



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

**REGULAR BOARD MEETING
HAWAII TOURISM AUTHORITY**

**Po'ahā, 19 Nowemapa 2020, 9:30 a.m.
Thursday, November 19, 2020 at 9:30 a.m.**

Hālāwai Kikoho'e

VIRTUAL MEETING

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

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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 October 29, 2020 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 October 2020:
 - 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 '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, Other Asia, Europe, and Cruise
6. *Hō'ike No Nā Nīnau Anamana'o Kama'āina*
Presentation by SMS of the 2020 Resident Sentiment Survey Questions
7. *Hō'ike, Kūkākūkā A Ho'oholo No Nā Mo'okālā*
Presentation, Discussion and Action on HTA's Financial Reports for October 2020
8. *Hō'ike, Kūkākūkā A Ho'oholo No Ke Kālā Kōkua Ma'i Ahulau*
Discussion and Action to Accept and Appropriate CARES Act/Coronavirus Relief Funds (CRF) Funding in the Amount of \$33,962 Allocated to the Hawaii Tourism Authority's Safety and Security Category in the Fiscal Year 2021 Budget to Support the Visitor Aloha Society of Hawaii's COVID-19 Flight Assistance Program's Anticipated Expenses Through December 2020
9. *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
10. *Ho'oku'u*
Adjournment

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

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



HAWAII TOURISM AUTHORITY

Hawai'i Convention Center
1801 Kalākaua Avenue, Honolulu, Hawai'i 96815
kelepona tel 808 973 2255
kelepa'i fax 808 973 2253
kahua pa'a web hawaii tourismauthority.org

David Y. Ige
Governor

John De Fries
President and Chief Executive Officer

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 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), 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 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) no later than 3 days prior to the meeting so arrangements can be made.

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Approval of Minutes of the
October 29, 2020 Board Meeting



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**REGULAR BOARD MEETING
HAWAII TOURISM AUTHORITY
Thursday, October 29, 2020
Virtual Meeting**

MINUTES OF REGULAR BOARD MEETING

MEMBERS PRESENT:

Micah Alameda, David Arakawa, Fred Atkins, Daniel Chun, George Kam, Kyoko Kimura, Ku'uipo Kumukahi, Sherry Menor-McNamara, Benjamin Rafter, Kelly Sanders, and Kimi Yuen

MEMBER NOT PRESENT:

Richard Fried (Chair)

HTA STAFF PRESENT:

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

GUESTS:

Brandon Kurisu, Michael Kamida, Teri Orton, and Mari Tait

LEGAL COUNSEL:

Gregg Kinkley

1. Call to Order and Pule:

George Kam called the meeting to order at 9:33 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. He turned the floor over to Mr. Kam. Kalani Ka'anā'anā, HTA Director of Hawaiian Cultural Affairs & Natural Resources, opened the meeting with a pule.

2. Approval of Minutes of the September 24, 2020 Board Meeting:

Mr. Kam requested a motion to approve the minutes of the September 24, 2020 Board meeting. Daniel Chun made a motion, which was seconded by Kelly Sanders. The motion was 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):

Mr. Kam asked whether there were any permitted interactions to report. David Arakawa reported that he attended the virtual meeting of the HTA October 28, 2020 Marketing Standing Committee. He explained that the Office of Information Practices issued an opinion permitting Board members, who are not members of the committee, to attend the committee meetings. Deputy Attorney General Gregg Kinkley noted that attending Board members who are not members of the committee are not permitted to interact or speak during the meeting. Mr. Kam added that all materials from the committee meetings are available to all Board members per Mr. Arakawa's recommendation from last month's Board meeting.

4. Report of the CEO Relating to Staff's Implementation of HTA's Programs During September 2020:

Mr. Kam recognized John De Fries, HTA President & CEO, who, in turn, recognized Mr. Regan, to present September's CEO report. Mr. Regan reported that Mr. Ka'anā'anā and his team have been working diligently with their 'Āina Aloha programs and have been working with the Department of Land and Natural Resources on the Nā Ala Hele trail program. Mr. Regan reported that Mr. Ka'anā'anā and his team have continued their work on the Kūkulu Ola program and have continued planning for the Festival of Pacific Arts & Culture. Mr. Regan noted that although the festival is not scheduled until 2024, Mr. Ka'anā'anā is leading that effort, which is an opportunity to celebrate Hawaiian culture.

Mr. Regan reported that Caroline Anderson, HTA Director of Community Enrichment, has been doing an excellent job with the destination management action plans. He noted that Ms. Anderson has been leading the steering committees and drafting contractors through these processes. Mr. Regan reported that Marisa Yamane, HTA Director of Communications & Public Relations, has been doing an amazing job and has issued over one thousand reports to the public. He added that Ms. Yamane has also been coordinating many of the meetings Mr. De Fries has had with the media regarding mask wearing and the Mālama Hawai'i Program.

Mr. Regan reported that Pattie Herman, HTA Vice President of Marketing & Product Development, and her team have been doing an amazing job working with their marketing contractors to institute marketing plans and strategies. He noted that Ms. Herman is



coordinating discussions and engagement with industry partners, to ensure that HTA's vision is clear and aligned.

Mr. Regan reported that Jennifer Chun, HTA Director of Tourism Research, and her team have been busy collecting, processing, and analyzing data published in their reports, which is utilized by HTA's industry partners.

Mr. De Fries said that he attended a steering committee meeting for Moloka'i on his first day in office. He noted that the destination management action plan process sends the signal that HTA is very interested in the vision community leaders see as the future of tourism on their islands. Mr. De Fries commended HTA and Ms. Anderson for building confidence and trust in the community. He said that on his second day in office, Ms. Herman made a compelling argument for him to immediately meet the global marketing teams. He noted that he was the beneficiary of those meetings and better understood the global context and reach for which HTA is responsible. He said he had asked each of the marketing teams for their understanding of mālama. He added that he also asked the Japan and Korea teams how to say mālama in their respective languages. Mr. De Fries explained that these different cultural values must be embraced so that when the message is expressed in global markets, the messaging is aligned. He noted that mutual respect is the foundation upon which future business relationships are built because if it is purely transactional, those relationships will not withstand the global and economic stressors over the next twenty-four months.

Mr. Kam invited the public to provide testimony, and there was none.

5. Presentation by aio Digital and PathCheck on the AlohaSafe Technological Tools that Have Been Developed in Partnership with the State Department of Health to Help Keep Hawai'i Safe During this COVID-19 Crisis:

Mr. Kam recognized Brandon Kurisu of aio Digital and Michael Kamida of PathCheck to present on the AlohaSafe exposure notification app. Mr. Kurisu explained that the AlohaSafe app is a product of a community-driven public-private partnership with the Department of Health (DOH). He said that in May and June, this partnership began exploring the digital contact tracing tools that other states were adopting. He noted that AlohaSafe is Hawai'i's official digital contact tracing notification app that one downloads to their mobile device. Mr. Kurisu noted that Google and Apple are only permitting apps created by DOH to prevent other rogue efforts from launching their own apps. AlohaSafe is the only digital contact tracing app for Hawai'i. He explained that the basis of app is to automatically notify people if they were exposed to an infected individual so they can then



isolate or get tested and not spread COVID-19 in community.

Mr. Kurisu explained that the AlohaSafe app utilizes the Google/Apple Exposure Notification (GAEN) protocol, which is already embedded in Apple and Android devices. He noted that accessing the protocol requires a key, which has only been provided to DOH. Thus, any other digital contact tracing app will not work. He added that several other countries and seventeen other U.S. states are currently employing a GAEN-compatible app or developing a pilot. Mr. Kurisu said the Association of Public Health Laboratories (APHL) is working with Google and Apple to develop a National Key to enable interstate contact tracing.

Mr. Kamida said the AlohaSafe app is a voluntary, anonymous exposure notification smart phone app, which will support public health efforts without sacrificing privacy. He explained that traditional contact tracing has challenges with: (1) resources because it requires a large number of contact tracers, (2) speed because it requires a significant amount of time to call cases, conduct interviews, and identify and call contacts, and (3) completeness because people have imperfect memory and cannot identify strangers. He noted that the app is designed with privacy in mind because it is user-controlled, identifiable information is not collected, and is created only for DOH. He explained that Google and Apple are needed for this process for Bluetooth cross-platform compatibility.

Mr. Kamida explained how the exposure notifications work. He said the advantage is that the app is able to rapidly notify known and unknown contacts. He noted that there is no way to effectively and manually contact trace unknown contacts on the bus or at the beach, for example. Mr. Kamida explained that GAEN is very effective for these unknown contacts. He noted that combined with other measures, every two app users can avoid one infection, and a 15% increase in users can reduce infections by 15% and deaths by 11%.

Mr. Arakawa said this is an important issue for tourism's future, and he is looking forward to utilizing this type of technology. Mr. Kamida responded that the app is designed with a heavy focus on privacy so it will not help with enforcement because it cannot monitor location data, but it will support DOH's efforts.

Benjamin Rafter asked if the AlohaSafe app needs to be downloaded if the GAEN protocol is already embedded in people's smartphones. Mr. Kamida responded that people need to download the app. He explained that GAEN is on the operating system level and inaccessible without the app hooked into the verification system.

Mr. Rafter asked what the adoption rate of similar mobile apps is in other states and countries. Mr. Kamida responded that other countries have been more successful in



adopting these apps than in the U.S. He explained that in other states, the percentage of users barely break double digits. He noted that more recent apps are getting more momentum than older apps. Mr. Kamida added that usage in Europe is between 30% and 40%. He said that without guidance from a fully functional federal government, adoption and usage of these apps is haphazard at the moment.

Mr. Kam asked about usage in Japan and Korea. Mr. Kamida responded that Korea collects and tracks mobile phone location data, while Japan app usage is over 20%. He added that Canada is piloting its app at universities.

Mr. Rafter noted that the messaging around this subject needs to be very tight so that it is not construed as the state tracking tourists.

Mr. Chun asked if it is valuable to promote the AlohaSafe app to visitors even if they have a similar app in their own state. Mr. Kamida responded that the app was not designed with interstate travel in mind. He said even if a tourist does not have the app, their mobile device is able to communicate with those around it. He noted that if a tourist tests positive, it would be helpful to download the app and route that information to DOH so that individual can receive targeted messaging and guidance from DOH. He added that APHL is working on a national server to resolve interstate issues.

Mr. Kam invited the public to provide testimony, and there was a question. Sue Kanoho asked if the AlohaSafe app is the only contact tracing for Hawai'i. Mr. Kurisu responded that it is a done deal and will be the only exposure notification app for Hawai'i.

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, Other Asia, Europe, and Cruise:

Mr. Kam recognized Ms. Chun to present market insights and conditions. She reported that there were 19,000 visitors in September, which is down 97.4% from last year. She noted that 16,000 of those visitors were from the U.S. Mainland. Ms. Chun reported that there were no cruise ships. She highlighted that the average daily hotel rate was \$149, which is down 39.5% from last year. She noted that hotel occupancy was at 19.6%, which is down 59.4%. Ms. Chun reported that the daily briefings now include weekly hotel occupancy numbers. She noted that there has been no update from the Department of Taxation regarding TAT collections. She added that she presented travel agency booking pace data through the third quarter of 2021 at the Marketing Committee meeting, and the data will be published on a weekly basis.



Mr. Kam invited the public to provide testimony, and there was none.

7. Presentation, Discussion and Action on HTA's Financial Reports for September 2020:

Mr. Kam recognized Mr. Regan to present the financial reports. Mr. Regan reported that September was the third month of the fiscal year, and there were no TAT distributions. He said there were \$3.6 million in expenditures, and \$264,000 in new encumbrances, which are placeholders in the budget as HTA issues contracts. He noted that year-to-date there are \$10.9 million in encumbrances and total encumbrances of \$38.3 million which includes those from prior fiscal years. Mr. Regan highlighted that they are in the process of disencumbering \$14.7 million in prior fiscal year contracts that were either terminated or reduced due to the pandemic. He noted that there is an additional \$3.9 million in available funds not currently in the budget, but he advised that these funds remain in reserve in the event Governor David Ige does not release the \$5 million in emergency funds or HTA does not receive the \$3.3 million CARES reimbursement. Mr. Regan reported that the Tourism Special Fund currently has \$72.1 million in cash, which includes the \$5 million in emergency funds. He added that those emergency funds remain in low risk investments to protect the corpus.

Fred Atkins asked if HTA can request a timeline as to if/when the \$5 million in emergency funds will be released. Mr. De Fries responded that he made a request to Gov. Ige on that subject and expects a timeline within the next nine to ten days.

Mr. Atkins made a motion to approve the financial reports, which was seconded by Kyoko Kimura. The motion was unanimously approved.

Mr. Kam invited the public to provide testimony, and there was none.

8. Discussion and Approval of the FY21 Convention Center Enterprise Special Fund Budget:

Mr. Kam recognized Marc Togashi, HTA Vice President of Finance, and Teri Orton, General Manager of the Hawai'i Convention Center (HCC), to present the fiscal year 2021 budget for the Convention Center Enterprise Special Fund. Mr. Togashi said HCC is operating on \$23.5 million in reserves, which was previously set aside for future repair and maintenance. He noted that without a clear understanding of when TAT will resume, it is important to maintain those reserves for future years. He explained that the reserves will fund HCC this year and the next two fiscal years, which is a key principle HTA wanted to employ as a prudent approach. Mr. Togashi added that the COVID-19 circumstances have required a much more refined approach to the budgeting process. He said he asked Ms. Orton and her team to start from scratch and prepare a budget that reflects no activity in the building.



Ms. Orton presented the fiscal year 2021 sales and marketing budget as contained in the Board packet. She said HCC created a baseline budget to layer in additional staff if needed. She noted that as business started to cancel for 2020 and 2021, they scaled down their staffing. She added that the staff were in furlough status and were still receiving their benefits. However, this phased into layoffs and terminations. Ms. Orton said the forecast for 2021 is flat, though there has been an influx of requests for small, local meetings because HCC has the space to properly social distance. She highlighted that it is a slim budget with a focus on short-term business. She noted that HCC is filling vacancies with local business, which is optimistic considering the pandemic. Ms. Orton said companies want smaller, modified meetings with hybrid in-person and streaming options. She added that state agencies have kept HCC occupied since March.

Mr. Rafter asked if there is any traction for groups in 2022 and 2023. Ms. Orton responded that most of the groups are on a rotation so they have opted to skip this year and return to HCC during their next place in the rotation. She noted that HCC is still seeing inquiries from customers to host events within the next five years as planned. Ms. Orton said there have been more requests for hybrid models with prerecorded, live streaming, and in-person components. She noted that meeting planners are optimistic, but understand that registrations and in-person attendance will be down.

Ms. Kimura asked what small, local business means. Ms. Orton responded that the small, local meetings mean 350 to 1,000 attendees though those numbers would decrease with a hybrid approach. She said HCC has the space to accommodate those requests and work with hotel properties to offer HCC facilities if the hotel property does not have the space. She noted that they are being creative so as to not turn away any business that may come to Hawai'i. She added that HCC hosted the bar exam to accommodate the social distancing requirements, and meeting planners said it was one of the easiest bar exams and the attendees felt safe.

Ms. Orton presented the fiscal year 2021 facility budget as contained in the Board packet. Ms. Orton then recognized Mari Tait, HCC Director of Operations, to discuss the ongoing repair and maintenance projects at HCC. Ms. Tait reported that there were seven projects for 2020. She noted that three of them, such as the Ala Wai waterfall repair, were completed and the remaining four are on schedule. She said they have already started the process on twelve newly approved projects because contractors are accepting lower prices.

Mr. Regan said there has been a lot of deferred maintenance on the books because of the challenge of working projects into a busy convention center. He noted that there is an opportunity to use the reserve funds to move these projects ahead while there is not a ton of business that will interfere with the projects.



Mr. Kam asked about the flooding situation from the previous day. Ms. Tait responded that there was a blockage that has since been cleared, and they are actively drying all of these areas. She said there will be a third-party inspection to ensure that there is no immediate mold, and they will follow any guidelines for the remediation of the area within the walls or carpeting.

Mr. Atkins asked when the first city-wide group will occur. Ms. Orton reported that HCC has received nine cancelations to date for 2021, and there are twenty-seven events on the books comprised of local and city-wide business. She added that there are eighty-one groups under tentative status. She said the first one, which is a sporting event, is in April. The second one is in July. She noted that the majority fall in the latter half of next year.

Ms. Kimura expressed concern about HCC competing with other local venues if it is accepting smaller groups that would traditionally be hosted by hotels or venues like the Japanese Cultural Center. Mr. Togashi responded that HCC is being sensitive to not compete with local businesses. Ms. Orton added that they are working together with hotels and other businesses to partner with them and not take away their business. Mr. Kam thanked everyone for their comments and noted that it is important to balance generating revenue with community needs. He added that HCC needs to do things pono and walk along a fine line to avoid taking revenue away from other local venues and hotels.

Mr. De Fries said that by the next Board meeting, he will return to the Board with an assessment on synchronizing HCC's calendar fiscal year with HTA's July to June fiscal year.

Ku'uipo Kumukahi made a motion to approve the fiscal year 2021 budget, which was seconded by Mr. Sanders. The motion was unanimously approved.

Mr. Kam invited the public to provide testimony, and there was none.

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

Mr. Kam recognized Mr. Sanders to make his report of the Marketing Standing Committee meeting. Mr. Sanders reported that it was an informative meeting with Expedia regarding business pace. He noted that there is low volume from everywhere other than the U.S. West Coast and not much leisure travel. He added that forward-looking pace for 2021 is nominal. Mr. Sanders reported that Ms. Chun presented information on market closures in other countries. He noted that Japan will not lift its quarantine for returning travelers until the first or second quarter of 2021, though there are some flights between Japan and Hawai'i in the remainder of the year. Mr. Sanders said the committee discussed the communication that HVCB and the other marketing partners are doing and the need for



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Officer

clear messaging on mask wearing.

Mr. Kam invited the public to provide testimony, and there was none.

10. Adjournment:

The meeting adjourned at 11:40 a.m.

