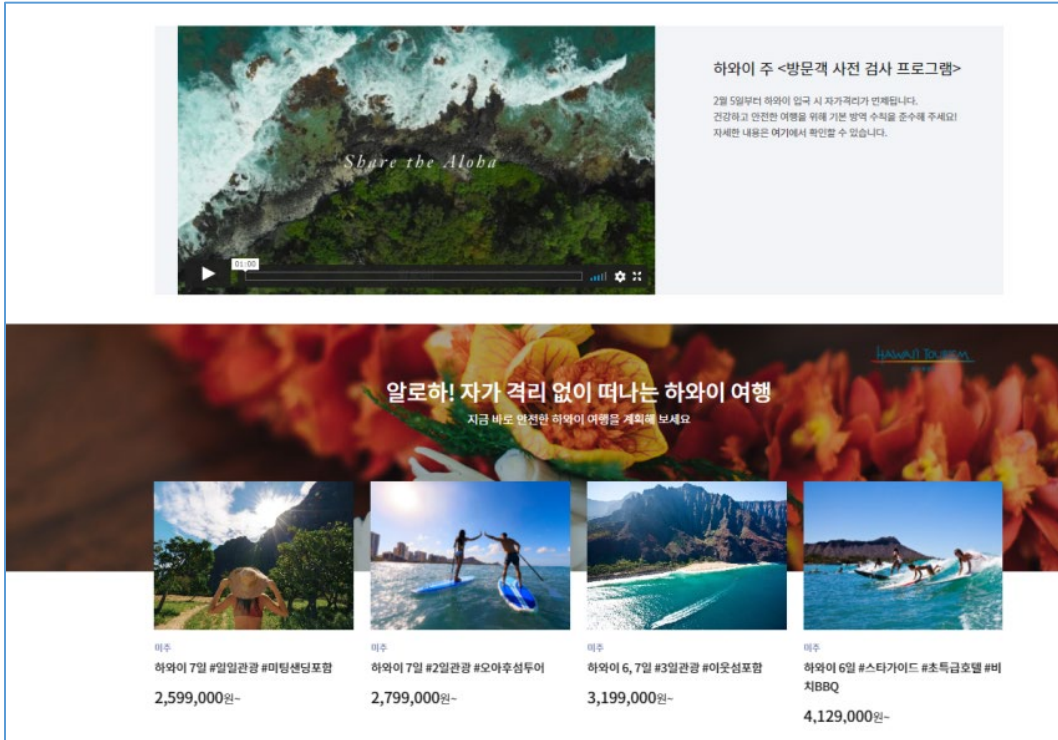
- **General Consumer Inquiry:** HTK has been handling consumer inquires mainly on TTP programs and providing related guidelines.
- **Stories of Aloha media campaign with major publications:** HTK has successfully ran social media campaign introducing TTP program launch in Korean market through leading consumer magazine with high profile Instagram channels owning minimum 500K to 1M followers such as <Elle>, <Vogue>, <Arena>, <Noblesse>, <Luxury>, <Neighbor> and <W> of which the followers adding up to 8.2 million.
- **Instagram post:** Posts were developed using Kuleana video assets from HVCB and covered information in TTP Program as well as safe travel guidelines which were put on live simultaneously on the program launch day, February 5. The video post in 7 Instagram channels reached to 336,265 viewers and generated 20,859 likes as of March 9. The AD value of the campaign equivalents to \$120,000.
- **Advertorial:** A 1 page of advertorial was placed in March issue in respective 5 magazines highlighting the launch of TTP program and the Mālama Hawai'i message. The article describes detailed information on TTP program in Korea including list of partnership hospitals and introduction to Safe Travel. The PR value for the total advertorial equivalents to \$60,000 with impression of 683,000.



## Travel Trade

- **Safety & Joy Tours to Hawai'i with Hana Tour:** In partnership with Hana Tour, HTK developed safe and enjoyable trip promotion to Hawai'i. The promotion page on Hana Tour website went live

for the duration of 2 weeks starting from February 15. The page showcased Hawai'i package tour products under the title of "safe travel to the Hawaiian Islands without quarantine". The page included New Kuleana video with subtitles and link to gohawaii.kr website where the consumer can find detailed information on TTP program. The final promotion result will be included in March report.



## Public Relations

- **E-newsletter distribution:** HTK distributed B2C e-newsletter on February 10 highlighting the TTP program launch and Safe Travel program guidelines. It also included flight re-operation news of Hawaiian Airlines, post of #VirtualTriptoHawaii series on HTK social media and renewal announcement of Westin Maui Resort & Spa. HTK is also prepared for quarterly B2B e-newsletter to be sent out in March.
- **Media handling:** HTK has been in keeping close contact with major media to provide up to date destination information and attend on their inquiry.
- **Press release:** HTK is preparing for a press release development to pitch Mālama Hawai'i message in Korea market.

## Sales Activities

### Sales Calls

Airline	Wholesaler/TA/TO/OTA	Other	Total
3	2	0	6

- **Summary of Key Sales Activities**

- **Airlines:** HTK held regular meetings with three major airline partners, KE, HA and OZ to share the latest market condition the status of flight from Incheon to Hawai'i. HA is considering to increase additional weekly flight from Incheon to Honolulu starting April.
- **Travel Agencies:** HTK held regular calls with the two major South Korean travel agencies, Hana Tour and Mode Tour and discussed current market status and updates on TTP Program.

### **Responsible Tourism Update**

- HTK highlighted the Mālama Hawai'i message through 5 major magazine advertorials in February.
- HTK emphasized the meaning of Kuleana and the importance of responsible tourism in Hawai'i via official social media post.

### **Coming Attractions for Leisure Market**

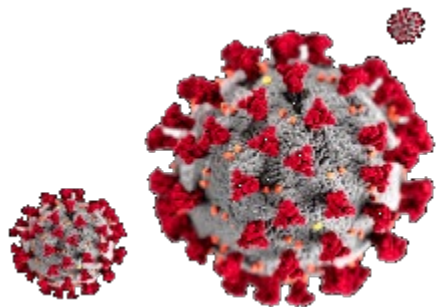
<b>What</b>	<b>When</b>	<b>Where</b>
Aloha Special University Webinar	4 <sup>th</sup> week of March	Seoul
B2B newsletter distribution	2 <sup>nd</sup> week of March	Seoul
Social media development	March & April	Seoul

## **5**

Update from Major General Kenneth Hara, Adjutant  
General for the State of Hawaii on the COVID-19  
Testing, Vaccination and Safe Travels Program



# State of Hawai'i COVID-19 Response Update



March 25, 2021  
MG Kenneth Hara

[hawaiicovid19.com](http://hawaiicovid19.com)



# Outline



- Response Guiding Principles
- State Response Framework
- Safe Travels Hawaii
- Vaccination Update
- Issues and Concerns
- What's Next
- Questions

# Guiding Principles



**Save lives and prevent human suffering**

**Empower individuals** to protect (mālama) themselves and others

**Mitigate risk** through layered safety measures



# Ways/Means

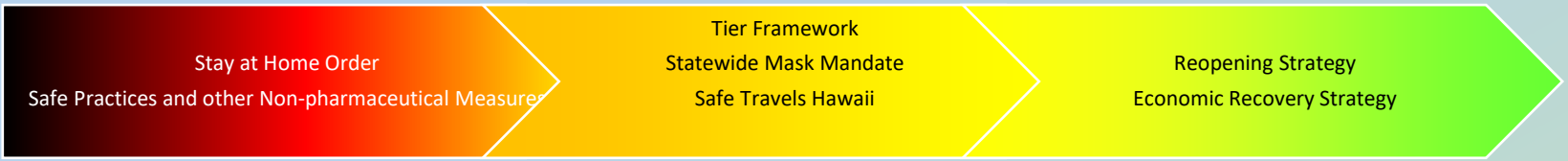
# Ends

## Response Framework

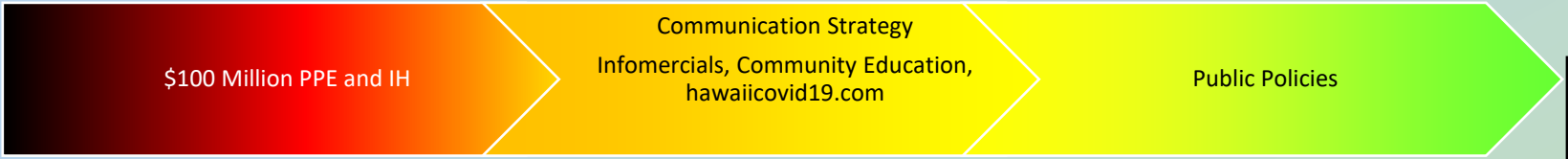
Pandemic Control Actions



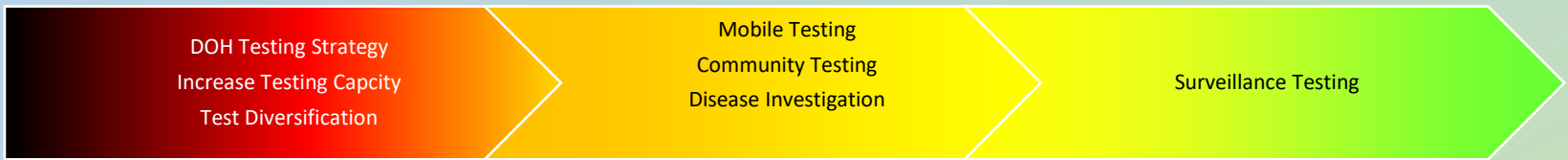
Policies



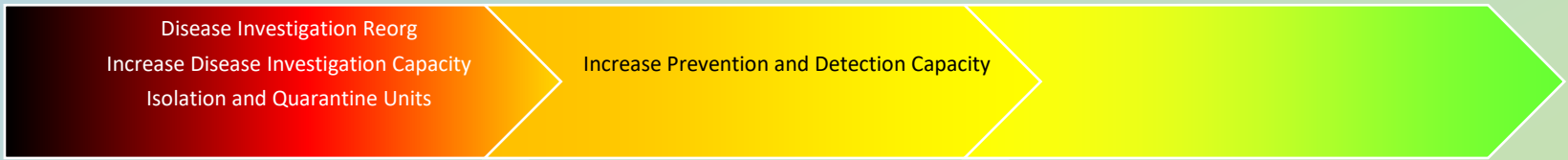
Prevention



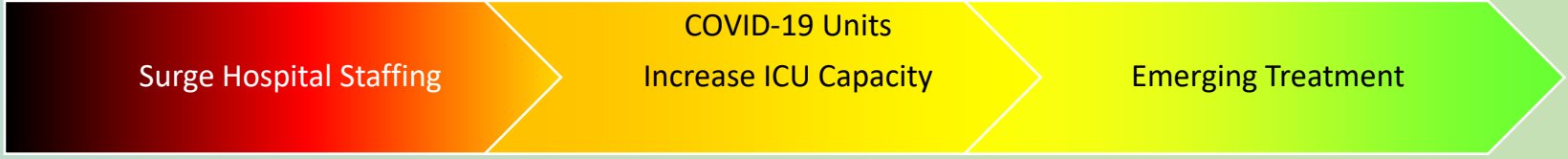
Detection



Containment



Treatment



Reduction in spread of COVID-19

Reduced COVID related hospitalization and deaths

Science and risk based decision making

Structured relaxation of policies

**Hawaii transitions to a new acceptable norm and is on the path to economic recovery.**

# Safe Travels Hawaii

## Layered risk-management approach



- Trusted Travel Partner
- 72 hour/three-day pre-test to reduce infected travelers from entering the state (Prior to Departure)
- Travel Forms and Questionnaire
- Trans-Pacific Traveler Screening
- Mandatory self-quarantine for non-COVID negative test
- Compliance checks and enforcement

NO VACCINE

LIMITED SUPPLY  
HIGH RISK PRIORITY GROUPS

ADDITIONAL SUPPLY  
OTHER PRIORITY GROUPS

BROAD SUPPLY  
GENERAL POPULATION

We are here

# Where Are **You** in the Vaccine Timeline?



In Progress

Phase 1a

- Healthcare personnel
- Long-term care facility residents

### Essential Workers:

Workers who are in sectors essential to the functioning of society and are at substantially higher risk of getting COVID-19



In Progress

Phase 1b

- First responders
- Frontline essential workers
- Adults 70+ years of age

### High-risk medical conditions:

- Individuals on dialysis;
- People with severe respiratory disease who are on oxygen; and
- Those undergoing chemotherapy or other infusion therapy.



In Progress

Phase 1c

- Adults age 65 to 69 years
- Persons 16 to 64 years with high-risk medical conditions
- Essential workers not included in the previous group



May 2021

Phase 2

- Persons 16 years and older not in other categories

Details on vaccine distribution and supply are being regularly updated with new guidelines from the CDC and other authorities. Please keep informed by visiting [HawaiiCOVID19.com/vaccine](https://www.hawaii.gov/health/COVID19/vaccine)

- [Pfizer-BioNTech](#)
- [Moderna](#)
- [Janssen Biotech](#) (Johnson & Johnson)

# Vaccine Summary

## 24 March 2021



# Hawaii COVID-19 Vaccine Summary

LAST UPDATED ON Tuesday, March 23, 2021  
(Includes all doses entered in the Vaccine Administration Management System, VAMS)



Click info icon for notes on this data



We are currently in Phase 1c

Hover over arrow for prioritization groups in that phase

### VACCINE TRACKING | HOVER FOR DETAILS

**79%**

of vaccines received in Hawaii have been **administered**.



**ORDERED** | Vaccines awarded

772,210



**RECEIVED** | Shipments arrived

691,050

### ADMINISTERED | Vaccines given to individuals



**TOTAL VACCINES ADMINISTERED**

547,891

**PUBLIC VACCINES** | Counted in Vams

523,019

**FEDERAL PHARMACY**

24,872

**NAVIGATE TO OTHER VIEWS**

Click buttons to navigate to other views



DOSE TRACKING

VACCINES BY COUNTY

AGE

7 RACE



# Issues and Concerns

- Large gatherings (complacency/disregard for orders)
- Reluctance to be vaccinated (herd immunity)
- New variants
- No CDC vaccination travel guidance
- Validating vaccination completion
- Vaccination efficacy for international vaccines
- Terminate Safe Travels Hawaii program



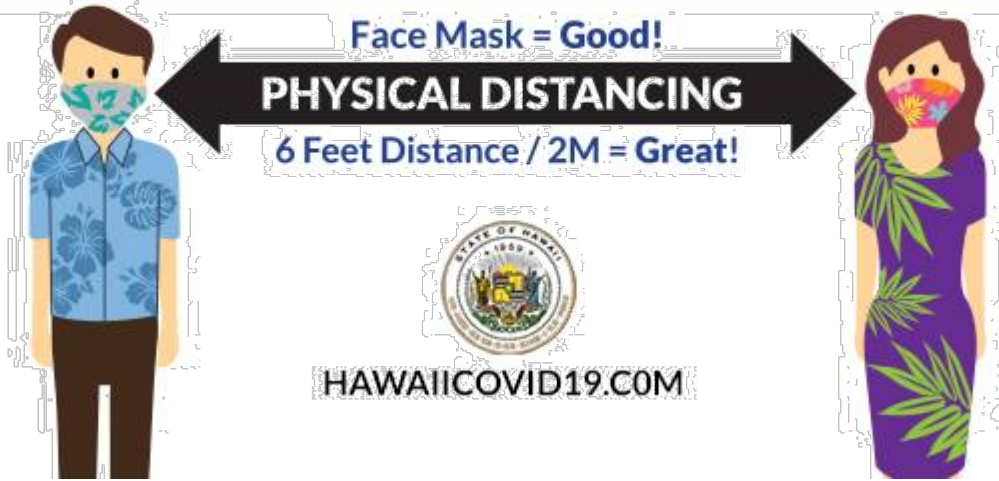
# What's Next? (Pre-decisional)

- Inter-county travel quarantine relaxation
- Vaccination exemption
  - Trans-Pacific Continental US travelers
  - Trans-Pacific International Travelers
- Terminate Safe Travels Hawaii program



**MASK REQUIRED**  
Wearing face protection helps Stop the Spread of COVID19

**Protect Yourself and Others**



?

Questions

## **6**

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





# Market Insights – February 2021

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

## Report on Economic Impact

In February 2021, most passengers arriving from out-of-state and traveling inter-county could bypass the State's mandatory 10-day self-quarantine with a valid negative COVID-19 NAAT test result from a Trusted Testing Partner through the state's Safe Travels program. All trans-Pacific travelers participating in the pre-travel testing program were required to have a negative test result before their departure to Hawai'i. Starting January 5, Kaua'i County rejoined the Safe Travels program for inter-island arrivals, allowing travelers who were in Hawai'i for more than three days to bypass the quarantine with a valid test result. Also starting January 5 on Kaua'i, trans-Pacific travelers were given the option of participating in a pre- and post-travel testing program at a "resort bubble" property as a way to shorten their time in quarantine. The counties of Hawai'i and Maui also had a partial quarantine in place in February. In addition, the U.S. Centers for Disease Control and Prevention (CDC) continued to enforce the "Conditional Sailing Order" on all cruise ships.

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

*NOTE: February 2020 included an extra day due to leap year. To directly compare with February 2021 data, the average daily census was used as a measure of visitor volume, and visitor spending was stated on a per day basis where applicable. For February 2021, spending statistics were from U.S. West, U.S. East, Japan and Canada visitors. Spending data for visitors from other markets were not available.*

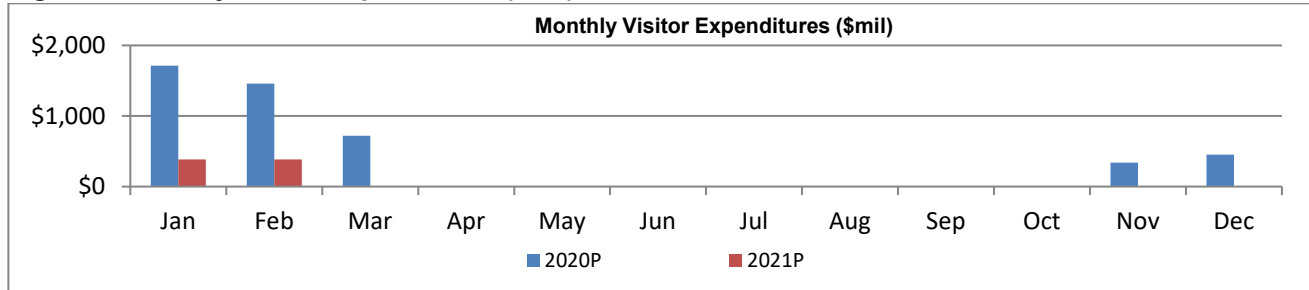
- Total visitor spending dropped to \$768.7 million (-75.8%). This represented an average of \$13.0 million per day compared to \$52.9 million per day year-over-year. The average daily census decreased to 85,519 total visitors compared to 260,059 visitors per day in year-to-date February 2020.
- Through February 2021, the state collected \$73.5 million in TAT, down 83.9 percent compared to FY 2020 through February 2020 (Preliminary data from Dept of Taxation).
- In the first two months of 2021, an average of 92 daily flights and 19,088 daily air seats services the Hawaiian Islands, compared to 173 average daily flights and 38,495 seats in the same period last year.

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

	YOY Rate	Feb. 2021 YTD	2021 Annual Forecast
Visitor Spending (\$mil)	-75.8%	768.7	9,711.8
Daily Spend (\$pppd)	-25.1%	152.3	185.4
Visitor Days	-67.7%	5,045,593	52,372,004
Arrivals	-75.9%	407,259	5,510,247
Daily Census	-67.1%	85,519	143,485
Airlift (scheduled seats)	-51.1%	1,122,895	N/A

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

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



**Major Market Areas (MMAs)**

**USA**

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

	YOY Rate	Feb. 2021 YTD	2021 Annual Forecast
Visitor Spending (\$mil)	-64.9%	744.3	7,833.4
Daily Spend (\$pppd)	-21.9%	157.0	184.1
Visitor Days	-55.1%	4,740,982	42,553,079
Arrivals	-64.5%	391,568	4,403,876
Daily Census	-54.3%	80,356	116,584
Airlift (scheduled seats)	-34.8%	1,065,872	N/A

DBEDT 2021 annual forecast (Quarter 1, 2021).

- The Conference Board Consumer Confidence Index improved again in February 2021, after increasing in January. The Index now stands at 91.3 (1985=100), up from 88.9 in January. The Present Situation Index based on consumers’ assessment of current business and labor market conditions climbed from 85.5 to 92.0. The Expectations Index based on consumers’ short-term outlook for income, business and labor market conditions fell marginally, from 91.2 last month to 90.8 in February.
- Major U.S. wholesalers’ focus continues to be Hawai’i’s safety and protocol guide, travel insurance/protection, and travel advisor educational messaging.
- Most of the major U.S. wholesalers have reported that they see an increase in travel for summer and feel that customers believe things will be more stable by then. There is potential for last minute bookings for April travel.
- The forecast for domestic scheduled nonstop air seats to Hawai’i for March - May 2021 will increase by +158.5 percent as compared with the same time period of 2020 (April 2020 was the first month of the 14-day quarantine and the immediate reduction of flights). The projection is based on flights appearing in Diiio Mi airline schedules. Due to COVID-19, the constant fluidity in scheduled air seats is expected to continue in all major market areas including U.S. West (+156.0%) and U.S. East (+177.7%). The situation is being monitored and the forecast adjusted accordingly.

## US WEST

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

	YOY Rate	Feb. 2021 YTD	2021 Annual Forecast
Visitor Spending (\$mil)	-59.0%	490.3	4,850.7
Daily Spend (\$pppd)	-17.0%	155.2	173.0
Visitor Days	-50.6%	3,158,764	28,031,536
Arrivals	-60.9%	276,881	3,002,696
Daily Census	-49.7%	53,538	76,799
Airlift (scheduled seats)	-32.3%	949,417	N/A

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

- In February 2021, U.S. West visitors spent an average of \$9.4 million per day (-52.2%). The average daily census decreased to 60,249 visitors per day compared to 105,233 visitors per day in February 2020. Year-to-date, visitor spending averaged \$8.3 million per day (-58.2%) and the average daily census was 53,538 visitors per day (-49.7%).
- Key U.S. West markets had travel restrictions in place during February. California residents were advised to quarantine for 10 days after reentering the state. San Francisco and Santa Clara counties maintained their mandatory 10-day quarantine for people coming from outside their region. In Oregon, returning residents were encouraged to self-quarantine for 14 days after their return. In Washington, a 14-day quarantine was recommended for residents returning from interstate and international travel.

## US EAST

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

	YOY Rate	Feb. 2021 YTD	2021 Annual Forecast
Visitor Spending (\$mil)	-72.6%	254.0	2,982.6
Daily Spend (\$pppd)	-27.9%	160.5	205.4
Visitor Days	-62.0%	1,582,217	14,521,543
Arrivals	-70.9%	114,687	1,401,180
Daily Census	-61.3%	26,817	39,785
Airlift (scheduled seats)	-49.8%	116,455	N/A

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

- In February 2021, U.S. East visitors spent an average of \$4.1 million per day (-71.3%). The average daily census declined to 26,996 visitors per day compared to 65,827 visitors per day in February 2020. Year-to-date, visitor spending averaged \$4.3 million per day (-72.1%) and the average daily census was 26,817 visitors per day (-61.3%).
- In New York, all travelers, including returning residents, had the option to “test out” of the mandatory 10-day quarantine for asymptomatic individuals. A COVID-19 test was required within three days before their return to New York, followed by three days of quarantine. On day four of their quarantine, the traveler had to obtain a second COVID-19 test. If both tests came back negative, they could exit quarantine early upon receipt of the second negative diagnostic test.

## CANADA

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

	YOY Rate	Feb. 2021 YTD	2021 Annual Forecast
Visitor Spending (\$mil)	-94.4%	17.2	449.3
Daily Spend (\$pppd)	-4.6%	170.9	168.6
Visitor Days	-94.1%	100,666	2,664,375
Arrivals	-97.4%	3,390	195,431
Daily Census	-94.0%	1,706	7,300
Airlift (scheduled seats)	-92.7%	9,308	N/A

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

- In February 2021, Canadian visitors spent an average of \$80.6 thousand per day (-98.4%). The average daily census dropped to 488 visitors per day compared to 27,223 visitors per day in February 2020. Year-to-date, visitor spending averaged \$291.6 thousand per day (-94.3%) and the average daily census was 1,706 visitors per day (-94.0%).
- In February, most travelers to Canada, including returning Canadian nationals, were required to take a COVID-19 molecular test when they arrive in Canada before exiting the airport, and another toward the end of their mandatory 14-day quarantine period. Effective February 18, most air travelers, were required to reserve, prior to departure to Canada, a three-night stay in a government-authorized hotel. In addition, they were required to submit their travel and contact information, including a suitable quarantine plan, electronically via ArriveCAN before boarding their flight.
- Canada's real GDP is forecast to grow 5.3 percent in 2021 and 3.5 percent in 2022. This follows the deepest recession in modern times. This growth is still expected due to a vaccine roll out and the governmental support.
- Consumer confidence inched up 0.4 points to 91.1 points in February. This is the highest level in a year but remains 25 per cent below its pre-pandemic level. It was primarily optimism about future employment that kept the index from falling in February as almost one-fifth of respondents believe the job market will be better six months from now - the highest share of positive responses since 2002.
- The loonie gained strength at the start of 2021 reaching an average of USD \$0.786 (+2.8%) in January, the highest value in almost three years.
- Air Canada stopped service to Hawai'i until April 2021. It is still uncertain if the carrier will resume flights in May. WestJet continues its services to Maui with reduced capacity.

## JAPAN

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

	YOY Rate	Feb. 2021 YTD	2021 Annual Forecast
Visitor Spending (\$mil)	-97.9%	7.2	454.4
Daily Spend (\$pppd)	-15.9%	202.3	227.4
Visitor Days	-97.5%	35,638	1,998,302
Arrivals	-99.3%	1,859	347,802
Daily Census	-97.5%	604	5,475
Airlift (scheduled seats)	-93.2%	23,033	N/A

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

- In February 2021, Visitors from Japan spent an average of \$86.1 thousand per day (-98.5%). The average daily census decreased to 430 visitors per day compared to 23,395 visitors per day in February 2020. Year-to-date, visitor spending averaged \$122.2 thousand per day (-97.9%) and the average daily census was 604 visitors per day (-97.5%).
- In February, all travelers, including returning Japanese nationals were required to quarantine for 14 days. In addition, the Japan government required proof of a negative PCR test for all entry into Japan.
- Japan's economy expanded more than expected in Quarter 4, 2020 based on government data. According to private research institutes, 2021 GDP predicted to grow 3.9 percent from the previous year. Due to the 2nd state of emergency, consumption decreased in Quarter 1, 2021. However, economists are optimistic for recovery starting Quarter 2. Twelve private think-tank forecasted 2021 real GDP growth between 5.1 percent and 3.3 percent.
- Japan government announced extension of the 2nd state of emergency to 10 prefectures except Tochigi prefecture until March 7, 2021 due to the COVID-19 surge.
- Starting February 17, 2021, Japan launched its COVID-19 inoculation drive administering the vaccine to Tokyo hospital workers, as Prime Minister Suga attempts to beat the odds and host the Olympics this summer. Healthcare workers were among the first of some 40,000 medical professionals targeted to receive the initial shipments of the vaccine. They will be followed by 3.7 million more medical personnel, then 36 million people age 65 and over.
- It was estimated that the economic impact of the Tokyo Olympics and Paralympics would be approximately 20 trillion Japanese yen in Tokyo Prefecture alone, and about 32 trillion Japanese yen nationwide. The Japanese government expected long-lasting social, economic, and cultural benefits from the 2020 Summer Olympics and Paralympics. According to estimates from January 2021, the Japanese government and other entities involved in hosting the Tokyo 2020 Summer Olympic Games would lose approximately 640 billion Japanese yen if the event was postponed. In case the Olympic Games were canceled altogether, the loss would amount to an estimated 4.5 trillion Japanese yen.
- Japan National Tourism Organization (JNTO) announced Japanese outbound for January 2021 as 48,700 passengers (-96.5% vs 2020). Since April 2020, the number of outbound travelers has declined around 90 percent consecutively in the last 10 months.
- Airline operation: Total 29 flights with 7,438 air seats to Hawai'i in February 2021 by ANA, Hawaiian and JAL. March 2021 forecast: Total 30 flights with 7,684 seats. April 2021 forecast: Total 34 flights with 8,798 seats.
- Suspension: Delta (until 3/27) United (until 4/1) Korean (Indefinitely).

## OCEANIA

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

	YOY Rate	Feb. 2021 YTD	2021 Annual Forecast
Visitor Spending (\$mil)	N/A	N/A	202.8
Daily Spend (\$pppd)	N/A	N/A	258.0
Visitor Days	-98.8%	5,175	786,033
Arrivals	-99.6%	177	82,654
Daily Census	-98.8%	88	2,154
Airlift (scheduled seats)	-100.0%	0	N/A

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

- Australia: The average daily census declined considerably (-99.2% to 39 visitors per day) in February and through the first two months of 2021 (-99.1% to 57 visitors per day) compared to the same period last year. There were no direct flights from Australia.
- The Government continued to impose a ban on all overseas travel for Australians, unless an exemption was granted. Residents returning to Australia must quarantine for 14 days.
- Australia has kept its COVID-19 numbers within the community close to zero which has had a positive impact on consumer confidence. Its speedy response to outbreaks, large-scale government financial assistance and the general willingness of Australians to play their own role in bringing COVID-19 under control have all contributed to Australia's strong economic position. Consumer confidence is up and there is an increasing confidence about the performance of the Australian economy over the next year and next five years. The vaccination rollout will also help boost Consumer Confidence in the weeks and months ahead as increasing numbers of Australians are vaccinated.
- Australia's unemployment rate declined as a second round of central bank stimulus combined with a government spending accelerated the economy's recovery and further boosted hiring. The jobless rate fell to 6.4 percent from 6.6 percent, versus economists' estimate of 6.5 percent. Australia has recouped almost all the jobs lost in April/May 2020 at the depths of the recession and nationwide lockdown. The Australian dollar is continuing to hold firm at the higher end of the scale when compared to the last 12 months, sitting around US\$0.77.
- New Zealand: The average daily census plummeted (-98.7% to 12 visitors per day) in February and through the first two months of 2021 (-97.4% to 31 visitors per day) compared to a year ago. There were no direct flights from New Zealand.
- The New Zealand government advised New Zealanders to refrain from travel overseas due to COVID-19 health risks and travel restrictions. Residents returning to New Zealand were required to complete at least 14 days of quarantine and test negative for COVID-19 before entering the community.
- New Zealand continues to manage COVID-19 via strict border controls, although February did see a small community outbreak that required a short lockdown in Auckland. This naturally has a negative effect on the economy, and the government is wanting to keep these outbreaks to a minimum. This will be helped by the vaccine rollout which began in February and will largely involve the Pfizer vaccine which the government has secured enough quantity for the whole population.
- The New Zealand dollar continues to trade strongly, at around US\$0.73.

## EUROPE

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

	YOY Rate	Feb. 2021 YTD	2021 Annual Forecast
Visitor Spending (\$mil)	N/A	N/A	106.4
Daily Spend (\$pppd)	N/A	N/A	146.7
Visitor Days	-93.4%	14,124	725,338
Arrivals	-96.1%	651	55,102
Daily Census	-93.3%	239	1,987
Airlift (scheduled seats)	N/A	N/A	N/A

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

- The average daily census from the United Kingdom, France, Germany, Italy and Switzerland declined (-95.1% to 187 visitors per day) in February and through the first two months of 2021 (-93.3% to 239 visitors per day) compared to the same period last year.
- Germany remained in lockdown and non-essential services were closed since mid-December 2020. Travelers entering Germany from countries classified as high-incidence areas were required to present a negative test result before their flight and subject to quarantine for 10 days. The United Kingdom has been in lockdown since January 4. All travelers entering the U.K., including British citizens, had to present a negative COVID-19 test taken within 72 hours of arrival and were also subject to quarantine for 10 days.