Respectfully submitted,

Reyn S.P. Ono

Reyn S.P. Ono
Recorder

Report of the CEO Relating to Staff's Implementation of
HTA's Programs During October 2020



MEMORANDUM

TO: HTA Board of Directors

FROM: John De Fries, President and CEO

DATE: November 19, 2020

RE: Report of the CEO

The following narrative utilizes the Hawai'i Tourism Authority's (HTA) 2025 Tourism Strategic Plan and its four pillars (Natural Resources, Hawaiian Culture, Community, and Brand Marketing), in addition to Tourism Research, to outline the various matters the staff is currently working on or has completed since the last CEO Report dated October 29, 2020. The narrative also describes the actions conducted by the staff to implement the HTA budget previously approved by the Board.

I. NATURAL RESOURCES PILLAR

1. Aloha 'Āina (Natural Resources) Program

HTA program staff have executed supplemental contracts to reduce the overall value of each award by 50% due to the budget impacts caused by COVID-19. Staff conducted group and individual Zoom calls with each of the awardees to explain the situation as well as work on a revised scope of work and key performance indicators for the remainder of the year. Remaining projects are on schedule to be completed by the close of the calendar year.

2. DLNR Partnership

HTA staff continues to work in partnership with the Department of Land and Natural Resources (DLNR) to identify potential projects for FY21 that work to protect Hawai'i's natural and cultural resources on state lands through various initiatives underway. HTA staff is also working on the current MOA with DLNR to improve signage and conditions in the Nā Ala Hele trail system.

II. HAWAIIAN CULTURE PILLAR

1. Kūkulu Ola Program

HTA program staff have executed supplemental contracts to reduce the overall value of each award by 50% due to the budget impacts caused by COVID-19. Staff conducted group and individual Zoom calls with each of the awardees to explain the situation as well as work on a revised scope of work and key performance indicators for the remainder of the year. Remaining projects are on schedule to be completed by the close of the calendar year.

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. As a result of the COVID-19 pandemic HTA requested that all in-person trainings and workshops be postponed or cancelled. Shortly after that request was made, NaHHA developed a process to conduct limited trainings online. HTA staff has finalized a workplan for 2020-2021.

3. Native Hawaiian Festivals and Events

13th Festival of Pacific Arts & Culture (FESTPAC)

Event organizers for the 13th Festival of Pacific Arts & Culture (FESTPAC) announced the new dates of the festival will be June 6-16, 2024. As the pandemic evolves the FESTPAC commission is seeking guidance from the Secretariat of the Pacific Community on how best to proceed. Hawai'i is also a member of a working group of countries that are participating to determine how to create a hybrid festival with both in-person and virtual participation.

Prince Lot Hula Festival

HTA staff came to agreement with the organizers of the Prince Lot Hula Festival to produce a virtual, pre-recorded festival which was aired on KHON in November. HTA staff executed a supplemental contract to support the virtual festival.

Merrie Monarch Festival Digitization Project

The 2019 Merrie Monarch Festival contract included a digitization project to preserve the festival's recorded years. Delays in contracting with the University of Hawai'i – West O'ahu's 'Ulu'ulu moving image archive have been reconciled and work can now begin. All other aspects of the HTA contract with the festival have been delivered and met. HTA contracting staff have issued letters to the festival allowing for a time extension to complete this work, which is presently scheduled to be completed in 2021 due to COVID-19 restrictions and delays.

4. Kāheha Program

Harbors

The statewide Kāheha Harbor Greeting Program for calendar year 2020 was suspended as of March 6, 2020, due to the COVID-19 global outbreak. The ports include Nāwiliwili, Lahaina, Hilo and Kona. Work suspended includes, but is not limited to, hula, mele, lei making, the distribution of maps and other collateral, as well as lei greeting with fresh flower lei. HTA staff continues to assess the program as the situation evolves.

Airports

The Kāheha Airports Greeting Program was also been suspended due to the COVID-19 global outbreak. Work suspended includes, but is not limited to, hula, mele, lei making, distribution of maps and other collateral, as well as lei greeting with fresh flower lei. HTA staff will continue to assess the program as the situation evolves.

5. Resort Area Hawaiian Culture Initiative

All 2020 activities have been suspended due to the pandemic. Resort areas included in this program include Waikīkī, Hilo, Lahaina and Kailua-Kona.

6. Hawai'i Investment Ready 2019 Cohort

The HTA and Hawai'i Investment Ready (HIR) contract supports a cohort of social enterprises with a tourism focus, all which previously received funding through the Community Enrichment, Kūkulu Ola or Aloha 'Āina programs. The intent is to elevate these social enterprises to seek other forms of capital to enhance and improve its programs. HIR completed Modules 1-6 and implemented Module 7 in March 2020. HIR is now working to prepare for their post-cohort mentoring for April-December 2020.

7. Center for Hawaiian Music and Dance

This legislative session HTA tracked HB 1622 HD1 which amended language that allowed for the development and operations of the Center for Hawaiian Music and Dance. Due to the unanticipated closing of the Legislature due to COVID-19, the bill never made it out of committee and is effectively dead for this session.

8. '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 are negotiating a supplemental contract with Bishop Museum that would allow 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 Strategic Plan Translation Project

HTA staff have finalized a Hawaiian translation of the 2020-2025 HTA Strategic Plan. Staff are currently in the process of laying out the plan with visual elements. The translated version will be published in soft copy only and posted to the HTA website alongside the English version.

9. 'Iolani Palace Repairs

HTA staff have finalized a contract to provide funding to support the removal of bees from the palace's façade and walls. It will also allow the coronation to be completely restored from its degraded state. The project began in August 2020 and is scheduled to be completed in October 2020. The construction schedule is subject to change based on the contractors' findings as they fully assess the situation.

III. COMMUNITY PILLAR

1. Community

Community-Based Tourism Program – Destination Management Action Plans (DMAPs)

Community Meetings

Community meetings were held virtually to explain the DMAP process to the public, share the Steering Committee’s proposed draft actions, and have the public provide feedback to the proposed draft actions. In addition, HTA created an online input form for detailed input and feedback. The community meetings were advertised in Kaua’i, Maui, Moloka’i, and Hawai’i Island’s newspapers, in addition to boosted posts on social media. Digital flyers were also created for Steering Committee members to spread the news to their networks and posted on county and community bulletin boards. Informational flyers were also mailed to Moloka’i and Lāna’i households.

- Two facilitated **Kaua’i DMAP community meetings** were held on October 22 and 23. The first meeting was for residents on the West and South sides of the island (Kona and Ni’ihau Moku) and the second meeting was for those residing on the North and East sides (Puna, Ko’olau, Halele’a, and Nāpali Moku). In total, 220 people attended the meetings.

Kaua’i’s newspaper, The Garden Island, covered the meeting and Kaua’i DMAP on October 23, 2020, **Destination Management Committee meet virtually with residents:**
<https://www.thegardenisland.com/2020/10/23/hawaii-news/destination-management-plan-committee-meet-virtually-with-kauai-residents-wednesday/>

Below are results from the Kaua’i community meeting evaluation:

1. Do you feel like you have enough information to understand the purpose of the presentation and the project currently underway? 80.49% responded “yes” and 19.51% responded “no.”
2. Please rate the overall presentation.



3. Please rate overall satisfaction with the meeting.



- A facilitated **Maui DMAP community meeting** was held on October 28 with 153 people in attendance.

The Maui News, Maui’s newspaper, featured the meeting and Maui DMAP on October 30, 2020, **Survey: Traffic tops list of tourism problems. HTA starts process to create new modal for managed tourism:** <https://www.mauinews.com/news/local-news/2020/10/survey-traffic-tops-list-of-tourism-problems/>

Below are the results from the Maui community meeting evaluation.

1. Do you feel like you have enough information to understand the purpose of the presentation and the project currently underway? 78.95% responded “yes” and 21.05% responded “no.”
2. Please rate the overall presentation.



3. Please rate overall satisfaction with the meeting.



- A facilitated **Moloka’i DMAP community meeting** was held on October 29, with 63 people in attendance.

Below are the results from the Moloka’i community meeting evaluation.

1. Do you feel like you have enough information to understand the purpose of the presentation and the project currently underway? 41.67% responded “yes” and 58.33% responded “no.”
2. Please rate the overall presentation.



3. Please rate overall satisfaction with the meeting.



- The **Hawai'i Island DMAP community meeting** is scheduled for November 17 from 11:00 a.m. to 1:00 p.m. and the **Lāna'i DMAP community meeting** is set for November 19 from 5:00 p.m. to 7:00 p.m. To register, visit: <https://hawaiiourismauthority.org/what-we-do/events>

Community Feedback

HTA staff, along with the counties and respective island visitors bureaus, is reviewing the results from the Kaua'i, Maui, Moloka'i and Hawai'i Island community feedback/input online forms in addition to the paper forms from Moloka'i households. The next step is for the respective Steering Committees to also review and determine the draft actions for the DMAP. The following are the next Steering Committees' meeting dates:

- November 12 - Kaua'i
- November 13 - Maui
- November 18 - Moloka'i
- December 4 - Hawai'i Island

Lāna'i input is due on December 3, and the Lāna'i Steering Committee will meet on December 8.

Promotion of Nonprofits/Businesses to Visitors

HTA staff continues to work with the Hawai'i Visitors and Convention Bureau (HVCB) to highlight nonprofit organizations and companies on the gohawaii.com website for its Mālama Hawai'i program that highlights projects that visitors can partake in and give back to the destination through activities such as voluntourism projects.

Community Enrichment Program (CEP)

HTA staff continues to work with the nine remaining 2020 CEP contractors, and process final invoices and reports for 2020. Below is a schedule of the remaining 2020 CEP projects.

Organization	Project Title	Website	Event Date	Island
Hawai'i Ag and Culinary Alliance	Hawai'i Food & Wine Festival	www.Hawaiiifood and winefestival.com	Maui: Oct. 15-18 O'ahu: Oct. 22-25, Oct. 29 - Nov. 1, Nov. 4-8	Hawai'i, Maui, O'ahu
Lāna'i Culture & Heritage Center	Lāna'i Guide App Enhancements	www.Lanaiguideapp.org/map		Lāna'i
Haleiwa Main Street	Haleiwa Interpretative Signage Project and Walking Tour Map	www.gonorthshore.org		O'ahu
Ki-ho'alu Foundation	38th Annual Hawaiian Slack Key Guitar Festival "Kaua'i Style"	www.facebook.com/Slackkeyfestivals	Nov. 22	Kaua'i

Mālama Program

In January, HTA released its 2020-2025 Strategic Plan. On page 33, 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.

2. Communication and Outreach

News Releases/Reports Issued

- News Release: HTA Seeks Community Input to Its Destination Management Action Plans (October 6)
- News Release: HTA Continues Campaign to Educate Visitors (October 20)
- Report: HTA Hawai‘i Hotel Performance Report for September 2020 (October 22)
- Report: HTA Hawai‘i Vacation Rental Performance Report for September 2020 (October 23)
- News Release: Hawai‘i Visitor Statistics Released for September 2020 (October 29)

Media Interviews

- Honolulu Star-Advertiser: John De Fries (JDF) did an interview with reporter Allison Schaefers. (Oct. 2)
- Travel Weekly: JDF did an interview with reporter Tovin Lapin. (Oct. 2)
- TravelAge West: JDF did an interview with reporter Shane West. (Oct. 2)
- Hawai‘i Public Radio: JDF did an interview with The Conversation host Catherine Cruz. (Oct. 5)
- KITV: JDF did an interview with reporter Nicole Tam. (Oct. 5)
- Associated Press: JDF did an interview with reporter Caleb Jones. (Oct. 5)
- Hawai‘i News Now: JDF did an interview with managing editor Daryl Huff and reporter Mark Carpenter. (Oct. 5)
- KHON: JDF did an interview with reporter Kimberlee Speakman. (Oct. 5)
- KITV: Responded to a request for an interview from reporter Diane Ako regarding HTA’s community- based tourism program and upcoming meetings. CA agreed to do the interview on Oct. 7. (Oct. 6)
- Honolulu Star-Advertiser: Responded to an inquiry from Yunji de Nies, asking if JDF can be on their show Spotlight Hawai‘i. Coordinated with Carole Hagihara (CH) to check on his availability. (Oct. 6)
- Attended Governor Ige’s press conference and prep meeting with JDF at HNL airport. (Oct. 7)

- Ka Wai Ola: JDF did an interview with reporter Ed Kalama. (Oct. 8)
- KUAM (Guam): Responded to inquiry from reporter Nestor Licanto for an interview with JDF. Coordinated with CH for Oct. 12 via Zoom. (Oct. 8)
- Honolulu Star-Advertiser: JDF was interviewed on Spotlight Hawai'i through Facebook Live. (Oct. 9)
- Hawai'i News Now: Responded to inquiry from Lei-Ann Field of the Hawai'i Visitors and Convention Bureau (HVCB), helping to coordinate a Sunrise segment, asking if JDF is available on Oct. 15. JDF agreed to do a Zoom interview. (Oct. 9)
- JDF participated in the governor's press conference held at the State Capitol. (Oct. 12)
- KHON: Responded to an inquiry from reporter Max Rodriguez for an interview with JDF about hotel inventory and readiness on Oct. 15. JDF agreed to do the interview. (Oct. 14)
- Hawai'i News Now: JDF on Sunrise, interviewed by Billy V. (Oct. 15)
- KHON: Responded to an email from reporter Manolo Morales, asking for an interview with JDF regarding the pre-travel testing program. He agreed. (Oct. 16)
- NHK: Inquired with Pattie Herman (PH) regarding a request from Ai Jinguji, asking for an interview regarding the current situation in Hawai'i. Keith Regan did the interview. (Oct. 18)
- Travel + Leisure: Responded to an inquiry from O'ahu Visitors Bureau's Joy Goto to get a written quote from JDF for an article reporter Evie Carrick is writing about her experience doing the testing program. JDF ended up talking to her in an interview instead. (Oct. 21)
- The Washington Post: Responded to an inquiry from Lei-Ann Field of HVCB, asking if JDF could do an interview with reporter Natalie Compton. JDF did a Zoom interview with Natalie. (Oct. 22)
- UPROXX: JDF submitted written answers to questions from editor Steve Bramucci. (Oct. 23)
- KHON: Responded to an inquiry by reporter Kimberlee Speakman for an interview with JDF about his meeting with Mayor Kirk Caldwell. JDF was not available today, so set up the interview for tomorrow. (Oct. 23)
- Hawai'i News Now: Responded to an inquiry from reporter Chelsea Davis. Told her JDF is not available today but can be tomorrow. She did not respond back. (Oct. 23)
- KHON: JDF did an interview with reporter Nikki Schenfeld. (Oct. 24)
- Hawai'i News Now: Responded to an inquiry from Sunrise reporter Casey Lund, asking if JDF is available for an interview on Wednesday morning's show to preview the marketing standing committee meeting. JDF agreed to do a Zoom interview. (Oct. 25)
- The New York Times: Responded to an inquiry from Tariro Mzezewa, asking for an interview with HTA regarding the processes that are put in place to protect locals and guests. JDF agreed to do a Zoom interview. (Oct. 26)
- KHON: Responded to an email from Wake Up 2day anchor Kristine Uyeno, asking if JDF can do an interview on Oct. 28 to talk about the Safe Travels program, messaging visitors, and Japan travel. JDF agreed. (Oct. 27)
- Attended governor's press conference and prep meeting with JDF at Daniel K. Inouye International Airport regarding announcing the start of the Japan pre-travel testing program.

Page 9 JDF participated in the press conference. (Oct. 27)

- Hawai'i News Now: JDF Zoom interview on Sunrise newscast. (Oct. 28)
- KHON: JDF Zoom interview on Wake Up 2day newscast. (Oct. 28)
- KR participated in Mayor Caldwell's press conference in front of the Waikīkī police station. (Oct. 28)

Media Relations

- Honolulu Star-Advertiser: Responded to inquiry from reporter Allison Schaefer regarding cruise bookings for Hawai'i. After consulting with Pattie Herman (PH), Chris Sadayasu (CS) and Tim Sakahara of the Department of Transportation (DOT), referred her to inquire with the DOT regarding her questions. (Oct. 1)
- The Maui News: Responded to an inquiry from reporter Kehau Cerizo, asking for estimates and data on daily visitor arrivals, and also Maui County estimates. Jennifer Chun (JC) advised that HTA does not forecast such data and neither does DBEDT. (Oct. 2)
- Honolulu Star-Advertiser: Responded to a request from sports writer Ferd Lewis, asking if JDF will do an interview regarding HTA's funding of sports for next year. Told him that HTA's budget has been dramatically cut because there is no Transient Accommodations Tax (TAT) coming in to HTA right now, so HTA is not funding a lot of sporting events. Referred him to the monthly board packet, which has the budget breakdown. JDF declined to do an interview. (Oct. 3)
- KHON: Responded to an inquiry from reporter Sara Mattison regarding the Visitor Aloha Society of Hawai'i's (VASH's) COVID Flight Assistance Program and whether HTA plans to carry on. Referred her to VASH's Jessica Lani Rich. (Oct. 4)
- Daily Beast: Received inquiry from Winston Ross, who wants to write a story on Hawai'i. Referred him to Darlene Morikawa of the Hawai'i Visitors and Convention Bureau (HVCB). (Oct. 4)
- Hawai'i Tribune-Herald: Responded to an email from reporter John Burnett, asking for JDF to comment on Mayor Harry Kim's decision to opt out of the state's pre-travel testing program. Told him to contact Mayor Kim's office instead since we too are waiting for details on that decision. (Oct. 6)
- Ka Wai Ola: Sent JDF's headshot photo to reporter Ed Kalama as requested. (Oct. 6)
- Trip Savvy: Responded to an inquiry from Carolyn Owens, who said she needs to interview someone today regarding Hawai'i's response to the COVID pandemic. PH submitted answers to her written questions. (Oct. 6)
- Travel Pulse: Responded to an email from Eric Bowman, asking about an eTurbo News story which said that tourism will not reopen as planned on Oct. 15. Told him we are expecting an update from the governor today and to watch the press conference on HTA's Facebook page. (Oct. 7)
- Hawai'i Public Radio: Responded to an inquiry from reporter Ku'uwehi Hiraishi, asking if she can interview JDF regarding his vision for the industry and what it means to be the first Native Hawaiian in the position. Forwarded the request to JDF but also told her that her co-worker Catherine Cruz did an interview with him a couple days ago on that very topic. (Oct. 8)