## OTHER ASIA

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

	YOY Rate	Feb. 2021 YTD	2021 Annual Forecast
Visitor Spending (\$mil)	N/A	N/A	NA
Daily Spend (\$pppd)	N/A	N/A	NA
Visitor Days	-95.8%	18,969	NA
Arrivals	-98.6%	776	NA
Daily Census	-95.8%	322	NA
Airlift (scheduled seats)	-100.0%	0	N/A

*DBEDT 2021 annual forecast are not available.*

- The average daily census from Other Asia (China, Hong Kong, Korea, Singapore, Taiwan) dropped (-95.5% to 267 visitors per day) in February and through the first two months of 2021 (-95.8% to 322 visitors per day) compared to a year ago.

## KOREA

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

	YOY Rate	Feb. 2021 YTD	2021 Annual Forecast
Visitor Spending (\$mil)	N/A	N/A	127.0
Daily Spend (\$pppd)	N/A	N/A	278.2
Visitor Days	-95.4%	14,898	456,698
Arrivals	-98.8%	472	55,102
Daily Census	-95.3%	253	1,251
Airlift (scheduled seats)	-95.8%	2,502	N/A

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

- The average daily census decreased substantially (-95.9% to 204 visitors per day) in February and through the first two months of 2021 (-95.3% to 253 visitors per day).
- All travelers to Korea, including returning Korean nationals, were subject to a mandatory 14-day quarantine. Effective February 24, a negative COVID-19 PCR test was required from all arriving travelers. The Korean government extended its special travel advisory for Koreans to avoid non-essential overseas trips until March 17, 2021.
- South Korea saw the volume of exports continue growing for a fourth consecutive month in February, showing signs of recovery from the COVID-19 crisis. According to the Ministry of Trade, Industry, and Energy, outbound shipments came to \$44.81 billion last month, up 9.5% from the previous year. Also, the average daily export volume increased 26.4% to reach \$2.3 billion, the largest for the month.

- South Korea's consumer price index rose 1.1 percent in February 2021, compared to a 0.6 percent gain the previous month, and it was the first time to be above 1 percent since September last year.
- According to Bank of Korea, the composite consumer sentiment index (CCSI) came in at 97.4 for February 2021, up 2.0 from the previous month as a third wave of coronavirus infections showed signs of slowing down.
- The average USD/WON exchange rate in February was KRW 1,111.72 won, slightly depreciated from the previous rate of 1,097.49 won in January.
- Korean Air extended its suspension of flight services on ICN-HNL route (KE053) and ICN-NRT-HNL route (KE001) until April 30.
- Asiana Airlines halted flights service of ICN-HNL route (OZ232) until April 30.
- Hawaiian Airlines has resumed its weekly flight from ICN to HNL (HA 460) from November 27, 2020 and will increase to 2 weekly flights starting from April 4, which will operate every Friday and Sunday.

## LATIN AMERICA

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

	YOY Rate	Feb. 2021 YTD	2021 Annual Forecast
Visitor Spending (\$mil)	N/A	N/A	NA
Daily Spend (\$pppd)	N/A	N/A	NA
Visitor Days	-80.1%	8,857	NA
Arrivals	-88.9%	474	NA
Daily Census	-79.8%	150	NA
Airlift (scheduled seats)	N/A	N/A	N/A

*DBEDT 2021 annual forecast are not available.*

- The average daily census from Mexico, Brazil and Argentina dropped (-81.8% to 111 visitors per day) in February and through the first two months of 2021 (-79.8% to 150 visitors per day) compared to a year ago.
- In Argentina, the government extended a December measure through February 28 to shut air, land, and sea borders to all foreign nationals. All incoming travelers including returning nationals were required to submit a valid negative PCR test completed up to 72 hours before travel. In Mexico, U.S. and Mexican border restrictions were enforced until February 24, 2021. The restrictions applied to non-essential crossings but not commerce. There were no quarantine restrictions for returning Mexican nationals.



## ISLAND VISITATION:

- **Oahu:** In February, visitor spending<sup>1</sup> averaged \$4.8 million per day (-76.6%) and the average daily census showed 35,935 visitors per day (-67.0%) on O‘ahu. For the first two months of 2021, visitor spending (-79.3% to \$4.5 million per day) and the average daily census (-69.3% to 34,973 visitors per day) were down significantly compared to a year ago.
- **Maui** In February, visitor spending averaged \$5.9 million per day (-62.6%) and the average daily census showed 32,237 visitors per day (-52.3%) on Maui. For the first two months of 2021, visitor spending (-64.5% to \$5.7 million per day) and the average daily census (-58.1% to 29,060 visitors per day) decreased considerably from a year ago.
- **Hawai‘i Island:** In February, visitor spending averaged \$2.5 million per day (-67.2%) and the average daily census showed 18,163 visitors per day (-54.8%) on Hawai‘i Island. For the first two months of 2021, visitor spending (-72.1% to \$2.4 million per day) and the average daily census (-59.5% to 17,542 visitors per day) dropped substantially from a year ago.
- **Kaua‘i:** In February, visitor spending averaged \$565.1 thousand per day (-90.4%) and the average daily census showed 3,730 visitors per day (-87.2%) on Kaua‘i. For the first two months of 2021, visitor spending (-92.7% to \$440.8 thousand per day) and the average daily census (-88.6% to 3,349 visitors per day) declined dramatically from a year ago.

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<sup>1</sup> For February 2021, spending statistics on each island were from U.S. West, U.S. East, Japan and Canada visitors. Spending data for visitors from other markets were not available.

HTA Key Performance Indicators Dashboard

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

Visitor Industry Performance Measures

Market: **OVERALL**

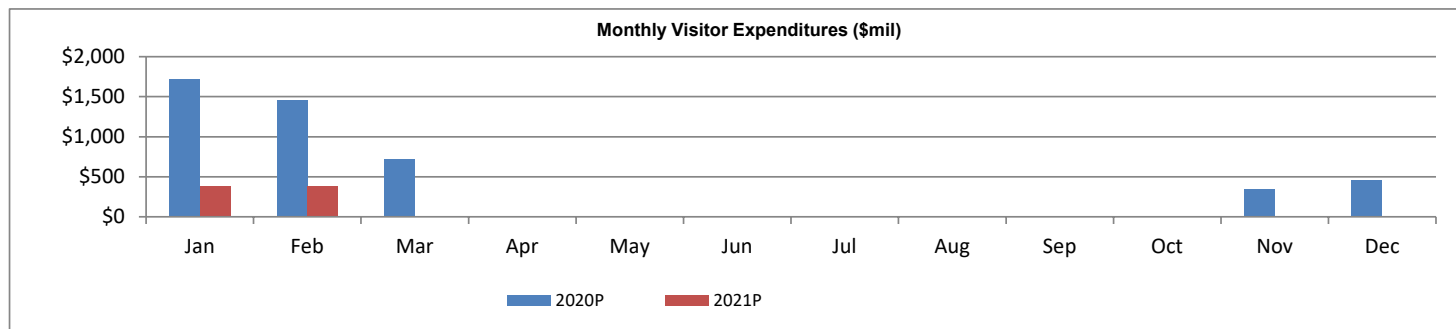
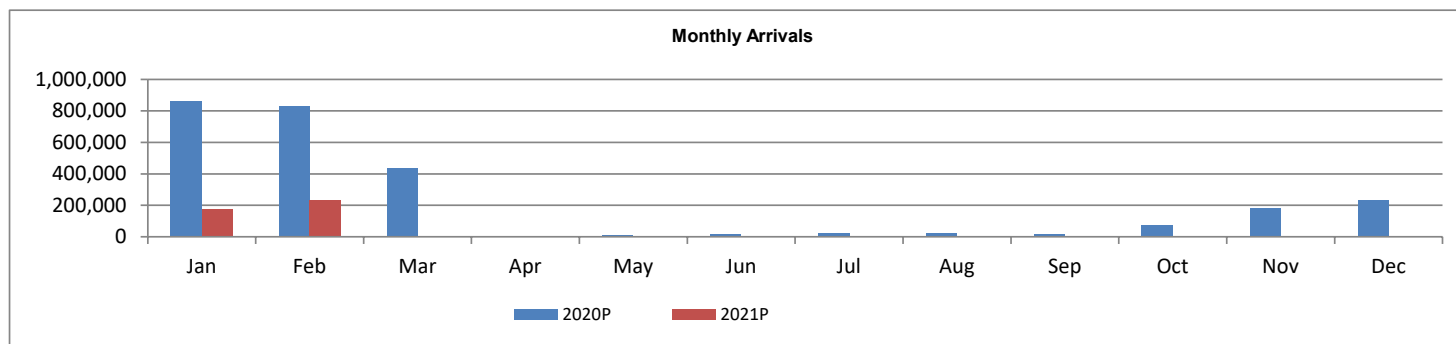
Key Performance Indicators

	YOY Rate	YTD	Annual Forecast
Visitor Spending (\$mil)*	-75.8%	768.7	9,711.8
Daily Spend (\$pppd)	-25.1%	152.3	185.4
Visitor Days	-67.7%	5,045,593	52,372,004
Arrivals	-75.9%	407,259	5,510,247
Daily Census	-67.1%	85,519	143,485
Airlift (scheduled seats)	-51.1%	1,122,895	N/A

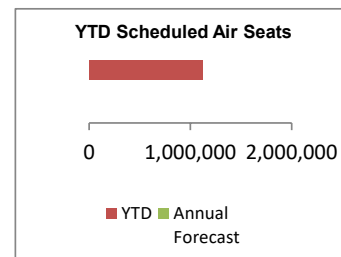
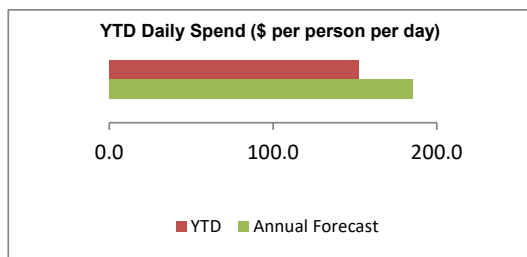
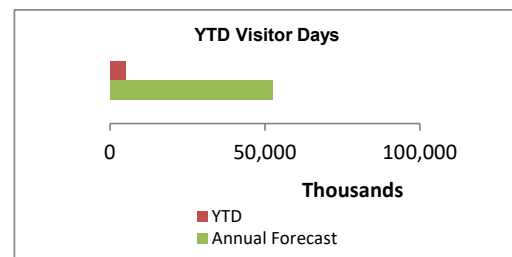
	YOY Rate	YTD
O'ahu	-81.3%	184,391
Maui	-66.6%	159,533
Moloka'i	-84.8%	1,812
Lāna'i	-79.1%	2,558
Kaua'i	-95.0%	11,336
Hawai'i Island	-74.1%	80,846

\*DBEDT Annual Forecast as of Q1 2021

Monthly Indicators



Annual Indicators



\* Excludes Supplemental Business Expenditures

HTA Key Performance Indicators Dashboard

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

Visitor Industry Performance Measures

Market: **U.S. TOTAL**

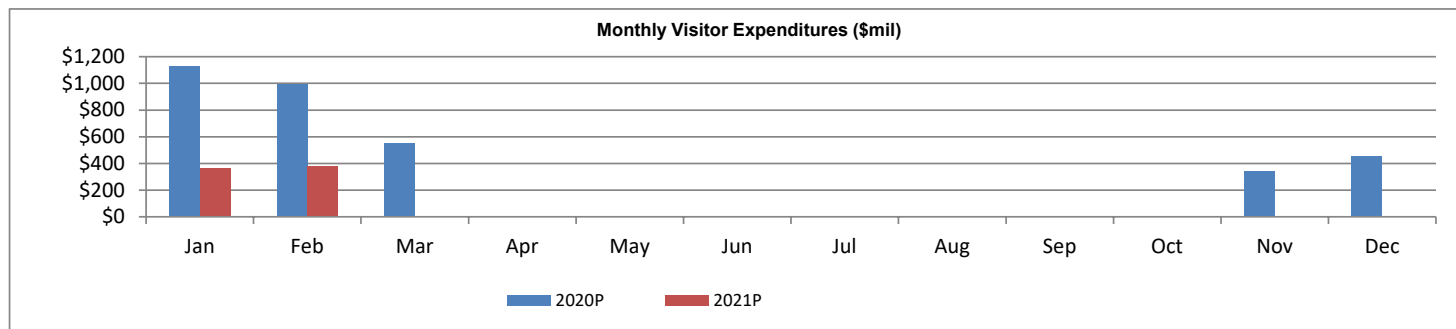
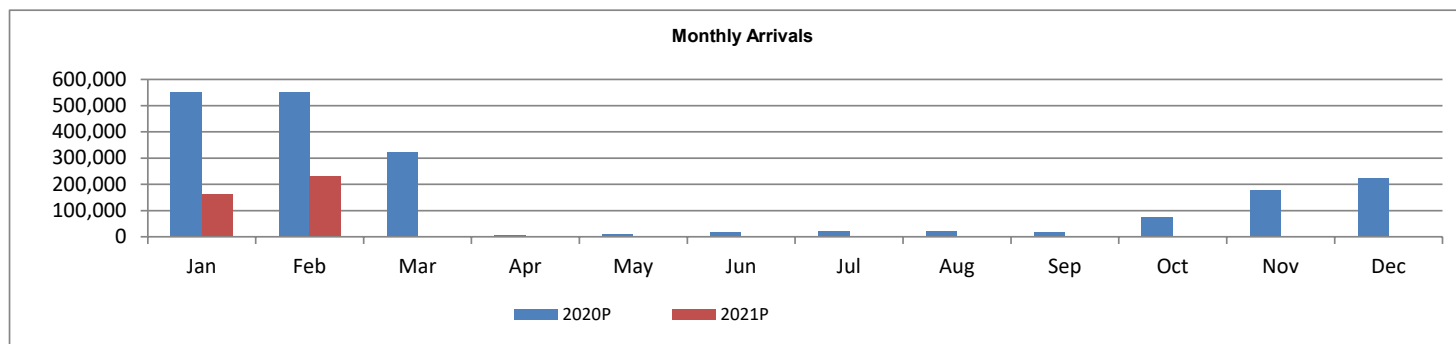
Key Performance Indicators

	YOY Rate	YTD	Annual Forecast
Visitor Spending (\$mil)*	-64.9%	744.3	7,833.4
Daily Spend (\$pppd)	-21.9%	157.0	184.1
Visitor Days	-55.1%	4,740,982	42,553,079
Arrivals	-64.5%	391,568	4,403,876
Daily Census	-54.3%	80,356	116,584
Airlift (scheduled seats)	-34.8%	1,065,872	N/A

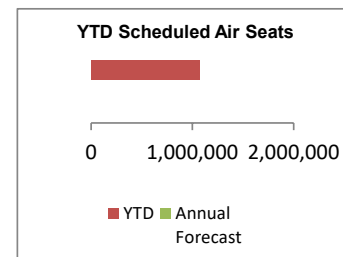
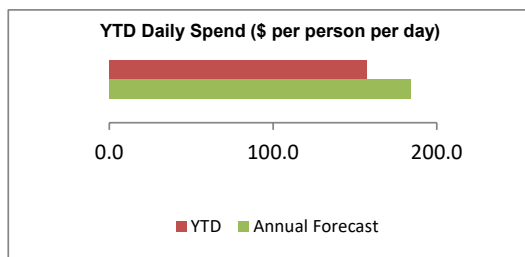
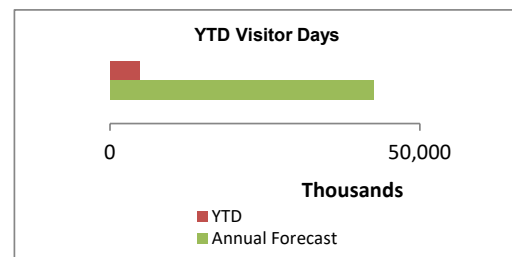
	YOY Rate	YTD
O'ahu	-67.5%	175,026
Maui	-58.3%	154,751
Moloka'i	-77.5%	1,743
Lāna'i	-73.6%	2,448
Kaua'i	-94.1%	10,892
Hawai'i Island	-64.5%	78,473

\*DBEDT Annual Forecast as of Q1 2021

Monthly Indicators



Annual Indicators



\* Excludes Supplemental Business Expenditures

HTA Key Performance Indicators Dashboard

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

Visitor Industry Performance Measures

Market: **U.S. WEST**

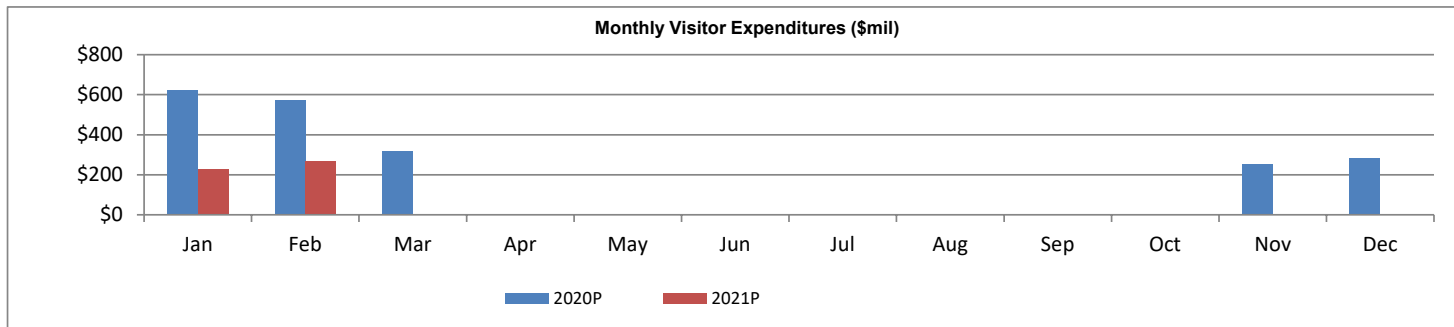
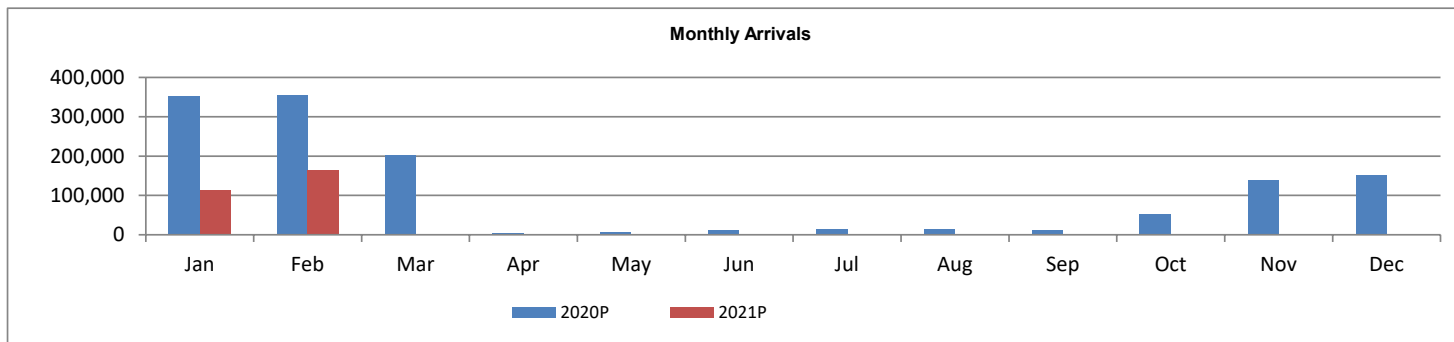
Key Performance Indicators

	YOY Rate	YTD	Annual Forecast
Visitor Spending (\$mil)*	-59.0%	490.3	4,850.7
Daily Spend (\$pppd)	-17.0%	155.2	173.0
Visitor Days	-50.6%	3,158,764	28,031,536
Arrivals	-60.9%	276,881	3,002,696
Daily Census	-49.7%	53,538	76,799
Airlift (scheduled seats)	-32.3%	949,417	N/A

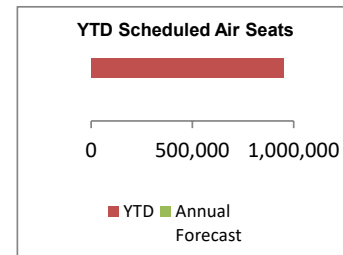
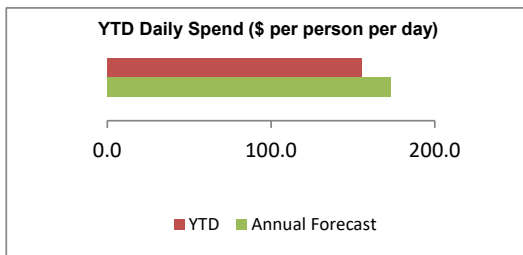
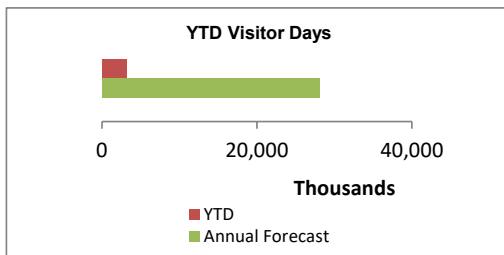
	YOY Rate	YTD
O'ahu	-64.4%	113,071
Maui	-50.3%	113,797
Moloka'i	-75.4%	1,137
Lāna'i	-70.2%	1,478
Kaua'i	-93.9%	6,793
Hawai'i Island	-58.2%	57,072

\*DBEDT Annual Forecast as of Q1 2021

Monthly Indicators



Annual Indicators



\* Excludes Supplemental Business Expenditures

HTA Key Performance Indicators Dashboard

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

Visitor Industry Performance Measures

Market: **U.S. EAST**

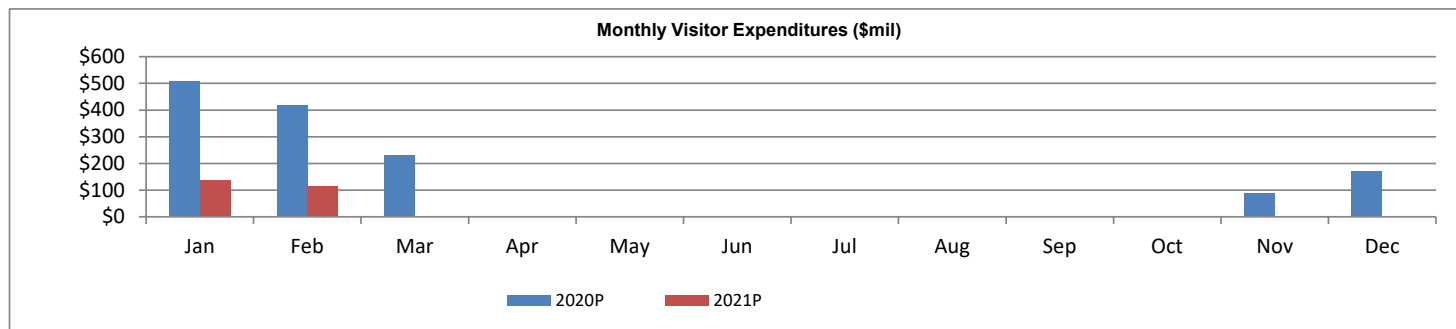
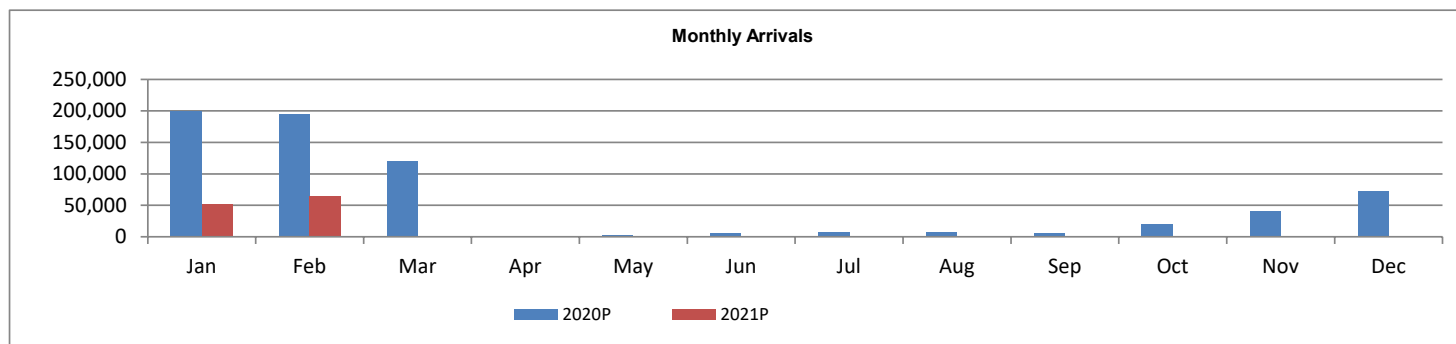
Key Performance Indicators

	YOY Rate	YTD	Annual Forecast
Visitor Spending (\$mil)*	-72.6%	254.0	2,982.6
Daily Spend (\$pppd)	-27.9%	160.5	205.4
Visitor Days	-62.0%	1,582,217	14,521,543
Arrivals	-70.9%	114,687	1,401,180
Daily Census	-61.3%	26,817	39,785
Airlift (scheduled seats)	-49.8%	116,455	N/A

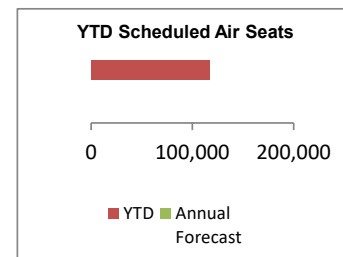
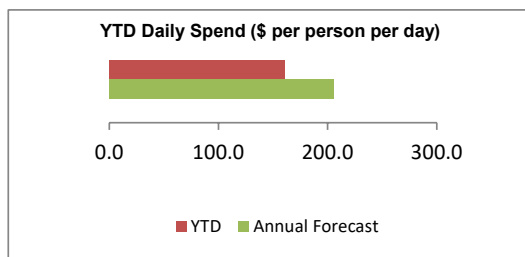
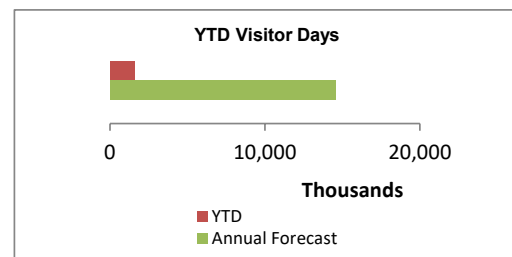
	YOY Rate	YTD
O'ahu	-71.9%	61,955
Maui	-71.3%	40,954
Moloka'i	-80.6%	607
Lāna'i	-77.5%	970
Kaua'i	-94.3%	4,099
Hawai'i Island	-74.6%	21,401

\*DBEDT Annual Forecast as of Q1 2021

Monthly Indicators



Annual Indicators



\* Excludes Supplemental Business Expenditures

HTA Key Performance Indicators Dashboard

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

Visitor Industry Performance Measures

Market: **CANADA**

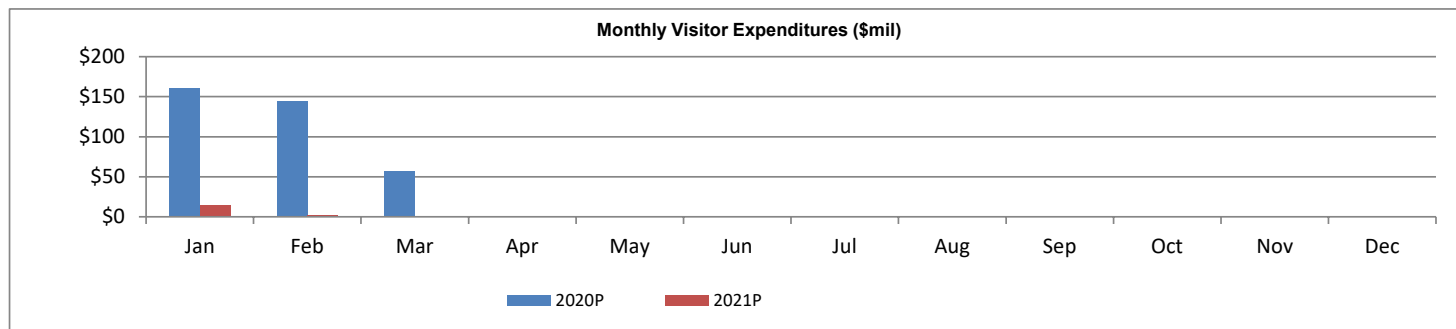
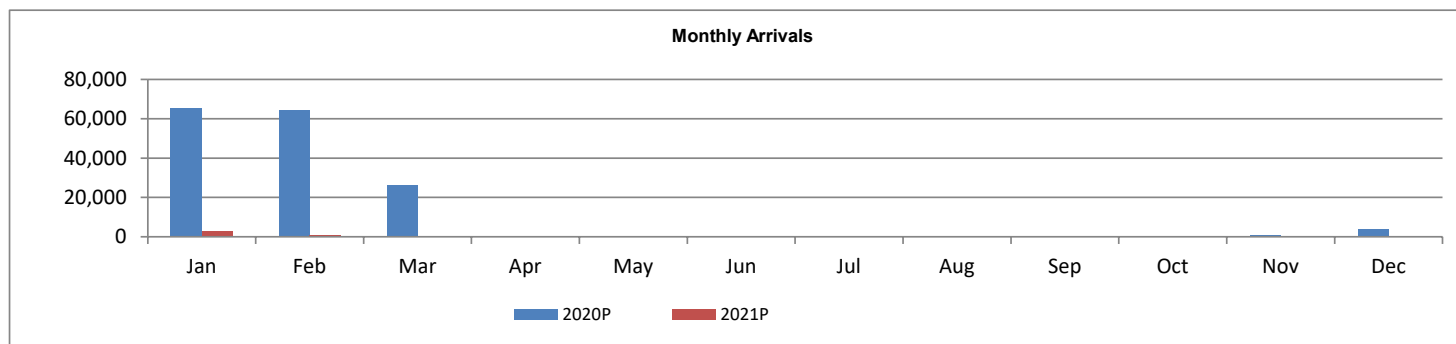
Key Performance Indicators

	YOY Rate	YTD	Annual Forecast
Visitor Spending (\$mil)*	-94.4%	17.2	449.3
Daily Spend (\$pppd)	-4.6%	170.9	168.6
Visitor Days	-94.1%	100,666	2,664,375
Arrivals	-97.4%	3,390	195,431
Daily Census	-94.0%	1,706	7,300
Airlift (scheduled seats)	-92.7%	9,308	N/A

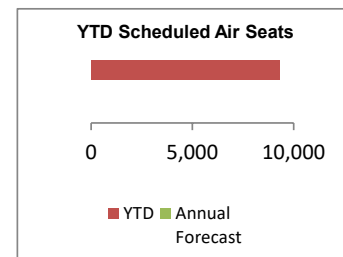
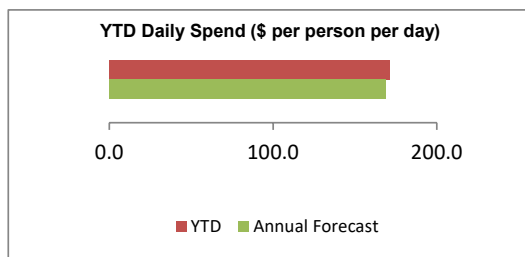
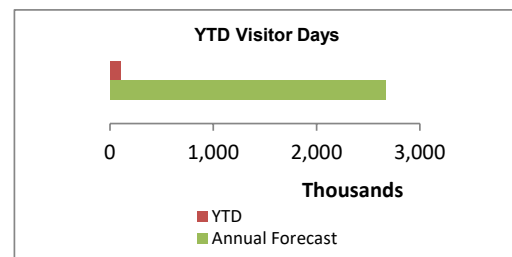
	YOY Rate	YTD
O'ahu	-98.1%	977
Maui	-96.8%	1,965
Moloka'i	-99.5%	5
Lāna'i	-98.5%	21
Kaua'i	-99.8%	44
Hawai'i Island	-98.0%	559

\*DBEDT Annual Forecast as of Q1 2021

Monthly Indicators



Annual Indicators



\* Excludes Supplemental Business Expenditures

HTA Key Performance Indicators Dashboard

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

Visitor Industry Performance Measures

Market: **JAPAN**

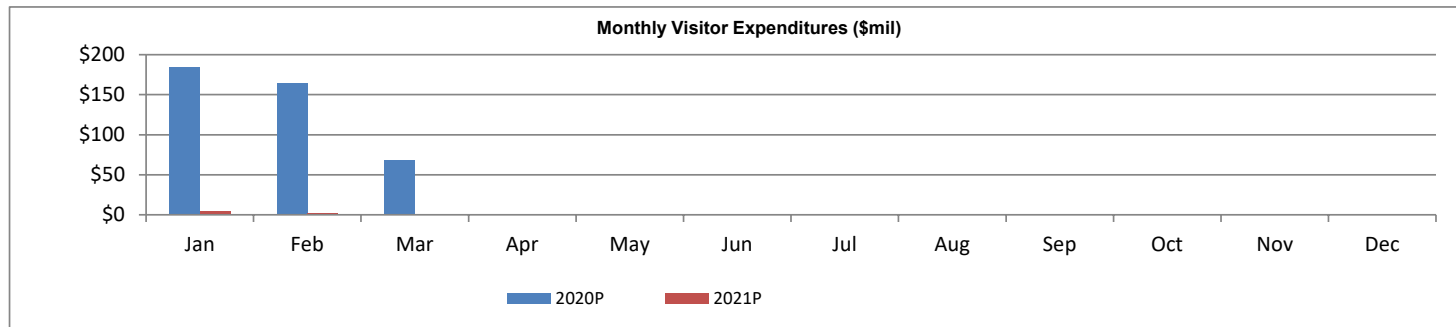
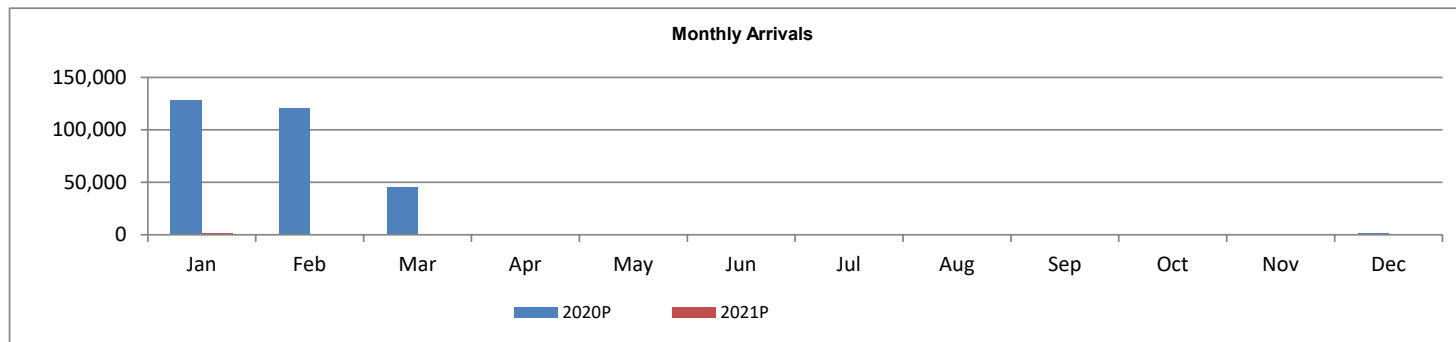
Key Performance Indicators

	YOY Rate	YTD	Annual Forecast
Visitor Spending (\$mil)*	-97.9%	7.2	454.4
Daily Spend (\$pppd)	-15.9%	202.3	227.4
Visitor Days	-97.5%	35,638	1,998,302
Arrivals	-99.3%	1,859	347,802
Daily Census	-97.5%	604	5,475
Airlift (scheduled seats)	-93.2%	23,033	N/A

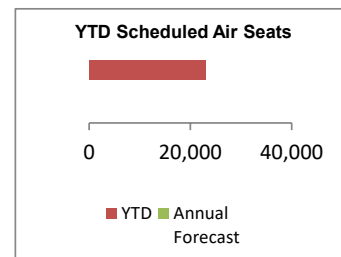
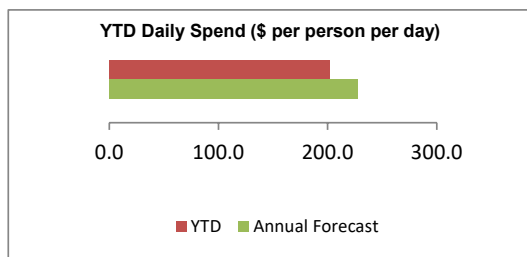
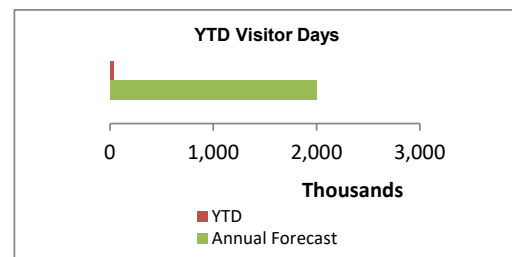
	YOY Rate	YTD
O'ahu	-99.2%	1,807
Maui	-99.5%	32
Moloka'i	-99.7%	1
Lāna'i	-97.9%	2
Kaua'i	-99.6%	12
Hawai'i Island	-99.8%	58

\*DBEDT Annual Forecast as of Q1 2021

Monthly Indicators



Annual Indicators



\* Excludes Supplemental Business Expenditures

HTA Key Performance Indicators Dashboard

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

Visitor Industry Performance Measures

Market: **KOREA**

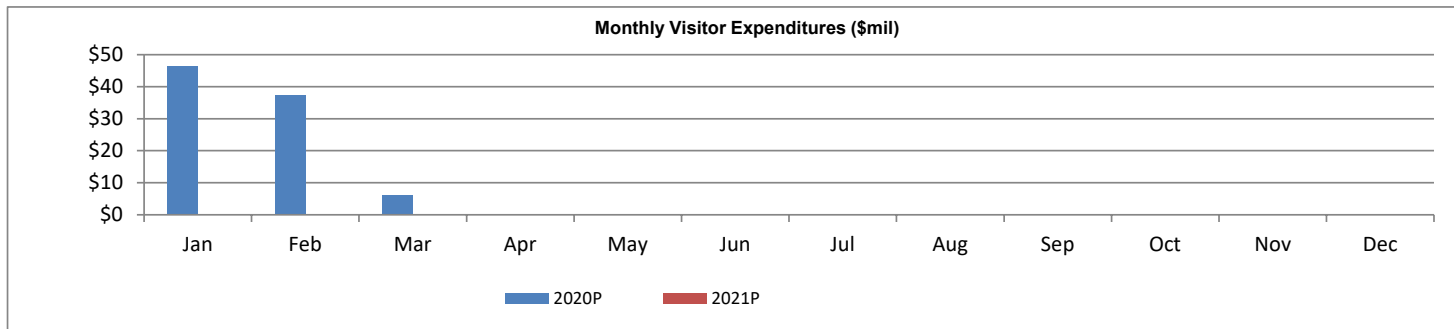
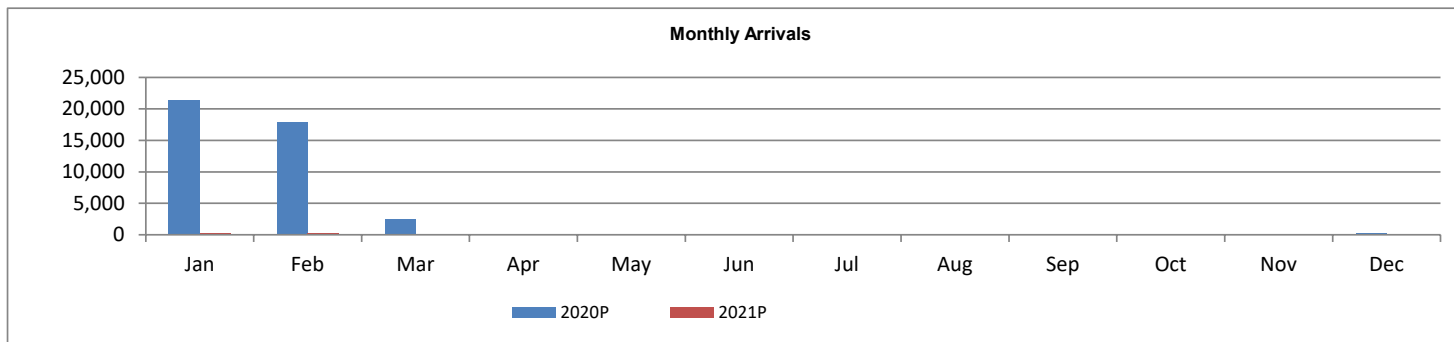
Key Performance Indicators

	YOY Rate	YTD	Annual Forecast
Visitor Spending (\$mil)*	N/A	N/A	127.0
Daily Spend (\$pppd)	N/A	N/A	278.2
Visitor Days	-95.4%	14,898	456,698
Arrivals	-98.8%	472	55,102
Daily Census	-95.3%	253	1,251
Airlift (scheduled seats)	-95.8%	2,502	N/A

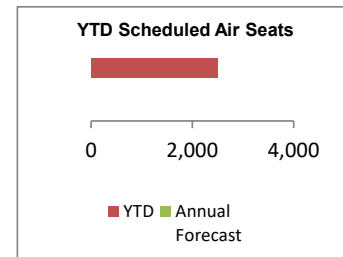
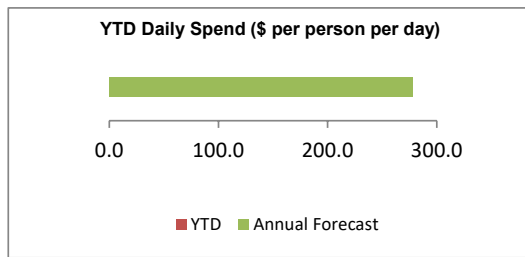
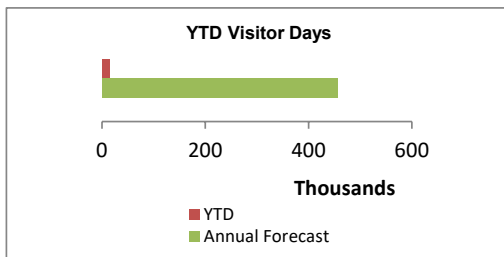
	YOY Rate	YTD
O'ahu	-99.0%	380
Maui	-98.9%	42
Moloka'i	-100.0%	-
Lāna'i	-97.5%	2
Kaua'i	-98.8%	14
Hawai'i Island	-98.8%	70

\*DBEDT Annual Forecast as of Q1 2021

Monthly Indicators



Annual Indicators



\* Excludes Supplemental Business Expenditures



HTA Key Performance Indicators Dashboard

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

Visitor Industry Performance Measures

Market: **OCEANIA**

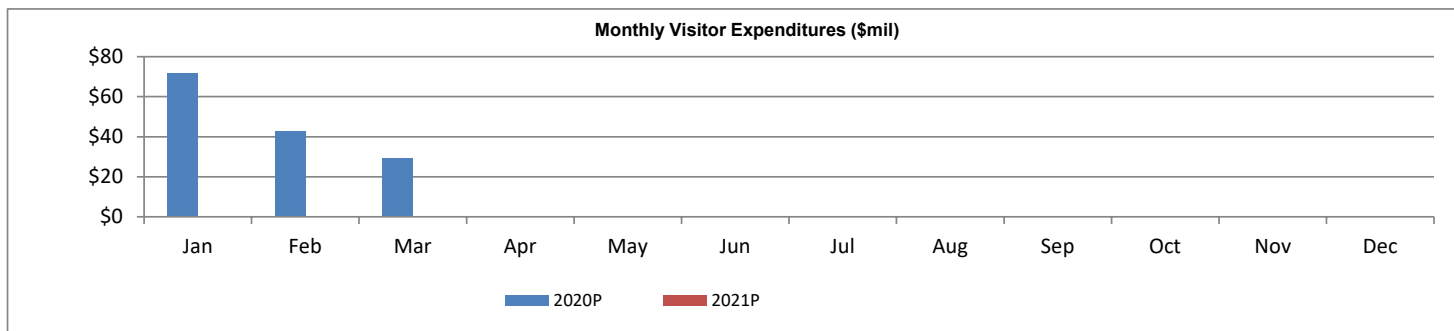
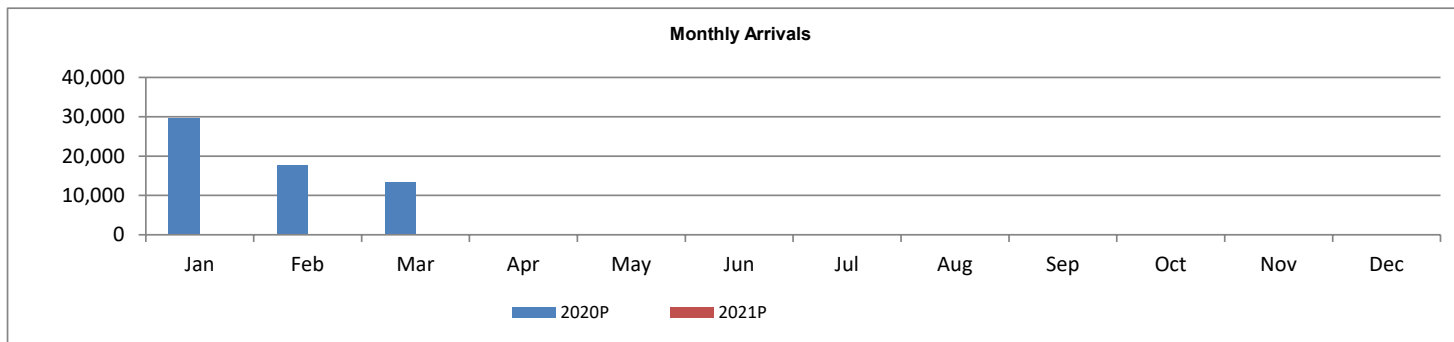
Key Performance Indicators

	YOY Rate	YTD	Annual Forecast
Visitor Spending (\$mil)*	N/A	N/A	202.8
Daily Spend (\$pppd)	N/A	N/A	258.0
Visitor Days	-98.8%	5,175	786,033
Arrivals	-99.6%	177	82,654
Daily Census	-98.8%	88	2,154
Airlift (scheduled seats)	-100.0%	0	N/A

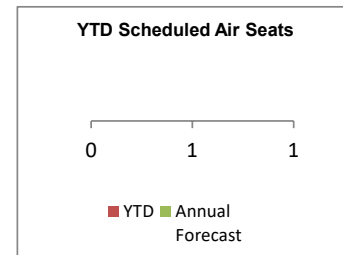
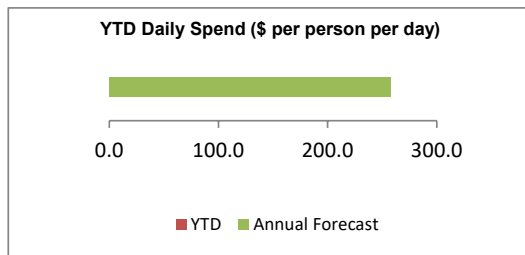
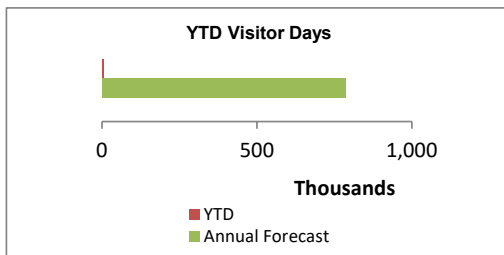
	YOY Rate	YTD
O'ahu	-99.8%	100
Maui	-99.2%	53
Moloka'i	-100.0%	-
Lāna'i	-100.0%	-
Kaua'i	-99.5%	21
Hawai'i Island	-99.7%	22

\*DBEDT Annual Forecast as of Q1 2021

Monthly Indicators



Annual Indicators



\* Excludes Supplemental Business Expenditures

HTA Key Performance Indicators Dashboard

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

Visitor Industry Performance Measures

Market: **EUROPE**

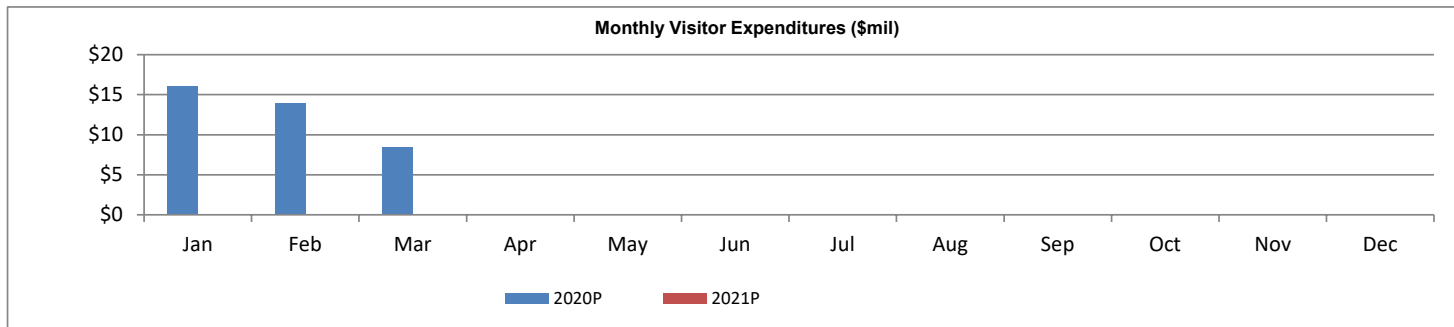
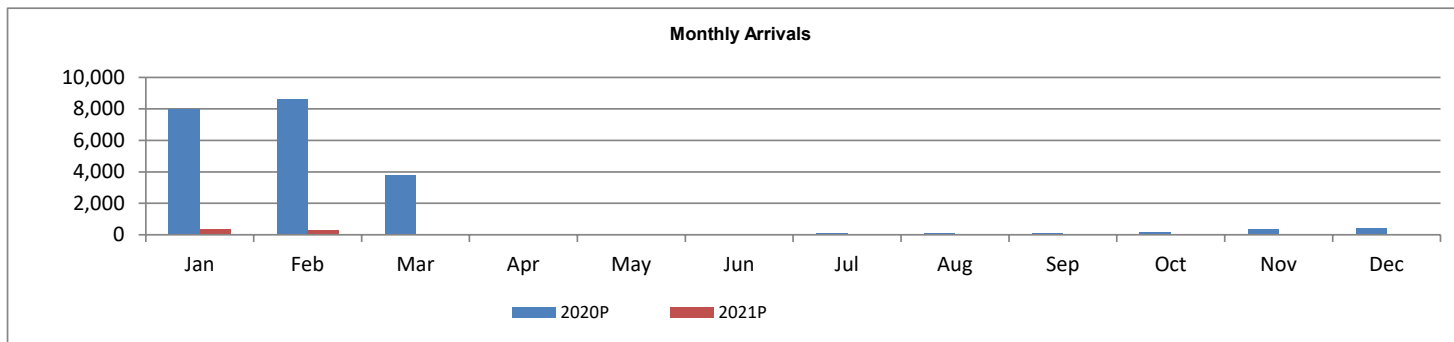
Key Performance Indicators

	YOY Rate	YTD	Annual Forecast
Visitor Spending (\$mil)*	N/A	N/A	106.4
Daily Spend (\$pppd)	N/A	N/A	146.7
Visitor Days	-93.4%	14,124	725,338
Arrivals	-96.1%	651	55,102
Daily Census	-93.3%	239	1,987
Airlift (scheduled seats)	N/A	N/A	N/A

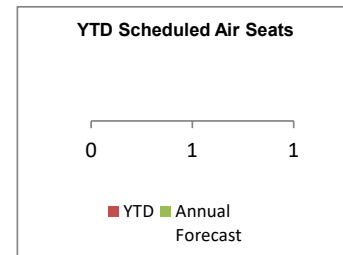
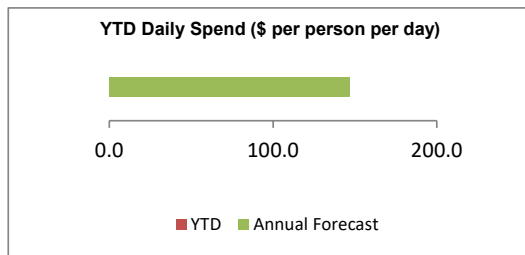
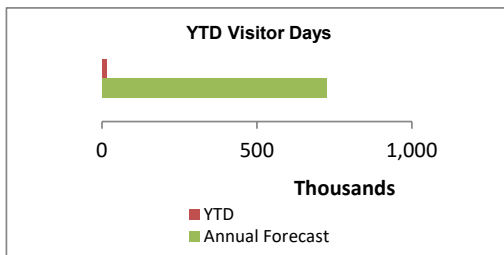
	YOY Rate	YTD
O'ahu	-97.0%	354
Maui	-97.2%	188
Moloka'i	-96.3%	10
Lāna'i	-96.7%	6
Kaua'i	-98.4%	61
Hawai'i Island	-96.9%	161

\*DBEDT Annual Forecast as of Q1 2021

Monthly Indicators



Annual Indicators



\* Excludes Supplemental Business Expenditures

HTA Key Performance Indicators Dashboard

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

Visitor Industry Performance Measures

Market: **LATIN AMERICA**

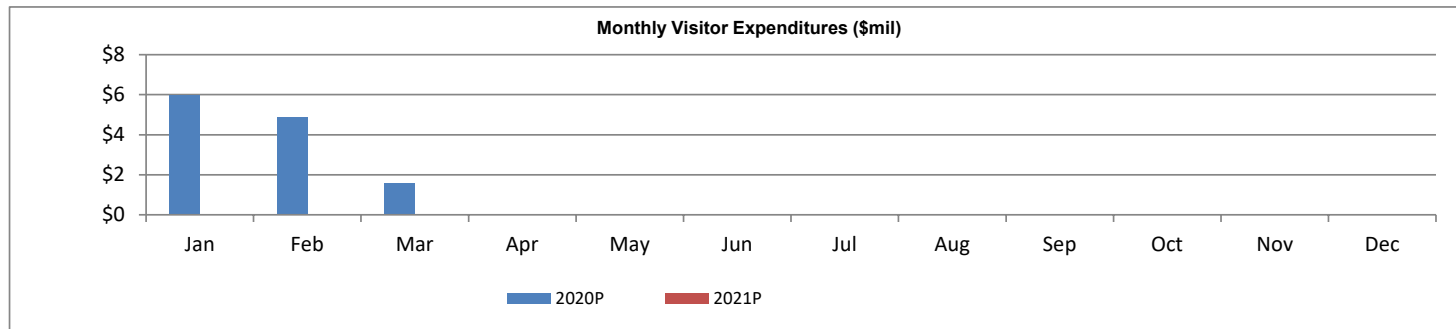
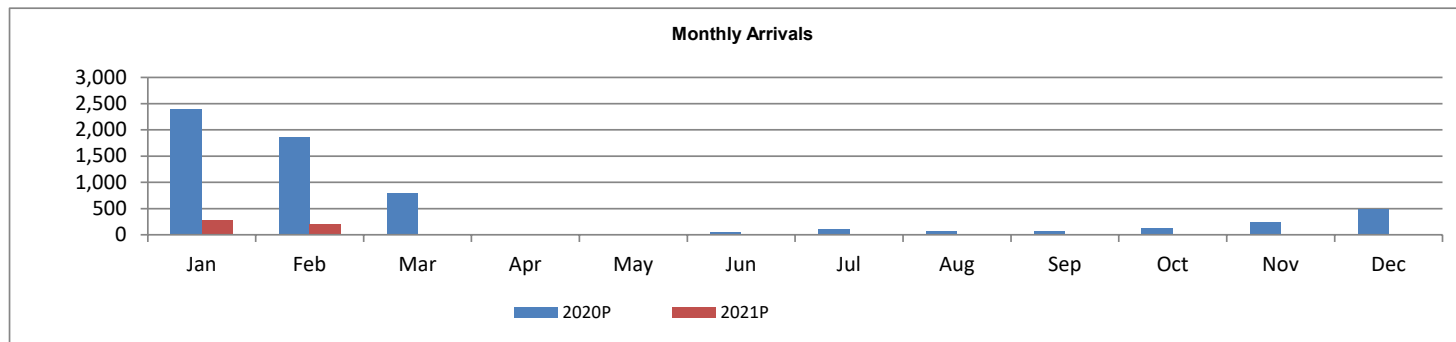
Key Performance Indicators

	YOY Rate	YTD	Annual Forecast
Visitor Spending (\$mil)*	N/A	N/A	NA
Daily Spend (\$pppd)	N/A	N/A	NA
Visitor Days	-80.1%	8,857	NA
Arrivals	-88.9%	474	NA
Daily Census	-79.8%	150	NA
Airlift (scheduled seats)	N/A	N/A	N/A

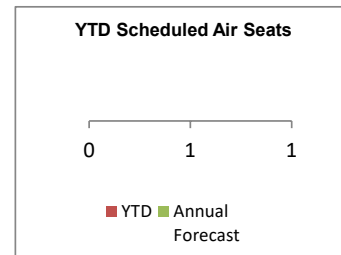
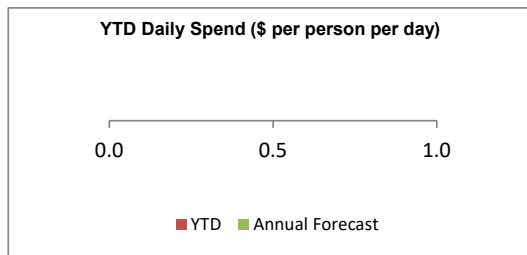
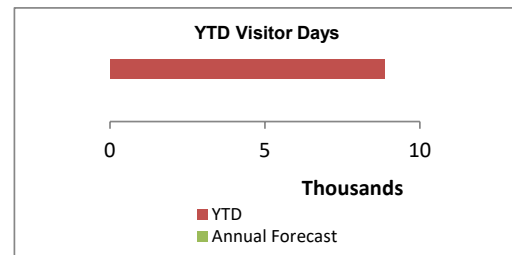
	YOY Rate	YTD
O'ahu	-90.6%	311
Maui	-86.3%	199
Moloka'i	-72.1%	4
Lāna'i	-77.3%	8
Kaua'i	-95.1%	24
Hawai'i Island	-87.2%	82

\*DBEDT Annual Forecast as of Q1 2021

Monthly Indicators



Annual Indicators



\* Excludes Supplemental Business Expenditures

# **7**

## Discussion on the Resident Sentiment Survey



**SUMMER/FALL 2020 RESIDENT SENTIMENT SURVEY [FINAL]**  
**August 2020**

**CATI INTRODUCTION**

Good afternoon/evening, I'm \_\_\_ from OmniTrak Group Inc., a professional research company in Honolulu. We're calling this afternoon/evening to conduct a brief survey on behalf of the Hawai'i Tourism Authority (HTA). We are interested in Hawai'i resident's attitudes toward various issues, and I'd like to ask you a few questions if I may. All of your answers will be kept confidential, of course. First...

**ONLINE INTRODUCTION**

Thank you for your interest in taking part in this very important survey on various issues in Hawai'i. Your opinions are important to us.

This survey is being conducted by OmniTrak Group Inc., an independent market research company based in Honolulu, Hawai'i. All of your responses will be kept strictly confidential.

Please click on the "NEXT" button to begin the survey.

Since **[INSERT DATE]** have you completed a survey concerning Hawai'i residents attitudes about tourism via telephone?

- Yes - CONTINUE
- No - TERMINATE

QA. Are you 18 years of age or older?

- Yes..... 1 – **[CONTINUE]**
- No ..... 2 – **[TERMINATE]**

QB. Do you currently reside in the State of Hawaii?

- Yes..... 1 – **[CONTINUE]**
- No ..... 2 – **[TERMINATE]**

THANK YOU FOR TAKING THE TIME TO ANSWER OUR QUESTIONS.

QC. What is your residential zipcode?

**[ACCEPTABLE RANGE: 96701 – 96850 -- TERMINATE IF NON-HAWAI'I ZIPCODE]**  
**[ASK TO RE-ENTER ZIP IF NECESSARY]**

QD. Do you or does anyone in your household work for a \_\_\_\_ **[READ LIST]**?

**[ASK ALL BEFORE TERMINATING]**

**RANDOMIZE**

- Research company..... 1 **[THANK & TERMINATE]**
- Government agency ..... 2 **[CONTINUE]**
- Media/Advertising/Public Relations company ..... 3 **[THANK & TERMINATE]**
- Other ..... 4 **[CONTINUE]**

To begin....

- Q1. Using a 10-point scale where 10 means **Extremely Favorable** and 1 means **Not Favorable At All**, please give me your opinion of Tourism as an industry in Hawai'i.

Not Favorable At All										Extremely Favorable		DK	REF
1	2	3	4	5	6	7	8	9	10	98	99		

- Q2. Again using a 10-point scale where 10 means **Extremely Positive** and 1 means **Extremely Negative** how would you rate the overall impact tourism has on...? **[INSERT]** If tourism has no impact, please just tell me.

Extremely Negative										Extremely Positive		DK	REF
1	2	3	4	5	6	7	8	9	10	98	99		
The state as a whole										<input type="checkbox"/>	<input type="checkbox"/>		
You and your family										<input type="checkbox"/>	<input type="checkbox"/>		

- Q3. I'm going to read you some ways tourism may affect **your island**, please tell me how much you agree or disagree with each statement using a scale of 1 to 10 with 10 being **Completely Agree** and 1 meaning **Do Not Agree At All**. You can choose any number between 1 and 10.

First, how much do you agree or disagree that tourism ... **[INSERT]**

Do Not Agree At All										Completely Agree		DK	REF
1	2	3	4	5	6	7	8	9	10	98	99		
<b>ROTATE ATTRIBUTES</b>										<b>Rating</b>			
___ Creates many well-paying jobs for residents										<input type="checkbox"/>	<input type="checkbox"/>		
___ Creates shopping, restaurants and entertainment opportunities for residents										<input type="checkbox"/>	<input type="checkbox"/>		
___ Creates jobs that have opportunities for advancement										<input type="checkbox"/>	<input type="checkbox"/>		
___ Helps to preserves Native Hawaiian culture and language										<input type="checkbox"/>	<input type="checkbox"/>		
___ Helps sustain Hawai'i's natural resources, parks and cultural sites										<input type="checkbox"/>	<input type="checkbox"/>		
___ Is an industry that enhances residents' quality of life										<input type="checkbox"/>	<input type="checkbox"/>		
___ Sponsors festivals, activities & sports events for residents & visitors										<input type="checkbox"/>	<input type="checkbox"/>		
___ Provides opportunities for residents to be involved										<input type="checkbox"/>	<input type="checkbox"/>		

Q4. Still using a 10-point scale where 10 means **Completely Agree** and 1 means **Do Not Agree At All**, how much do you agree or disagree that... **[INSERT]**

Do Not Agree At All										Completely Agree	DK	REF
1	2	3	4	5	6	7	8	9	10		98	99
<b>ROTATE ATTRIBUTES</b>											<b>Rating</b>	
___ Tourism has brought more benefits than problems											<input type="checkbox"/>	<input type="checkbox"/>
___ This island is being run for tourists at the expense of local people											<input type="checkbox"/>	<input type="checkbox"/>
___ Tourism in Hawai'i increases traffic problems											<input type="checkbox"/>	<input type="checkbox"/>
___ Tourism results in a higher cost of living											<input type="checkbox"/>	<input type="checkbox"/>
___ My island's economy is too dependent on tourism											<input type="checkbox"/>	<input type="checkbox"/>
___ Tourism presents Native Hawaiian language and culture in an authentic manner											<input type="checkbox"/>	<input type="checkbox"/>
___ Tourism is consistent with community values on this island											<input type="checkbox"/>	<input type="checkbox"/>
___ Tourism should be actively encouraged on my island											<input type="checkbox"/>	<input type="checkbox"/>
___ Funds should be spent to promote tourism in Hawai'i											<input type="checkbox"/>	<input type="checkbox"/>
___ Tourism makes me feel special because people travel to see my island's unique features.											<input type="checkbox"/>	<input type="checkbox"/>
___ I feel like I have a voice in my island's tourism development decisions.											<input type="checkbox"/>	<input type="checkbox"/>
___ Tourism in Hawai'i reminds me that we have a unique culture to share with visitors.											<input type="checkbox"/>	<input type="checkbox"/>

**[IF RATED TOURISM 1-5 IN Q4\_1, ASK]**

Q5. You indicated earlier that tourism has not resulted in more benefits than problems. In your opinion, what problems do you think tourism has created in Hawai'i? Anything else?