- KHON: Responded to a message from reporter Jenn Boneza, asking about enforcing and setting the rules pertaining to the pandemic. Told her the police and the Attorney General's office handle enforcement, and the governor sets the rules in his proclamations. Also sent her the link to the Department of Health's (DOH) FAQ page. (Oct. 8)
- Islands.com: Responded to an inquiry from Brooke Morton for an interview regarding the reopening of Hawai'i. Explained that Hawai'i never closed, but had a quarantine requirement since March 26, and starting Oct. 15 will have a program to bypass the quarantine. Referred her to watch the governor's press conference, which we share on HTA's Facebook page. (Oct. 12)
- Travel News Group: Responded to an email from Juergen Steinmetz, asking about tracking at the airport, and why NEC was awarded the contract. Told him he should contact the DOT instead. (Oct. 12)
- The Garden Island: Responded to an inquiry from reporter Jason Blasco, asking about the community-based tourism program as well as the start of the pre-travel testing program. Sent him links to the press release, safety guidelines and the Kuleana video. (Oct. 12)
- eTurbo News: Responded to an email from Juergen Steinmetz, asking for a copy of JDF's speech at the governor's press conference. Referred him to the governor's Facebook page to watch the video. He then requested a transcript of JDF's speech. Told him one is not available and that he can watch the video and transcribe it on his own, which is what the other media does. (Oct. 13)
- Hawai'i News Now: Responded to an email from managing editor Daryl Huff, asking if airlines are reporting an increase in reservations, and what incentives are there for taking a second test on Maui and Kaua'i. Told him to inquire directly with the airlines and the counties. (Oct. 13)
- Vancouver is Awesome: Responded to an email from reporter Elana Shepert, looking for testing partners in Canada. Explained that currently there are none but that could change in the future. Referred her to the DOH's FAQ page. (Oct. 14)
- The Maui News: Responded to an email from reporter Kehau Cerizo, asking for JDF's estimate on the number of daily arrivals he's forecasting for once the pre-travel testing program starts. Told her that HTA does not forecast daily arrival numbers. Referred her to the governor's office since he said yesterday he expects 2,000-3,000 daily passengers. Also encouraged her to watch the PATA Hawai'i webinar that just started. (Oct. 14)
- Spectrum News 1 in Los Angeles: Responded to an email from digital journalist Susan Carpenter, asking for statistics regarding Hawai'i visitors. Gave her the links to HTA's research pages. (Oct. 15)
- KHON: Responded to an email from reporter Gina Mangieri, asking about hotel inventory in Hawai'i. Gave her responses from HVCB and also referred her to HTA's infrastructure research page. (Oct. 16)
- Hawai'i Public Radio: Responded to an email from reporter Ashley Mizuo, asking why Lt. Gov. Josh Green is saying there were 10k+ trans-Pacific passenger arrivals yesterday, when HTA only lists 8,200. Explained those were the numbers given to us by ETS. Inquired with ETS, which realized LG Green was unknowingly giving the combined total of trans-Pacific and interisland travelers who filled out the Safe Travels program. ETS notified the media. (Oct. 16)

- Hawai'i News Now: Responded to emails from managing editor Daryl Huff and digital managing editor Mary Vorsino, asking why Lt. Gov. Josh Green is saying there were 10k+ trans-Pacific passenger arrivals yesterday, when HTA only lists 8,200. Explained those were the numbers given to us by ETS. ETS notified the media that the 10k+ number also includes interisland passengers who filled out the Safe Travels form. (Oct. 16)
- Huffington Post: Responded to an inquiry from Laura Goldman, asking HTA to help organize her trip to Hawai'i. Told her HTA does not do that and she could reach out to HVCB instead. (Oct. 16)
- KHON: Responded to an inquiry from reporter Sara Mattison, asking for an interview with JDF regarding what's being done to inform visitors about the county rules. Referred her to the counties instead. Also referred her to HTA's website that has links to all the county orders. (Oct. 18)
- Hawai'i News Now: Responded to an email from managing editor Daryl Huff, asking about travel between Hawai'i and Canada and if anything might develop with Canada. Referred him to inquire with the governor's office. (Oct. 19)
- Hawai'i News Now: Responded to an email from Daryl Huff asking if HTA operates the "Aloha Ambassadors" in Waikīkī. Told him no, that the Waikīkī Business Improvement District Association runs that. (Oct. 19)
- Hawai'i Public Radio: Responded to an inquiry from reporter Ashley Mizuo asking if HTA keeps track of where the visitors and residents are coming from. Told her HTA is not part of the daily data collection. (Oct. 19)
- KITV: Responded to an email from assignment editor Diamond Badajos asking if HTA has updates on hotel occupancy. Told her the only report we do is a monthly one, one month after because we pay a contractor for that. Suggested she reach out to HLTA or AHLA or call hotels directly. (Oct. 20)
- Honolulu Civil Beat: Responded to an email from data reporter Yoohyun Jung, wanting to access 2019 data comparable to what HTA releases now. Explained that prior to the quarantine HTA did not gather or publish daily passenger arrival numbers, and currently the data we are publishing is actually ETS' Safe Travels data. Told her the closest thing to what she's requesting would be from DBEDT. (Oct. 20)
- Hawai'i News Now: Responded to an inquiry from producer Jennifer Wong, asking about the Kuleana video, saying that it doesn't say mask wearing and social distancing are the law, so does HTA plan to roll out additional educational programming. Told her we are constantly updating the HTA website with all of the information and that the rules are constantly changing and differ from county to county. And the visitor industry is the one who's really helping to spread the message because they have direct personal interactions with the visitors, and a lot also comes down to enforcement. (Oct. 21)
- KHON: Responded to an inquiry from reporter Kimberlee Speakman, asking if JDF is available for an interview this afternoon to talk about how hotels, airlines and rental cars will educate visitors. JDF was not available at that time. Suggested she attend the first in a series of community meetings tonight for the Destination Management Action Plans. (Oct. 21)
- KHON: Responded to an inquiry from reporter Sam Spangler, who found out from one of the security chiefs in Waikīkī that they can no longer contact HTA for assistance in checking guest names to confirm if they're supposed to be in quarantine, and he wanted to know why. Told him as of Sept. 1 the Safe Travels program/digital system took over and HTA stopped doing the daily data collection and manual scanning – so we no longer have access to most of the data. Now HTA just publishes the data that ETS gives us. (Oct. 21)

- The Garden Island: Responded to a question from reporter Stephanie Shinno, who's writing a story on the DMAP community meetings, and wanted to know the name of the moderator. (Oct. 22)
- eTurbo News: Responded to an inquiry from Juergen Steinmetz for a meeting with JDF. Told him that JDF is unavailable for an interview. (Oct. 26)
- Hawai'i Tribune-Herald: Responded to an email from reporter John Burnett, forwarded by Janet Snyder of Mayor Harry Kim's office, asking for "any update on the number of people who arrived in Hilo after landing in Honolulu on a trans-Pacific flight and taking a connecting interisland flight." Told him he should inquire with ETS since they're the ones in charge of the Safe Travels program and gave him Caroline Julian-Freitas' contact information. (Oct. 29)
- UPROXX: Sent JDF follow-up questions and let Joy Goto of OVB know since she's coordinating this. (Oct. 29)
- eTurbo News: Responded to an email from Juergen Steinmetz, asking HTA to "put a positive attitude toward us, and we feel HTA's non responsiveness is discriminatory and hostile – all without reason since we like to help." Told him that JDF is unavailable to meet. (Oct. 30)
- KHON: Responded to an inquiry from reporter Manolo Morales for an interview with JDF regarding a statewide mask mandate and reaction to Sen. Donovan Dela Cruz that HTA could do more. Also sent Manolo the link to the presentation made by HVCB during the marketing standing committee meeting on Wednesday. JDF agreed but by then Manolo no longer needed the interview. (Oct. 30)
- Hawai'i News Now: Responded to an inquiry from reporter Jolanie Martinez, asking for an interview regarding how businesses are doing with tourists back on the island. Suggested she reach out to the Chamber of Commerce or Retail Merchants of Hawai'i, or directly go to Waikīkī and talk to businesses and tourists. (Oct. 30)

HTA Destination Management Action Plans

- Communications
 - Reviewed and provided copy edits to the introductory webpage for Hawai'i Island's DMAP. (Oct. 1)
 - Reviewed and provided edits to the Kaua'i community meeting ad for The Garden Island. (Oct. 6)
 - Created a social media calendar for the month of October including drafting DMAP copy, coordinating budgets for boosted events, and scheduling of posts for HTA's Facebook, Twitter, and Instagram accounts. (Oct. 6-12)
 - Creating digital flyers for the community meetings for South and West Kaua'i, North and East Kaua'i, Maui, Moloka'i and Lāna'i. (Oct. 9-10)
 - Reviewed and provided edits to the opening section of the Kaua'i Draft DMAP Actions. (Oct. 15)
 - Assisted with creating a list of the 100+ questions submitted during the South and West Kaua'i community meeting and providing written answers. (Oct. 26)
 - Assisted with providing answers for the 100+ North and East Kaua'i community Q&As. (Oct. 28)
 - Assisted CA with answers for the Maui community meeting Q&As, transferring the questions to a Word doc and providing written answers to the 100+ questions. (Oct. 29)

- Provided edits to the Hawai'i Island community meeting flyer and recommendations for the timing of the newspaper ads. (Oct. 29)
- Community Outreach
 - Responded to an email from Nate Serota of the City and County of Honolulu's Dept. of Parks and Recreation, inquiring about the O'ahu Steering Committee for the Destination Management Action Plans (DMAP). He suggested Joshlyn Sand of the Honolulu Botanical Gardens. Forwarded the suggestion to Caroline Anderson (CA). (Oct. 6)
 - Responded to an inquiry from Ben Viernes of Rep. Nadine Nakamura's office regarding the Kaua'i community meetings. (Oct. 6)
 - Responded to an email from Lauren Hillhouse, Hawai'i destination manager for GetYourGuide, asking if there's a way for partners who are no longer on island to provide input to the DMAPs. Told her she may submit feedback via the webforms once they are posted on HTA's website. (Oct. 6)
 - Responded to an email from Jeanne Rice of Segway of Hawai'i, and confirmed that the O'ahu Steering Committees will commence in January 2021 with the virtual community meeting date to be announced at a later time. (Oct. 8)
 - Responded to an email from Keller Laros, who said he wants to apply to be part of the Hawai'i Island steering committee. Forwarded email to CA. (Oct. 10)
 - Responded to an email from Lorna Larsen-Jeyte, asking to be on the Hawai'i County steering committee. Forwarded request to CA. (Oct. 11)
 - Responded to a Facebook message from Jeep Dunning, asking for help in how to register for the Maui community meeting. (Oct. 20)
 - Connected Linda Jenkins with CA regarding the Maui Steering Committee's draft. (Oct. 22)
 - Responded to a Facebook message from Kylie Wilson, asking if the Kaua'i community meeting will be recorded and placed on HTA's website. Told her no, however, the answers to the questions will be on HTA's website. (Oct. 22)
 - Responded to a Facebook message from Sybil Lopez, asking for the link to the Moloka'i community meeting. (Oct. 27)
- Other
 - Attended the Kaua'i DMAP public meeting for West and South Kaua'i. (Oct. 21)
 - Attended the Kaua'i DMAP public meeting for East and North Kaua'i. (Oct. 22)
 - Attended the Maui DMAP public meeting. (Oct. 28)
 - Attended the Moloka'i DMAP public meeting. (Oct. 29)

Community Initiatives and Public Outreach

- Responded to an email from Daniel Levitan of ThermoScanner USA. Declined his sales pitch offer. (Oct. 1)
- Responded to a Facebook message from Kirk Abshier asking what mele kalikimaka means. (Oct. 2)
- Responded to a sales pitch from Manuel Clemente, marketing director for Global Child, asking

Page 14 to help HTA reactivate tourism by creating a promotional tool. Declined offer. (Oct. 3)

- Received request from Samuel Williams of Pennsylvania, who wants a postcard from Hawai'i for his daughter Sophia. Forwarded to HVCB. (Oct. 4)
- Responded to an email from Nicholas Hoeschel, who made suggestions regarding tourism in response to the press release sent out this morning. Forwarded email to CA. (Oct. 6)
- Sent Larissa Treese of the Coral Reef Alliance HTA's logo as requested. (Oct. 6)
- Responded to an email from Jodie Hollander, a poet in Colorado, asking if HTA would consider sponsoring a poet in residence. Declined offer. (Oct. 7)
- Responded to a sales pitch from Tiffany Silva of Entercom asking about digital and audio media buying. Forwarded her email to HVCB. (Oct. 7)
- Responded to an email from Tom Yim, making suggestions for tourism in response to HTA's press release. Forwarded suggestions to CA. (Oct. 7)
- Responded to sales pitch from Leat Ahrony, account executive for Envisio. Declined offer. (Oct. 7)
- Responded to an email from Adam Frey, who was complaining about noise from airplanes near Hilo airport and suggesting planes take a different path to land. Told him this is not something HTA handles, and if he could submit his concerns to the DOT or the Federal Aviation Administration (FAA). (Oct. 7)
- Responded to a sales pitch from Konstantin Kostyaev of Jooble, asking if HTA needs help with posting job openings. Declined offer. (Oct. 8)
- Sent JDF's bio and headshot to Laura Kam of Hawai'i Green Growth as requested. (Oct. 8)
- Responded to an email from Jeanne King, suggesting HTA provide all tourists with a welcome pack with a mask, hand sanitizer and tissues. Thanked her for her suggestion. (Oct. 8)
- Responded to an email from Chanell Akamine, asking to talk story with JDF because she may know someone he's related to. Forwarded the email to JDF. (Oct. 10)
- Responded to an email from Mr. Fromer of Strategic Competitiveness, who says he's "an Alaskan (part Native Alaskan/Hawaiian) and wants to establish dialog with HTA's HR department. Told him HTA goes through DBEDT for its HR needs and to perhaps reach out to them instead. (Oct. 12)
- Responded to an inquiry from Lis De Vries of the Beall Corporation, asking why the numbers from the daily arrivals don't match up with the end of the month visitor statistics press releases. Explained that the data we now publish daily is from ETS' Safe Travels program and are subject to change. (Oct. 13)
- Responded to an email from Reba Matern of Ohio, who's trying to teach her grandchildren to read a map and wanted one from Hawai'i. Suggested she check with AAA or companies like Rand McNally also make maps for sale. (Oct. 13)
- Responded to a sales pitch from Alika Watts of Viral Sign, selling a scanning detection system. Declined offer. (Oct. 13)
- Responded to a sales pitch from Marcel Yerry of North Carolina, trying to sell masks. Declined the offer. (Oct. 14)

- Responded to an email from Carter Kamana of Avendra, asking to meet with JDF. Upon further inquiry he said he works with hotels and has insight to what his customers need. Forwarded the request to JDF. (Oct. 14)
- Responded to an email from Nikki Moreno of the Aulani, A Disney Resort & Spa, asking that an image of Mickey Mouse and Minnie Mouse be edited out of the video on the Safe Travels website. Told her that is not HTA's website and looped in Caroline Julian-Freitas of ETS to help her. (Oct. 15)
- Responded to an inquiry from Dale Evans of Charley's Taxi, asking for source links to arrivals by month in 2019 and 2020. Sent her HTA's monthly visitor statistics link. (Oct. 16)
- Forwarded JDF an email from Andrew Pereira, asking if the World Surf League could set up a videoconference with him. Meeting was set up with the help of CH. (Oct. 16)
- Forwarded JDF an email from John McCabe, who has an opening plan suggestion for Hawai'i. (Oct. 16)
- Forwarded request for JDF to have a quote in the Prince Lot Hula Festival's press release. JDF approved. (Oct. 17)
- Forwarded an email to JDF as requested by Greg Arndt, a tour owner upset about a bill moving through the City Council regarding beach access for tour vans. (Oct. 18)
- Responded to a sales pitch for machine learning from Brendan Reilly of Lelex Prime. Declined offer. (Oct. 19)
- Responded to a sales pitch from Chase Benz of USimprints, selling cotton masks. Declined offer. (Oct. 19)
- Responded to sales pitch from Jason Hermes of The Weather Group, offering to have them shoot segments in Hawai'i. Forwarded to PH and Darlene Morikawa of HVCB. (Oct. 19)
- Forwarded email to JDF upon request from Pamela Miedtke-Wolf of Bio-Beetle ECO Rental Cars. (Oct. 19)
- Forwarded email to JDF upon request from Paul Goo – a sales pitch of his new software called ECOSURFGREEN, a surfing simulator. (Oct. 19)
- Responded to a sales pitch from Kent Coules of This Week Hawai'i, asking about messaging the Kuleana campaign in his publication. Suggested he reach out to HVCB instead. (Oct. 21)
- Connected Oregon State University student Ruby O'Donnell with Jennifer Chun (JC) in regards to getting more information about the resident sentiment survey. (Oct. 22)
- Responded to an email from Victor Griffin, asking if the Honolulu Festival will happen next year. Suggested he reach out directly to the festival organizers, and to keep in mind that many events are cancelled because of the pandemic. (Oct. 23)
- Responded to an email from Conor Doherty, who asked HTA to send him a free flag. Told him HTA does not have those to give away and suggested he find a retailer online. (Oct. 23)
- Responded to an email from rmow@hawaiiantelnet, suggesting a citizen Pono Patrol to walk the beaches with a police officer, "carrying a Shaka stick at the social length of 6' to hand out free masks...and that funding could come from HTA." Thanked him for his suggestion. (Oct. 25)

- Responded to an email from Kendra Tidwell of Grocery Gecko, asking if HTA can help let people know they have a shopping and delivery service in Puna. Suggested she reach out to the DOT, which has a list of delivery services. (Oct. 27)
- Responded to a sales pitch from Mike Walker of AAA Northern California, Nevada and Utah. Suggested he reach out to HVCB instead, and sent to Darlene Morikawa and PH. (Oct. 27)
- Responded to an email from John Strandberg of Pacific Digital Signs, which installs and manages digital screens, asking for permission to share the video created by HTA at several hotel properties they support. Told him yes, as long as it's free and doesn't cost HTA anything. (Oct. 27)
- Requested that Pauline Worsham of the do a post on behalf of the Prince Lot Hula Festival thanking HTA for its support. Shared the post on HTA's Facebook page. (Oct. 27)
- Responded to an inquiry from Pauline Worsham of the Moanalua Gardens Foundation and Prince Lot Hula Festival, asking for HTA's help to distribute their press release. Told her that she should send it to the media since it's their press release, and also gave her HVCB and Hawai'i Tourism Japan's contact information. (Oct. 29)
- Responded to an email from Lynn Briton, an Aloha 'Āina contractor, upset that they were not notified of Leslie Centeno's departure and who they should reach out to instead. Looped in Kalani Ka'anā'anā (KK), who told her that a notice was sent out to the point of contact for the contracts. (Oct. 29)
- Responded to an email from Vic Maes, asking for a postcard for his granddaughter. Looped in HVCB to assist. (Oct. 30)
- Responded to a sales pitch from Kylie Dodge, regarding a Robotic Assistance Device. Declined offer. (Oct. 30)

Crisis Communications

- Participated in a daily Joint Information Center (JIC) call. (weekdays during October)
- Sent updates on the COVID-19 situation and the daily briefer to a growing list of people including HTA staff, HTA board members, lawmakers, GMTs, Hawai'i's congressional delegation, county officials, visitor industry leaders and others. Updates #1022 - #1254. (Oct. 1-31)
- Updated the HTA website regarding COVID-19 updates from HTA, DOH, the Governor's office, counties, CDC, and other official government sites. (Ongoing)
- Monitored and provided copious notes on Gov. Ige and several City and County of Honolulu press conferences and briefings. (Ongoing)
- Responded to an email from Eric Bowman, asking if their 10-month-old daughter needs a COVID test. Referred him to the DOH's FAQ page: <https://hawaiicovid19.com/travel/#travel-FAQs> And also told him to keep in mind that the protocols are constantly changing so to check that website for updates. (Oct. 1)
- Responded to an email from Gregory Gilmore, asking about screening protocols at the airport. Referred him to the DOH's FAQ page, and told him that HTA personnel are not at the airport doing the screening. (Oct. 1)
- Responded to an email from Susan Kelman of Elkhorn Travel, who says her client's sister is facing imminent death on Maui. Referred her to the Attorney General's FAQ site to request an

Page 17 exemption: travelexemption.hawaii.gov. (Oct. 1)

- Responded to an email from Shanny Anderson, asking about when she can get a test. Referred her to the DOH's FAQ page. (Oct. 1)
- Responded to an email from Bill from Boulder, asking about something he had "heard" about not being able to transfer to Maui after landing on O'ahu. Told him that's incorrect and if he doesn't leave Daniel K. Inouye International Airport (HNL) he will be considered as a transit passenger and can then catch his flight to Kahului Airport (OGG) without having to quarantine on O'ahu. (Oct. 1)
- Responded to an email from Jeff Head, who said he will get a test at CVS in Wisconsin and when they arrive on O'ahu, they will proceed to their Airbnb. Asked him when he plans to arrive because currently O'ahu is in Tier 1 and short-term rentals are still illegal to operate and stay at. Did not hear back from him. (Oct. 1)
- Responded to an email from Mariah Duff, who said she and her partner plan to travel to Hawai'i on October 7, and she realizes it's before the pre-travel test program begins, but she wants to know if she can still get a test to get out of the quarantine. Told her no, that the program begins on October 15, so anyone arriving on October 15 and later can participate, so she may want to postpone her trip. (Oct. 1)
- Responded to an email from Leslie Brown of Luana Kai Maui, asking about the fast COVID test. Told her HTA is not in charge of the pre-travel testing program and suggested she and their guests refer to the DOH's FAQ page. (Oct. 1)
- Responded to a Facebook message from Ellen Shell asking who to contact regarding COVID and travel to Hawai'i. Referred her to the DOH's FAQ page. (Oct. 1)
- Responded to a Facebook message from Suzette Mack, asking about tests for kids. Referred her to the DOH's FAQ page. (Oct. 1)
- Responded to a Facebook message from Kelli Lynn Candella, asking about the rules for Hawai'i Island. Sent her the link to Mayor Kim's latest order. (Oct. 1)
- Responded to a Facebook message from Dave Gold, asking about the interisland quarantine if they want to go to O'ahu first to visit, then Hawai'i Island for a few days and then Maui for a few days. Explained the current situation. (Oct. 1)
- Responded to an email from Kathy Flynn, asking where she can get a test in her hometown in Bend, Oregon. Referred her to the DOH's FAQ page. (Oct. 2)
- Responded to an email from Kenneth Hunter, who says he'll travel to Hilo on Oct. 15 and wants to know if everything is open with a pre-travel test. Told him that some businesses are closed and may remain closed depending on their situation. Gave him links to the DOH's FAQ page and HTA's alerts page for the link to Hawai'i County's website. (Oct. 2)
- Responded to an email from Dennis Thomas, asking about whether their 4-year-old daughter needs to be tested. Told him to refer to the DOH's FAQ page for that information and more. (Oct. 2)
- Responded to an email from Stacy Cococchetta, asking about the pre-travel testing. Referred her to the DOH's FAQ page. (Oct. 2)
- Responded to an email from Heather Fowler, asking about her trip in November and the

testing requirements. Referred her to the DOH's FAQ page and told her to keep checking it for updates. (Oct. 2)

- Responded to an email from Christine Turnbull, who says they are returning residents to Maui and will arrive on Oct. 11. She's wondering if they can take the test to get out of quarantine even if they arrive before Oct. 15. Told her no, that the program starts on Oct. 15 and applies to anyone who arrives from that date on, so if they arrive before then they will have to do the mandatory 14-day quarantine. (Oct. 2)
- Responded to an email from Richard Flipp, who says they bought a condo on Moloka'i and plan to arrive on Nov. 2 but are having a hard time filling out the Safe Travels form. Told him that he cannot fill out the form this far in advance, and to check the DOH's FAQ page for updates. (Oct. 2)
- Responded to an email from Jeff Head, who says they plan to visit four islands starting on Dec. 26. Told him December is too far into the future to know what the protocols will be since they are constantly changing. Under the current rules, the pre-travel testing is only for trans-Pacific travelers, but that may change, so to check HTA's website for updates. (Oct. 2)
- Responded to an email from Iwalani Sato, who said she is traveling to Hawai'i Island from O'ahu on Oct. 10 and wanted to know if she can take a test to bypass the quarantine. Told her that currently testing is not an option for interisland travel. (Oct. 2)
- Responded to an email from Sean Dee of Outrigger Hospitality Group, asking about the DOH's new flow chart. Forwarded inquiry to Darlene Morikawa of HVCB, which helped to create the flow chart, and also sent him the link to the wording in the governor's 13th supplemental proclamation. (Oct. 2)
- Responded to an email from Bob Reeder, asking if negative test results from the University of Utah will be acceptable. Told him to refer to the DOH's FAQ page since HTA is not in charge of that testing program. (Oct. 2)
- Responded to an email from Steven Chang, who says they plan to travel to Hawai'i from San Francisco on Oct. 15 and wants to know if they have to use a Hawai'i approved partner. Referred him to the DOH's FAQ page. (Oct. 2)
- Responded to a Facebook message from Edmond Chiu, who's planning to visit in late November and wants to know about the testing. Referred him to the DOH's FAQ page. (Oct. 2)
- Responded to an email from Erica Lopez, who says they're flying to Hawai'i on Oct. 15 and will get their test through the UCSF medical center. Referred her to the DOH's FAQ page. (Oct. 3)
- Responded to an email from Dan Kitabjian, asking if the governor will open up interisland travel by mid- October. Told him that interisland travel has never stopped, but currently the quarantine is still in effect, and if they have to quarantine on Maui they cannot rent a short-term rental or a car. (Oct. 3)
- Responded to an email from Marianne Martin from Whalers Cove Resort, asking for the grand totals of passenger arrivals since April. Told her she can add up the daily counts. Her follow-up question was that the counts are different now with categories added or deleted. Explained that HTA is no longer doing the manual daily scanning of reports. As of Sept. 1, ETS' Safe Travels program took over, and ETS requested HTA help them publish their numbers, and the categories are different based on input from the DOH and DOT. (Oct. 3)
- Responded to an email from Bill Rahn, who says he is a Hawai'i resident who plans to visit Japan in late October. Told him he may want to check with the Japan government to make sure they are allowing U.S. citizens to travel there and explained that he would have to

quarantine when he comes back to Hawai'i based on the current rules. (Oct. 4)

- Responded to a Facebook message from Keri Singleton of New York City, asking where she can get a test. Referred her to the DOH's FAQ page. (Oct. 4)
- Responded to an email from William Wesley, who says they will arrive on O'ahu in a couple of days and want to know if designer stores are open, if they can dine-in, and if the beaches are open. Told him that if he comes in a couple days, he will have to quarantine, meaning he cannot leave to go shopping or to the beach or to dine-in at a restaurant. (Oct. 5)
- Responded to an email from Rod and Irene, who say they want an update on the situation and the last update they see is Sept. 23. Explained that we update our website with information almost daily and gave them the link to HTA's website. (Oct. 5)
- Responded to an email from Julie Hill, asking about the pre-travel testing program and whether all stores will be open. Referred her to the DOH's FAQ page, and explained that not all stores are open yet and that she may want to call the ones she wants to visit directly. (Oct. 5)
- Responded to an email from Ken Kimi, who says he's the president of the American Society of Travel Advisors, Hawai'i Chapter. He wanted to know about the pre-travel testing program. Told him that HTA is not in charge of that program, and he could refer to the DOH's FAQ page. Also told him that we are expecting another update from Gov. Ige this week regarding that program and that we share all of his press conferences on HTA's Facebook page. (Oct. 6)
- Responded to an email from Jackie Ludwig, who said she has clients arriving on Hawai'i Island on Oct 15 and also said: "on the press release it states people arriving from California do not need to quarantine." Asked her where she saw that because it was incorrect and that HTA did not put that information in any press release. She said she was mistaken. Referred her to the DOH's FAQ page. (Oct. 6)
- Responded to an email from Jim, who said they plan to visit Hawai'i on October 24 and wants to know about the pre-travel testing program. Referred him to the DOH's FAQ page. (Oct. 6)
- Responded to an email from Glen Erickson of Ala Moana Hotel by Mantra, asking how hotels can distinguish if a guest needs to quarantine. Told him we are awaiting guidance on that from the governor's office and he may have a news conference tomorrow. (Oct. 6)
- Responded to an email from Sterling Sasaki, who says he cannot visit his father on Kaua'i because of the interisland restrictions. Told him that HTA is not in charge of that decision and that it's up to Gov. Ige. (Oct. 6)
- Responded to a Facebook message from Svetlana Jovic-Bianchetti, asking if Mexican or South American nationals can come to Hawai'i if they take a test. Told her Hawai'i is part of the U.S. so whatever rules apply to other states also apply to Hawai'i, and to refer to the DOH's FAQ page. (Oct. 6)
- Responded to an email from Kristine Foate, who says they plan to go to Maui on Oct. 17 and want to know about the testing program. Told her HTA is not in charge of that program and to refer to the DOH's FAQ page, and that Gov. Ige is expected to give another update today and to refer to HTA's Facebook page. (Oct. 7)
- Responded to an email from Mara Begner, who says her son is stationed at Schofield and she wants to know about the test she needs. Told her HTA is not in charge of that program and to refer to the DOH's FAQ page, and that Gov. Ige is expected to give another update today and to refer to HTA's Facebook page. (Oct. 7)
- Responded to an email from Joseph Hansen, who says they plan to visit Kaua'i on Oct. 26

and wants to know about the testing program. Told him HTA is not in charge of that program and to refer to the DOH's FAQ page, and that Gov. Ige is expected to give another update today and to refer to HTA's Facebook page. (Oct. 7)

- Responded to an email from Anita Frankhauser, who said she plans to go to Maui in late October but is thinking of cancelling her trip because of the hostility towards visitors. Explained that many locals are scared, and fear sometimes leads to blame, especially since the health care facilities and supplies are limited especially on the neighbor islands. (Oct. 7)
- Attended governor's press conference with JDF at HNL and went to the prep meeting ahead of the press conference. (Oct. 7)
- Responded to an email from Lisa Carlson, who plans to visit Kona on Oct. 26 and wants to know about the testing requirements. Referred her to the DOH's FAQ page. (Oct. 7)
- Responded to an email from Hyunwoo Leam, asking about the testing requirements. Referred her to the DOH's FAQ page. (Oct. 7)
- Responded to a Facebook message from Melissa Kottke, asking about the test. Referred her to the DOH's FAQ page. (Oct. 7)
- Responded to a Facebook message from Federica Arnaboldi, who plans to travel to Hawai'i Island in November, asking about the test. Referred her to the DOH's FAQ page. (Oct. 7)
- Responded to an email from Sheri Rand, asking if she can take an NAAT test from Kinney Drugs in Vermont. Referred her to the DOH's FAQ page for a list of approved trusted travel partners. (Oct. 8)
- Responded to an email from Matt Bailey of Marriott's Maui Ocean Club, asking about what he thought was incorrect information on HTA's website regarding the quarantine. Explained that the quarantine will likely be in place for some time but what will start on Oct. 15 is the way to bypass that quarantine. (Oct. 8)
- Responded to an email from Elizabeth Schumann, who plans to visit Hawai'i Island on October 17 but is confused because of news reports regarding Hawai'i Island not participating in the pre-travel testing program. Explained that the governor said Mayor Kim has not informed him of his decision yet, so to check the DOH's FAQ page for updates. (Oct. 8)
- Responded to an email from Suzanne Roth, who says she doesn't have access to any of the testing partners. Referred her to the DOH's FAQ page. (Oct. 8)
- Responded to an email from Glen Young of Sen. Karl Rhoads' office, asking if there are any updates on whether Hawai'i will open to the Japan travel market. Explained that HTJ has been trying to work on that but it's not official until the governor announces it. (Oct. 8)
- Responded to an email from Perry Chance asking the state to add more trusted travel partners, Explained HTA is not in charge of that and that the Attorney General's office is in charge of signing the legal agreements with the trusted travel partners. (Oct. 8)
- Responded to an email from Joel Tomyl, asking about the testing program. Referred him to the DOH's FAQ page. (Oct. 8)
- Responded to an email from Justin Mace, who wants to know if he can leave HNL for the day during his layover without having to quarantine if he's traveling from Japan to Los Angeles. Told him currently there is no testing option flying from Japan but December is too far into the future to know what the protocols will be so to check the DOH's FAQ page for updates. (Oct. 8)

- Responded to a Facebook message from Kai Nishiki, upset over the news article about Ko Olina banning the public from some of the lagoons and that HTA should provide funding. Told her to voice her concerns to the city instead and regarding funding – much of HTA’s budget has been cut. (Oct. 8)
- Responded to a Facebook message from Ashley Hadaway, asking about the testing. Told her HTA is not in charge of that and to refer to the DOH’s FAQ page. (Oct. 8)
 - Responded to an email from Howard Wallace, who says they will fly to Hawai’i on Oct. 17 and don’t understand the testing list. Referred him to the DOH’s FAQ page. (Oct. 9)
 - Responded to an email David Cohen, asking about the Safe Travels form. Referred him to the Safe Travels site and help desk. (Oct. 9)
 - Responded to a Facebook message from Kelli Rahn, who says testing partners will not test kids, and “is this intentional? Does the state not want families with children visiting?” Told her HTA is not in charge of the testing program and to refer to the DOH’S FAQ page. (Oct. 9)
 - Responded to a Facebook message from Noelle Bastian, confused about travel to Hawai’i Island and whether testing will be allowed. Told her we are also waiting for updates and to check HTA’s website. (Oct. 9)
 - Responded to an email from Sean Watts, who says he plans to visit Maui and Kaua’i in January and wants to know what website he can use to keep up to date on restrictions. Told him January is too far into the future to know what the protocols will be and to check the DOH’s FAQ page for updates. (Oct. 10)
 - Responded to an email from Joanie Mac Nia, who says her friend is moving to Hawai’i on Oct. 15 and wants to know how long the screening process is so she knows when to pick her up from the airport. Told her HTA does not handle the screening at the airport – the DOT does, and that it all depends of how many people are on the plane, etc. (Oct. 10)
 - Responded to an email from Joe Joe, who says he’s having second thoughts about visiting Hawai’i because he’s worried locals won’t like visitors. Told him traveling during a pandemic can be challenging and many locals are scared of the virus and fear sometimes leads to blame. (Oct. 10)
 - Responded to an email from Brooke Balls, asking about the testing program and if her children under 18 need to take a test. Told her HTA is not in charge of the testing program and to refer to the DOH’s FAQ page instead. (Oct. 11)
 - Responded to an email from Anita Kaufman, who plans to visit Kaua’i on Oct. 22 and is scheduled to take a test from Passport Health Care in Oklahoma. Told her she must go through a trusted testing partner that has signed a legal agreement with the state or else it will not be accepted. Referred her to the DOH’S FAQ page. (Oct. 12)
 - Responded to a Facebook message from Sherry Abbott, asking about the testing partners. Referred her to the DOH’s FAQ page. (Oct. 12)
 - Responded to a Facebook message from Kelli Burns, asking about the testing partners. Referred her to the DOH’s FAQ page. (Oct. 12)
 - Responded to a Facebook message from Trinae Calhoun, asking about testing and confused about the interisland quarantine. Referred her to the DOH’s FAQ page. (Oct. 12)
 - Responded on behalf of CH to an inquiry from Wally Camp, who wanted to speak with JDF about the Na Leo TV station FBI raid and HTA board member Micah Alameda. Told him no comment upon advice from Gregg Kinkley. (Oct. 13)