**[DO NOT READ LIST. MULTIPLE MENTIONS ALLOWED. PROBE UNTIL EXHAUSTED.]**

- Traffic problems .....1
- Higher prices/higher cost of living.....2
- Overcrowding.....3
- Damage to the environment .....4
- Increased crime .....5
- Health concerns, viruses, potential for epidemics .....6
- Too dependent on tourism.....21
- No respect for culture/tradition/aina .....22
- "Locals" don't benefit from tourism money .....23
- Other (*Specify*).....50
- DON'T KNOW .....98**
- REFUSED.....99**

The ongoing COVID-19 pandemic has impacted Hawaii's visitor industry and many have voiced concern on the state's readiness to open Hawaii to overseas travelers.

Q6. Still using a 10-point scale where 10 means **Completely Agree** and 1 means **Do Not Agree At All**, how much do you agree or disagree that... **[INSERT]**

Do Not Agree At All										Completely Agree	DK	REF
1	2	3	4	5	6	7	8	9	10		98	99
<b>ROTATE ATTRIBUTES</b>											<b>Rating</b>	
___ People from outside the state of Hawaii should not be visiting Hawaii at this time											<input type="checkbox"/>	<input type="checkbox"/>
___ I am confident that state and county governments can safely re-open my island to visitors from outside the state of Hawaii											<input type="checkbox"/>	<input type="checkbox"/>
___ The state and county governments are doing an effective job at enforcing the mandatory 14-day quarantine for visitors arriving from outside the state of Hawaii											<input type="checkbox"/>	<input type="checkbox"/>
___ In order to bring back jobs and businesses, my island should be re-opened to visitors from outside the state of Hawaii											<input type="checkbox"/>	<input type="checkbox"/>

Now, I have a few last questions for classification purposes only. .

D1. What was your age on your last birthday?

D2. What is your ethnic background? **[IF MORE THAN ONE:]** With which do you identify the most?

- Caucasian.....1
- Chinese.....2
- Filipino .....3
- Native Hawaiian.....4
- Japanese .....5
- African American .....6
- Mixed (not Hawaiian).....7
- Other Asian.....8
- Hispanic.....9
- Other Polynesian .....10
- Samoan .....11
- Korean .....12
- Portuguese .....13
- Native American .....14
- Other (*Specify*).....50
- [REFUSED] .....99**

D3. Including yourself and any children, how many people, live in your household?

D4. What is your marital status?

- Single, never married .....1
- Married.....2
- Divorced, separated, widowed .....3
- Domestic Partnership .....4
- Other (*specify*).....5
- [REFUSED] .....9**



D5. What is the last grade in school you completed?

- Less Than High School ..... 1
- High School Graduate ..... 2
- Business/Trade school ..... 3
- Some College ..... 4
- College Graduate/Post Graduate ..... 5
- [DON'T KNOW]** ..... 8
- [REFUSED]** ..... 9

D6. Are you currently employed?

- Yes ..... 1 – **[CONTINUE]**
- No ..... 2 – **[GO TO D7b]**

Let's define the "visitor industry" as any business depending mostly on tourists or depending on other businesses working with tourists?

D7a. Is your current job part of the visitor industry?

- Yes ..... 1 – **[GO TO D7c]**
- No ..... 2 – **[CONTINUE]**

D7b. Have you ever worked in the visitor industry?

- Yes ..... 1 – **[CONTINUE]**
- No ..... 2 – **[CONTINUE]**

D7c. Does anyone else in this household currently work in the visitor industry?

- Yes ..... 1 – **[GO TO D8]**
- No ..... 2 – **[CONTINUE]**

D7d. Has anyone else in this household ever worked in the visitor industry?

- Yes ..... 1
- No ..... 2

D8. What is your occupation? What kind of main job do you do?

- Chairman/President/CEO/Executive ..... 1
- Management ..... 2
- Partner/Owner/Proprietor ..... 3
- Professional ..... 4
- Technical ..... 5
- Sales ..... 6
- Service for hotel/restaurant, etc. .... 7
- Administrative/Clerical ..... 8
- Not Employed ..... 9
- Retired ..... 10
- Blue Collar (laborer/farmer/construction, etc.) ..... 11
- White collar ..... 12
- Self-employed ..... 13
- Homemaker/Caregiver ..... 14
- Military ..... 15
- Other (*Specify*) ..... 50
- [DON'T KNOW]** ..... 98
- [REFUSED]** ..... 99

D9. Which of the following broad categories includes your household's total annual income from all sources before taxes for 2019? **[READ LIST]**

- Less than \$25,000 ..... 1
- \$25,000 but less than \$35,000 ..... 2
- \$35,000 but less than \$50,000 ..... 3
- \$50,000 but less than \$75,000 ..... 4
- \$75,000 but less than \$100,000 ..... 5
- \$100,000 but less than \$150,000 ..... 6
- \$150,000 but less than \$200,000 ..... 7
- More than \$200,000 ..... 8
- [DON'T KNOW].....98**
- [REFUSED] .....99**

D10. How many years have you lived in Hawai'i?

- Less than one year ..... 1
- One year but less than 5 years..... 2
- Five years but less than 10 years..... 3
- Ten years but less than 20 years ..... 4
- Twenty years or more ..... 5
- Born and raised in Hawai'i..... 6
- [DON'T KNOW].....8**
- [REFUSED] .....9**

D11. In 2020, how many trips whether for pleasure or business have you taken or will be taken **[INSERT]**  
**[0=NONE / 98=DON'T KNOW / 99=REFUSED]**

- To the Neighbor Islands .....
- To the U.S. Mainland .....
- To any International Destination.....

D12a. Are you registered to vote in Hawai'i?

- Yes..... 1 – **[GO TO D12b]**
- No ..... 2 – **[CONTINUE]**

D12b. Did you vote in the last election?

- Yes..... 1 – **[CONTINUE]**
- No ..... 2 – **[CONTINUE]**

D14. **[RECORD, DO NOT ASK]** Gender of respondent?

- Male ..... 1
- Female..... 2

These are all the questions I have for you. May I have your first name only, please, in case my supervisor needs to verify that I conducted this interview or if there is any clarification needed?

Thank you for taking the time to answer my questions. Your opinions are very important to us. Have a nice day.

## **8**

### **Presentation of the Hawaii Tourism Authority's Visitor Satisfaction & Activity Reports (VSAT) Special COVID Survey**

# VISITOR COVID-19 STUDY

March 2021

Prepared for:  
Hawai'i Tourism Authority

# RESEARCH METHODOLOGY

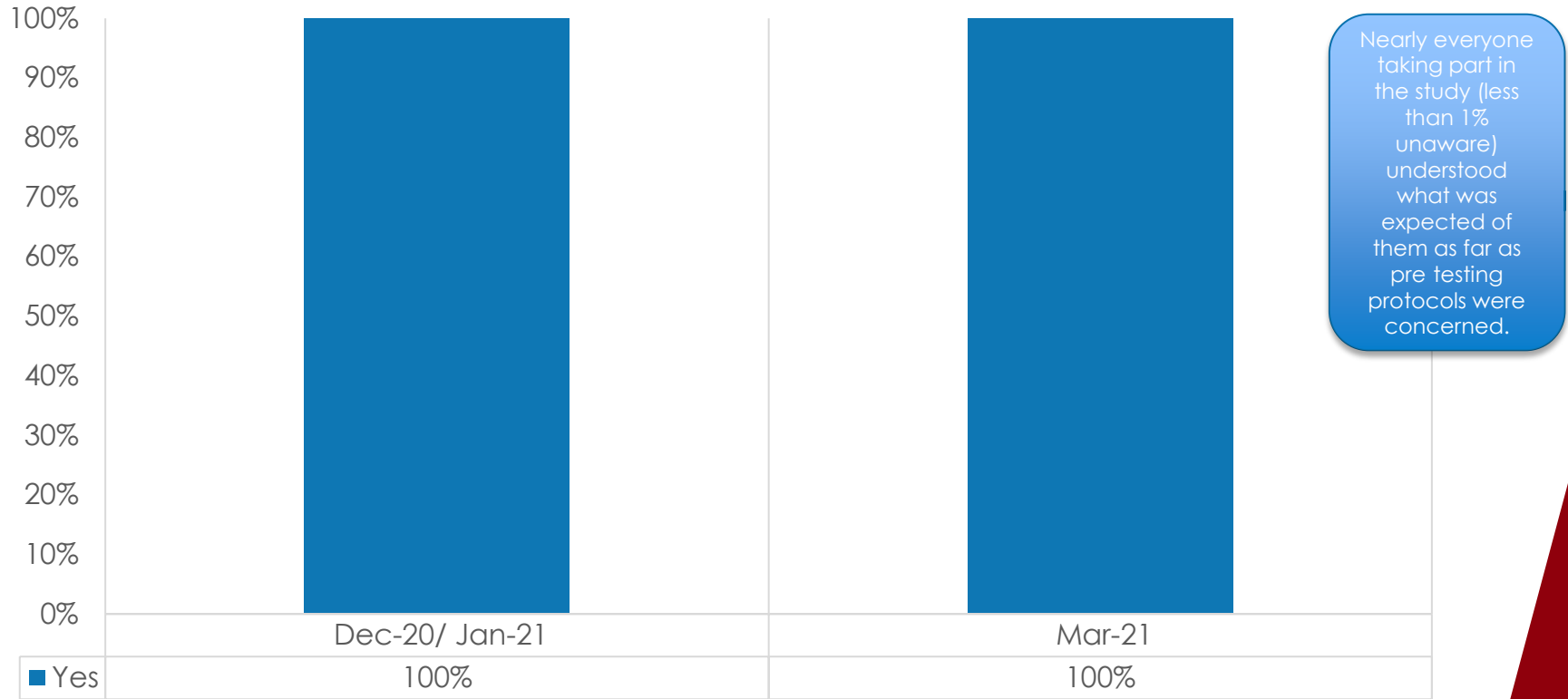
- Online survey conducted March 8, 2021 – March 10, 2021 among visitors to Hawaii from U.S. Mainland.
  - U.S. West (Alaska, California, Oregon, Washington, Arizona, Colorado, Idaho, Montana, Nevada, New Mexico, Utah, and Wyoming)
  - U.S. East (all other states in the Continental U.S.)
- All respondents visited Hawaii from February 12 through February 28.

MMA	Completed	Margin of Error $\pm$	Response Rate
<b>U.S. West</b>	287	5.78	14.36%
<b>U.S. East</b>	228	6.49	11.42%
<b>TOTAL</b>	515	4.32	12.89%

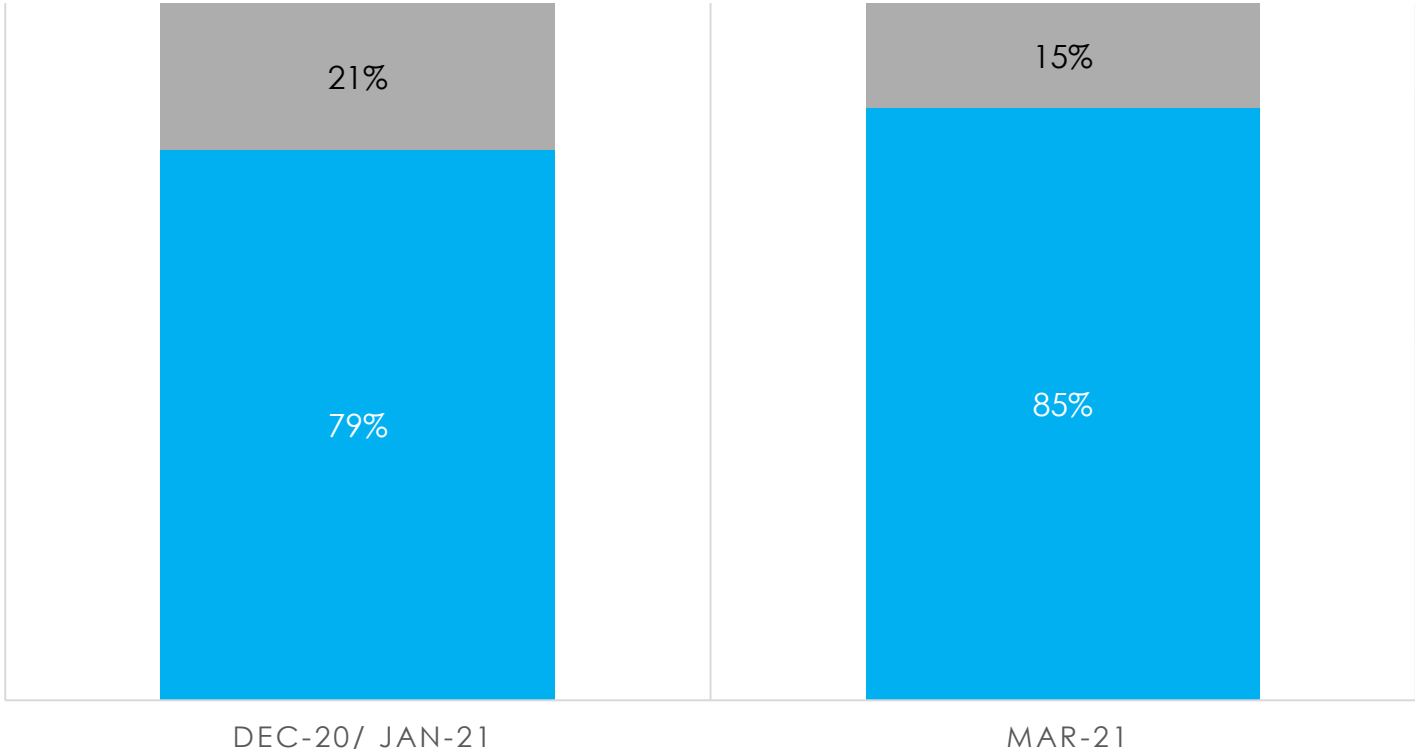
\*Margins of error are presented at the 95 percent level of confidence

# PRE-ARRIVAL TESTING PROTOCOLS

# PRE-ARRIVAL UNDERSTANDING OF TESTING PROTOCOLS



# PRE-ARRIVAL TESTING EXPERIENCE

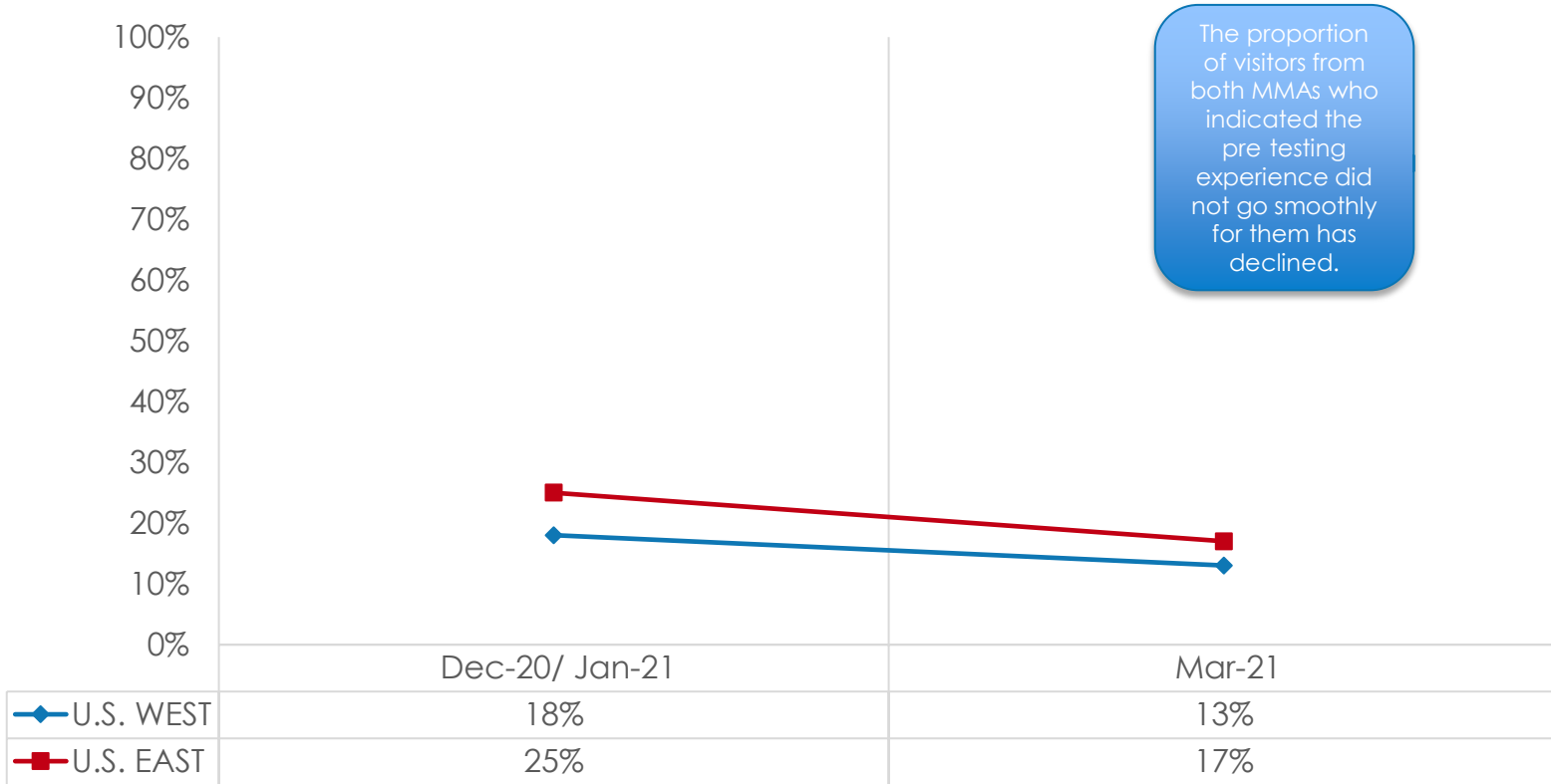


The pre testing experience for visitors has improved, rising six points in the current study, with 85% now saying they had no issues during this process.

- No
- Yes



# PRE-ARRIVAL COVID-19 TESTING DIFFICULTIES BY MMA



# PRE-ARRIVAL COVID-19 TESTING DIFFICULTIES

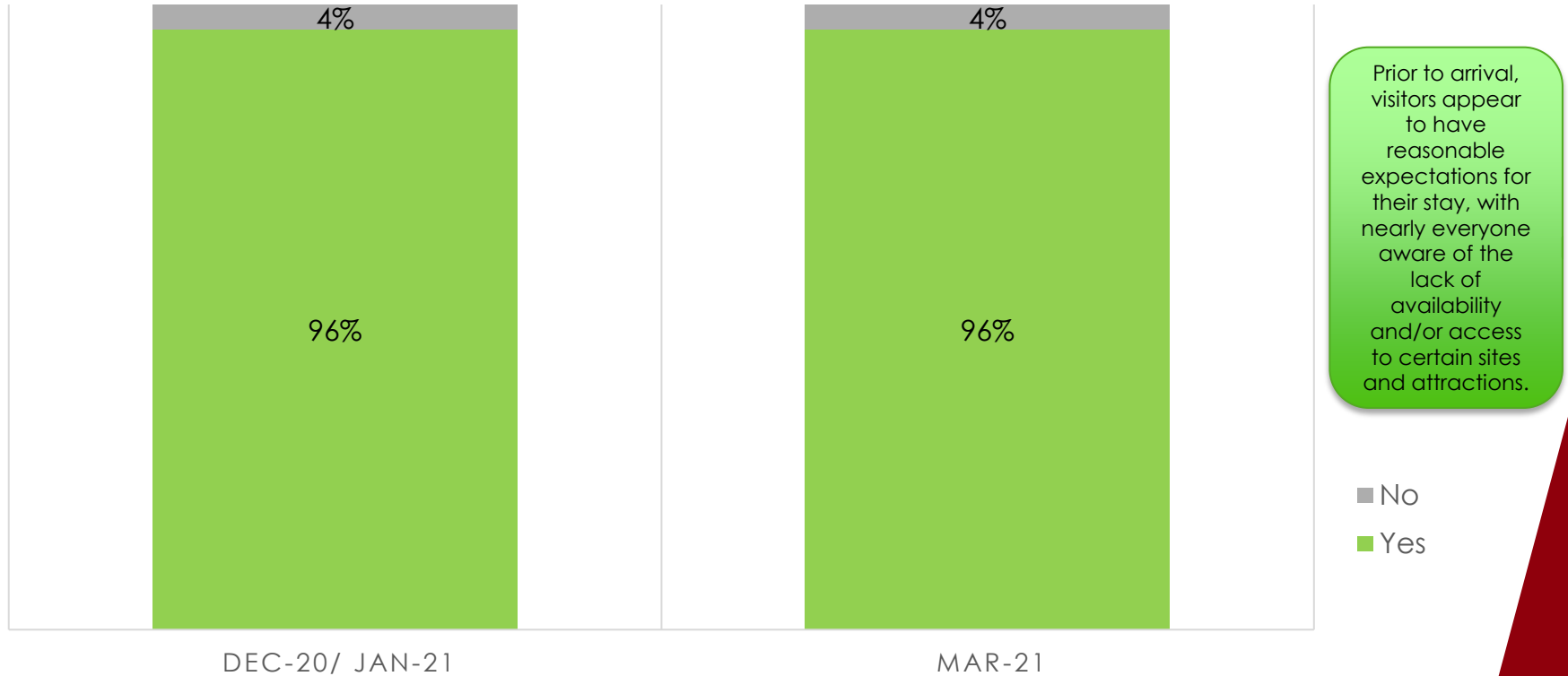
## TOP RESPONSES GIVEN

	Dec 20/ Jan 21	Mar 21
BASE	103	76
72-hour window for test results unreasonable	46%	51%
Difficult to find/ access trusted partners	37%	28%
High cost of testing	8%	24%
Test results did not arrive in time	15%	18%
Problems with Hawai'i Travels website	9%	17%
Did not use a trusted partner	4%	7%
Quarantine rules were confusing	-	7%
Issues with trusted partner	18%	5%
Forced to quarantine	8%	3%

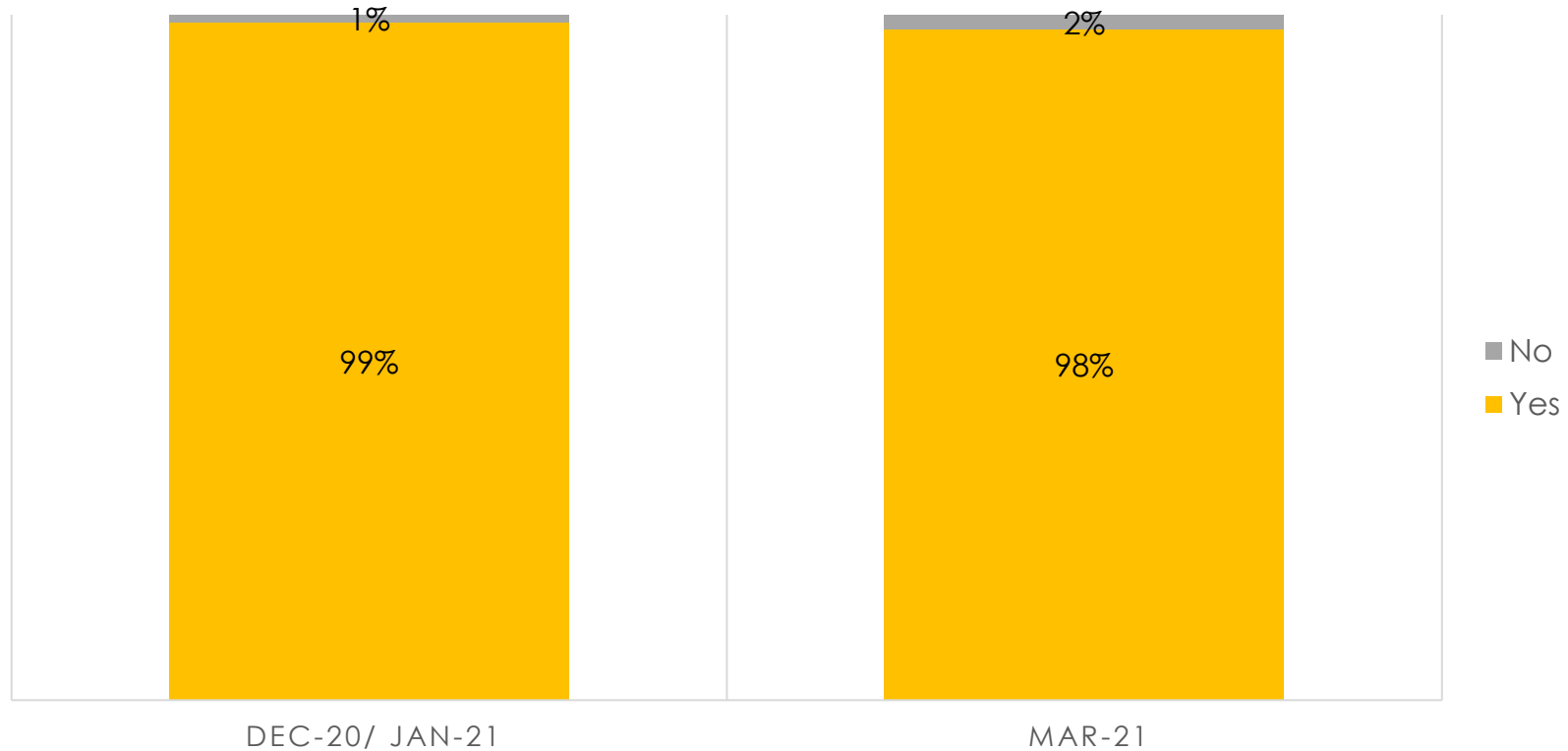
The proportion who have issues with the cost of testing is up this reporting period, while the number who found it difficult to locate a trusted partner is down.

# PRE-ARRIVAL EXPECTATIONS/ FAMILIARITY WITH COVID PROTOCOLS

# AWARE OF LIMITED TOURISM AMENITIES



# AWARE OF LOCAL GOVERNMENT MANDATES

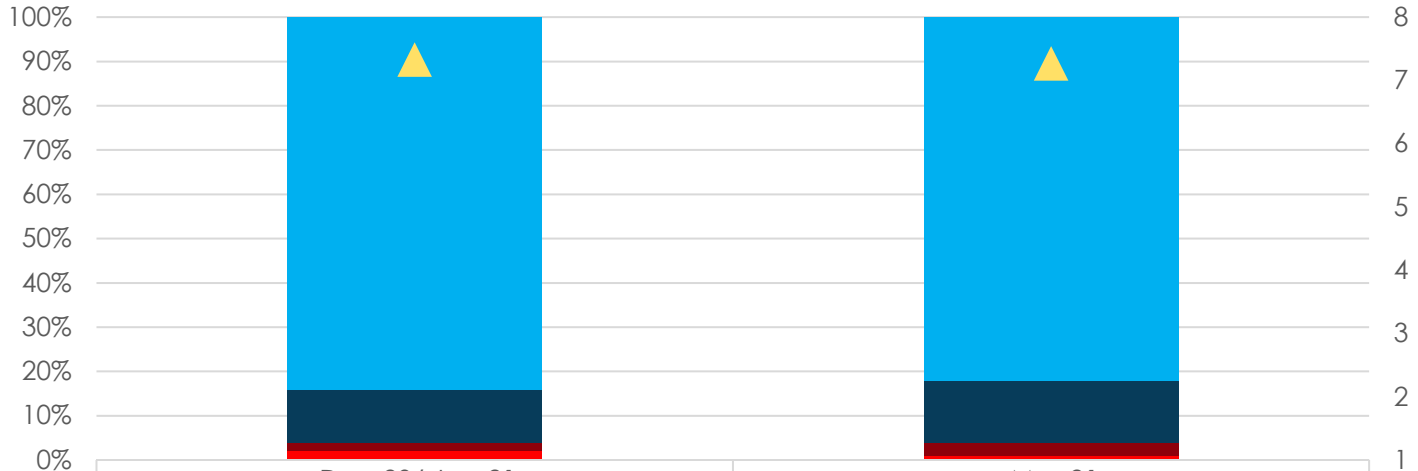


# VISITOR SATISFACTION

# VISITOR SATISFACTION – TRIP TO HAWAI'I - OVERALL

8-pt Rating Scale  
8=Excellent / 1=Poor

Overall visitor satisfaction continues to be solid, with the mean score still averaging within the top box (7-8).

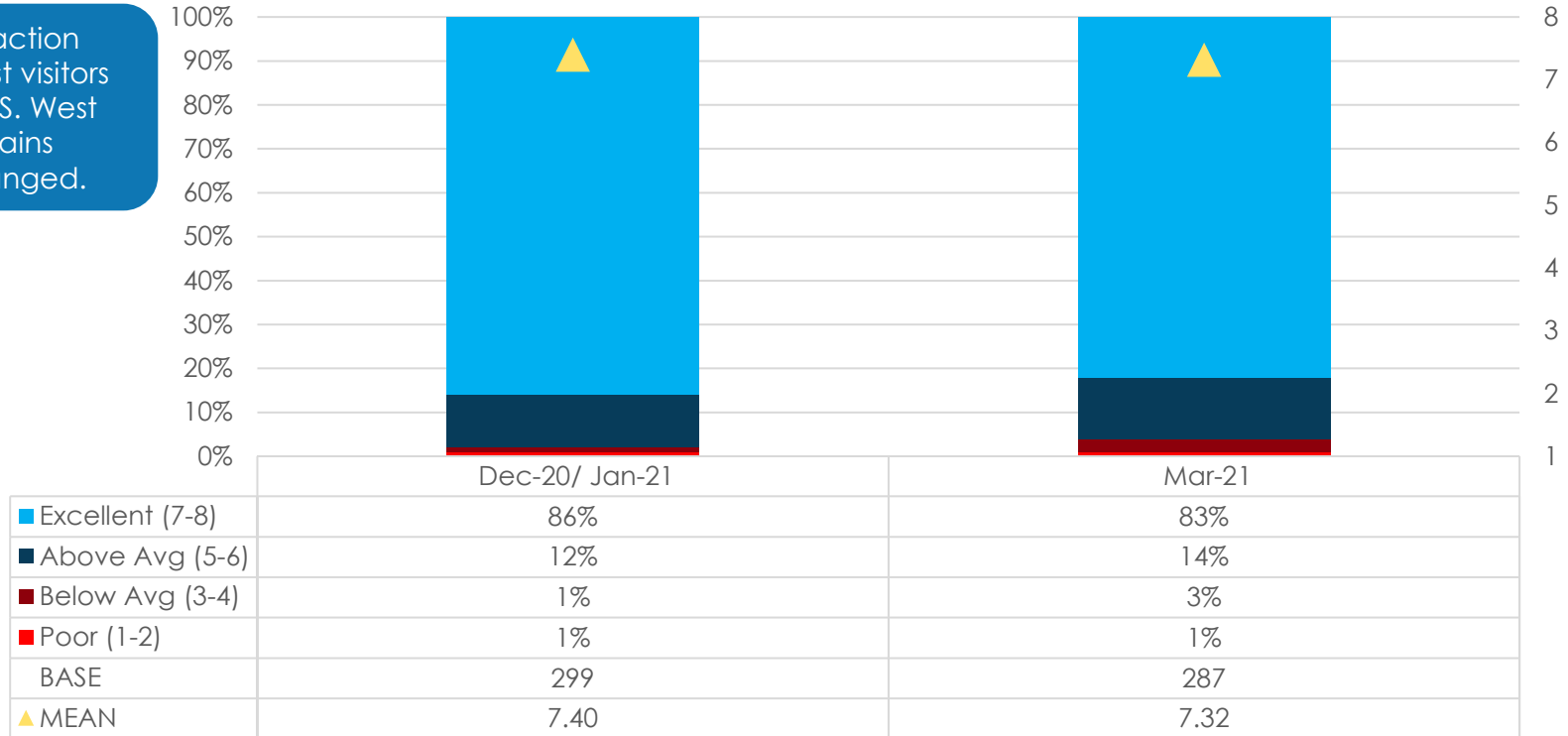


	Dec-20/ Jan-21	Mar-21
■ Excellent (7-8)	85%	82%
■ Above Avg (5-6)	12%	14%
■ Below Avg (3-4)	2%	3%
■ Poor (1-2)	2%	1%
BASE	495	515
▲ MEAN	7.33	7.27

# VISITOR SATISFACTION – TRIP TO HAWAI‘I – U.S. WEST

8-pt Rating Scale  
8=Excellent / 1=Poor

Satisfaction amongst visitors from U.S. West remains unchanged.

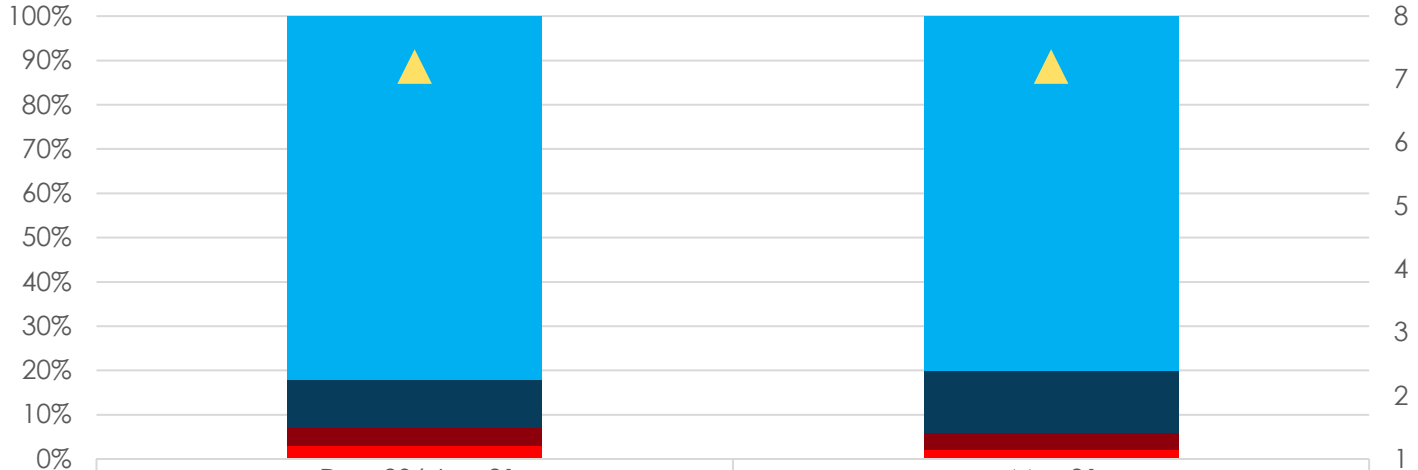




# VISITOR SATISFACTION – TRIP TO HAWAI‘I – U.S. EAST

8-pt Rating Scale  
8=Excellent / 1=Poor

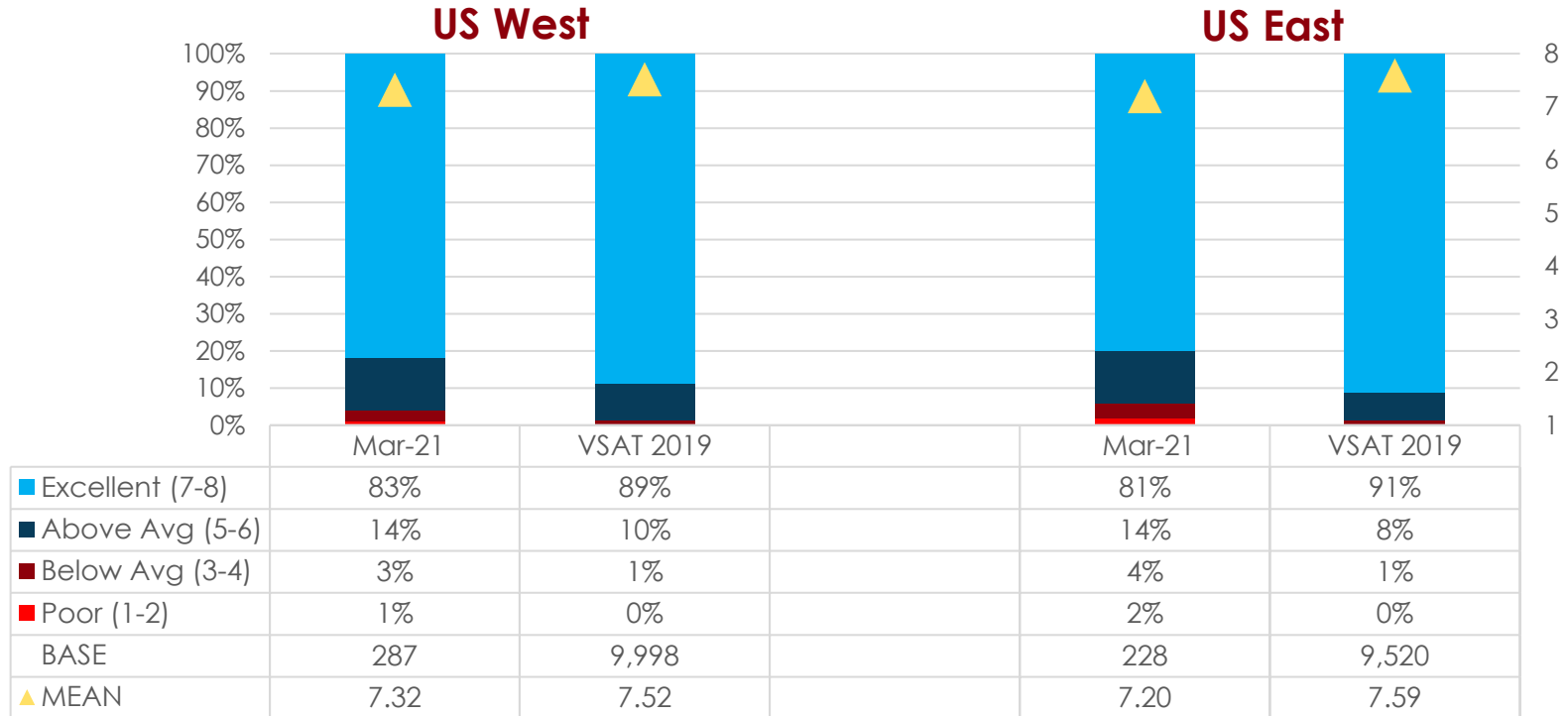
Satisfaction amongst visitors from U.S. East remains unchanged.



	Dec-20/ Jan-21	Mar-21
Excellent (7-8)	83%	81%
Above Avg (5-6)	11%	14%
Below Avg (3-4)	4%	4%
Poor (1-2)	3%	2%
BASE	196	228
MEAN	7.20	7.20

# VISITOR SATISFACTION – TRIP TO HAWAI‘I

8-pt Rating Scale  
8=Excellent / 1=Poor



# AREAS OF OPPORTUNITY

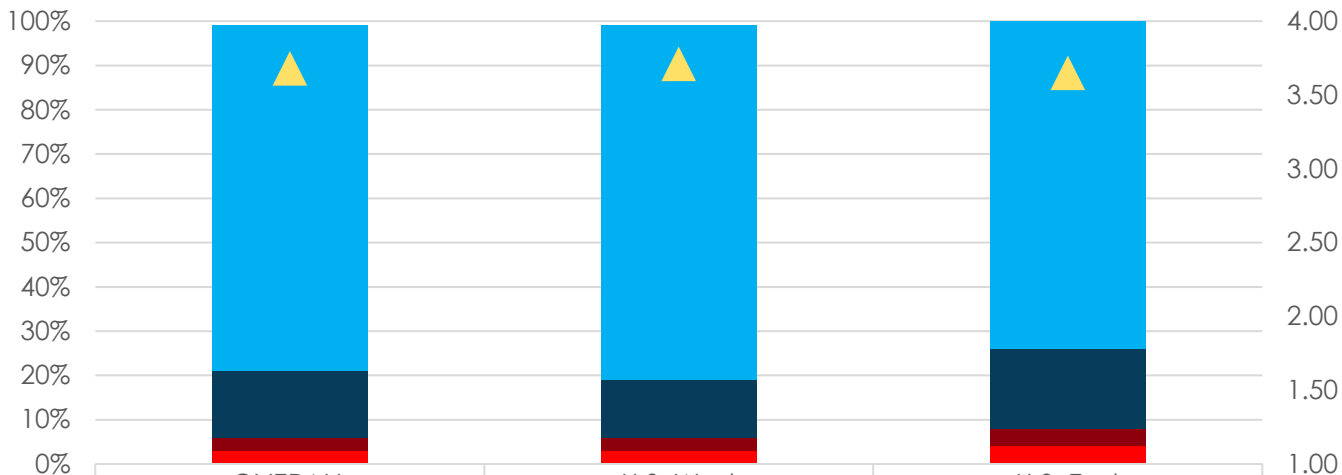
## TOP RESPONSES GIVEN

	<b>Dec-20/ Jan-21 n=75</b>	<b>Mar-21 n=93</b>
<b>COVID mandates/ rules are confusing</b>	27%	34%
<b>Open businesses/ attractions/ beaches</b>	39%	33%
<b>Fewer COVID restrictions</b>	-	23%
<b>Weather</b>	-	9%
<b>Businesses should stay open longer</b>	-	6%
<b>Enforcing/ punishing COVID rule breakers</b>	-	6%
<b>Had to quarantine</b>	12%	3%

# BRAND ADVOCACY – HAWAI‘I – NEXT SIX MONTHS

4-pt Rating Scale

Most who took part in the research have no issues recommending visiting the state within the next six months.



	OVERALL	U.S. West	U.S. East
Very likely (4)	78%	80%	75%
Somewhat likely (3)	15%	13%	18%
Somewhat unlikely (2)	3%	3%	4%
Very unlikely (1)	3%	3%	4%
BASE	515	287	228
MEAN	3.68	3.71	3.65

# BRAND ADVOCACY – HAWAI'I – NEXT SIX MONTHS

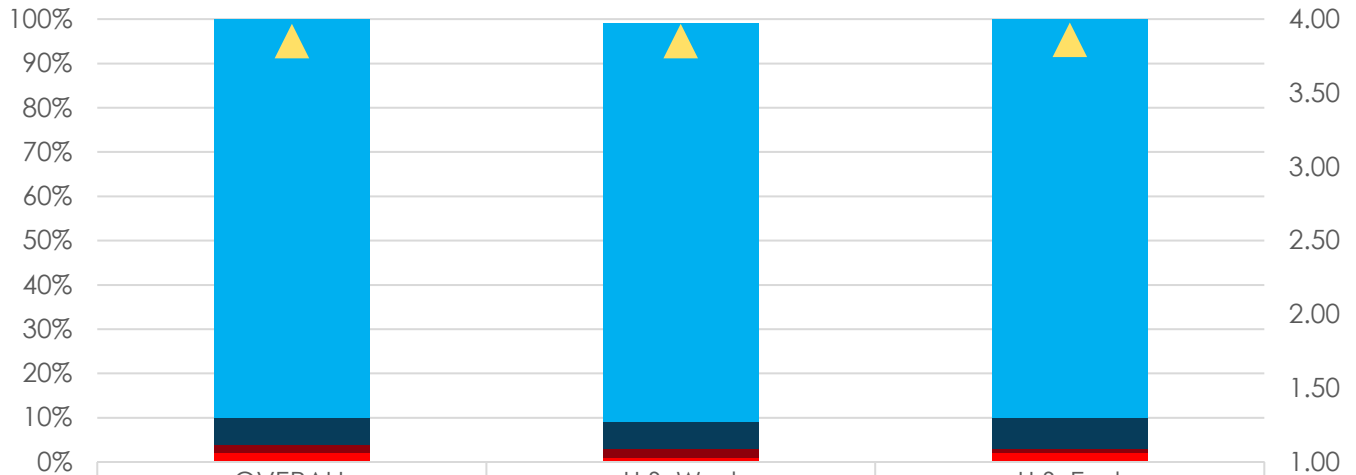
## SEGMENTATION ANALYSIS

- *Female travelers more likely to provide a top box (very likely to recommend) score than males.*
- *Younger travelers in the 18-34 and 35-49 age group express a higher likelihood of recommending visiting the state in the next six months compared to seniors.*
- *Those whose trip consisted of visiting a single island show a higher likelihood of recommending visiting the state in the next six months compared to those who visited multiple islands during their most recent trip.*

# BRAND ADVOCACY – HAWAI‘I – WHEN QUARANTINE LIFTED

4-pt Rating Scale

A solid majority of visitors polled would be very likely to recommend visiting the state once the quarantine is lifted.

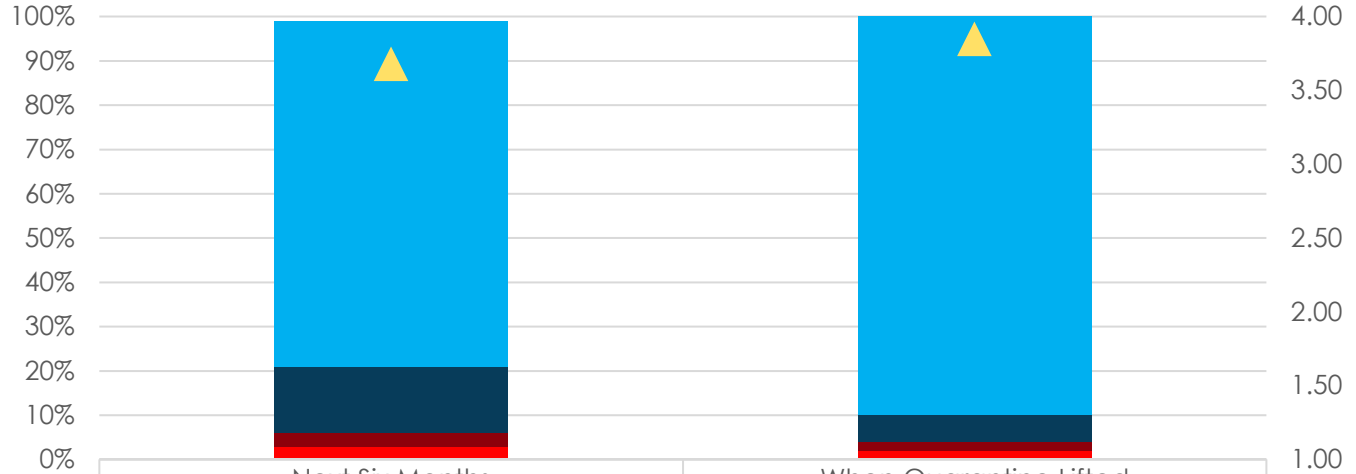


	OVERALL	U.S. West	U.S. East
Very likely (4)	90%	90%	90%
Somewhat likely (3)	6%	6%	7%
Somewhat unlikely (2)	2%	2%	1%
Very unlikely (1)	2%	1%	2%
BASE	515	287	228
MEAN	3.85	3.85	3.86

# BRAND ADVOCACY – HAWAI‘I – IMPACT OF QUARANTINE

## 4-pt Rating Scale

The impact the quarantine has on brand advocacy is evident when comparing top box scores. We see a 12-point increase.



	Next Six Months	When Quarantine Lifted
Very likely (4)	78%	90%
Somewhat likely (3)	15%	6%
Somewhat unlikely (2)	3%	2%
Very unlikely (1)	3%	2%
BASE	515	515
MEAN	3.68	3.85

# REASONS FOR NOT RECOMMENDING HAWAI'I

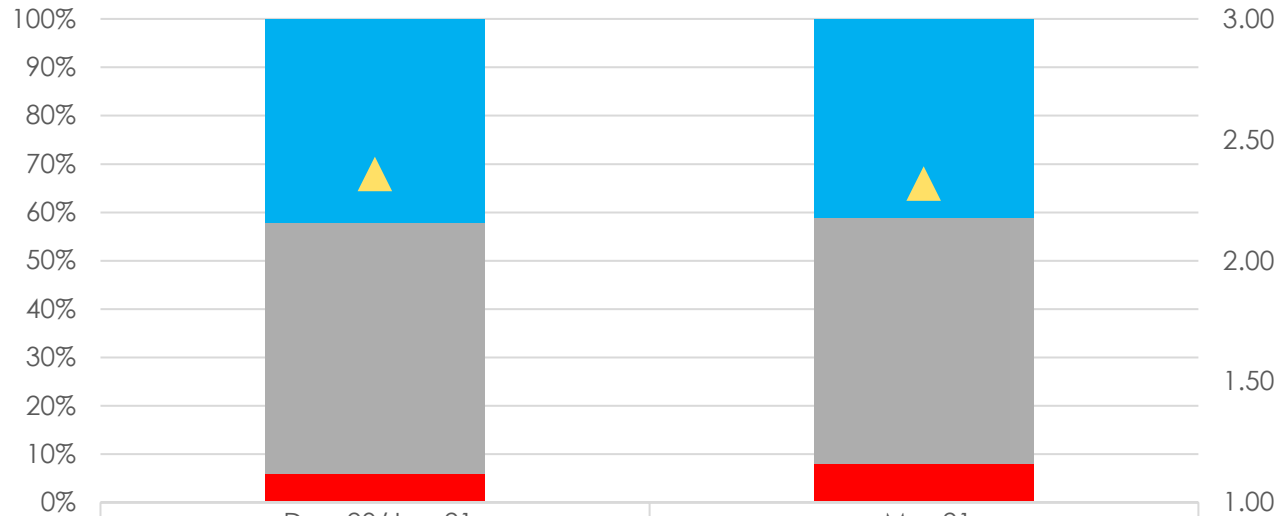
## TOP RESPONSES GIVEN

	Dec-20/Jan-21 n=21	Mar-21 n=40
<b>Closures of businesses, attractions, natural landmarks</b>	14%	33%
<b>Quarantine/ other restrictions</b>	10%	18%
<b>COVID-19 testing requirements are unreasonable</b>	57%	15%
<b>Safety – homeless, crime, drugs, dirty</b>	-	15%
<b>Felt unwelcome</b>	-	15%
<b>Too expensive</b>	-	15%
<b>Will return when pandemic is over</b>	-	10%
<b>Additional expenses and time required to travel</b>	19%	-





# TRIP EXPECTATIONS



	Dec-20/Jan-21	Mar-21
Exceeded expectations (3)	42%	41%
Met expectations (2)	52%	51%
Left disappointed (1)	6%	8%
BASE	495	515
MEAN	2.36	2.32

Q. Thinking of this trip and your expectations before arriving, would you say this trip exceeded your expectations, met your expectations, or were left disappointed?

# TRIP EXPECTATIONS

## SEGMENTATION ANALYSIS

- *First-time visitors were more likely to feel this trip exceeded their expectations compared to repeat visitors.*
- *Younger segments, 18-34 and 35-49, were more likely to be of the opinion their trip exceeded their expectations than were those respondents 50 years or older.*

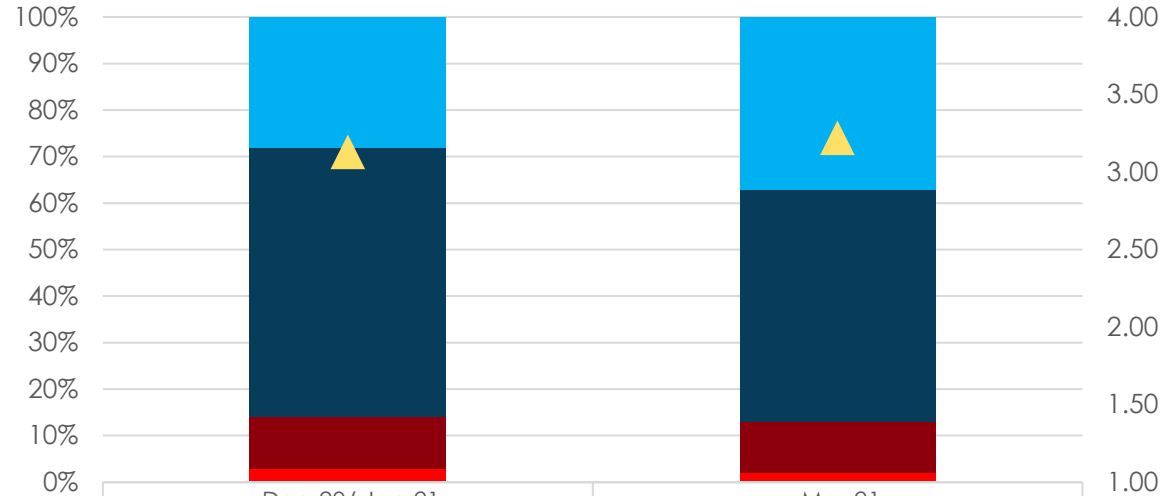
# TRIP EXPECTATIONS – REASONS FOR DISAPPOINTMENT

	Dec-20/ Jan-21 n=31	Mar-21 n=43
Closure of businesses/ attractions	26%	33%
Social distancing guidelines	10%	23%
Quarantine/ testing requirements	42%	14%
Safety – crime, homeless, drugs, dirty	-	14%
Enforcing COVID restrictions	3%	7%
Unfriendly locals	3%	7%
Weather	-	7%
Didn't get to do all the things I wanted	19%	5%
COVID-19	10%	-



# PLANNED ACTIVITY/ ATTRACTION PARTICIPATION

As the state opens and visitors understand the local climate better, we see the top box (did all planned activities) increasing, indicating increased visitor satisfaction



	Dec-20/ Jan-21	Mar-21
■ Did all of our planned activities (4)	29%	37%
■ Did most of our planned activities (3)	58%	50%
■ Did a few planned activities (2)	11%	11%
■ Not able to do any planned activities (1)	3%	2%
BASE	495	515
▲ MEAN	3.13	3.22

# OBSTACLES TO PLANNED ACTIVITY/ ATTRACTION PARTICIPATION

	<b>Dec-20/ Jan-21 n=65</b>	<b>Mar-21 n=67</b>
<b>Closures of businesses/ attractions</b>	51%	45%
<b>Capacity limits – attractions/ businesses</b>	-	16%
<b>Weather</b>	5%	15%
<b>COVID-19</b>	18%	13%
<b>Quarantine/ testing requirements</b>	22%	10%
<b>Restrictions/ masks</b>	-	6%
<b>Not enough time</b>	-	6%
<b>Social distancing requirements</b>	11%	3%

# LIKELIHOOD OF RETURN TRIP TO HAWAI'I

Taking COVID-19 Into Consideration

Female visitors were more likely to visit again regardless of the pre-visit requirements.

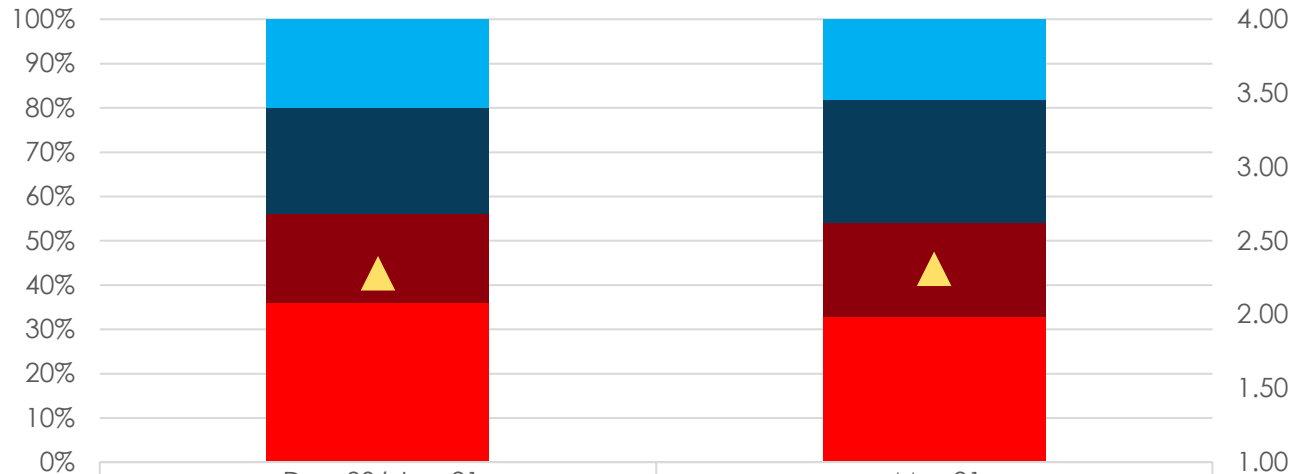
	n=515
<b>I will visit again when I want to regardless of the pre-visit requirements</b>	72%
<b>I will visit again when there is no quarantine and no pre-visit coronavirus tested required</b>	9%
<b>I will visit again when the pandemic is over and most or all of the COVID mandates such as mask wearing, social distancing, and business/ attraction restrictions are removed</b>	9%
<b>I have no plans to return at this time to ever return to Hawai'i</b>	6%
<b>I will visit again when I have completed the vaccination process</b>	5%

Visitors from US West were more likely to share this sentiment than those from U.S. East.

# COVID-19

# IMPACT OF LOCAL INFECTION RATE ON TRIP PLANNING – OVERALL

4-pt Rating Scale



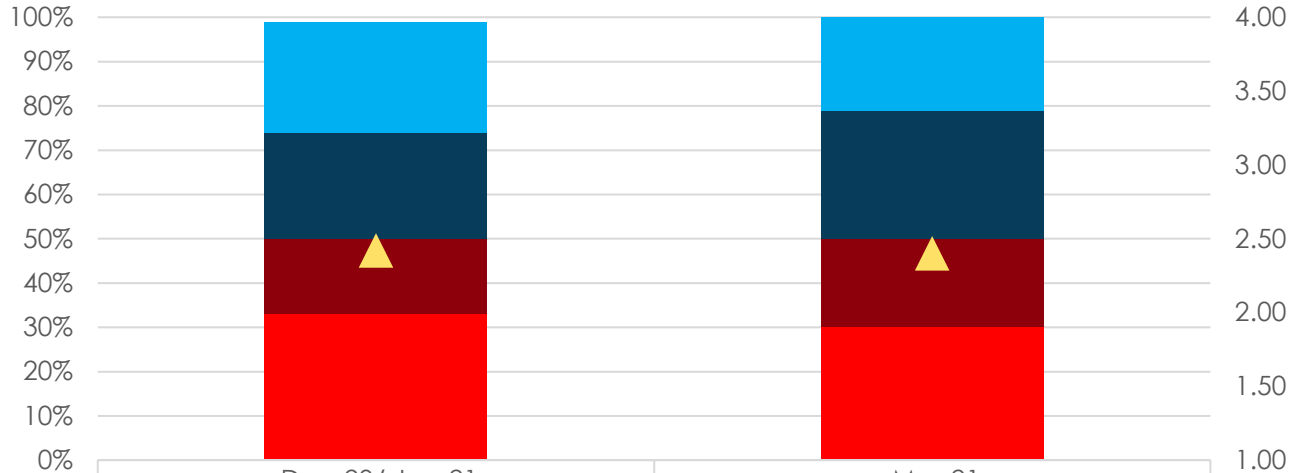
	Dec-20/ Jan-21	Mar-21
■ Very important (4)	20%	18%
■ One of several reasons (3)	24%	28%
■ Very little impact (2)	20%	21%
■ Had no bearing (1)	36%	33%
BASE	495	515
▲ MEAN	2.28	2.31



# IMPACT OF LOCAL INFECTION RATE ON TRIP PLANNING – U.S.WEST

## 4-pt Rating Scale

Hawai'i's relatively low COVID-19 infection rate is more of an incentive to travel here amongst US West visitors.

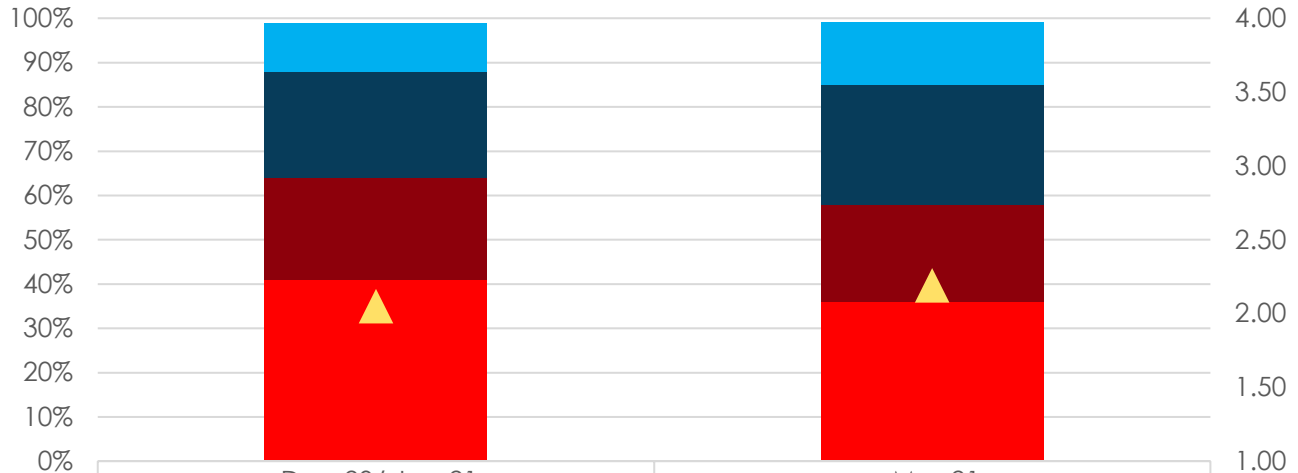


	Dec-20/ Jan-21	Mar-21
■ Very important (4)	25%	21%
■ One of several reasons (3)	24%	29%
■ Very little impact (2)	17%	20%
■ Had no bearing (1)	33%	30%
BASE	299	287
▲ MEAN	2.42	2.40

# IMPACT OF LOCAL INFECTION RATE ON TRIP PLANNING – U.S. EAST

## 4-pt Rating Scale

The level of importance placed on low infection rates amongst visitors from U.S. East is trending upwards though is still lower compared to U.S. West.