- Responded to an email from Jeff Head, asking about flying interisland after staying on O'ahu. Told him the situation is very fluid and the protocols keep changing, and to watch Gov. Ige's press conference this afternoon for an update on HTA's Facebook page. (Oct. 13)
- Responded to an email on behalf of DBEDT from Cathy Backus making a suggestion that hotels should offer a night stay with a minimum seven days stay, with the first four days in quarantine. Told her that it's up to each individual property and its owner to decide what's best for their hotel with the employees safety in mind. (Oct. 13)
- Responded to an email from Corrin Brown, who's scheduled to visit Hawai'i next week and wants to know about testing. Referred him to the DOH's FAQ page. (Oct. 13)
- Responded to an email from Abigail Stein of Kaua'i, who says her cousin is coming from Canada in January and where she can take a test. Referred her to the DOH's FAQ page and explained that changes are constantly happening. (Oct. 13)
- Responded to an email from Jean Broadwater, who is coming to Hawai'i on Nov. 11 and she wants to know if she can take a test at a place not on the state's trusted travel partner list. Referred her to the DOH's FAQ page and sent her the link to the governor's press release issued today for more information. (Oct. 13)
- Responded to a Facebook message from Melissa Sutton, a travel agent with clients interested in traveling interisland. Sent her the latest press release from the governor's office with the details. (Oct. 13)
- Responded to an email from Kim Greene of MultiCare Health System, asking to be on the state's trusted travel testing partners list. Told her HTA does not make that decision, and that it goes through the Attorney General's office. Sent her the link to the governor's press release for more information. (Oct. 14)
- Spoke with Kiona Esteban of Rep. Scot Matayoshi's office and answered further questions about the testing program. (Oct. 14)
- Responded to an email from Amy Grimshaw, asking what the restrictions will be in July 2021. Explained that the situation is fluid and that's too far into the future to know what the situation will be. (Oct. 14)
- Responded to an email from Gail DeMario, who's upset that they had to re-book their trip to Maui five times this year, and she's upset that she doesn't know which restaurants will be open when they plan to come on December 10. Explained that we're in the middle of a pandemic so the situation is fluid, and that December is too far into the future to know what will be open then and what the protocols will be. Told her changes are made to keep everyone safe. Suggested she check HTA's website for updates. (Oct. 14)
- Responded to an email from Daily Angeles, asking if they can get a post arrival test to get out of the quarantine. Told her no and to refer to the DOH's FAQ page. (Oct. 14)
- Gave talking points to Tina at PATA Hawai'i in response to an email from Tim Lee, asking about the testing partners. Told her HTA is not involved in choosing the testing partners, and the companies are vetted and sign legal agreements with the state through the Attorney General's office. Told her to refer people with questions to the DOH's FAQ page. (Oct. 14)
- Responded to an email from Julie Jex, who says "the marketing information on Hawai'i's covid website is a lie and because of the incorrect information it has caused my family great devastation." Told her the situation is constantly changing, and the decisions are being made by the governor and mayors based on the situation at the time. Also, told her that it does not say on HTA's website that Walgreens will test people of all ages, and that we relay whatever

Page 23 information is announced by the officials. She replied that she didn't cancel her flight after all, and that the information she got was from the DOH's site. (Oct. 14)

- Responded to an email from Satori Ebedes, asking if she can take a test post arrival to get out of the quarantine. Referred her to the DOH's FAQ page. (Oct. 14)
- Reached out via Facebook messenger to Don Spivey, who had previously asked if he could get a test from his own doctor. Gave him the update that now it must be from a trusted testing partner. (Oct. 14)
- Responded to a Facebook message from Kate Parker, asking if it's ok if her daughter got a test from a hospital that's not a trusted travel partner. Told her according to the governor, it must be from a partner on the list and to refer to the DOH's FAQ page. (Oct. 14)
- Responded to a Facebook message from Kathleen Burns, asking about the COVID restrictions. Referred her to the DOH's FAQ page. (Oct. 14)
- Responded to a Facebook message from Susie Ogden Vannatter, who got COVID tests but now realizes that the rules changed. Referred her to the DOH's FAQ page. (Oct. 14)
- Responded to a Facebook message from Dan Neuman, who said he cancelled his trip because of Senator Hirono's "disgusting unprofessionalism due to her personal bias." Thanked him for sharing his concerns. (Oct. 14)
- Responded to an email from David Barrow, asking if he can still take a test from Lab Corp even if they're not listed as a testing partner. Told him it will not be accepted if it's not on the list. (Oct. 15)
- Responded to an email from Ed Ridings, saying he might as well cancel the trip for February because he's frustrated about the testing requirement. Told him everything is fluid and changes are happening weekly so we don't know what the protocols will be in February. (Oct. 15)
- Responded to an email from Ceaser Deleon, asking for help in getting his kids tested. Referred him to the DOH's FAQ page. (Oct. 15)
- Responded to another email from Corrin Brown, asking HTA to confirm her test is correct before she purchases it. Referred her again to the DOH's FAQ page and list of testing partners. (Oct. 15)
- Responded to an email from Kari Kuhn, complaining that her 75-year old friend "was banned from boarding her American Airlines flight from Florida to Dallas." She was eventually supposed to head to Hawai'i. Told her the issue appears to be with the initial segment, and to share her concerns with American Airlines instead. (Oct. 15)
- Responded to an email from Alice Zakrzewska, asking if her 7-month-old baby needs to get tested. Referred her to the DOH's FAQ page. (Oct. 15)
- Responded to a complaint email from Edee Silva, saying "I sat here and watch the hairdresser on your commercial has no mask on only a shield that's not compliant." Asked her what she is referring to since HTA does not have any commercials on TV. She did not answer back. (Oct. 15)
- Responded to a Facebook message from Yana Altbregan, asking if they need a test if they fly to Kaua'i from Maui to get home. Told her as long as she doesn't leave the airport she will be a transit passenger and won't need a test. (Oct. 15)

- Responded to an email from Sen. Michelle Kidani, asking if the Safe Travels form includes their name since it's not in the screenshot. Told her they can ask them to scroll up to see their name. (Oct. 16)
- Responded to an email from Roy Takemoto of Hawai'i County, asking why the 1-800-GoHawaii number doesn't work. Explained the call center has been overwhelmed, and they are working to fix the issue. Told him to try calling back in a little while. (Oct. 16)
- Responded to an email from Jim Skyman, who said he has a doctor's letter saying he had COVID and is immune and wants to know if that's good enough to use to bypass quarantine. Referred him to the DOH's FAQ page. (Oct. 16)
- Responded to an email from Paul Pimentel of the Holualoa Inn, asking how to verify if an incoming guest has a negative test. Sent him the Safe Travels screen shot provided by the AG's office. (Oct. 15)
- Responded to an email from Elton Ushio of Kaua'i County's Emergency Management Agency, asking if the AG's screenshot of the Safe Travels program has been sent to the hotel industry on Kaua'i. Told him that it was shared with HVCB, HLTA and AHLA to send to their members. (Oct. 15)
- Responded to an email from Shirley Oliver, seeking information on pre-travel testing options for Canadians to bypass the quarantine. Told her that at this time, the only tests that are being accepted are from the state's list of trusted partners, which are authorized by the U.S. FDA, and referred her to the list. (Oct. 16)
- Responded to an email from Cynthia Toth, asking for more data on the tourists who used the testing program such as "exact amount of incoming tourists that pretested that were approved and entered," and the "exact amount of incoming tourists that pretested using an unapproved source and had to be retested." Told her HTA is not in charge of that and the data is handled by the Safe Travels program, administered by ETS, and the screening itself is handled by the DOT. (Oct. 17)
- Responded to an email from Alan Yama, who's in Washington State on business and can't get a test. He said: "What in the hell is going on??? ALL this misinformation???" Told him HTA is not in charge of the program, but we do have a link to the trusted partners on our website." He then responded that he ended up inquiring at Madigan Hospital, which will give him a test. Told him to make sure it's a trusted travel partner that signed a legal agreement with the state, otherwise it will not be accepted, and he will have to quarantine. (Oct. 17)
- Responded to an email from Alice Weber, who said she plans to get a test at the Alaska Native Medical Center on November 4. Told her to check the DOH's FAQ page because if it's not listed as a trusted testing partner then the results will not be accepted by the state. (Oct. 17)
- Responded to a Facebook message from Jonathan Brunold, who said "I fly back and forth from Hilo via Honolulu and to Maui and I can't believe there is no live 'ula show or music to welcome back the tourists. We welcome ships why not welcome planes." Told him that currently there are no cruise ships sailing into Hawai'i and much of the entertainment is on hold because of the pandemic and social distancing. (Oct. 17)
- Responded to an email from David Barrow, asking about the testing program and if Lab Corp can do his test, and complaining that he has spent hours on hold waiting for the 1-800-464-2924 number. Told him that the 1-800-GoHawaii number is the only call center, and that he must get a test from a company on the list that signed a legal agreement with the state. (Oct. 17)

- Responded to an email from Christina Tai, asking when she can get a test. Referred her to the DOH's FAQ page. (Oct. 18)
- Responded to an email from Gail Zielen, asking what the rules are for Kaua'i regarding the beaches and parking. Referred him to HTA's website and the links to Kaua'i County, and that she should keep in mind that the protocols are constantly changing. (Oct. 18)
- Responded to a Facebook message from Tanya Kauhi, who said many tourists have been seen around not wearing a mask or abiding by the law. Told her to call the COVID hotlines to report people who aren't wearing the law to police. (Oct. 18)
- Responded to an email from Gary Bews, asking about whether the pre-travel testing partners will be extended to Canadian airlines, and when. Told him that at this time, the only tests that are being accepted are from the state's list of trusted partners, which are authorized by the U.S. FDA, and referred him to the list and DOH for more information. (Oct. 16)
- Responded to an email from Lei Peralta, asking about the testing program and timing. Referred her to the DOH's FAQ page. (Oct. 19)
- Responded to an email from Joan Conway of Haiku, who said she has seen "MANY tourists not wearing masks." She also said "something needs to be done about the tourist cars ROAD TRAINS through Paia Haiku corridor and on to Hāna." Told her that you cannot distinguish a visitor from a tourist based on skin color, and also encouraged her to join the community-based tourism public meeting for Maui. (Oct. 19)
- Responded to an email from flyguy1946@gmail.com, who said he cancelled his trip to Hawai'i because of Sen. Mazie Hirono. Suggested he reach out to her office instead. (Oct. 19)
- Responded to an email from Denis Ebrill of Aqua-Aston Hospitality, asking if HTA is still producing the daily passenger arrivals by air report. Told him it's published daily on our website because we are no longer directly involved in gathering the data, but we are helping ETS publish their data, and gave him the link: <https://www.hawaii tourism authority.org/covid-19-updates/trans-pacific-passenger-arrivals/> (Oct. 19)
- Responded to a Facebook message from Daphne Montero, asking about the testing. Referred her to the DOH's FAQ page. (Oct. 19)
- Responded to a Facebook message from Debbie Morrison, upset that she still has to quarantine for a 5th day "because your trusted travel partner hasn't produced our test results." Told her HTA does not choose the testing partners and thanked her for following the quarantine rules. (Oct. 19)
- Responded to a Facebook message from Ruth Leong, who said her aunty is flying from Hong Kong to San Francisco then HNL, and she wanted to know about the quarantine. Referred her to the DOH's website, and also that she can call 1-800-GoHawaii with further questions. (Oct. 19)
- Responded to an email from Christine Bulot asking to become a Hawai'i testing partner. Told her the state has temporarily suspended the on-boarding of new domestic trusted testing partners, and that the governor's office anticipates announcing a new batch of partners next month. Also shared with the governor's office. (Oct. 20)
- Responded to an email from Riz, who plans to visit Hawai'i Island, then O'ahu, then Kaua'i and they want to know if they have to take another test. Explained the current situation regarding the interisland quarantine but told her to look at the DOH's FAQ page for updates. (Oct. 20)

- Responded to an email from Alyssa Cruz of Pennsylvania, who says she plans to have her test done at Vybe Urgent Care. Referred her to the DOH's FAQ page and testing partners and told her if it's not performed by one of those partners the results will not be accepted. (Oct. 20)
- Responded to an email from Ken Hunter, asking if he needs to register with Safe Travels if he's flying from Hilo to Honolulu. Told him there is no interisland quarantine for those flying interisland and arriving on O'ahu, so it's not required. (Oct. 20)
- Responded to an email from Chris Elliot, who plans to come to Waikīkī in February but can't find a lab to take the test. Told him February is too far into the future and the protocols are changing weekly, and to check the DOH's FAQ page for updates. (Oct. 20)
- Responded to an email from Paula Proctor, who wants to know about COVID testing on Kaua'i for his nephew who just arrived without a test. Told her that he must quarantine as he was instructed to do by the airport staff, and to help make sure he abides by the rules. (Oct. 20)
- Responded to an email from Jack Thornton at Wavecrest Resort on Maui asking how their condo association can have their no quarantine allowed information added to the list. Told him HTA is not in charge of creating that list. (Oct. 20)
- Responded to an email from Jill Thalmann, suggesting that each visitor to Hawai'i be given a free cloth mask made out of Hawaiian fabric with a large tag with the rules. Explained that JDF has been advocating wearing a mask and the visitor industry has helped, but more enforcement needs to be done for those who aren't following the law. (Oct. 20)
- Responded to an email from Irene Aroner, who said she watched the Kuleana video but will not be playing it and feels it's hypocritical. Thanked her for helping to tell her guests to wear a mask, which is even more impactful. (Oct. 20)
- Responded to a Facebook message from Karla Guerra, asking about the testing and partners. Referred her to the DOH's FAQ page. (Oct. 20)
- Responded to an email from Silvana Opp of New York, asking about the trusted testing partners. Referred her to the DOH's FAQ page and told her to keep in mind that the situation is constantly changing. (Oct. 21)
- Responded to an email from Joan McCauley of Kōloa, saying it's great to have a video about safety during the pandemic, but she'd also like to see videos about reef preservation and caring for the ocean. Sent her the link to the press release from last year with the other Kuleana videos. (Oct. 21)
- Responded to an email from Karen Lowensbury, who said her daughter and son-in-law are on their honeymoon on O'ahu and haven't gotten their test results back and are wondering if they can get a test on O'ahu, and that she is caller #135 on 1-800-Go-Hawai'i. Told her that they have to wait for their results and cannot take a test on O'ahu to get out of the quarantine. (Oct. 21)
- Responded to an email from James Jennings, asking where he can get test in Boise. Told him to refer to the DOH's FAQ page. (Oct. 21)
- Responded to an email from Virginia Jarrett, asking about testing partners in Portland. Referred her to the DOH's FAQ page. (Oct. 21)
- Responded to an email from Alison Celis, asking if their current travel at the end of November is still welcomed or if they should reschedule. Explained that locals have different opinions about visitors coming right now, and some are scared. But it's up to them if they choose to

come now and to make sure they check our website for updates. (Oct. 21)

- Responded to an email from Jessica Cumbie, who says she took a rapid test at Tripler Army Medical Center and wants to know if she can use that to fly to Hawai'i Island. Gave her the link to the press release just sent out by Hawai'i County regarding the testing and the list of inter-county trusted partners. (Oct. 21)
- Responded to a Facebook message from Raul Figueroa, asking if he can go with a testing lab that's not on the list. Told him he must get it from a trusted testing partner that's signed a legal agreement with the state, or else it will not be accepted, and he'll have to quarantine. (Oct. 21)
- Responded to a Facebook message from Jody Whiteley King, who said Walgreens is 75 miles way. Told her she needs to get a test from a trusted testing partner that's signed a legal agreement with the state, or else it will not be accepted, and she'll have to quarantine. (Oct. 21)
- Responded to an email from Shirley Oliver, asking about any future plans for Hawai'i to have a partnership agreement with Canada for COVID-19 pre-travel testing. Advised her that the DOH will need to determine that and reminded her to visit the DOH's website for the latest information on pre-travel testing partners. (Oct. 22)
- Responded to Jin Prugsawan of Haleakalā National Park, forwarding a request to her from a Washington Post reporter who's writing a story about how locals feel about tourists returning to Hawai'i during the pandemic. Forwarded the request to JDF but also told her that she may also want to weigh in from a Maui viewpoint and as one of the largest tourist attractions on Maui. (Oct. 22)
- Responded to an email from Stacy Lakotas, who wants to come to O'ahu from Minnesota during Thanksgiving week and wants to know about the testing. Referred her to the DOH's FAQ page and told her to check for updates because the protocols are constantly changing. (Oct. 22)
- Responded to a Facebook message from Ferd Batin, asking if he can go with a testing lab that's not on the list. Told him he must get it from a trusted testing partner that's signed a legal agreement with the state, or else it will not be accepted, and he'll have to quarantine. (Oct. 22)
- Responded to a Facebook message from Nancy Mai Cagadoc, asking about the testing. Referred her to the DOH'S FAQ page. (Oct. 22)
- Responded to a Facebook message from Taaylor Neyugn, who said he updated his COVID verification on the website and is still waiting for someone to approve his test and he's been on hold on 1-800- GoHawaii for over an hour. Gave him the number for ETS' Safe Travels help desk. He asked if he could leave his house. Told him he can't leave and break quarantine or else he may get arrested. (Oct. 22)
- Responded to Kaye Barnett asking about how she can get cleared to travel to Hawai'i. Told her that Hawai'i never shut down, however there is a quarantine and that she can now take a test from a trusted testing partner before travel to bypass the quarantine. Referred her to the DOH'S FAQ page. (Oct. 23)
- Responded to an email from Justine Manansala on behalf of PH, asking about the process at the airport and if they can go to a testing location that's not on the list and for free. Told her that the line at the airport depends on several factors including how many people arrive at the same time. Also, told her the test needs to be from a listed partner and if not it will not be accepted. (Oct. 23)
- Responded to an email from Patti Vernelson, asking if her daughter can get tested at Peace Health Systems, even if it's not a trusted travel partner. Told her it needs to be one of the

partners and if not, the test results will not be accepted. (Oct. 23)