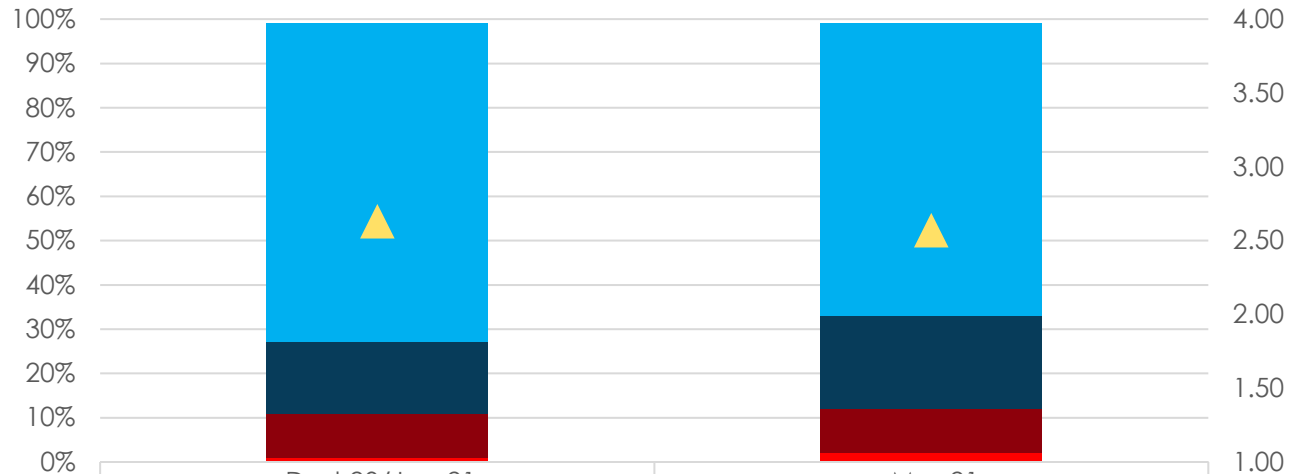


	Dec-20/ Jan-21	Mar-21
Very important (4)	11%	14%
One of several reasons (3)	24%	27%
Very little impact (2)	23%	22%
Had no bearing (1)	41%	36%
BASE	196	228
MEAN	2.05	2.19

# PERCEPTION OF COVID-19 IMPACT ON HEALTH – OVERALL

4-pt Rating Scale

The proportion of visitors that view COVID-19 as a serious and urgent health concern (top box) is down.



	Ded-20/Jan-21	Mar-21
■ Serious and urgent (4)	72%	66%
■ Serious but not urgent (3)	16%	21%
■ Concern but no serious (2)	10%	10%
■ Not a concern (1)	1%	2%
BASE	495	515
▲ MEAN	2.63	2.57

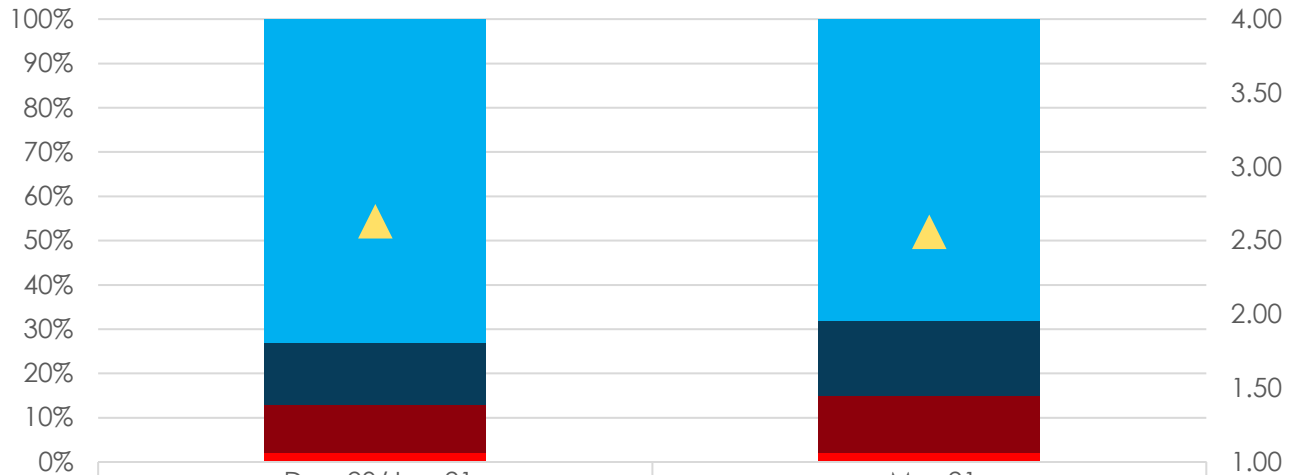
# PERCEPTION OF COVID-19 IMPACT ON HEALTH – OVERALL

## SEGMENTATION ANALYSIS

- *Female visitors were more likely to view COVID-19 as a serious and urgent threat than were males.*
- *Less affluent visitors feel more threatened by COVID-19.*
- *Among visitors from U.S. West, repeat visitors were more likely to provide a top box (serious and urgent health concern) than were first-time visitors from this travel region.*

# PERCEPTION OF COVID-19 IMPACT ON HEALTH – U.S. WEST

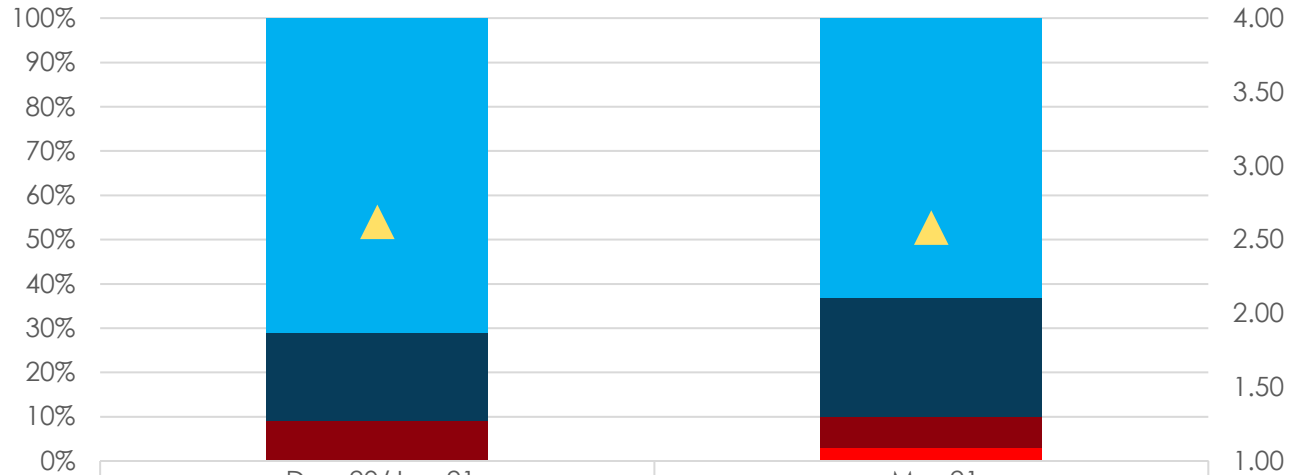
4-pt Rating Scale



	Dec-20/Jan-21	Mar-21
■ Serious and urgent (4)	73%	68%
■ Serious but not urgent (3)	14%	17%
■ Concern but no serious (2)	11%	13%
■ Not a concern (1)	2%	2%
BASE	299	287
▲ MEAN	2.63	2.56

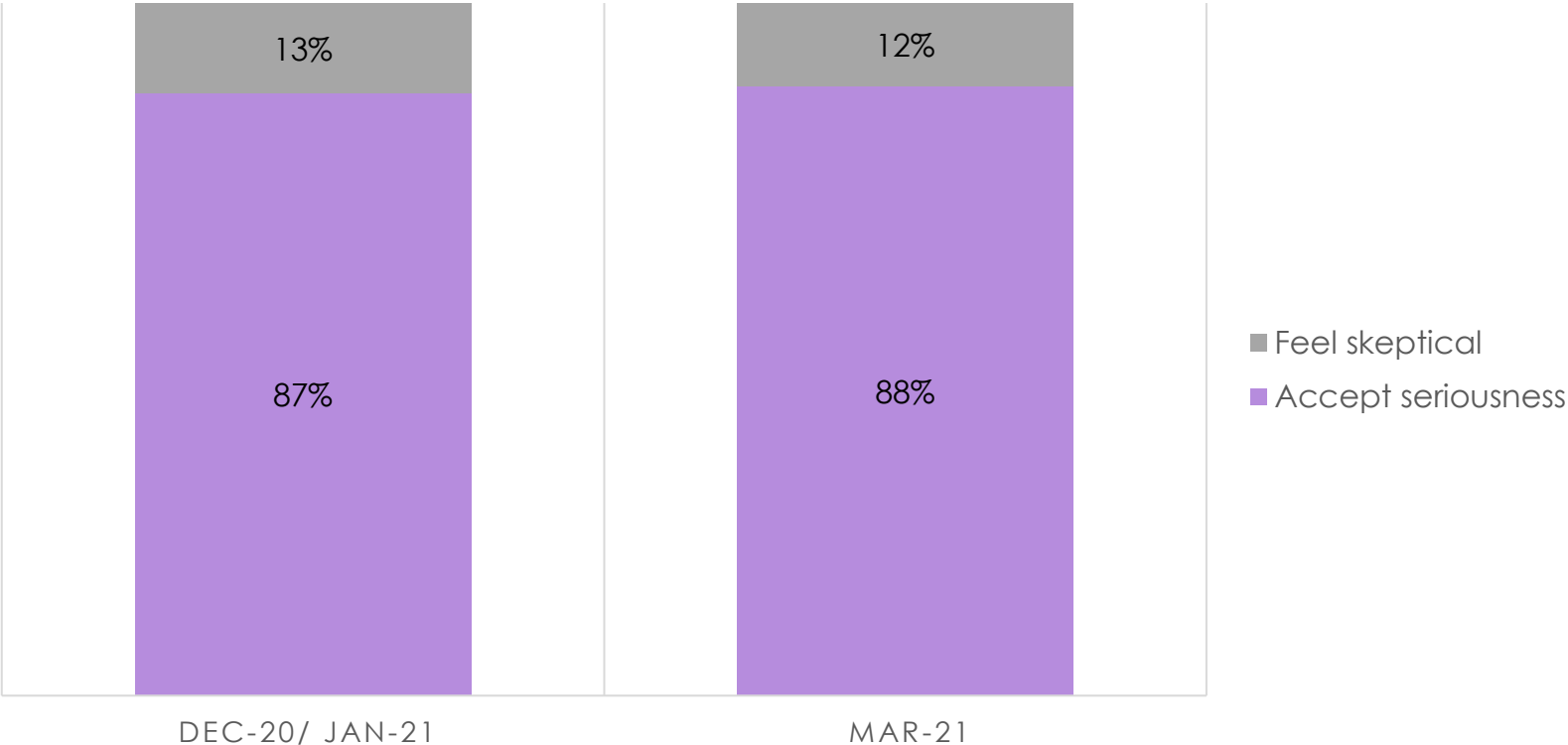
# PERCEPTION OF COVID-19 IMPACT ON HEALTH – U.S. EAST

4-pt Rating Scale

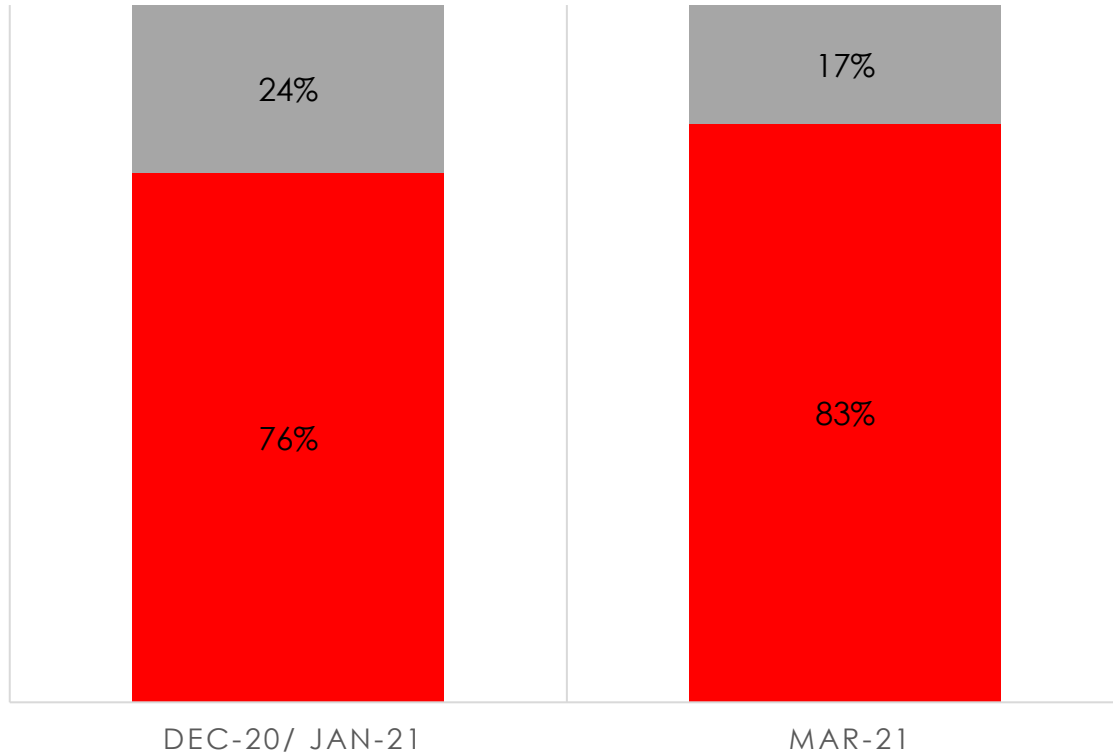


	Dec-20/Jan-21	Mar-21
■ Serious and urgent (4)	71%	64%
■ Serious but not urgent (3)	20%	27%
■ Concern but no serious (2)	9%	7%
■ Not a concern (1)		3%
BASE	196	228
▲ MEAN	2.62	2.58

# GOVERNMENT'S POSITION OF SERIOUSNESS OF COVID-19



# COVID-19 VACCINE - PENETRATION



The proportion of visitors who intends to get vaccinated has risen this reporting period.

- No
- Intend to get vaccinated



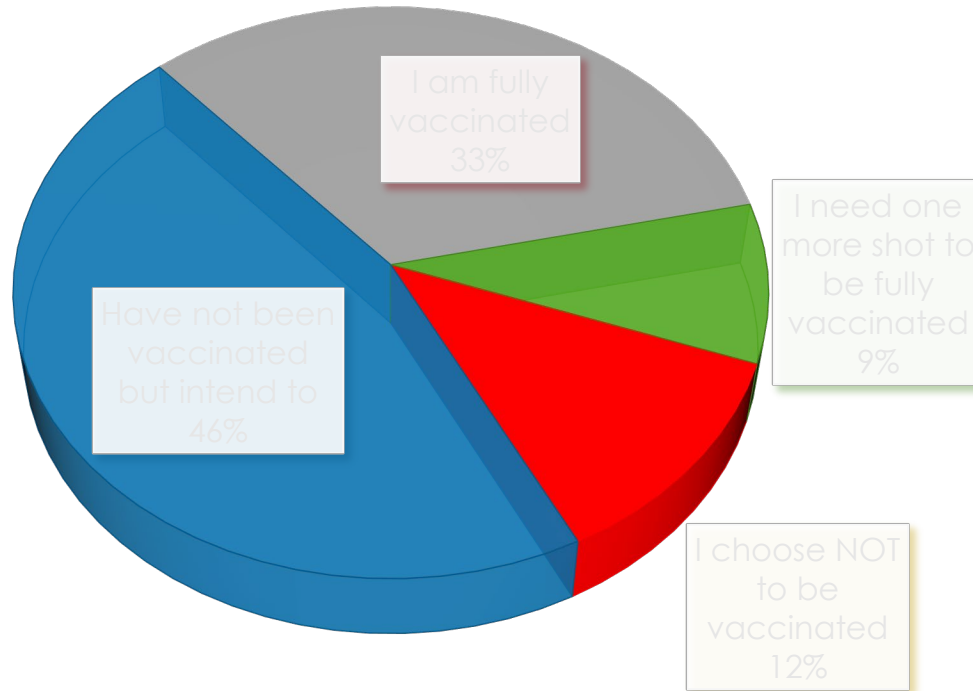
# COVID-19 VACCINE

## SEGMENTATION ANALYSIS

- *Repeat visitors appear more likely to get vaccinated for COVID-19 compared to first-time visitors.*
- *When segmented by household income we find less affluent travelers less likely to get the vaccine, while more affluent travelers were more likely to get vaccinated.*
- *More educated travelers, or those with a college degree, were more likely to indicate they will get vaccinated when their turn comes.*
- *97% of travelers over the age of 65 say they will get the vaccine.*

# COVID-19 VACCINE - STATUS

Most of the visitors who have chosen to travel to the state during the pandemic are likely to take the vaccine.

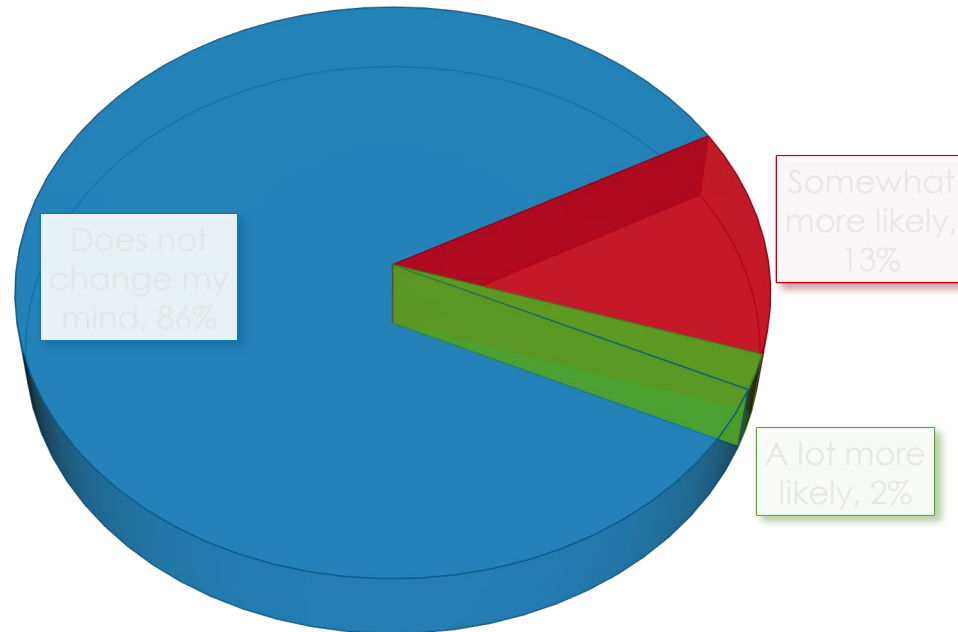


# COVID-19 VACCINE - STATUS

## SEGMENTATION ANALYSIS

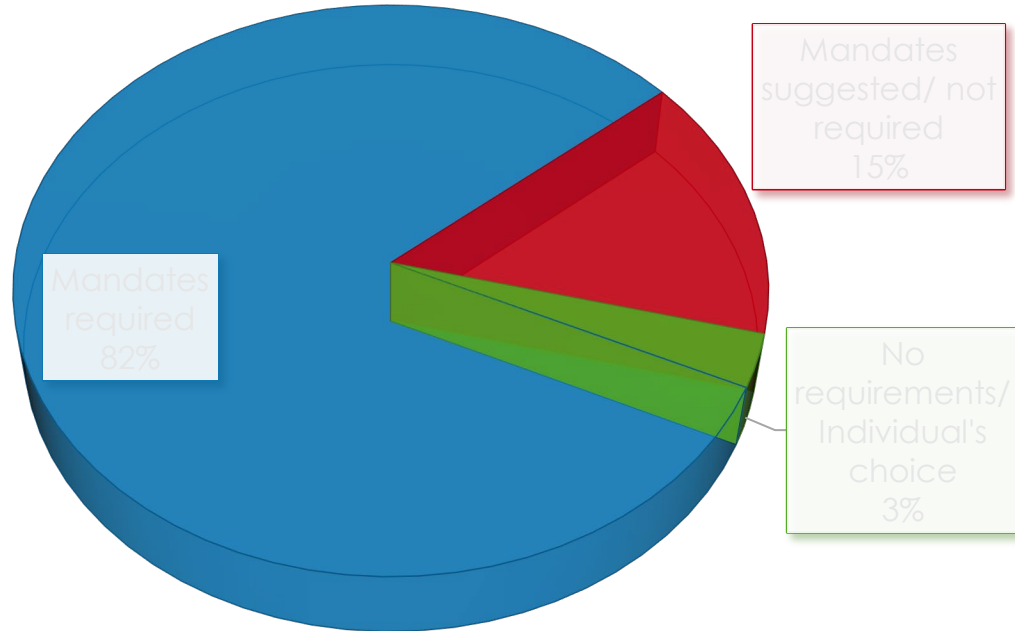
- *Repeat visitors were more likely to be fully vaccinated, while there is a larger proportion among first-time visitors who say they have chosen not to be vaccinated.*
- *The likelihood of already being fully vaccinated is highest amongst more affluent visitors.*
- *College graduates were more likely to have been fully vaccinated, while there is a higher proportion of those who say they will not get vaccinated amongst visitors without a college degree.*

# COVID-19 VACCINE – HAWAI'I TRAVEL INCENTIVE

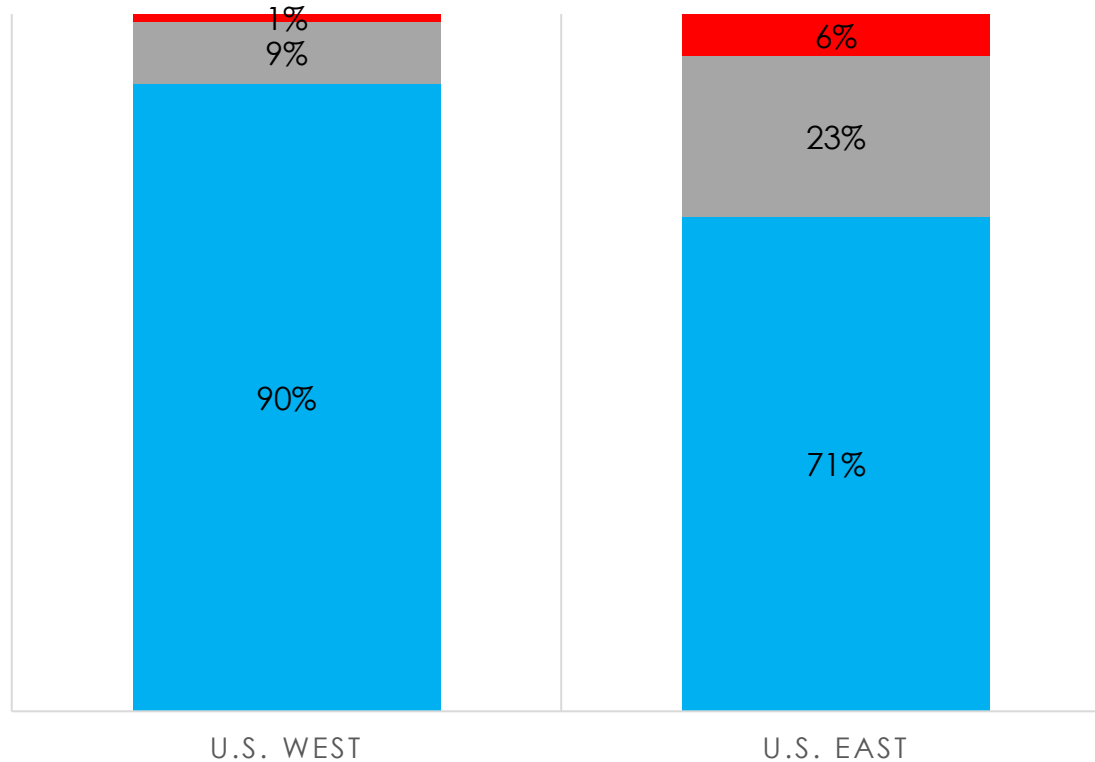


# COVID-19 MANDATES AT HOME

Most of the visitors who have chosen to travel to the state during the pandemic live in states where COVID mandates are already required of them.



# COVID-19 MANDATES AT HOME

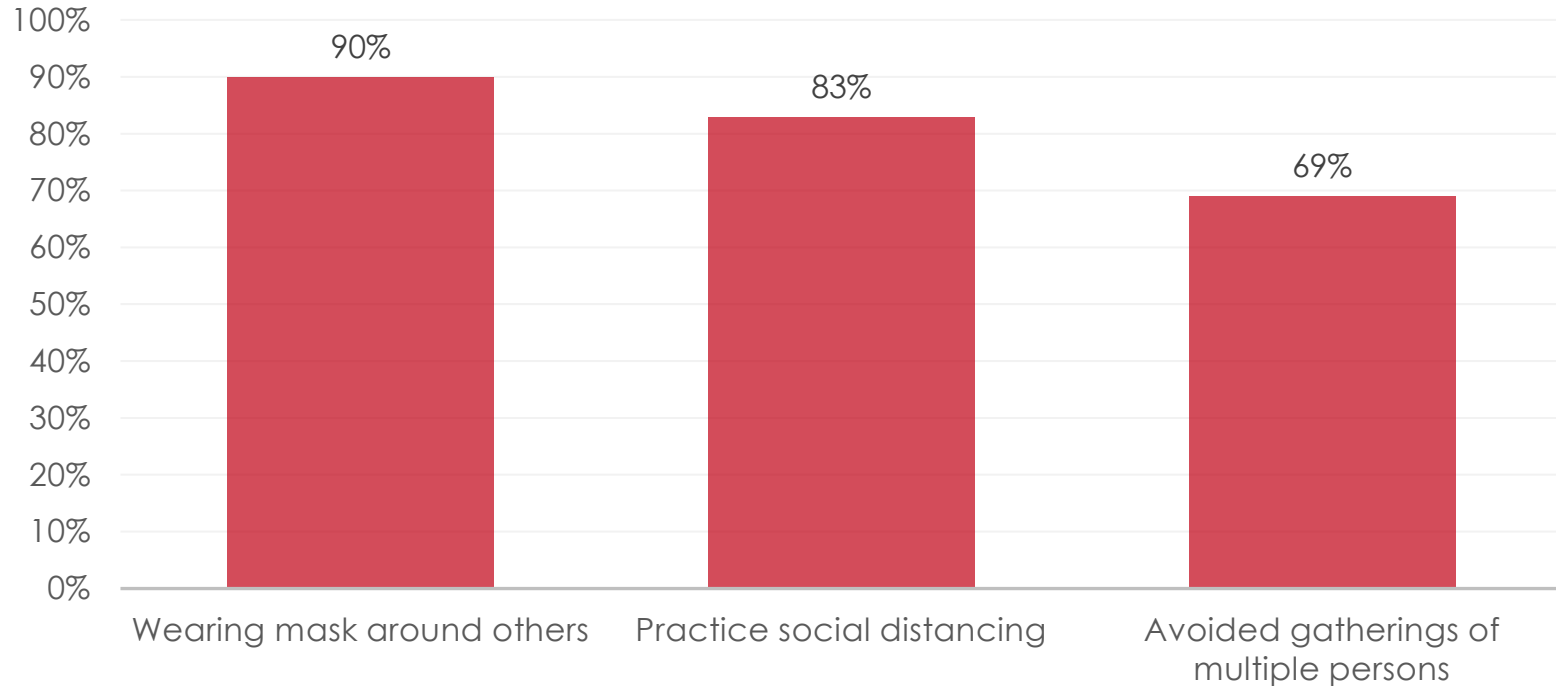


Visitors from U.S. West more likely to live in areas where mandates are required.

- No requirements/ Personal Choice
- Mandates Suggested- Not Required
- Mandates Required

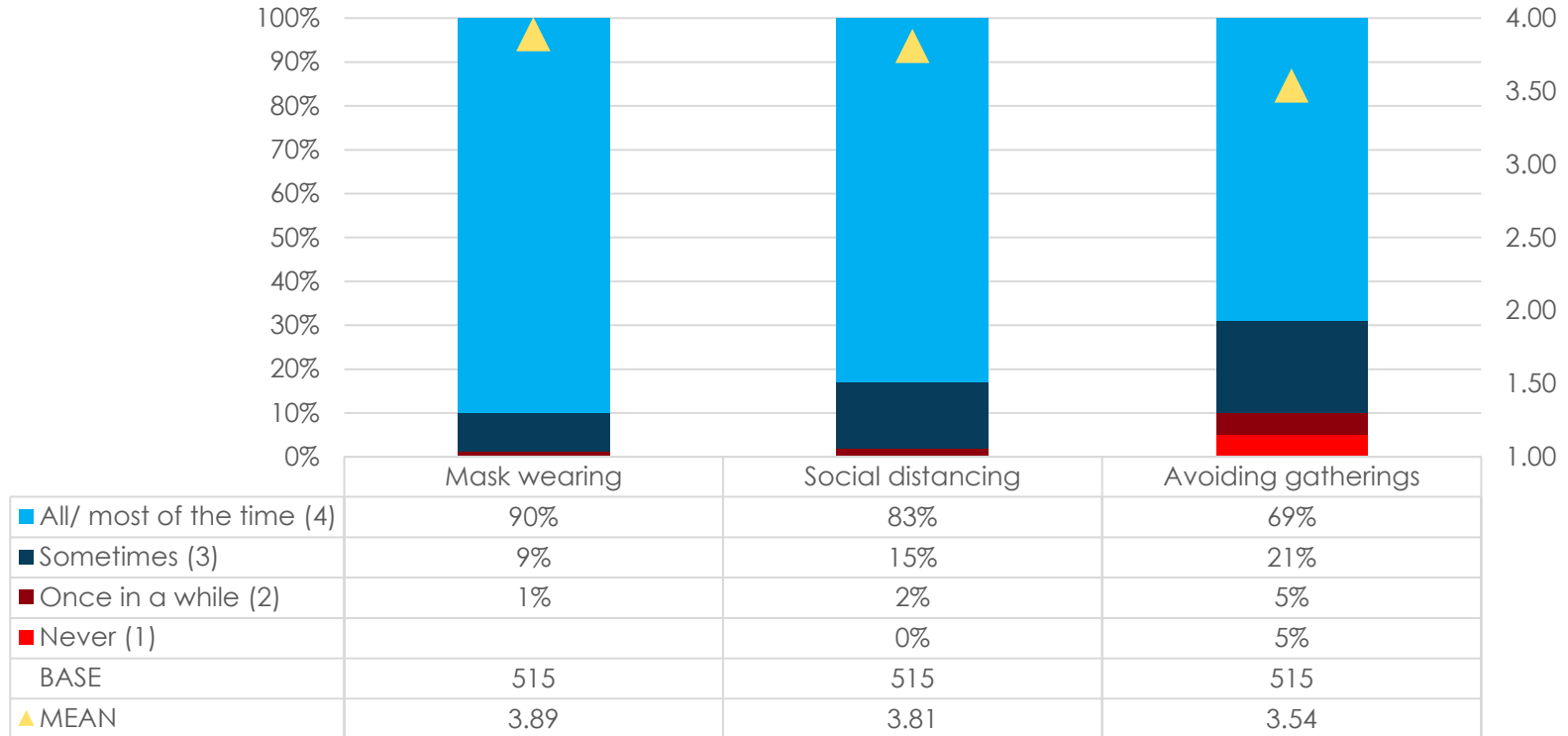
# FOLLOWED COVID-19 GUIDELINES WHILE IN HAWAI'I

## Adhered to “All The Time” During Trip



# FOLLOWED COVID-19 GUIDELINES WHILE IN HAWAI'I

4-pt Rating Scale





# SOURCES OF COVID-19 INFORMATION

# SOURCES OF HAWAI'I COVID-19 INFORMATION

## TOP RESPONSES

	Dec-20/ Jan-21 n=494	Mar-21 n=507
Safe travels website (travel.Hawaii.gov)	95%	95%
Friends and family	38%	37%
GoHawaii.com	34%	27%
Airline staff	17%	20%
HTA website (hawaiiitourismauthority.org)	20%	14%
Hotel staff	8%	12%
Social media/ blogs	14%	12%
Online travel sites	10%	10%



# SOURCES OF HAWAI'I COVID-19 INFORMATION

## SEGMENTATION ANALYSIS

- *Visitors from U.S. West were more reliant on friends and family for information, while U.S. East visitors were more likely to use GoHawaii.com.*
- *When segmented by gender we also find that females were more likely to rely once again on friends and family and GoHawaii.com*

# RESPONDENT PROFILE

# RESPONDENT PROFILE

	Overall
<b>GENDER</b>	
Male	40%
Female	60%
<b>HOUSEHOLD INCOME</b>	
< \$40,000	4%
\$40,000 to \$59,999	5%
\$60,000 to \$79,999	9%
\$80,000 to \$99,999	9%
\$100,000 to \$124,999	10%
\$125,000 to \$149,999	7%
\$150,000 to \$174,999	8%
\$175,000 to \$199,999	6%
\$200,000 to \$249,999	9%
\$250,000 +	18%
Refused	13%
<b>EDUCATION</b>	
Post-graduate	33%
College graduate	36%
Some college	13%
Associates degree	10%
Vocational	2%
High school	3%

	Overall
<b>AGE</b>	
18-34	26%
35-49	29%
50-64	28%
65+	17%
MEAN	47.15
MEDIAN	46
<b>TRIPS TO HAWAI'I</b>	
First-time	25%
Repeat	75%
<b>ISLANDS VISITED</b>	
O'ahu	54%
Island of Hawai'i	6%
Maui	48%
Kaua'i	6%
Lana'i	1%
Moloka'i	1%
<b>ISLANDS VISITED</b>	
Single island	88%
Multi-island trip	12%

	Overall
<b>ACCOMMODATIONS</b>	
Hotel/ villa/ resort	42%
Condo/ apartment	23%
Timeshare	14%
Friends/ family	12%

## **9**

Presentation, Discussion and Action on HTA's Financial  
Reports for January 2021

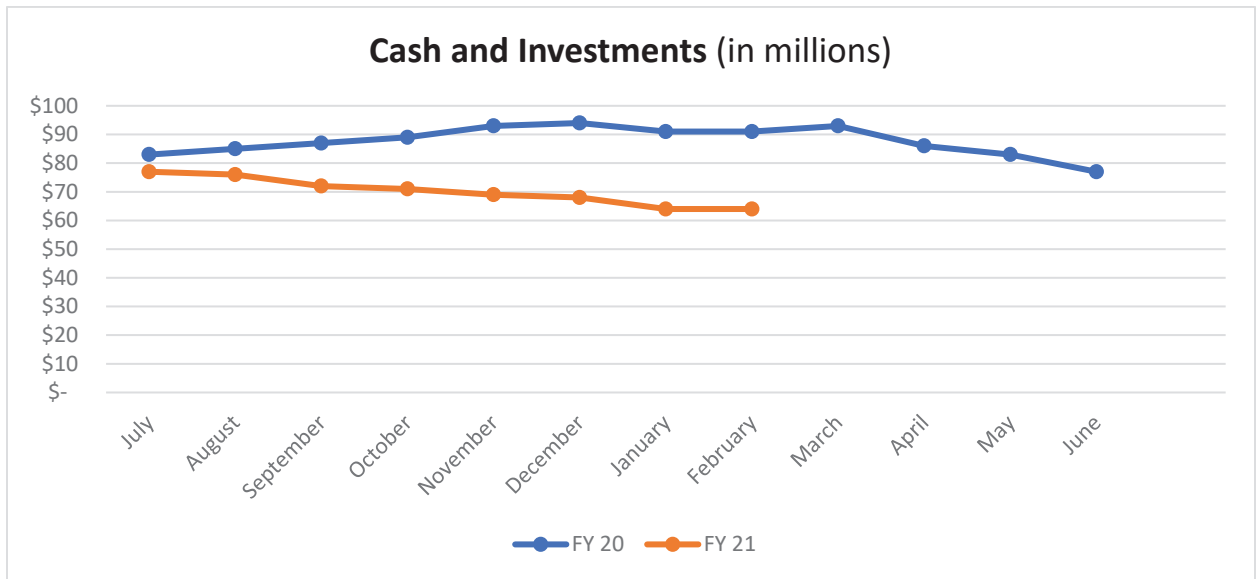
# HAWAII TOURISM

## AUTHORITY

### Financial Statements – Executive Summary February 1, 2021 – February 28, 2021

#### Tourism Special Fund:

1. \$64.2M in cash and investments



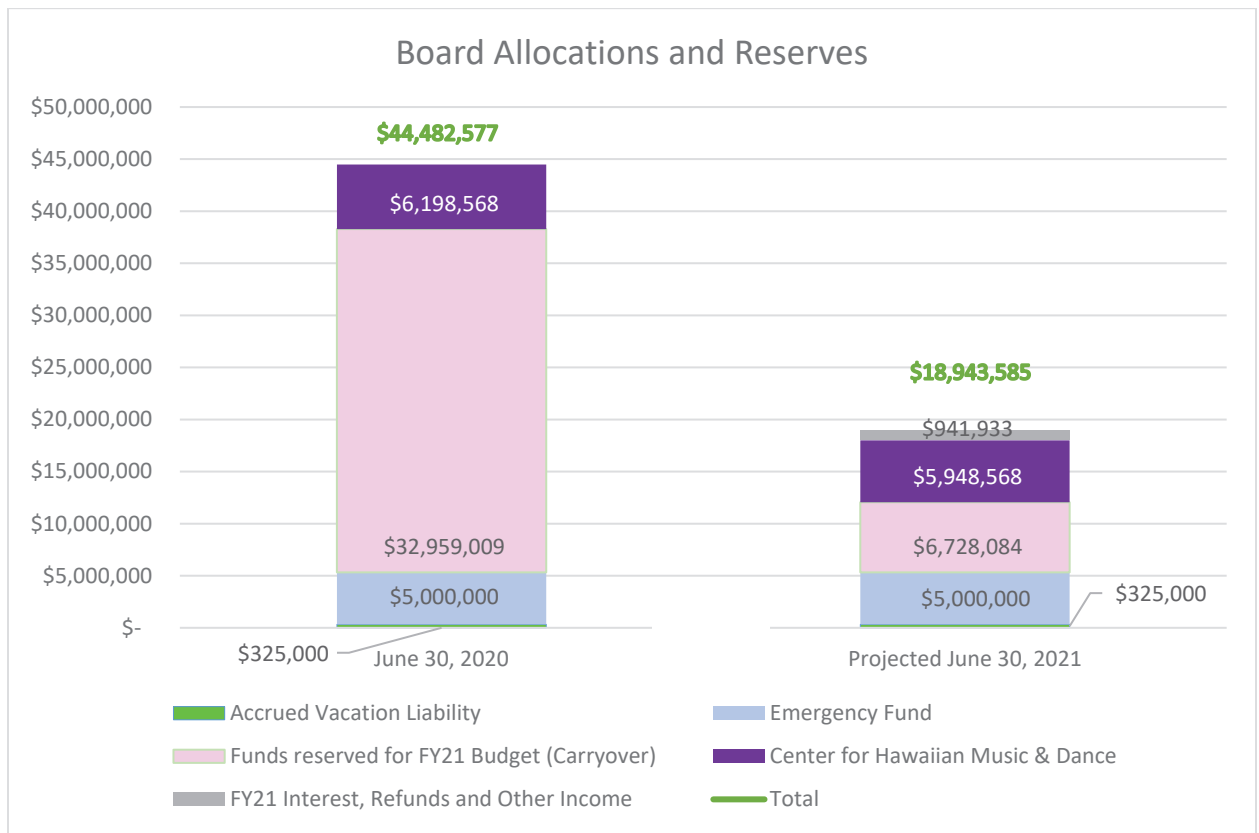
- a. Includes \$5M in Emergency Fund held as investments.
  - i. Approximately \$4.6M held in money market funds; and
  - ii. Approximately \$500K held in US Treasury Notes, laddered to mature throughout FY 2021.
  - iii. Further detail provided in the financial statements (as of January 2021)
- b. Cash balance on February 28, 2021 is relatively consistent with January’s cash balance, as \$281K in other revenue (discussed further at item 7b below) was largely offset by \$218K in expenditures paid.

2. HTA’s outstanding encumbrances are summarized as follows:

\$8.3M	Prior year encumbrances currently being spent down	
\$31.9M	Current year encumbrances remaining	
\$40.2M	Total encumbrances outstanding at February 28, 2021	

The \$8.3M in prior year encumbrances compares against a \$32.8M balance at the beginning of FY 2021, which included \$14.7M in encumbrances we anticipated cancelling heading into FY2021 – all of which have now been cancelled. Staff routinely makes a concerted effort to liquidate older encumbrances that should no longer be encumbered and that is reflected here.

3. \$18.9M reserved as Board allocations projected for the end of FY 2021, compared to \$44.4M at the beginning of the fiscal year. (This does not include approximately \$3M in COVID-related cost reimbursements that HTA anticipated receiving. It does include \$5M Emergency Fund and \$5.9M for the Center for Hawaiian Music & Dance.) A supporting schedule is embedded in these financial statements to provide greater detail. These balances are comprised of the following:



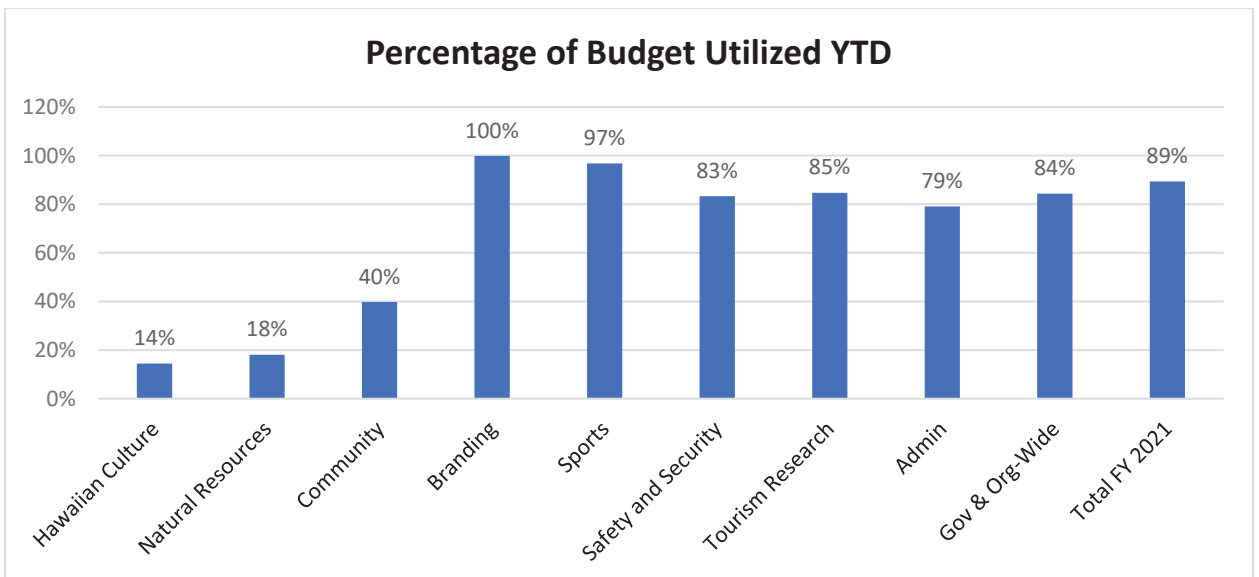
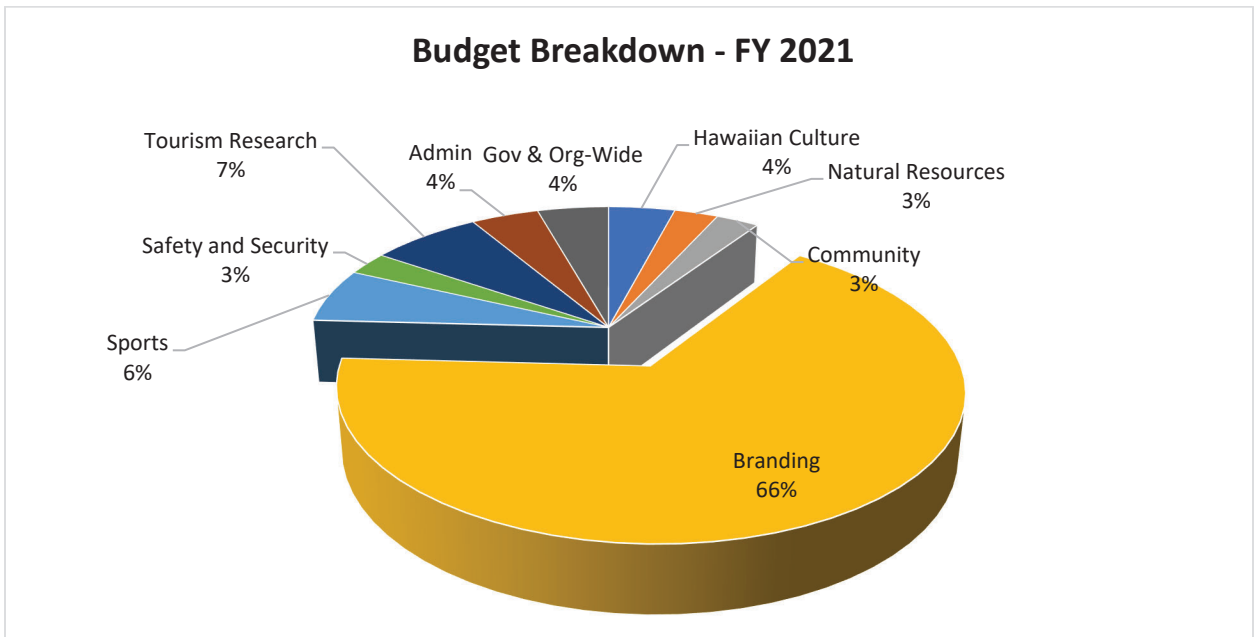
Staff continues to review the FY 2021 budget for savings opportunities and to assess the funding of its programs. Accordingly, this balance may change.

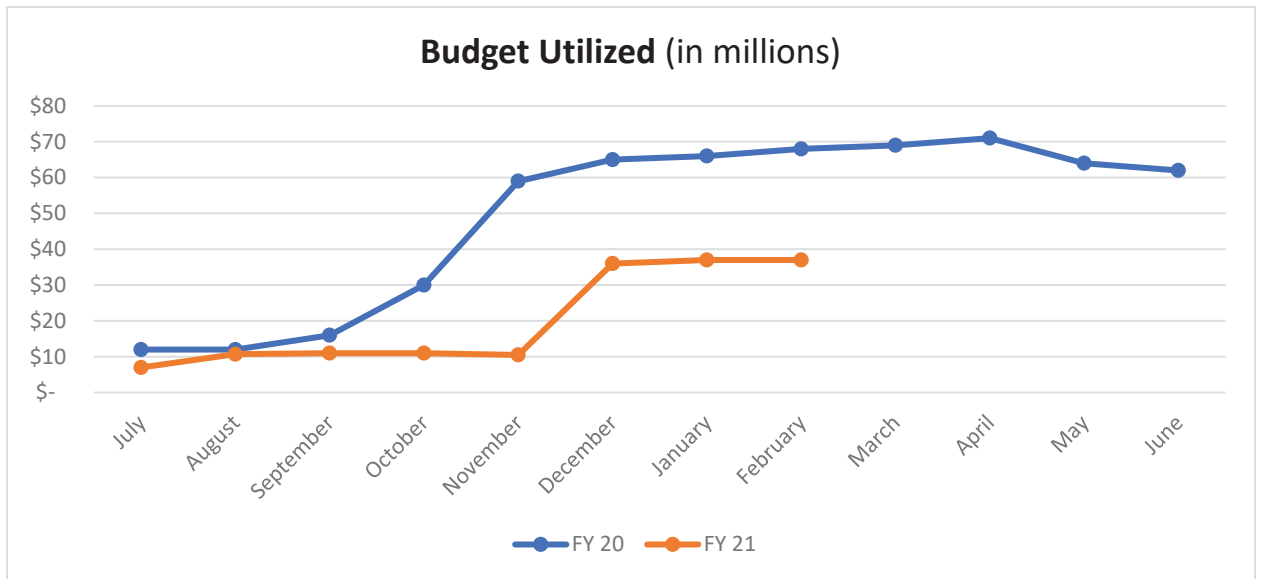
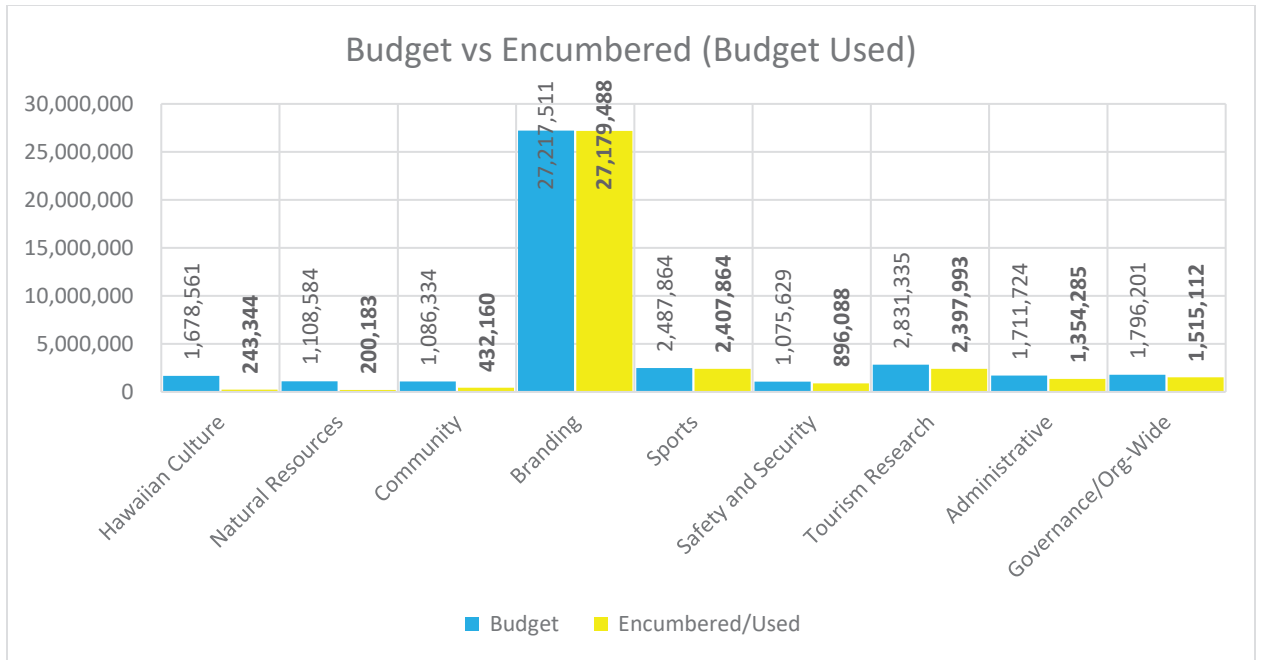


4. At its December 2020 meeting, the HTA Board of Directors approved an amended FY 2021 budget. The budget was reduced from \$48.7M to \$41M, funded as follows:

Prior Year Carryover	40,959,781
CARES Funding for VASH Flight Assistance Program	33,962
FY 2021 Budget	<u>40,993,743</u>

5. \$36.6M of the \$41.0M FY 2021 budget utilized/encumbered, or 89%. The following are various charts to depict our budget, budget utilization and trends.





6. No notable budget reallocations were made during February 2021. A detail of the reallocations made cumulatively for the fiscal year are detailed on the accompanying Budget Reallocation Summary.
7. Operating Income (Loss):
  - a. No TAT was received in February 2021.

- i. HTA's TAT allocation was suspended due to the COVID-19 pandemic, resulting in HTA not receiving the statutorily prescribed allocation from May 2020 through February 2021.
- b. Other revenue received year-to-date is comprised of the following:

Investment	279,866
Refunds on contracts	662,068
	<u>941,934</u>

- c. Incurred \$14.1M in expenditures YTD.

**Convention Center Enterprise Special Fund:**

- 8. \$28.8M in cash
  - a. Increase from January of \$944K due to \$744K in accounts receivable receipts of previously reported HCC operating revenue, \$152K in current period HCC operating revenue, and \$48K in investment income.
- 9. \$19.3M in cash with contractor or with DAGS, for R&M projects (as of February 2021).
  - a. Includes \$2M in Emergency R&M funds
  - b. These funds are encumbered or budgeted toward specific projects such as trellis removal, house audio upgrades, cooling tower replacement, furnishings and enhancements, chiller replacement, and various equipment purchases and upgrades. Of the \$19.3M, approximately \$4.8M has been contracted (as of February 2021).
  - c. Reflects \$19.4M spent on current and future projects (in-progress costs or preliminary work); includes recent costs expended on meeting room roof repairs.
- 10. \$18.4M reserved as Board allocations projected for the end of FY 2021, compared to a reserve balance of \$23.5M at the beginning of the fiscal year. This includes funds targeted to fund future repair and maintenance projects (such as kitchen wall rehabilitation, ballroom gutter and transom glass repair), large equipment purchases, convention center operating contingencies and operating capital. With HTA's TAT allocation currently suspended, the FY 2021 Convention's Center Enterprise Special Fund budget is being funded entirely by its reserves.
- 11. \$403K of prior year outstanding encumbrances currently being spent down.
- 12. Operating Income:
  - a. No TAT was received in February 2021.

- i. HTA's TAT allocation for the CCESF was suspended due to the COVID-19 pandemic, resulting in HTA not receiving the statutorily prescribed allocation from May 2020 through February 2021.
- b. Convention Center Operations
  - i. \$1.7M operating loss fiscal-year-to-date per HCC financial statements (as of preliminary February 2021).

**Hawaii Tourism Authority**

Balance Sheet

Tourism Special Fund

As of 2/28/21

	<u>Current Year</u>
Assets	
Current Assets	
Checking	59,173,309.72
Petty Cash	<u>5,000.00</u>
Total Current Assets	<u>59,178,309.72</u>
Total Assets	<u><u>59,178,309.72</u></u>
Fund Balance	
Current year payables	
Accounts Payable	20.00
Credit Card Payable	<u>82,649.25</u>
Total Current year payables	<u>82,669.25</u>
Encumbered Funds	
FY 2015 Funds	7,851.29
FY 2016 Funds	45,661.18
FY 2017 Funds	34,641.92
FY 2018 Funds	186,542.23
FY 2019 Funds	1,264,421.63
FY 2020 Funds	6,722,788.73
FY 2021 Funds	<u>31,962,760.01</u>
Total Encumbered Funds	<u>40,224,666.99</u>
Unencumbered Funds	
Total Unencumbered Funds	18,870,973.48
Total Fund Balance	<u><u>59,178,309.72</u></u>

**Hawaii Tourism Authority**  
**Balance Sheet**  
**Convention Center Enterprise Special Fund**  
**As of 2/28/21**

	Current Year
<b>Assets</b>	
Current Assets	
Checking	28,786,743.68
Total Current Assets	28,786,743.68
Accounts Receivable	
Accounts Receivable	-
Total Accounts Receivable	-
Total Assets	28,786,743.68
<b>Fund Balance</b>	
Encumbered Funds	
FY 2018 Funds	400.00
FY 2019 Funds	177,919.83
FY 2020 Funds	225,000.50
FY 2021 Funds	10,864,065.32
Total Encumbered Funds	11,267,385.65
Unencumbered Funds	
Total Unencumbered Funds	17,519,358.03
Total Fund Balance	28,786,743.68

**Hawaii Tourism Authority**

Balance Sheet

Emergency Trust Fund

As of 2/28/21

	<u>Current Year</u>
Assets	
Current Assets	
Investments	5,142,165.61
Total Current Assets	<u>5,142,165.61</u>
 Total Assets	 <u><u>5,142,165.61</u></u>
 Fund Balance	
Current year net assets	
Total Current year net assets	<u>16,373.35</u>
Prior years	
Total Prior years	5,125,792.26
 Total Fund Balance	 <u><u>5,142,165.61</u></u>

HTA Allocations  
FY 2020 and FY 2021 (Projected)

HTA Allocations:

**Annual Budgets:**  
**-\$4.1M FY 2021 HTA Tourism Special Fund**  
 (\$0M TAT + \$32.9M carryover + \$8.1M encumbrance cancellations processed in FY21)  
**-\$7.5M FY 2021 Convention Center Fund**

**\$5M Emergency Funds**

<b>\$5M Emergency Fund Reserve</b> (Established by Statute as a separate fund, to be used upon declaration of a tourism emergency by the Governor; HTA requested to use in FY21)	<b>\$0M Mandated by Board</b> (designated for use in the event of a significant economic downturn upon Board approval; used to fund FY 21 budget in response to COVID-19)
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	Tourism Special Fund Long-Term Obligations, Commitments and Allocations:		Convention Center Fund Long-Term Obligations, Commitments and Obligations:	
	6/30/2020	Projected 6/30/2021	6/30/2020	Projected 6/30/2021
Carryover of FY 2020 to FY 2021 Budget (Use in FY 21)	32,959,009	6,728,084		
Carryover Available for FY 2022 Budget	-	-	2,586,817	2,586,817
FY21 Interest, Refunds and Other Income	-	941,933	20,862,308	15,737,118
Center for Hawaiian Music & Dance	6,198,568	5,948,568		
Accrued Health Liability	-	-		
Accrued Retirement Liability	-	-		
Accrued Vacation Liability	325,000	325,000	80,000	80,000
<b>Total Long-Term Obligations and Commitments</b>	<b>39,482,577</b>	<b>13,943,585</b>	<b>23,529,125</b>	<b>18,403,935</b>

**TOTAL RESERVES (incl \$5M Emergency Fund) 44,482,577 18,943,585**

**23,529,125 18,403,935**



**Hawaii Tourism Authority**  
Statement of Revenues and Expenditures  
348 - Tourism Special Fund  
21 - FY 2021 Funds  
From 2/1/2021 Through 2/28/2021

	Total Budget	Current Period Actual	Current Year Actual	Total Budget Variance
Revenue				
Refunds	0.00	168,330.53	662,067.84	662,067.84
Total Revenue	<u>0.00</u>	<u>168,330.53</u>	<u>662,067.84</u>	<u>662,067.84</u>
Expense				
Perpetuating Hawaiian Culture	1,678,561.00	0.00	104,632.59	1,573,928.41
Natural Resources	1,108,584.00	4,568.33	99,317.86	1,009,266.14
Community	1,086,334.00	5,854.22	215,090.88	871,243.12
Branding	27,217,511.00	52,340.31	415,759.71	26,801,751.29
Sports	2,487,864.00	40,000.00	1,873,431.00	614,433.00
Safety and Security	1,075,629.00	5,917.27	348,819.12	726,809.88
Tourism Research	2,831,335.00	15,809.87	468,171.11	2,363,163.89
Administrative	1,706,724.00	21,960.77	532,379.95	1,174,344.05
Governance and Organization-Wide	1,796,201.00	28,308.27	571,656.51	1,224,544.49
Total Expense	<u>40,988,743.00</u>	<u>174,759.04</u>	<u>4,629,258.73</u>	<u>36,359,484.27</u>
Net Income	<u>(40,988,743.00)</u>	<u>(6,428.51)</u>	<u>(3,967,190.89)</u>	<u>37,021,552.11</u>

**Hawaii Tourism Authority**  
Statement of Revenues and Expenditures  
361 - Convention Center Enterprise Special Fund  
21 - FY 2021 Funds  
From 2/1/2021 Through 2/28/2021

	<u>Total Budget</u>	<u>Current Period Actual</u>	<u>Current Year Actual</u>	<u>Total Budget Variance</u>
Revenue				
HCC Revenue	4,188,144.00	152,271.10	3,089,365.87	(1,098,778.13)
Total Revenue	<u>4,188,144.00</u>	<u>152,271.10</u>	<u>3,089,365.87</u>	<u>(1,098,778.13)</u>
Expense				
Branding	70,000.00	0.00	36,552.45	33,447.55
Administrative	255,700.00	0.00	106,399.89	149,300.11
HCC Operating Expense	7,519,257.00	0.00	0.00	7,519,257.00
HCC Repair and Maintenance	2,000,000.00	0.00	0.00	2,000,000.00
HCC Sales and Marketing / MFF	1,356,157.00	0.00	608,625.00	747,532.00
Governance and Organization-Wide	529,420.00	0.00	47,078.34	482,341.66
Total Expense	<u>11,730,534.00</u>	<u>0.00</u>	<u>798,655.68</u>	<u>10,931,878.32</u>
Net Income	<u>(7,542,390.00)</u>	<u>152,271.10</u>	<u>2,290,710.19</u>	<u>9,833,100.19</u>

**Hawaii Tourism Authority**  
Statement of Revenues and Expenditures  
348 - Tourism Special Fund Prior Year Funds  
From 2/1/2021 Through 2/28/2021

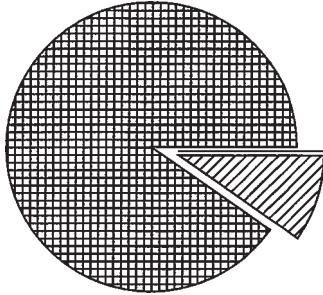
	<u>Total Budget</u>	<u>Current Period Actual</u>	<u>Current Year Actual</u>	<u>Total Budget Variance</u>
Revenue				
Interest and Dividends	0.00	112,989.74	279,865.87	279,865.87
Total Revenue	<u>0.00</u>	<u>112,989.74</u>	<u>279,865.87</u>	<u>279,865.87</u>
Expense				
Perpetuating Hawaiian Culture	2,673,431.42	208.00	926,128.61	1,747,302.81
Natural Resources	1,282,200.00	0.00	991,042.43	291,157.57
Community	2,381,173.21	26,000.00	501,257.86	1,879,915.35
Branding	21,213,138.80	0.00	5,336,241.15	15,876,897.65
Sports	434,671.22	0.00	59,855.00	374,816.22
Safety and Security	1,433,403.12	0.00	680,714.05	752,689.07
Tourism Research	2,709,523.93	16,789.33	767,056.65	1,942,467.28
Administrative	605,544.63	471.20	179,446.67	426,097.96
Governance and Organization-Wide	63,171.50	0.00	55,215.88	7,955.62
Total Expense	<u>32,796,257.83</u>	<u>43,468.53</u>	<u>9,496,958.30</u>	<u>23,299,299.53</u>
Net Income	<u>(32,796,257.83)</u>	<u>69,521.21</u>	<u>(9,217,092.43)</u>	<u>23,579,165.40</u>




**Hawaii Tourism Authority**  
Statement of Revenues and Expenditures  
361 - Convention Center Enterprise Special Fund Prior Year Funds  
From 2/1/2021 Through 2/28/2021

	<u>Total Budget</u>	<u>Current Period Actual</u>	<u>Current Year Actual</u>	<u>Total Budget Variance</u>
Revenue				
Interest and Dividends	0.00	48,275.07	126,225.09	126,225.09
HCC Revenue	<u>0.00</u>	<u>0.00</u>	<u>1,272,207.00</u>	<u>1,272,207.00</u>
Total Revenue	<u>0.00</u>	<u>48,275.07</u>	<u>1,398,432.09</u>	<u>1,398,432.09</u>
Expense				
HCC Operating Expense	1,736,916.67	0.00	1,433,517.00	303,399.67
HCC Sales and Marketing / MFF	1,245,908.83	0.00	0.00	1,245,908.83
Governance and Organization-Wide	51,917.03	0.00	32,750.00	19,167.03
Total Expense	<u>3,034,742.53</u>	<u>0.00</u>	<u>1,466,267.00</u>	<u>1,568,475.53</u>
Net Income	<u>(3,034,742.53)</u>	<u>48,275.07</u>	<u>(67,834.91)</u>	<u>2,966,907.62</u>