- Responded to an email from Stan Munro, complaining that there's not enough testing partners. Explained that HTA is not in charge of selecting the testing partners and to refer to the DOH's FAQ page because that will be updated as more testing partners are added by the time he plans to visit in December. (Oct. 24)
- Responded to an email from Kent Go, who said they have a cruise scheduled in January and what's the probability that Hawai'i will allow cruise ships then. Told him it's not up to HTA and that the cruise lines file plans with the DOT. Also told him it depends on the protocols at the time and that January is too far in the future to know what the situation will be. (Oct. 25)
- Responded to an email from Grace Schellhous, who said "your state has imposed some draconian travel restrictions that involve a major invasion of my family's privacy and freedom...we will instead travel to Florida...I will be missing Hawai'i this year and I suspect your state will be missing our dollars." Told her she needs to do what's best for her family, and that our state and county leaders are doing what they feel is best to keep us safe, and that health and safety comes first. (Oct. 25)
- Responded to an email from Rob Harrison, who said he's no longer receiving Hawai'i passenger arrivals emails. Told him HTA stopped that at the beginning of Sept. when HTA was no longer involved in collecting the data when ETS' Safe Travels digital program took over. Referred him to HTA's website, where we publish the data for ETS. (Oct. 25)
- Responded to an email from Dixie Thompson, complaining about the process for incoming travelers at the airport, that it's "small, hot, unventilated and is a petri dish for coronavirus." Told her this would best be handled by DOT Airports since they handle the screening and procedures at the airports. (Oct. 26)
- Responded to an email from Janet Moore, who says her two clients are waiting for their negative test results to be acknowledged, and that "it was discouraging to see and hear my longtime client so unhappy with a situation that HTA should be addressing." Told her that HTA is not in charge of the testing program nor Safe Travels program, and that they should call ETS' Safe Travels help desk. (Oct. 26)
- Responded to an email from Kelly Porter, who said they don't plan to return to Hawai'i in December after watching the story about a Utah couple who flew to Hawai'i only to find out their negative test results weren't accepted. Told her that unfortunately the couple did not follow the rules and did not use a trusted travel partner that has signed a legal agreement with the state. (Oct. 26)
- Responded to an email from HTA board member Kyoko Kimura of Aqua-Aston Hospitality, asking about a guest who made a mistake on the Safe Travels form. Looped in Caroline Julian-Freitas to help. (Oct. 27)
- Responded to a Facebook message from Debby Winklea, who said "if visitors are too ignorant or arrogant to wear masks SEND THEM BACK!!!!" Told her we must all do our part – locals and visitors alike. (Oct. 27)
- Responded to a Facebook message from Diana McFarland Molchan, who said she's flying from the mainland to Moloka'i through Honolulu and wants to know if she needs another test on O'ahu. Told her if she doesn't leave the airport she will be considered as a transit passenger and won't need a test on O'ahu. (Oct. 27)
- Responded to an email from Doris Stell, who said "we want to visit every island in the future but not until your senator is voted out. She is the most horrible person in our government, and

she is polluting our government.” Suggested she reach out to Sen. Hirono’s office instead. (Oct. 29)

- Responded to a Facebook message from David Lai, asking if he travels from Maui to O’ahu if he needs to quarantine. Told him no. (Oct. 29)
- Responded to a Facebook message from Albert Hu, suggesting that the airlines and hotels hand out free Made in Hawai’i masks. (Oct. 30)
- Responded to a Facebook message from Timmy Hogan, asking HTA to put a “ticker” on all visitor channels reminding them to wear masks in public. (Oct. 30)
- Responded to a Facebook message from Ruby Mezigian Makuch, saying “ALL of our visitor channels should have a ‘ticker’ running at the bottom stating that mask wearing is mandatory.” (Oct. 30)
- Responded to an email from Jenna Thompkins, who’s worried about her husband’s test results and the way they formatted it. She wanted to speak to someone about it. Referred her to 1-800-GoHawaii for additional questions. (Oct. 31)
- Responded to a Facebook message from Troyden Tomooka, who asked why all the trusted partners on mostly on the West Coast. Told him HTA doesn’t make that decision and that the trusted travel partners sign a legal agreement with the state through the Attorney General’s office. (Oct. 31)

Monthly Statistics on Followers and Engagement on HTA’s Facebook Page

Number of followers from October 2019 vs. October 2020: **+41.16%**

- October 31, 2019: 11,183
- October 31, 2020: 15,786

Engagement rate from October 2019 vs. October 2020: **+233.50%**

- October 2019: 2,373 daily page engaged users
- October 2020: 7,914 daily page engaged users

Paid Social Media Events on HTA’s Facebook Page

- Flight dates from October 13 – October 21: Boosted event on the South and West Kaua’i Destination Management Action Plan community meeting. **Total Reach** 9,732 | **Total Responses** 197
- Flight dates from October 13 – October 22: Boosted event on the North and East Kaua’i Destination Management Action Plan community meeting. **Total Reach** 8,398 | **Total Responses** 212
- Flight dates from October 14 – October 28: Boosted event on the Maui Destination Management Action Plan community meeting. **Total Reach** 21,437 | **Total Responses** 468
- Flight dates from October 14 – October 29: Boosted event on the Moloka’i Destination Management Action Plan community meeting. **Total Reach** 4,754 | **Total Responses** 119
- Flight dates from October 14 – October 23: Boosted event on the Lāna’i Destination Management Action Plan community meeting. **Total Reach** 1,959 | **Total Responses** 49

Note: The boosted event for the Lāna’i Destination Management Action Plan community meeting was paused on October 23 due to a change of date. The event has been rescheduled for November 19, 2020.

Social Media Posts on HTA’s Facebook Page

- October 1: Post on the 'Re-Imagining Tourism: Where are we and Where are we going?' webinar hosted by the Pacific Asia Travel Association Hawai'i Chapter. **Total Reach** 1,157 | **Total Reactions** 92
- October 2: Post sharing County of Kaua'i's Facebook Live of Mayor Derek Kawakami sharing the latest updates of COVID-19. **Total Reach** 782 | **Total Reactions** 68
- October 2: Post sharing County of Maui's Facebook Live press conference with Mayor Michael Victorino in response to COVID-19. **Total Reach** 675 | **Total Reactions** 20
- October 4: Post sharing Halau O Kekuhi's The Ha'a Condition, which HTA funds through the Kūkulu Ola Program. **Total Reach** 662 | **Total Reactions** 4
- October 5: Post sharing Honolulu Star-Advertiser's announcement of Spotlight Hawai'i with Governor David Ige to discuss the state's response to COVID-19. **Total Reach** N/A | **Total Reactions** N/A
- October 5: Post sharing County of Kaua'i's Facebook Live of Mayor Derek Kawakami sharing the latest updates of COVID-19. **Total Reach** 794 | **Total Reactions** 49
- October 6: Post on the Destination Management Action Plan community meetings. **Total Reach** 2,641 | **Total Reactions** 285
- October 6: Post sharing Mayor Harry Kim's Civil Defense PSA in response to COVID-19. **Total Reach** 937 | **Total Reactions** 60
- October 7: Video post of HTA President and CEO John De Fries delivering the keynote address to the 19th Annual Native Hawaiian Convention. **Total Reach** 2,511 | **Total Reactions** 319
- October 7: Post sharing Mayor Kirk Caldwell's Facebook Live press conference on Energy Efficiency Day. **Total Reach** 792 | **Total Reactions** 31
- October 7: Post sharing Governor David Ige's announcement of the Facebook Live press conference to be held in response to COVID-19. **Total Reach** 822 | **Total Reactions** 67
- October 7: Post sharing Governor David Ige's Facebook Live press conference in response to COVID-19. **Total Reach** 2,252 | **Total Reactions** 425
- October 7: Post sharing County of Maui's Facebook Live press conference with Mayor Michael Victorino in response to COVID-19. **Total Reach** 873 | **Total Reactions** 32
- October 7: Post sharing County of Kaua'i's Facebook Live of Mayor Derek Kawakami sharing the latest updates of COVID-19. **Total Reach** 955 | **Total Reactions** 43
- October 9: Post sharing Mayor Kirk Caldwell's Facebook Live press conference on the City and County of Honolulu's response to COVID-19. **Total Reach** 878 | **Total Reactions** 41
- October 9: Post sharing Honolulu Star-Advertiser's Facebook Live with HTA President and CEO John De Fries on Spotlight Hawai'i to discuss the state's response to COVID-19. **Total Reach** N/A | **Total Reactions** N/A
- October 9: Post sharing County of Kaua'i's Facebook Live of Mayor Derek Kawakami sharing the latest updates of COVID-19. **Total Reach** 1,016 | **Total Reactions** 88

- October 9: Post sharing County of Maui's Facebook Live press conference with Mayor Michael Victorino in response to COVID-19. **Total Reach** 489 | **Total Reactions** 21
- October 12: Post sharing Honolulu Star-Advertiser's Facebook Live with Mayor Derek Kawakami on Spotlight Hawai'i to discuss the state's response to COVID-19. **Total Reach** N/A | **Total Reactions** N/A
- October 12: Post sharing Mayor Kirk Caldwell's Facebook Live press conference on the Farm to Food program. **Total Reach** 767 | **Total Reactions** 35
- October 12: Post sharing County of Maui's Facebook Live press conference with Mayor Michael Victorino in response to COVID-19. **Total Reach** 762 | **Total Reactions** 48
- October 13: Event post on the South and West Kaua'i Destination Management Action Plan community meeting. **Total Reach** 302 | **Total Reactions** 18
- October 13: Event post on the North and East Kaua'i Destination Management Action Plan community meeting. **Total Reach** 426 | **Total Reactions** 53
- October 13: Event post on the Lāna'i Destination Management Action Plan community meeting. **Total Reach** 298 | **Total Reactions** 14
- October 13: Event post on the Maui Destination Management Action Plan community meeting. **Total Reach** 377 | **Total Reactions** 154
- October 13: Event post on the Moloka'i Destination Management Action Plan community meeting. **Total Reach** 334 | **Total Reactions** 27
- October 13: Post sharing Governor David Ige's Facebook Live press conference in response to COVID-19. **Total Reach** 1,634 | **Total Reactions** 280
- October 13: Post sharing Mayor Kirk Caldwell's Facebook Live press conference on the Culture and Arts Relief and Recovery Fund. **Total Reach** 838 | **Total Reactions** 37
- October 13: Post sharing County of Kaua'i's announcement of approval from Governor David Ige on a quarantine exemption for interisland travelers who pass the pre-test. **Total Reach** 750 | **Total Reactions** 53
- October 13: Post sharing County of Maui's Facebook Live press conference with Mayor Michael Victorino in response to COVID-19. **Total Reach** 515 | **Total Reactions** 10
- October 14: Post on the 'Re-Imagining Tourism: Where are we and Where are we going?' webinar hosted by the Pacific Asia Travel Association Hawai'i Chapter. **Total Reach** 327 | **Total Reactions** 28
- October 14: Post sharing KHON2 News' live video of Governor David Ige's press conference. **Total Reach** 1,234 | **Total Reactions** 85
- October 14: Post sharing Governor David Ige's Facebook Live press conference discussing the Hawai'i Restaurant Card program. **Total Reach** 1,229 | **Total Reactions** 60
- October 14: Post on the South and West Kaua'i Destination Management Action Plan community meeting. **Total Reach** 591 | **Total Reactions** 3
- October 14: Post sharing County of Kaua'i's Facebook Live of Mayor Derek Kawakami sharing the latest updates of COVID-19. **Total Reach** 887 | **Total Reactions** 82
- October 14: Post sharing County of Maui's Facebook Live press conference with Mayor

- October 14: Post sharing County of Maui's guidelines for travelers. **Total Reach** 1,554 | **Total Reactions** 288
- October 15: Post on the North and East Kaua'i Destination Management Action Plan community meeting. **Total Reach** 555 | **Total Reactions** 0
- October 15: Post sharing a press release from the Governor's Office announcing the approval by the Department of Health on the pre-travel testing program for Japan. **Total Reach** 713 | **Total Reactions** 141
- October 15: Post sharing Mayor Kirk Caldwell's Facebook Live press conference on the City and County of Honolulu's response to COVID-19. **Total Reach** 471 | **Total Reactions** 19
- October 15: Post sharing KHON2 News' live video of Governor David Ige's press conference. **Total Reach** 1,670 | **Total Reactions** 269
- October 15: Post sharing Governor David Ige's video on the pre-travel testing program. **Total Reach** 500 | **Total Reactions** 62
- October 15: Post sharing quick facts on the Safe Travels Hawai'i and trusted testing and travel partners from Governor David Ige. **Total Reach** 2,030 | **Total Reactions** 708
- October 16: Post on the Lāna'i Destination Management Action Plan community meeting. **Total Reach** 550 | **Total Reactions** 2
- October 16: Post sharing County of Kaua'i's Facebook Live of Mayor Derek Kawakami sharing the latest updates of COVID-19. **Total Reach** 737 | **Total Reactions** 48
- October 16: Post sharing County of Maui's Facebook Live press conference with Mayor Michael Victorino in response to COVID-19. **Total Reach** 548 | **Total Reactions** 21
- October 19: Post on the Maui Destination Management Action Plan community meeting. **Total Reach** 961 | **Total Reactions** 23
- October 19: Post sharing Honolulu Star-Advertiser's announcement of Spotlight Hawai'i with Governor David Ige to discuss the state's response to COVID-19. **Total Reach** 643 | **Total Reactions** 36
- October 19: Post sharing Honolulu Star-Advertiser's Facebook Live with Governor David Ige on Spotlight Hawai'i to discuss the state's response to COVID-19. **Total Reach** 940 | **Total Reactions** 62
- October 19: Post sharing Tier 2 of the City and County of Honolulu's reopening strategy from Mayor Kirk Caldwell. **Total Reach** 2,138 | **Total Reactions** 358
- October 19: Post sharing KHON2 News' live video of Mayor Kirk Caldwell's press conference. **Total Reach** 1,216 | **Total Reactions** 107
- October 19: Post sharing Mayor Kirk Caldwell's Facebook Live press conference on the City and County of Honolulu's response to COVID-19. **Total Reach** 692 | **Total Reactions** 53
- October 19: Post sharing County of Kaua'i's Facebook Live of Mayor Derek Kawakami sharing the latest updates of COVID-19. **Total Reach** 429 | **Total Reactions** 19
- October 19: Post sharing County of Maui's Facebook Live press conference with Mayor

- October 20: Post on the Kaua'i Destination Management Action Plan community meetings' reservation deadlines. **Total Reach 1,537 | Total Reactions 79**
- October 20: Post sharing Governor David Ige's Facebook Live press conference in response to COVID-19. **Total Reach 798 | Total Reactions 40**
- October 21: Post on the Kuleana video in partnership with the Hawai'i Visitors and Convention Bureau. **Total Reach 16,019 | Total Reactions 1,812**
- October 21: Post sharing the Kuleana video from GoHawai'i. **Total Reach 741 | Total Reactions 22**
- October 21: Post sharing Mayor Kirk Caldwell's Facebook Live press conference on the City and County of Honolulu's response to COVID-19. **Total Reach 741 | Total Reactions 22**
- October 21: Post sharing County of Kaua'i's Facebook Live of Mayor Derek Kawakami sharing the latest updates of COVID-19. **Total Reach 457 | Total Reactions 12**
- October 21: Post sharing County of Maui's Facebook Live press conference with Mayor Michael Victorino in response to COVID-19. **Total Reach 415 | Total Reactions 6**
- October 21: Post on the Moloka'i Destination Management Action Plan community meeting. **Total Reach 727 | Total Reactions 2**
- October 22: Post sharing Governor David Ige's video informing all to protect themselves and others by wearing a mask, washing your hands, and watching your distance. **Total Reach 522 | Total Reactions 41**
- October 22: Post sharing Mākaukau Hawai'i's YouTube video, "We Are Ready". **Total Reach 560 | Total Reactions 83**
- October 22: Post sharing Mayor Kirk Caldwell's Facebook Live press conference on the City and County of Honolulu's response to COVID-19. **Total Reach 538 | Total Reactions 25**
- October 22: Post sharing Tier 2 of the City and County of Honolulu's reopening strategy from Mayor Kirk Caldwell. **Total Reach 1,541 | Total Reactions 190**
- October 22: Post sharing Governor David Ige's Facebook Live press conference in response to COVID-19. **Total Reach 1,495 | Total Reactions 122**
- October 23: Video post on "We are Hawai'i" television spot paid for by the City and County of Honolulu. **Total Reach 3,900 | Total Reactions 502**
- October 23: Post sharing County of Maui's Facebook Live press conference with Mayor Michael Victorino in response to COVID-19. **Total Reach 840 | Total Reactions 42**
- October 25: Post sharing the restrictions on household gatherings from the Honolulu Police Department. **Total Reach 1,353 | Total Reactions 222**
- October 26: Post on the Maui Destination Management Action Plan community meeting reservation deadline. **Total Reach 782 | Total Reactions 33**
- October 26: Post on the COVID-19 surge testing available on O'ahu. **Total Reach 756 | Total Reactions 87**

- October 26: Post sharing County of Kaua'i's Facebook Live of Mayor Derek Kawakami sharing the latest updates of COVID-19. **Total Reach** 596 | **Total Reactions** 23
- October 26: Post sharing County of Maui's Facebook Live press conference with Mayor Michael Victorino in response to COVID-19. **Total Reach** 524 | **Total Reactions** 20
- October 27: Post sharing Governor David Ige's Facebook Live press conference in response to COVID-19. **Total Reach** 883 | **Total Reactions** 110
- October 27: Post sharing County of Maui's Facebook Live press conference with Mayor Michael Victorino in response to COVID-19. **Total Reach** 368 | **Total Reactions** 12
- October 28: Post announcing HTA's regular marketing standing meeting to be held through Zoom teleconferencing. **Total Reach** 294 | **Total Reactions** 2
- October 28: Post on the Moloka'i Destination Management Action Plan community meeting reservation deadline. **Total Reach** 500 | **Total Reactions** 2
- October 28: Post sharing the COVID-19 surge testing available from the Honolulu Department of Emergency Management. **Total Reach** 658 | **Total Reactions** 58
- October 28: Post sharing quick facts on the Safe Travels Hawai'i and trusted testing and travel partners from Governor David Ige. **Total Reach** 2,044 | **Total Reactions** 447
- October 28: Post sharing a press release from the Governor's Office announcing the pre-travel testing program for Japan. **Total Reach** 683 | **Total Reactions** 97
- October 28: Post sharing Honolulu Star-Advertiser's announcement of Spotlight Hawai'i with Honolulu Police Department Deputy Chief John McCarthy to discuss police enforcement of COVID-19 violators. **Total Reach** N/A | **Total Reactions** N/A
- October 28: Post sharing Prince Lot Hula Festival's announcement of the 43rd annual virtual Prince Lot Hula Festival, which HTA funds through the Kūkulu Ola program. **Total Reach** 454 | **Total Reactions** 4
- October 28: Post announcing HTA's regular board meeting to be held through Zoom teleconferencing. **Total Reach** 449 | **Total Reactions** 9
- October 28: Post sharing Mayor Kirk Caldwell's Facebook Live press conference on the City and County of Honolulu's response to COVID-19. **Total Reach** 639 | **Total Reactions** 55
- October 28: Post sharing County of Maui's Facebook Live press conference with Mayor Michael Victorino in response to COVID-19. **Total Reach** 396 | **Total Reactions** 24
- October 29: Post sharing Mayor Kirk Caldwell's Facebook Live press conference on the City and County of Honolulu's response to COVID-19. **Total Reach** 461 | **Total Reactions** 23
- October 30: Post sharing Hawaiian Airlines' announcement of the 7th annual virtual Hawaiian Airlines Made in Maui County Festival. **Total Reach** 667 | **Total Reactions** 25
- October 30: Post sharing County of Maui's Facebook Live press conference with Mayor Michael Victorino in response to COVID-19. **Total Reach** 440 | **Total Reactions** 14

Monthly Statistics on Followers and Engagement on HTA's Instagram Page

Number of followers from October 2019 vs. October 2020: **+58.34%**

- October 31, 2019: 2,482

- October 31, 2020: 3,930

Engagement rate from October 2019 vs. October 2020: **-32.80%**

- October 2019: 503 engagements*
- October 2020: 338 engagements*

Note: The engagement rate decreased as there were 20 posts in October 2019, compared to 11 posts in October 2020. Due to the pandemic and subsequent cuts in funding for the Kūkulu Ola, Aloha 'Āina and Community Enrichment programs, promotional posts were scaled back significantly in 2020. However, the number of followers continued to steadily grow.