## Summary Of Investments

### Investment Allocation



0.1%		CASH	5,279.04
90.2%		CASH EQUIVALENTS	4,637,153.05
9.7%		FIXED INCOME	500,415.00
100.0%		<b>TOTAL</b>	<b>5,142,847.09</b>

### Investment Summary

	Market Value	%	Estimated Income	Current Yield
CASH	5,279.04	0.10	0	0.00
CASH EQUIVALENTS	4,637,153.05	90.17	1,391	0.03
FIXED INCOME	500,415.00	9.73	11,250	2.25
<b>Total Fund</b>	<b>5,142,847.09</b>	<b>100.00</b>	<b>12,641</b>	<b>0.25</b>

### Schedule Of Investments

UNITS	DESCRIPTION	BOOK VALUE	MARKET VALUE	% OF CATEGORY
	CASH	112.60	112.60	2.13
	ACCRUED INCOME	5,166.44	5,166.44	97.87
	TOTAL CASH	5,279.04*	5,279.04*	100.00*
	<b>CASH EQUIVALENTS</b>			
	<b>CASH MANAGEMENT</b>			
4,637,153.05	DREYFUS TREASURY OBLIGATIONS CASH MANAGEMENT FUND	4,637,153.05	4,637,153.05	100.00
	<b>FIXED INCOME</b>			
	<b>U S TREASURY OBLIGATIONS</b>			
500,000	US TREASURY NOTES 2.25% 02/15/2021	499,733.52	500,415.00	100.00

Statement Period  
Account Number

01/01/2021 through 01/31/2021  
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
	<b>Total Fund</b>	5,142,165.61*	5,142,847.09*	100.00*

TD11608T021121892273-00000006-007-007-1-0-0-0-0-00000014-00000



**Hawaii Convention Center**  
Facility  
Income Statement  
From 2/01/2021 Through 2/28/2021  
(In Whole Numbers)

	Current Month Actual	Current Month Budget	Variance	Current Month Prior Year	YTD Actual	YTD Budget	Variance	YTD Prior Year
<b>Direct Event Income</b>								
Rental Income (Net)	125,472	138,685	(13,213)	284,515	240,283	268,649	(28,366)	549,476
Service Revenue	131,624	82,219	49,405	95,498	259,722	163,307	96,415	221,528
<b>Total Direct Event Income</b>	<b>257,096</b>	<b>220,904</b>	<b>36,192</b>	<b>380,013</b>	<b>500,005</b>	<b>431,956</b>	<b>68,049</b>	<b>771,004</b>
<b>Direct Service Expenses</b>	<b>118,835</b>	<b>124,458</b>	<b>5,623</b>	<b>178,228</b>	<b>235,091</b>	<b>244,446</b>	<b>9,355</b>	<b>364,256</b>
<b>Net Direct Event Income</b>	<b>138,261</b>	<b>96,446</b>	<b>41,815</b>	<b>201,785</b>	<b>264,913</b>	<b>187,510</b>	<b>77,403</b>	<b>406,748</b>
<b>Ancillary Income</b>								
Food and Beverage (Net)	4,374	6,714	(2,340)	434,296	7,312	6,565	747	910,639
Event Parking (Net)	0	1,125	(1,125)	85,466	0	1,125	(1,125)	167,976
Electrical Services	0	0	0	14,760	0	0	0	33,001
Audio Visual	340	2,900	(2,560)	16,138	377	2,900	(2,524)	31,600
Internet Services	0	0	0	0	0	0	0	0
Rigging Services	0	200	(200)	4,782	0	200	(200)	22,502
First Aid Commissions	0	0	0	0	0	0	0	0
<b>Total Ancillary Income</b>	<b>4,714</b>	<b>10,939</b>	<b>(6,225)</b>	<b>555,443</b>	<b>7,689</b>	<b>10,790</b>	<b>(3,101)</b>	<b>1,165,718</b>
<b>Total Event Income</b>	<b>142,976</b>	<b>107,385</b>	<b>35,591</b>	<b>757,228</b>	<b>272,602</b>	<b>198,300</b>	<b>74,302</b>	<b>1,572,466</b>
<b>Other Operating Income</b>								
Non-Event Parking	0	0	0	2,889	0	0	0	9,576
Other Income	1,100	1,417	(317)	13,725	2,040	2,834	(794)	28,518
<b>Total Other Operating Income</b>	<b>1,100</b>	<b>1,417</b>	<b>(317)</b>	<b>16,614</b>	<b>2,040</b>	<b>2,834</b>	<b>(794)</b>	<b>38,094</b>
<b>Total Gross Income</b>	<b>144,076</b>	<b>108,802</b>	<b>35,274</b>	<b>773,842</b>	<b>274,642</b>	<b>201,134</b>	<b>73,508</b>	<b>1,610,560</b>
<b>Net Salaries &amp; Benefits</b>								
Salaries & Wages	219,020	268,050	49,030	392,260	474,336	536,100	61,764	828,794
Payroll Taxes & Benefits	75,618	92,842	17,224	95,353	148,249	185,684	37,435	204,679
Labor Allocations to Events	(113,433)	(119,633)	(6,200)	(51,768)	(225,243)	(235,246)	(10,003)	(113,481)
<b>Total Net Salaries &amp; Benefits</b>	<b>181,205</b>	<b>241,259</b>	<b>60,054</b>	<b>435,844</b>	<b>397,342</b>	<b>486,538</b>	<b>89,196</b>	<b>919,992</b>
<b>Other Indirect Expenses</b>								
Net Contracted Services	10,234	24,416	14,182	26,637	19,181	48,832	29,651	57,011
Operations	20,213	7,584	(12,629)	12,467	22,196	15,168	(7,028)	30,459
Repair & Maintenance	58,772	64,384	5,612	70,993	108,693	128,768	20,075	120,074
Operational Supplies	2,808	18,888	16,080	62,717	7,195	37,530	30,335	108,743
Insurance	11,159	8,396	(2,763)	14,625	20,241	16,704	(3,537)	28,607
Utilities	101,668	123,955	22,287	163,105	216,028	261,962	45,934	337,059
Meetings & Conventions	1,300	725	(575)	1,298	3,375	1,450	(1,925)	3,695
Promotions & Communications	153	2,300	2,147	7,324	(2,094)	4,600	6,694	12,478
General & Administrative	6,106	11,775	5,669	19,135	11,855	23,643	11,788	34,088
Management Fees	(18,633)	18,633	37,266	18,742	0	37,266	37,266	36,975
Other	26,752	2,166	(24,586)	15,254	26,952	4,332	(22,620)	15,768
<b>Total Other Indirect</b>	<b>220,532</b>	<b>283,222</b>	<b>62,690</b>	<b>412,296</b>	<b>433,621</b>	<b>580,255</b>	<b>146,634</b>	<b>784,957</b>
<b>Net Income (Loss) before CIP Funded Expenses</b>	<b>(257,662)</b>	<b>(415,679)</b>	<b>158,017</b>	<b>(74,298)</b>	<b>(556,321)</b>	<b>(865,659)</b>	<b>309,338</b>	<b>(94,390)</b>
<b>CIP Funded Expenses</b>	<b>26,552</b>	<b>0</b>	<b>26,552</b>	<b>133,123</b>	<b>26,552</b>	<b>0</b>	<b>26,552</b>	<b>148,491</b>
<b>Net Income (Loss) from Operations</b>	<b>(231,110)</b>	<b>(415,679)</b>	<b>184,569</b>	<b>58,824</b>	<b>(529,769)</b>	<b>(865,659)</b>	<b>335,890</b>	<b>54,101</b>
<b>Fixed Asset Purchases</b>	<b>1,012</b>	<b>4,167</b>	<b>3,155</b>	<b>12,974</b>	<b>1,012</b>	<b>8,334</b>	<b>7,322</b>	<b>35,828</b>
<b>Net Income (Loss) After Fixed Asset Purchases</b>	<b>(232,123)</b>	<b>(419,846)</b>	<b>187,724</b>	<b>45,850</b>	<b>(530,782)</b>	<b>(873,993)</b>	<b>343,211</b>	<b>18,273</b>

**Hawaii Convention Center  
Facility  
Income Statement  
From 2/01/2021 Through 2/28/2021  
(In Whole Numbers)**

	Current Month Actual	Current Month Budget	Variance	Current Month Prior Year	YTD Actual	YTD Budget	Variance	YTD Prior Year
<b>Revenues</b>								
Food & Beverage	4,568	11,070	(6,502)	757,327	10,331	11,070	(739)	1,623,932
Facility	258,536	226,921	31,615	526,401	502,421	439,390	63,031	1,084,357
<b>Total Revenues</b>	<u>263,104</u>	<u>237,991</u>	<u>25,113</u>	<u>1,283,728</u>	<u>512,752</u>	<u>450,460</u>	<u>62,292</u>	<u>2,708,289</u>
<b>Expenses</b>								
Food & Beverage	17,926	50,707	32,781	471,792	57,441	96,841	39,400	1,021,279
Facility	502,840	602,963	100,123	886,234	1,011,632	1,219,278	207,646	1,781,399
<b>Total Expenses</b>	<u>520,766</u>	<u>653,670</u>	<u>132,904</u>	<u>1,358,026</u>	<u>1,069,073</u>	<u>1,316,119</u>	<u>247,046</u>	<u>2,802,678</u>
Net Income (Loss) before CIP Funded Expenses	(257,662)	(415,679)	158,017	(74,298)	(556,321)	(865,659)	309,338	(94,390)
CIP Funded Expenses	<u>26,552</u>	<u>0</u>	<u>26,552</u>	<u>133,123</u>	<u>26,552</u>	<u>0</u>	<u>26,552</u>	<u>148,491</u>
Net Income (Loss) from Operations	<u>(231,110)</u>	<u>(415,679)</u>	<u>184,569</u>	<u>58,825</u>	<u>(529,769)</u>	<u>(865,659)</u>	<u>335,890</u>	<u>54,101</u>
Fixed Asset Purchases	<u>1,012</u>	<u>4,167</u>	<u>3,155</u>	<u>12,974</u>	<u>1,012</u>	<u>8,334</u>	<u>7,322</u>	<u>35,828</u>
Net Income (Loss) after Fixed Asset Purchases	<u>(232,123)</u>	<u>(419,846)</u>	<u>187,724</u>	<u>45,851</u>	<u>(530,782)</u>	<u>(873,993)</u>	<u>343,211</u>	<u>18,273</u>



**Hawaii Convention Center**  
**Sales and Marketing**  
**Income Statement**  
**From 2/1/2021 Through 2/28/2021**  
**(In Whole Numbers)**

	Current Month Actual	Current Month Budget	Variance	Current Month Prior Year	YTD Actual	YTD Budget	Variance	YTD Prior Year
<b>Other Operating Income</b>								
Other Income	0	0	0	71	0	0	0	189
Total Other Operating Income	<u>0</u>	<u>0</u>	<u>0</u>	<u>71</u>	<u>0</u>	<u>0</u>	<u>0</u>	<u>189</u>
<b>Total Gross Income</b>	<u>0</u>	<u>0</u>	<u>0</u>	<u>71</u>	<u>0</u>	<u>0</u>	<u>0</u>	<u>189</u>
<b>Net Salaries &amp; Benefits</b>								
Salaries & Wages	16,925	22,108	5,183	43,421	34,409	44,216	9,807	89,388
Payroll Taxes & Benefits	4,569	6,850	2,281	(7,331)	9,602	13,700	4,098	12,620
Total Net Salaries & Benefits	<u>21,494</u>	<u>28,958</u>	<u>7,464</u>	<u>36,089</u>	<u>44,011</u>	<u>57,916</u>	<u>13,905</u>	<u>102,009</u>
<b>Other Indirect Expenses</b>								
Net Contracted Services	0	0	0	0	0	0	0	0
Repair & Maintenance	5,320	5,517	197	2,997	10,639	11,034	395	6,318
Utilities	253	300	47	475	506	600	94	933
<b>Meetings &amp; Conventions</b>								
Mileage	0	0	0	0	0	0	0	0
Meals & Entertainment	0	208	208	231	0	416	416	266
Meetings & Conventions	0	0	0	237	(694)	0	694	237
Dues & Subscriptions	0	83	83	270	755	166	(589)	270
Total Meetings & Conventions	<u>0</u>	<u>291</u>	<u>291</u>	<u>738</u>	<u>61</u>	<u>582</u>	<u>521</u>	<u>773</u>
<b>Promotions &amp; Communications</b>								
Site Visit	0	0	0	2,000	0	0	0	2,000
Photography	0	0	0	0	0	0	0	79
Advertising	0	1,667	1,667	0	0	3,334	3,334	0
Web Development & Maint	340	3,725	3,385	2,336	2,256	7,450	5,194	5,071
Market Research	0	0	0	0	0	0	0	0
Promotional	0	250	250	(2,520)	0	500	500	(1,525)
Attendance Promotion	0	0	0	0	0	0	0	0
Global Outreach	0	0	0	0	0	0	0	0
Total Promotions & Comm	<u>340</u>	<u>5,642</u>	<u>5,302</u>	<u>1,817</u>	<u>2,256</u>	<u>11,284</u>	<u>9,028</u>	<u>5,625</u>
Marketing Flexibility Fund	0	0	0	0	0	0	0	0
General & Administrative	244	708	464	209	357	1,416	1,059	655
Management Fees	0	0	0	0	0	0	0	0
Other	1,047	1,266	219	2,094	2,094	2,532	438	4,188
Total Other Indirect Expenses	<u>7,204</u>	<u>13,724</u>	<u>6,520</u>	<u>8,329</u>	<u>15,913</u>	<u>27,448</u>	<u>11,535</u>	<u>18,493</u>
<b>Net Income (Loss) from Operations</b>	<u>(28,699)</u>	<u>(42,682)</u>	<u>13,983</u>	<u>(44,348)</u>	<u>(59,924)</u>	<u>(85,364)</u>	<u>25,440</u>	<u>(120,313)</u>
<b>Fixed Asset Purchases</b>	<u>0</u>	<u>0</u>	<u>0</u>	<u>0</u>	<u>0</u>	<u>0</u>	<u>0</u>	<u>0</u>
<b>Net Income (Loss) After Fixed Asset Purchases</b>	<u>(28,699)</u>	<u>(42,682)</u>	<u>13,983</u>	<u>(44,348)</u>	<u>(59,924)</u>	<u>(85,364)</u>	<u>25,440</u>	<u>(120,313)</u>

Budget Reallocation Summary  
 FY 2021  
 Through February 28, 2021

Budget Line Item	Program Code	Amended Budget (December 2020)	Year-to-Date		February 2021 Activity
			Reallocation	Budget After Reallocations	
<b>Perpetuating Hawaiian Culture</b>					
<i>From:</i>					
Hawaiian Culture Opportunity Fund	215	250,000	(300)	249,700	
				-	
				-	
			(300)		-
<i>To:</i>					
Memberships and Dues - Hawaiian Culture	297	-	300	300	
				-	
				-	
				-	
				-	
			300		-
<b>Natural Resources</b>					
<i>From:</i>					
State Employee Salaries - Natural Resources	936	64,959	(39,375)	25,584	
Visitor Impact Program	406	1,000,000	(91,000)	909,000	
				-	
				-	
			(130,375)		-
<i>To:</i>					
In-House Contracted Staff - Natural Resources	499	20,000	63,000	83,000	
Aloha Aina	402	-	91,000	91,000	
				-	
				-	
			154,000		-
<b>Community</b>					
<i>From:</i>					
				-	
				-	
				-	
			-		-
<i>To:</i>					
				-	
				-	
				-	
				-	



Budget Reallocation Summary  
 FY 2021  
 Through February 28, 2021

Budget Line Item	Program Code	Amended Budget (December 2020)	Reallocation	Budget After Reallocations	February 2021 Activity
			-	-	
			<b>172,890</b>		-
<b>Administration</b>					
<i>From:</i>					
			-	-	
			-		-
<i>To:</i>					
			-	-	
			-		-
<b>Governance and Organization-Wide</b>					
<i>From:</i>					
State Employees Fringe	931	1,535,226	(23,625)	1,511,601	
				-	
			-		-
			<b>(23,625)</b>		-
<i>To:</i>					
			-	-	
			-		-
<b>Board Allocations</b>					
<i>From:</i>					
None				-	
			-		-
			-		-

Note: At its December 17, 2020 meeting, the HTA Board approved an amended FY21 budget. This schedule captures reallocations made after the amended budget.

Hawaii Tourism Authority  
 Budget Statement - Summary  
 FY 2021  
 As of February 28, 2021

Category	Tourism Special Fund				Convention Center Enterprise Special Fund			
	Fiscal Year 2021				Fiscal Year 2021			
	Budget	YTD Amount of Budget Used	Balance	Activity for February 2021	Budget	YTD Amount of Budget Used	Balance	Activity for February 2021
<b>Revenues</b>								
TAT Revenue Allocation	-	-	-	-	-	-	-	-
Prior Year Carryover	40,959,781	-	40,959,781	-	7,542,390	-	7,542,390	-
Availability of \$5M Emergency Fund (Subject to Governor Approval)	-	-	-	-	-	-	-	-
Other	33,962	941,934	(907,972)	281,320	-	1,398,432	(1,398,432)	48,275
	<u>40,993,743</u>	<u>941,934</u>	<u>40,051,809</u>	<u>281,320</u>	<u>7,542,390</u>	<u>1,398,432</u>	<u>6,143,958</u>	<u>48,275</u>
<b>Expenditures</b>								
<b>Perpetuating Hawaiian Culture</b>								
Hawaiian Culture Programs	1,450,000	26,204	1,423,796	375	-	-	-	-
In-House Contracted Staff - Hawaiian Culture	-	-	-	-	-	-	-	-
State Employee Salaries - Hawaiian Culture	228,561	217,140	11,421	-	-	-	-	-
Subtotal	<u>1,678,561</u>	<u>243,344</u>	<u>1,435,217</u>	<u>375</u>	<u>-</u>	<u>-</u>	<u>-</u>	<u>-</u>
<b>Natural Resources (Statute: \$1M minimum)</b>								
Natural Resources Programs	1,000,000	91,599	908,401	-	-	-	-	-
In-House Contracted Staff - Natural Resources	83,000	83,000	-	-	-	-	-	-
State Employee Salaries - Natural Resources	25,584	25,584	-	-	-	-	-	-
Subtotal	<u>1,108,584</u>	<u>200,183</u>	<u>908,401</u>	<u>-</u>	<u>-</u>	<u>-</u>	<u>-</u>	<u>-</u>
<b>Community</b>								
Community Programs	931,500	285,040	646,460	-	-	-	-	-
In-House Contracted Staff - Community	-	-	-	-	-	-	-	-
State Employee Salaries - Community	154,834	147,120	7,714	-	-	-	-	-
Subtotal	<u>1,086,334</u>	<u>432,160</u>	<u>654,174</u>	<u>-</u>	<u>-</u>	<u>-</u>	<u>-</u>	<u>-</u>
<b>Branding</b>								
Branding Programs	26,682,500	26,670,840	11,660	-	-	-	-	-
In-House Contracted Staff - Branding	-	-	-	-	-	-	-	-
State Employee Salaries - Branding	535,011	508,648	26,363	-	70,000	70,000	-	-
Subtotal	<u>27,217,511</u>	<u>27,179,488</u>	<u>38,023</u>	<u>-</u>	<u>70,000</u>	<u>70,000</u>	<u>-</u>	<u>-</u>
<b>Sports</b>								
Sports Programs	2,487,864	2,407,864	80,000	-	-	-	-	-
Subtotal	<u>2,487,864</u>	<u>2,407,864</u>	<u>80,000</u>	<u>-</u>	<u>-</u>	<u>-</u>	<u>-</u>	<u>-</u>
<b>Safety and Security</b>								
Safety and Security Programs	1,075,629	896,088	179,541	-	-	-	-	-
Subtotal	<u>1,075,629</u>	<u>896,088</u>	<u>179,541</u>	<u>-</u>	<u>-</u>	<u>-</u>	<u>-</u>	<u>-</u>
<b>Tourism Research</b>								
Tourism Research Programs	2,422,942	2,013,813	409,129	-	-	-	-	-
In-House Contracted Staff - Tourism Research	-	-	-	-	-	-	-	-
State Employee Salaries - Tourism Research	408,393	384,180	24,213	-	-	-	-	-
Subtotal	<u>2,831,335</u>	<u>2,397,993</u>	<u>433,342</u>	<u>-</u>	<u>-</u>	<u>-</u>	<u>-</u>	<u>-</u>
<b>Hawai'i Convention Center</b>								
Sales & Marketing	-	-	-	-	1,356,157	1,356,157	-	-
Operations	-	-	-	-	3,331,113	4,543,791	(1,212,678)	(152,271)
Major Repair & Maintenance	-	-	-	-	2,000,000	2,000,000	-	-
Subtotal	<u>-</u>	<u>-</u>	<u>-</u>	<u>-</u>	<u>6,687,270</u>	<u>7,899,948</u>	<u>(1,212,678)</u>	<u>(152,271)</u>
<b>Administrative (Statute: Cannot exceed 3.5% = \$2,765,000)</b>								
Operations	608,700	307,058	301,642	767	-	-	-	-
In-House Contracted Staff - Admin	-	-	-	-	-	-	-	-
State Employee Salaries - Admin	1,103,024	1,047,227	55,797	-	255,700	255,700	-	-
Subtotal	<u>1,711,724</u>	<u>1,354,285</u>	<u>357,439</u>	<u>767</u>	<u>255,700</u>	<u>255,700</u>	<u>-</u>	<u>-</u>
<b>Organizationwide Costs</b>								
State Employee Fringe	1,511,601	1,336,465	175,136	-	189,420	189,420	-	-
Organization-Wide	195,000	105,000	90,000	-	340,000	158,287	181,713	-
Governance - Board/Others	89,600	73,647	15,953	314	-	-	-	-
Subtotal	<u>1,796,201</u>	<u>1,515,112</u>	<u>281,089</u>	<u>314</u>	<u>529,420</u>	<u>347,707</u>	<u>181,713</u>	<u>-</u>
<b>Total Expenditures</b>	<u>40,993,743</u>	<u>36,626,517</u>	<u>4,367,226</u>	<u>1,456</u>	<u>7,542,390</u>	<u>8,573,355</u>	<u>(1,030,965)</u>	<u>(152,271)</u>
<b>Revenues vs Expenditures</b>	-	(35,684,583)			-	(7,174,923)		
Administrative Cap (3.5%, HRS 201B-11)	2,765,000	2,765,000						
HTA's Budgeted/Actual Administrative Costs (applying AG Definition)	<u>1,711,724</u>	<u>1,354,285</u>	2.2%	1.7%				
	<u>1,053,276</u>	<u>1,410,715</u>						

Hawaii Tourism Authority  
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Program Code	Program Title	Budget - FY21	Encumbered (Budget Used) - FY21	Budget Remaining	February 2021 Activity
<b>Perpetuating Hawaiian Culture</b>					
201	Kukulu Ola: Living Hawaiian Cultural Prog	0.00	0.00	0.00	0.00
202	Hawaiian Culture Initiative	500,000.00	5,528.79	494,471.21	0.00
203	Ma'ema'e HTA	0.00	0.00	0.00	0.00
204	Market Support	0.00	0.00	0.00	0.00
208	Hawaiian Music and Dance Center	250,000.00	0.00	250,000.00	0.00
212	Merrie Monarch Hula Festival	100,000.00	0.00	100,000.00	0.00
215	Hawaiian Culture Opportunity Fund	249,700.00	20,374.89	229,325.11	374.89
216	Olelo Hawaii	250,000.00	0.00	250,000.00	0.00
217	FESTPAC	50,000.00	0.00	50,000.00	0.00
297	Memberships and Dues - Hawaiian Culture	300.00	300.00	0.00	0.00
299	In-House Contracted Staff - Hawaiian Culture	0.00	0.00	0.00	0.00
374	Surfing	50,000.00	0.00	50,000.00	0.00
932	Salaries - Hawaiian Culture	228,561.00	217,140.00	11,421.00	0.00
	<b>Perpetuating Hawaiian Culture</b>	<b>1,678,561.00</b>	<b>243,343.68</b>	<b>1,435,217.32</b>	<b>374.89</b>
<b>Natural Resources</b>					
402	Aloha Aina (formerly NR and Leg Prov NR)	91,000.00	91,000.00	0.00	0.00
406	Visitor Impact Program	909,000.00	599.00	908,401.00	0.00
499	In-House Contracted Staff - Natural Resources	83,000.00	83,000.00	0.00	0.00
936	State Employee Salaries - Natural Resources	25,584.00	25,584.00	0.00	0.00
	<b>Natural Resources</b>	<b>1,108,584.00</b>	<b>200,183.00</b>	<b>908,401.00</b>	<b>0.00</b>
<b>Community</b>					
731	Community-Based Tourism - Oahu	81,000.00	80,928.90	71.10	0.00
732	Community-Based Tourism - Maui County	350,000.00	118,228.65	231,771.35	0.00
733	Community-Based Tourism - Hawaii Island	250,000.00	46,407.75	203,592.25	0.00
734	Community-Based Tourism - Kauai	250,000.00	39,474.73	210,525.27	0.00
797	Memberships and Dues - Community	500.00	0.00	500.00	0.00
798	Travel - Community	0.00	0.00	0.00	0.00
933	State Employee Salaries - Community	154,834.00	147,120.00	7,714.00	0.00
	<b>Community</b>	<b>1,086,334.00</b>	<b>432,160.03</b>	<b>654,173.97</b>	<b>0.00</b>
<b>Branding</b>					
4	Cruise Infrastructure Improvements and Arrival Experience	50,000.00	50,000.00	0.00	0.00
318	gohawaii.com (formerly Online Website Coordination)	300,000.00	300,000.00	0.00	0.00
320	Island Chapters Staffing and Admin	2,400,000.00	2,400,000.00	0.00	0.00
321	US (formerly North America)	14,605,000.00	14,605,000.00	0.00	0.00
322	Canada	400,000.00	400,000.00	0.00	0.00
323	Japan	4,500,000.00	4,500,000.00	0.00	0.00
324	Korea	300,000.00	300,000.00	0.00	0.00
325	Oceania	400,000.00	400,000.00	0.00	0.00
331	Meetings, Convention & Incentives	2,395,000.00	2,395,000.00	0.00	0.00
339	Global Digital Marketing Strategy (former Intl Online Strat)	380,500.00	380,500.00	0.00	0.00
350	Global Mkt Shared Resces (formerly Intellect Prop Data Bank)	787,000.00	787,000.00	0.00	0.00
380	Marketing Opportunity Fund	400.00	340.31	59.69	0.00
397	Memberships and Dues - Branding	125,000.00	123,000.00	2,000.00	0.00
398	Travel - Branding	9,600.00	0.00	9,600.00	0.00
723	Hawaii Film Office Partnership	30,000.00	30,000.00	0.00	0.00
934	State Employee Salaries - Branding	535,011.00	508,648.00	26,363.00	0.00
	<b>Branding</b>	<b>27,217,511.00</b>	<b>27,179,488.31</b>	<b>38,022.69</b>	<b>0.00</b>
<b>Sports</b>					
312	PGA Tour Contracts	2,166,864.00	2,166,864.00	0.00	0.00
377	Polynesian Football HoF	50,000.00	50,000.00	0.00	0.00
378	UH Athletics Branding Partnership	166,000.00	166,000.00	0.00	0.00
379	Sports Programs - Unallocated	80,000.00	0.00	80,000.00	0.00
384	Football	25,000.00	25,000.00	0.00	0.00
	<b>Sports</b>	<b>2,487,864.00</b>	<b>2,407,864.00</b>	<b>80,000.00</b>	<b>0.00</b>
<b>Safety and Security</b>					
601	Visitor Assistance Programs	650,000.00	487,500.00	162,500.00	0.00
602	Crisis Management	425,629.00	408,587.62	17,041.38	0.00
	<b>Safety and Security</b>	<b>1,075,629.00</b>	<b>896,087.62</b>	<b>179,541.38</b>	<b>0.00</b>
<b>Tourism Research</b>					
505	Est of Visitor Arrivals by Country by Month	3,500.00	3,500.00	0.00	0.00
506	Infrastructure Research (Accomodations and Airseats)	520,879.00	464,715.95	56,163.05	0.00
512	Visitor Arrivals and Departure Surveys	977,691.00	662,855.03	314,835.97	0.00
513	Evaluation and Performance Studies	708,810.00	708,172.53	637.47	0.00
514	Marketing Research	169,740.00	169,740.00	0.00	0.00
597	Memberships and Dues - Research	42,322.00	4,829.00	37,493.00	0.00
935	State Employee Salaries - Research	408,393.00	384,180.00	24,213.00	0.00
	<b>Tourism Research</b>	<b>2,831,335.00</b>	<b>2,397,992.51</b>	<b>433,342.49</b>	<b>0.00</b>
<b>Administrative</b>					
101	Community-Industry Outreach & Public Relations Svcs	265,000.00	145,000.00	120,000.00	0.00
103	hawaiiauthority.org (formerly HTA web/Global Social)	50,000.00	35,959.44	14,040.56	0.00
901	General and Administrative	288,700.00	125,563.17	163,136.83	767.60
909	Protocol Fund	5,000.00	535.60	4,464.40	0.00
930	State Employee Salaries - Admin	1,103,024.00	1,047,227.00	55,797.00	0.00
998	Travel - Admin	0.00	0.00	0.00	0.00
	<b>Administrative</b>	<b>1,711,724.00</b>	<b>1,354,285.21</b>	<b>357,438.79</b>	<b>767.60</b>
<b>Governance and Organization-Wide</b>					
915	Organization-Wide	195,000.00	105,000.00	90,000.00	0.00
919	Governance - Gen Board/Others	89,600.00	73,646.98	15,953.02	313.52
931	State Employees Fringe	1,511,601.00	1,336,465.00	175,136.00	0.00
	<b>Governance and Organization-Wide</b>	<b>1,796,201.00</b>	<b>1,515,111.98</b>	<b>281,089.02</b>	<b>313.52</b>
<b>Total</b>	<b>FY21 Funds</b>	<b>40,993,743.00</b>	<b>36,626,516.34</b>	<b>4,367,226.66</b>	<b>1,456.01</b>
<b>Branding</b>					
934	State Employee Salaries - Branding	70,000.00	70,000.00	0.00	0.00
	<b>Branding</b>	<b>70,000.00</b>	<b>70,000.00</b>	<b>0.00</b>	<b>0.00</b>

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Program Code	Program Title	Budget - FY21	Encumbered (Budget Used) - FY21	Budget Remaining	February 2021 Activity
<b>Administrative</b>					
930	State Employee Salaries - Admin	255,700.00	255,700.00	0.00	0.00
	<b>Administrative</b>	<b>255,700.00</b>	<b>255,700.00</b>	<b>0.00</b>	<b>0.00</b>
<b>HCC Operations</b>					
850	HCC Operating Expense	7,519,257.00	7,633,157.00	(113,900.00)	0.00
860	HCC Repair and Maintenance	2,000,000.00	2,000,000.00	0.00	0.00
870	HCC Sales and Marketing / MFF	875,625.00	875,625.00	0.00	0.00
871	HCC Local Sales	480,532.00	480,532.00	0.00	0.00
	<b>HCC Operations</b>	<b>10,875,414.00</b>	<b>10,989,314.00</b>	<b>(113,900.00)</b>	<b>0.00</b>
<b>Governance and Organization-Wide</b>					
915	Organization-Wide	340,000.00	158,287.00	181,713.00	0.00
931	State Employees Fringe	189,420.00	189,420.00	0.00	0.00
	<b>Governance and Organization-Wide</b>	<b>529,420.00</b>	<b>347,707.00</b>	<b>181,713.00</b>	<b>0.00</b>
<b>Total</b>	<b>FY21 Funds</b>	<b>11,730,534.00</b>	<b>11,662,721.00</b>	<b>67,813.00</b>	<b>0.00</b>