* *The amount of times people engaged with posts published.*

Social Media Posts on HTA's Instagram Page

- October 1: Post on the 'Re-Imagining Tourism: Where are we and Where are we going?' webinar hosted by the Pacific Asia Travel Association Hawai'i Chapter. **Total Reactions 56**
- October 6: Post on the Destination Management Action Plan community meetings. **Total Reactions 62**
- October 7: Video post of HTA President and CEO John De Fries delivering the keynote address to the 19th Annual Native Hawaiian Convention. **Total Reactions 342**
- October 14: Post on the South and West Kaua'i Destination Management Action Plan community meeting. **Total Reactions 18**
- October 15: Post on the North and East Kaua'i Destination Management Action Plan community meeting. **Total Reactions 16**
- October 19: Post on the Maui Destination Management Action Plan community meeting. **Total Reactions 19**
- October 21: Post on the Kuleana video in partnership with the Hawai'i Visitors and Convention Bureau. **Total Reactions 358**
- October 21: Post on the Moloka'i Destination Management Action Plan community meeting. **Total Reactions 14**
- October 23: Video post on "We are Hawai'i" television spot paid for by the City and County of Honolulu. **Total Reactions 56**

Monthly Statistics on Followers and Engagement on HTA's Twitter Page

Number of followers from October 2019 – October 2020: **+1.62%**

- October 30, 2019: 36,596
- October 30, 2020: 37,190

Engagement rate from October 2019 vs. October 2020: **-38.54%**

- October 2019: 192 engagements*
- October 2020: 118 engagements*

Note: The engagement rate decreased as there were 20 posts in October 2019, compared to 12 posts in October 2020. Due to the pandemic and subsequent cuts in funding for the Kūkulu Ola, Aloha 'Āina and Community Enrichment programs, promotional posts were scaled back significantly in 2020. However, the number of followers continued to steadily grow.

* *The amount of times people engaged with posts published.*

Social Media Posts on HTA's Twitter Page

- October 1: Post on the 'Re-Imagining Tourism: Where are we and Where are we going?' webinar hosted by the Pacific Asia Travel Association Hawai'i Chapter.
- October 6: Post on the Destination Management Action Plan community meetings.
- October 7: Video post of HTA President and CEO John De Fries delivering the keynote address to the 19th Annual Native Hawaiian Convention.
- October 14: Post on the South and West Kaua'i Destination Management Action Plan community meeting.
- October 15: Post on the North and East Kaua'i Destination Management Action Plan community meeting.
- October 19: Post on the Maui Destination Management Action Plan community meeting.
- October 20: Post on the Kaua'i Destination Management Action Plan community meetings' reservation deadlines.
- October 21: Post on the Kuleana video in partnership with the Hawai'i Visitors and Convention Bureau.
- October 21: Post on the Moloka'i Destination Management Action Plan community meeting.
- October 23: Video post on "We are Hawai'i" television spot paid for by the City and County of Honolulu.
- October 26: Post on the Maui Destination Management Action Plan community meeting reservation deadline.
- October 28: Post on the Moloka'i Destination Management Action Plan community meeting reservation deadline.

Internal Communications

- Submitted JDF's revised quote to Cindy McMillan of the governor's office to include in their press release. (Oct. 1)
- Assisted Keith Regan (KR) with an inquiry from the Attorney General's office regarding short-term rentals on O'ahu. The AG's office thought that all vacation rentals on O'ahu are illegal to currently rent, but told him that the wording in the mayor's order refers to "short-term rentals," which on O'ahu is defined as less than 30 days, so anything longer than that would not be a "short-term" rental. Referred the AG's office to the mayor's order and the city's website for the definition of "short-term rental." (Oct. 1)
- Gathered tally of testing and travel-related emails and phone calls to HTA and HVCB and reported it to Charlene Chan at DBEDT per her request. Over the past week, HTA responded to 576 calls and 308 emails, and HVCB (GoHawaii Call Center) responded to 1,533 calls and 131 emails. (Oct. 2)
- Gave talking points to Kristen Andres (KA) regarding an email from Britta Lancaster, asking about a vacation rental that she was told by the police that she cannot rent, although she was told: "my friend said it used to be a vacation rental but it's no longer a vacation rental." It appeared that the person renting the property long-term is allowed under their rental agreement to rent to someone short-term. Told her to respond that the counties are in charge of the short-term rental rules so she should tell her to contact the county for further guidance.

Also shared the email with the Kaua'i mayor's office. (Oct. 2)

- Gave talking points to KA regarding an email from Juergen Steinmetz, asking JDF to livestream on their Rebuilding travel site. Told her the request has been sent to JDF, but right now, he is unavailable. (Oct. 2)
- Gave talking points to KA regarding an email from a visitor complaining about the Maui Beach Hotel, where they are quarantining. Told her she could write to hotel management and also file a complaint with the Better Business Bureau. (Oct. 2)
- Responded to a question from Caroline Julian-Freitas of the state Office of Enterprise Services, regarding rules for transit passengers. (Oct. 2)
- In alignment with HTA's Strategic Plan and the new vision set forth by JDF, created a draft communications plan for HTA to proactively set the framework for communications outreach through a residents-first, community-first approach. (Oct. 1)
- Forwarded Tim Sakahara of the DOT information Chris Sadayasu (CS) and PH received from Norwegian Cruise Line, announcing this morning that they are cancelling all November cruises, including the Pride of America. (Oct. 5)
- Coordinated a call between Jennifer Chun (JC) and Caroline Julian-Freitas of ETS, in response to a request from Caroline asking JC to publish ETS' interisland passenger arrivals. The initial request to ETS came from Sen. Glenn Wakai. Explained that the numbers for interisland arrivals are inaccurate since it's not mandated that people fill out the Safe Travels program form when flying interisland, especially those who arrive on O'ahu since a quarantine is not required. (Oct. 5)
- Inquired with Janet Snyder of the Hawai'i County Mayor's Kim office, asking whether they plan to issue a press release regarding the Honolulu Star-Advertiser article, which says Hawai'i County will opt out of the pre-travel testing program. (Oct. 6)
- Coordinated with Cindy McMillan from the governor's office and JDF regarding the governor's press conference tomorrow that JDF will also attend. (Oct. 6)
- Gave KA talking points in response to an inquiry from Kelli Candella, asking about Hawai'i Island opting out of the state's pre-travel testing program, based on the Honolulu Star-Advertiser's article. Told her to inquire with Hawai'i County instead since they're the ones making that decision. (Oct. 6)
- Responded to an email from Janet Snyder of the Hawai'i County mayor's office, asking about whether the City and County of Honolulu's resolution on the two-test system passed. Sent her the link to the resolution that was introduced by Councilman Tommy Waters' office and suggested she contact his office for further information. (Oct. 8)
- Inputted the tally of calls and emails received by HTA and HVCB over the past week to a shared document created by HI-EMA: HTA – 826 calls, 266 emails and Facebook messages, HVCB (GoHawaii Call Center) – 1,953 calls, 126 emails. (Oct. 9)
- Gave KA talking points in response to an email from Diane Castillo, asking about testing partners. Told her to tell her the test must be done by a company that signs a legal agreement with the state, and to send her the governor's press release with that information. (Oct. 9)
- Inquired with Janet Snyder of Mayor Kim's office regarding news stations reporting that the governor approved a second COVID test for Hawai'i County. She said it's not official yet but will likely be in a couple days. (Oct. 9)

- Gave KA talking points in response to an email from Kelli Rahn, who said she can't find a place to test her kids and "does the state not want families with children visiting right now?" Told her to tell her HTA is not in charge of that program and to refer to DOH'S FAQ page. (Oct. 12)
- Gave Anda Garel (AG) talking points in response to an email from Zaldy Aguinaldo, asking if she can pick up her mother from the airport on Hawai'i Island. Told her to tell her she will not be subject to quarantine rules if she doesn't leave the airport because she will be considered as a transit passenger. (Oct. 12)
- Responded to an email from Jay St. John Payne of HI-EMA, requesting the number of flights arriving in each county to be added to the chart. Explained that the numbers we publish on our website as of Sept. 2 are no longer HTA's numbers, but rather data given to us from ETS. Also explained why interisland passenger arrivals are not included since interisland travelers especially to O'ahu are not required to fill out the Safe Travels form. (Oct. 12)
- Wrote a draft script for HTA's general phone number 8x8 answering service, referring people to the DOH's FAQ page and 1-800-GoHawaii. (Oct. 12)
- Wrote a draft autoreply script for HTA's general email address. (Oct. 12)
- Reviewed Hawai'i Tourism Japan's draft press release regarding testing partners in Japan. Suggested there also be an announcement from the governor's office concurrent to when this Japanese version is released and that it should match. Inquired with Cindy McMillan, who agreed and is having the governor's office send out a press release instead. (Oct. 13)
- Gave AG talking points in response to an email from Yesenia Hernandez, asking what's an acceptable test. Told her to direct her to the DOH's FAQ page for answers. (Oct. 13)
- Sent message to HTA leadership group regarding the statement Cindy McMillan is using to respond to inquiries from companies looking to be added to the state's trusted travel partner list. It says they are temporarily suspending the onboarding of new partners however they anticipate announcing a new batch in November. (Oct. 14)
- Gave KA talking points in response to an email from Ruby Aron, who arrived today on Oct. 14 and wants an exemption from the quarantine because they took a test before they arrived. Told her to tell her that the program doesn't start until tomorrow so they will have to quarantine for 14 days, as instructed by the airport staff. (Oct. 14)
- Gave KA talking points in response to an email from the Yamasaki Family Clinic, hoping to become a testing partner in Japan. Told her to send it to PH and Eric Takahata. (Oct. 15)
- Had AK change the contact us section on HTA's website to refer people to 1-800-GoHawaii and Safe Travels. (Oct. 15)
- Shared screenshot of the Safe Travels form from the AG's office that hotels and rental car companies can use to verify if someone is under quarantine. (Oct. 16)
- Gave KA talking points in response to a complaint email from Pearl Krasnjansky, who has three rabbinical students flying to Hawai'i on Oct. 19 from Brooklyn and they can't find a test. Told her to emphasize that HTA does not choose the testing partners, and if they cannot get tested before arriving in Hawai'i, they will have to quarantine. (Oct. 16)
- Entered into HI-EMA's Excel sheet the tally of travel and testing related calls and emails HTA and HVCB received in the past week: HTA – 836 calls and 314 emails and Facebook messages, HVCB (GoHawaii Call Center) – 3,348 calls and 219 emails. (Oct. 16)

Responded to an email from Jamie Lum, asking for talking points for the governor in preparation for his participation in a virtual conference organized by the Jeju government. Submitted written answers to add to the governor's talking points. (Oct. 16)

- Sent the HTA staff the link to the State Auditor's report on the quarantine program. (Oct. 18)
- Gave AG talking points in response to an email from Jason Johnson, who has a question regarding an AirBnb and that the Attorney General's office referred him to inquire with HTA for that. Told her the rules depend on where he's going to stay and to refer to the county rules. (Oct. 20)
- Responded to an inquiry from Libby Young of the state's Capitol Connection newsletter, asking about messaging and videos on public health precautions. Sent her the draft press release as a courtesy with the link to the video. (Oct. 20)
- Reached out to Caroline Julian-Freitas regarding an email from Brad Hebing, who said he got his test results yesterday morning, uploaded the documents to Safe Travels, and still hasn't heard back, and hasn't been able to get through to any of the phone numbers. (Oct. 20)
- Responded to HTA board member Micah Alameda, who said their Na Leo TV channels will run the Kuleana video and looped in Jay Talwar from HVCB. (Oct. 20)
- Gave talking points to Ariana Kwan (AK) in response to an email from Kristin Sponaugle, asking if her four-year-old child will have to take a test upon arrival on Hawai'i Island. Told her to tell her that it's a second test for those who take the first test, and since she doesn't have to take a first test because she's under age five, she will not be tested upon arrival. (Oct. 21)
- Gave talking points to KA in response to an email from Sarah Kukino, who says they have a client asking how an O'ahu hotel should confirm that a local guest is not subject to quarantine. Suggested they can ask to see their boarding pass and if the person says – I did not fly here, I live here, then the person won't have to quarantine. (Oct. 21)
- Wrote a blurb for the Daily News Digest regarding the Hawai'i Hotel Performance Report. (Oct. 22)
- Had AK change HTA's Contact Us page, to add the 1-800-Go-Hawai'i. (Oct. 22)
- Edited an aloha letter JDF will send to the Japan market travel agents that is sending participants on a FAM tour in Hawai'i. (Oct. 22)
- Sent to Charlene Chan as requested the tally of travel and test related calls and emails to HTA and HVCB for the past week: HTA – 169 calls, 292 emails and Facebook messages, HVCB (GoHawaii Call Center) – 10,433 calls (6,151 answered by GoHawaii, and the rest diverted to 211 and ETS' Safe Travels help desk), 213 emails. (Oct. 23)
- Responded to an inquiry from Janice Okubo, PIO at the DOH, asking if there is signage in Waikīkī or at the visitor attractions that could be used to tell visitors about mask use. She asked if the visitor industry can take the lead and manage this. Told her that many are doing that, and if there's a flyer she would like all businesses to use then to send it to us and we will distribute it. But she responded that she wanted mall ads and wall space. In the past HTA would pay for advertisements in Waikīkī. Forwarded information to JDF and KR, who told her that HTA no longer has a source of revenue, and also asked if there is DOH funding that can be used for this. She replied that the DOH has limited funds too. (Oct. 23)
- Wrote a brief of the Sept. 2020 Vacation Rental Report for the DND and submitted to the Joint Information Center (JIC). (Oct. 23)

- Gave input regarding a press release draft from ORCC&D, which awarded mini-grants for agritourism projects using \$45,000 in HTA funding. Suggested they include a line about the tourism dollars that are helping to pay for this, plus a list of the awardees and where they're located. (Oct. 26)
- Gave Cindy McMillan of the governor's office JDF's written statement for the governor's press release regarding the Japan pre-travel testing program. (Oct. 26)
- Edited the Prince Lot Hula Festival press release. (Oct. 26)
- Gave KA talking points in response to an email from tour operator Paula Kelly of Sea Hawai'i, who said she spent all morning going to the concierges to let them know they are open and she was surprised they didn't know her business was open. Told her to tell her the state does not keep a list of all businesses and whether they are currently open or closed, and that reaching out to the concierges is a good way to get the word out, and she could also reach out to A3H. (Oct. 26)
- Responded to an email from Brandi Higa, information officer for Mayor Kirk Caldwell, saying the mayor wants to send a letter to open hotels on O'ahu ahead of Halloween. Sent the request to HLTA, AHLA and HVCB. (Oct. 27)
- Sent JDF and Cindy McMillan the link to the HTA research team's Japan fact sheet ahead of the press conference. (Oct. 27)
- Responded to an email from Kainoa Danes of HVCB, asking on behalf of his friend why HTA doesn't send daily arrival emails. Explained the situation and gave him the link on HTA's website. (Oct. 27)
- Gave CA talking points in response to an inquiry from Lisa Baskin, asking if tourists are able to rent short term vacation rentals on Maui as long as they have a negative test before arrival. Told her that on Maui if they are awaiting test results they can also stay in a vacation rental and sent her the details in the county's order. (Oct. 27)
- Gave Alex Zannes the contact information for Jerry Dolak, head of HHVISA, and gave Jerry a heads up that the mayor's office will request his presence at their press conference tomorrow. (Oct. 27)
- Forwarded message to HTA staff from Darlene Morikawa that she received from the state that "the Safe Travels program is not having issues. Most of the manual verifications are due to uploads in different formats, non-trusted partners, quality of the upload, not enough information, etc. (Oct. 29)
- Wrote a blurb on the HTA Sept. 2020 Visitor Statistics press release and sent it to the JIC for the Daily News Digest. (Oct. 29)
- Gave KA talking points in response to an email from Bozena Jarnot, owner of Polonia Tours, asking if they're allowed to operate certain aspects of their business. Told her to send her the link to the governor's proclamation with the details and the mayor's order too. (Oct. 29)
- Gave KA talking points in response to an email from Susie Pū of Hāna Kai Maui, asking if HTA recommends resting hotel rooms 24, 48, 72 hours in between check out and check in. Told her that she's referring to leaving a hotel room empty for a certain amount of time, and that it's not for HTA to decide and that there's no state law requiring that. Also told her to give her HLTA's safety guidelines link. (Oct. 29)
- Gave Ilihia Gionson, a contractor for NAHHA, the letterhead as requested for the press release he's writing to announce that HTA's Strategic Plan has been translated into the Hawaiian language. (Oct. 29)

- Notified HTA leadership and HVCB that HIEMA no longer needs the weekly tally of calls and emails. (Oct. 30)
- Edited the press release regarding HTA's Strategic Plan being translated in to 'ōlelo Hawai'i. Suggested that it not get sent out until it's posted to HTA's website. (Oct. 30)
- Gave KA talking points in response to a message from a resident on Maui asking about the sunscreen ban. Also provided the link to the bill and summary. (Oct. 30)

International News Bureau

- Canada: Responded to an email from Chuck Yeung, who said he contacted the local hospital in Toronto asking to get a PCR test and wants to confirm that it qualifies. Referred him to the DOH's FAQ page. (Oct. 1)
- Spain: Responded to an email from Maria Belen Archetto, a journalist from Conde Nast Traveler Spain, requesting photos. Gave her the link to HTA's digital library in Barberstock. (Oct. 5)
- Spain: Responded to an email from Nadia Arenas, who works for a quiz show in Barcelona, and wants to check on answers for their show regarding women wearing flowers in their ears. Connected her with KK. (Oct. 5)
- Honduras: Responded to an email from Jesus Najera in Spanish, asking about the testing program. Explained the situation and to check the DOH's FAQ page for updates. (Oct. 7)
- Canada: Responded to an email from Debbie Zaychuk, who says two couples are planning to visit Honolulu in January and they want an update. Explained that the situation is fluid and January is too far into the future to know what the protocols will be. Referred her to HTA's website and the DOH's FAQ page. (Oct. 7)
- Philippines: Responded to a Facebook message from Martin Sy, asking about getting a test in the Philippines or upon arrival to O'ahu. Told him there are currently no trusted travel testing partners in the Philippines and no testing available upon arrival, so they would have to quarantine for 14 days. Referred him to the DOH's FAQ page. (Oct. 7)
- Germany: Responded to an email from Daniela Schleider, asking if she can enter the U.S. through Singapore or Japan and take a test there. Told her currently there are no direct flights from those places for leisure vacation, and testing isn't an option to bypass the quarantine from those locations. (Oct. 8)
- Philippines: Responded to an email from Wilfreda Abadilla, asking if she can travel to Hawai'i in June 2021. Explained that we do not know what the protocols will be next summer. (Oct. 8)
- Canada: Responded to a Facebook message from Donelda Bester, asking about getting a test from the Canadian Provincial laboratories. Told her no, that there are no testing partners currently in Canada, but to check the DOH's FAQ page for updates. (Oct. 8)
- Canada: Responded to an email from Sheldon Minuk, who wants to return to Hawai'i for a visit. Referred him to the DOH's FAQ page. (Oct. 10)
- Malaysia: Responded to an email from Veevianie Masabal, who says she plans to get a test at a private hospital in Malaysia before coming home to Hawai'i. Referred her to the DOH's FAQ page. (Oct. 12)
- Canada: Responded to an email from Kelsey Rust, looking for testing partners in Canada. Explained that currently there are none but that could change in the future. (Oct. 14)

- UK: Responded to sales pitch from Unique Private Jet Publications project director Alex Fraser. Forwarded to PH. (Oct. 14)
- Canada: Responded to an email from Tom Baillie, asking for approved Canadian testing facilities in British Columbia. Told him there are none currently but to check the DOH's FAQ page for updates. (Oct. 15)
- Canada: Responded to a Facebook message from Irene Hua Chan, who says they will head to Hawai'i in a week, but only if they can take a test because she doesn't want to quarantine. Told her that currently there are no trusted testing partners in Canada. (Oct. 15)
- India: Responded to an email from Ms. Debarati of Altair Services, asking if Indian Nationals can visit Hawai'i. Told her there are no testing partners in India so they'd have to quarantine. Also, she should check the travel rules for their country and the US Customs and Border Protection rules too. (Oct. 18)
- Canada: Responded to an email from Leigh Morrow, a journalist in Canada, asking if there are any testing partners in Canada. Told her that there are currently none, and that she can reach out to the governor's office through the Joint Information Center for further information. (Oct. 19)
- Canada: Responded to a Facebook message from Phillippe Laurin, asking how he's able to visit Hawai'i. Told him currently there are no trusted travel partners in Canada so he'd have to quarantine for 14 days, but to check the DOH's FAQ page for updates. (Oct. 19)
- Argentina: Responded to a Facebook message from Gaston Casco, asking about taking a COVID test in San Francisco. Referred him to the DOH's FAQ page. (Oct. 19)
- Philippines: Responded to a Facebook message from Juliet Pelignman Brown, asking about her flight from Manila to Portland with a layover in Hawai'i for four hours, and if she needs a test. Told her she doesn't as long as she doesn't leave the airport she will be a transit passenger. (Oct. 19)
- Canada: Responded to a Facebook message from Mary Davidson, asking about testing partners in Canada and they need to make a decision in three weeks. Told her currently there are none and not sure when that'll change. (Oct. 19)
- Canada: Responded to an email from Blaine Conrad asking about testing partners in Canada. Explained that thus far there are none and to check our website for updates. (Oct. 20)
- Canada: Responded to an email from Brian Guzzi, asking about testing partners, saying if they have to quarantine they won't come. Told him there are currently no testing partners in Canada but the protocols are constantly changing. (Oct. 21)
- Canada: Responded to an email from Gaye and Gene Kretzul, asking about testing partners in Canada. Told them there are currently none but to check the DOH's FAQ page for updates, along with any rules in Canada regarding travel to the U.S. (Oct. 21)
- UK: Responded to an email from Frank Brown, who said "me and my family are hoping to come to Hawai'i next October. Here in the UK we have Hawai'i 5.0, nearly every episode is violent, is it really like this." Told him that Hawai'i 5-0 is a fictional program, but there is crime as in most major cities, but mostly property crime rather than violent crime. (Oct. 21)
- Korea: Responded to an email from Aaron Yoon of Advanced Network Systems Global, trying to sell PCR tests. PH forwarded it to the AG's office. (Oct. 21)

- Canada: Responded to an email from Robert Parsons asking if we will accept a negative PCR test. Told him it needs to be from a trusted travel partner and currently there are none in Canada, but to check the DOH's FAQ page for updates. (Oct. 21)
- Canada: Responded to an email from Richard Waugh, asking about where they can take a test in British Columbia. Told him currently there are no testing partners in Canada but to check the DOH's FAQ page for updates. (Oct. 21)
- Canada: Responded to an inquiry from Sandra Wilkinson, who says they have a trip planned for December and what protocols they have to follow and what test can they take. Referred her to the DOH's FAQ page, and told her currently there are no testing partners in Canada, so if they don't have a valid negative test they will have to quarantine. (Oct. 22)
- Canada: Responded to an email from Denise Hanson of British Columbia asking if there are any testing partners in Canada. Told her not right now and to check the DOH's FAQ page for updates. (Oct. 25)
- Qatar: Responded to an email from Allan Eviota of Regency Travel & Tours, asking for video of Hawai'i to promote travel to visit Hawai'i. Sent him the link to HTA's digital library: <https://hawaii.barberstock.com>
- Canada: Responded to a Facebook message from CB Burghele, asking if he can get tested once they arrive. Told him that is not an option and currently there are no testing partners in Canada, so they'd have to quarantine. Told him to check the DOH's FAQ page for updates. (Oct. 26)
- New Zealand: Responded to an email from Ana Tovey, who's part of a team producing videos for the United National Office for Disaster Risk Reduction and one of the videos is about Waikīkī and tsunamis. She wanted access to footage but noted that Barberstock says it should be for tourism purposes. Looped in HVCB's Susie Kim and told her it's ok for them to use it since it's for educational purposes. (Oct. 27)
- Canada: Responded to a Facebook message from Bora Nam, asking when testing partners in Canada will be added. Told her we do not know but to check HTA's website for updates. (Oct. 28)
- Canada: Responded to an email from Kim Nguyen of Boulevard Travel, asking if there are approved testing labs in Canada. Told her currently no, but the situation keeps changing and to check the DOH's FAQ page. (Oct. 29)
- Canada: Responded to an email from Doloris Daley, asking if there are approved testing labs in Canada. Told her currently no, but the situation keeps changing and to check the DOH's FAQ page. (Oct. 29)
- Canada: Responded to an email from Sharka Bader, planning to arrive on Nov. 23, asking if there are approved testing labs in Canada. Told her currently no, but the situation keeps changing and to check the DOH's FAQ page. (Oct. 29)

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** – 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 is due on February 15, 2021.
- **CON 17032** – 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 is due on February 15, 2021.
- **CON 17033** – 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 is due on February 15, 2021.
- **CON 17034** – 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 is due on February 15, 2021.

During the month of October:

- Maui County's program handled 2 cases and helped 4 visitors (year-to-date: 100 cases/157 visitors).
- Hawai'i County's program handled 3 cases and provided assistance to 7 visitors (year-to-date: 196 cases/323 visitors).
- City and County of Honolulu's program handled 47 cases and helped 105 visitors (year-to-date: 681 cases/1,139 visitors).
- Kaua'i County's program handled 5 cases and provided assistance to 5 visitors (year-to-date: 22 cases/56 visitors).

Lifeguard Support Program

Due to the COVID-19 pandemic, these contracts were canceled because of restrictions placed on group gatherings and beach park usage. Once the restrictions are lifted and HTA returns to normal funding levels, HTA will revisit these programs and hopefully be able to fund them again in the future.

Ocean Safety Advertising Campaign

HTA, through SKYHI MEDIA and Pacific Media Group, supported the displaying of ocean safety videos at airports throughout Hawai'i until June 30, 2020. Due to the COVID-19 pandemic, an extension was no longer possible as funds for these programs are no longer available. Once normal funding levels are returned, HTA will revisit these programs and hopefully be able to fund them again in the future.

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 have been issued. HTA is waiting for the final report and invoice (\$31,000.00), which is due per the contract in April 2021.

Ho'okaulike

Honolulu Parks Security Cameras - MOA 19194

HTA partnered with the City and County of Honolulu's Department of Parks and Recreation (DPR) to provide funding of \$204,000 for the installation of 192 surveillance cameras in 13 parks. The MOA was fully executed, and the work is underway. HTA received and processed the first invoice on September 9, 2019 for \$183,600.00 as per the agreement. Due to the unexpectedly high price of equipment and budget cuts, the list of parks was amended in September 2020. The MOA is still set to expire on December 31, 2020 and the value of the MOA remains unchanged. DPR continues to provide updates as they move forward.

COVID-19 Related Projects and Support

Airport Screening:

From March 26, 2020 to July 31, 2020, HTA provided support to the Department of Transportation (DOT) - Airports Division by contracting with companies that have "badged" employees to carry out screening processes at the arrival gates. Initially, HTA attempted to get State employees credentialed to support the screening activities at the airport. However, DOT-Airports denied the request, which then required HTA to find an alternative resource to support the mission. The companies that were identified included Roberts Hawaii, OmniTrak, Anthology, and Worldwide Flight Services. HTA was asked to provide screening support funding at Honolulu, Kahului and Kona airports.

Passenger Form Scanning:

From March 26, 2020 to September 6, 2020, HTA was responsible for scanning travel-related quarantine documents at the Daniel K. Inouye International Airport in Honolulu. This was done in partnership with SMS and DOT-Airports. A room at the airport was provided to establish the scanning center and SMS relocated its scanning operation to this location in support of this mission. Forms were collected statewide from arriving transpacific flights and scanned into a database. The data was then utilized to support HTA's call center operations and served as a critical link to enforcement partners tasked with enforcing the 14-day self-quarantine order. Neighbor island forms were collected daily and sent to Honolulu for processing.

Call Center:

From March 26, 2020 to September 14, 2020, HTA supported the operation of a call center that was established to contact arriving transpacific passengers (visitors and residents) as part of the State's efforts related to the self-quarantine order. HTA reached out to HVCB for assistance, which agreed to take the lead in managing the day-to-day activities of the call center. Special thanks to Barbara (Bobbie) Okamoto for her assistance with this important project. As of June, more than 80 individuals were trained to make calls seven days a week, from 9 a.m. to 8 p.m.

HTA utilized a cloud-based PBX system (Grasshopper) to allow call agents to connect and make calls using their own phones routed through the PBX system. HTA did not provide agents with equipment. The data was provided to the call center agents using Microsoft Teams.

In late April, HI-EMA, through Incident Commander General Hara, determined that returning residents

should also be included in the contact activities of the call center. On April 24, 2020, DOT began assisting HTA with this process by making calls to residents and providing more than 20 call center agents to support the process.

In May, HTA determined that the existing call center operation was neither efficient or sustainable and began searching for a technological solution that would improve the efficiency and effectiveness of the program. The use of automated technology to make calls was identified as the most effective solution.

Numerous cloud-based solutions were explored and, after an extensive process, vendor 8x8 was selected based on cost, technology and the proven ability to deliver a product that would meet or exceed the needs of the mission. The solution is operational and was in use up until the decommissioning of the call center on September 14, 2020.

Call Center Metrics:

	Inbound Minutes	Outbound Minutes	Total Minutes	Avg. Call Length
August	147,450:00	113,449:00	260,900:00	1:35
July	128,685:00	94,044:00	222,729:00	1:32
June	105,685:00	76,778:00	182,463:00	1:30
May	84,679:14	63,653:34	148,332:48	1:42
April	24,062:05	19,019:58	43,082:03	1:46
March	367:25	245:34	612:59	1:16

Other Related Projects:

There are numerous other projects that HTA was involved in, including the support of the Safe Travels Program, the ESRI/ArcGIS database enhancement and others.

Digital Data Collection Tool (Interisland):

As HTA diligently worked on its database enhancement project for transpacific arrivals, the team was asked by Governor Ige to assist with moving from a paper-based form process to a digital data collection tool as part of the lifting of the 14-day interisland travel quarantine. On May 28, 2020, HTA began an effort to develop the necessary infrastructure and tools to efficiently collect information using ESRI's technology, from interisland passengers as part of the overall mission.

The digital data collection tool was available and ready to be utilized as of June 12, 2020. It was determined by Governor Ige to hold off on launching the digital tool until a later date. As of July 1, 2020, the digital data collection tool was operationalized, and between July 1 and July 31, the system processed more than 50,000 submissions for interisland travelers.

HTA was also asked by Governor Ige to expand the digital data collection tool to be used to support the transpacific flight arrival process. Given the scope and technical skills needed to scale the project, it was determined that the Office of Enterprise Technology Services (ETS), with direction from the Department of Health, would be the most appropriate agency to take ownership. In late June, the handoff was made and ETS initially engaged ESRI on the transpacific solution. Eventually, ETS decided to move the platform to Google. HTA has remained as a resource to the ETS team.

4. BRAND MARKETING PILLAR

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 decision was made to terminate contracts for China and Taiwan for 2021.

The Walshe Group was appointed as Oceania's Global Marketing Team contractor through RFP 21-05. Since there were no flights scheduled coming out of Oceania this year, HTA issued a stop work order for the Oceania GMT. Qantas is scheduled to fly into Hawai'i in June 2021, and Hawaiian Airlines in mid-March 2021. As these dates could change based on the border situation in Australia and New Zealand, HTA staff will react accordingly to cease the stop work order based on their new schedules. If things do not change, HTA plans to have them reconvene in January 2021 to effectively make an impact on branding and marketing Hawai'i.

In September HTA staff conducted the RFP process for the Cruise Line segment. Two companies submitted their proposals. Access Cruise, Inc was appointed as HTA's Cruise Line contractor. They have been working with HTA for multiple years and their expertise in Hawai'i cruise line laws and contacts gave them the competitive advantage over the other company that applied.

MMA Marketing Plans

The Market Management team is ensuring that the focus of "Responsible Tourism" is thread through the marketing plans from HTA's Global Marketing Team (GMT). This action runs parallel to HTA's brand marketing, and thus Hawai'i will be set up well to welcome the next generation of travelers who are already conscious of and respect destinations that care for their natural resources. The team has updated the Brand Management Plan (BMP) templates and GMT BMPs for 2021 were due to HTA on June 30, 2020.

Since mid-March, Hawai'i was impacted by the 14-day quarantine for all incoming passengers, and the stay-at-home orders due to the COVID-19 global pandemic. As a result, HTA instructed its GMT partners to stay dark. All advertising initiatives have been halted. As the stay-at-home order increased globally, the GMTs increased the opportunity for educational webinars and other interactive training about each island's treasures and Hawai'i overall.

The Market Managers also worked with the GMTs to receive updates on the development of how each country was dealing with and adapting to the coronavirus spread. HTA continued to conduct conference calls with the airlines, including Hawaiian Airlines, Alaska Airlines, Japan Airlines, All Nippon Airways, Qantas, Southwest Airlines, WestJet, Air Canada and Air New Zealand, to discuss their plans and start-up strategy with continual safety protocol top-of-mind, from on-boarding, to during the flight and during the off-boarding process.

Due to COVID-19, HTA will not be receiving TAT funding. In 2021, HTA's budget will drop by 44.5%. The Branding budget for 2020 was \$51,561,050. Presently, the 2021 Branding budget stands at \$28,590,675. HTA received approval from its Board of Directors to terminate contracts for China and Taiwan, effective January 1, 2021. These countries' expenditures are considerably less than the five countries that HTA will continue to focus on through the GMTs – U.S., Japan, Canada, Oceania and Korea. HTA's funding situation remains fluid and there may come a time when RFPs can be reissued for China, Taiwan, Europe and Southeast Asia.

The HTA Board of Directors approved the FY2021 budget during the July Board Meeting. In having to re-create the "Kuleana" videos and the "The Time Is Now" video as a result of the pandemic, the Board also approved the shifting of \$2.5 million to the U.S. leisure market and \$1 million for MCI.

HVCB is working on the messaging for welcoming visitors back to Hawai'i. For this, HVCB needed funds allocated for the 2020 calendar year. The team agreed to pull in \$2.5 million for the leisure segment and \$1 million for MCI from the FY 2021 U.S. budget to accomplish this.

With the media being focused on the upcoming elections, along with most airlines suspending their flights through November and cruise lines probably not starting up until the first quarter of 2021, HTA staff feel that this is not the right time to spend funds on paid messaging. HTA messaging may be buried or lost due to the election chatter. Therefore, HVCB will not be using all the funds brought forward for use in 2020 instead of 2021 as initially planned. HVCB is calculating what is needed and unused funds will be re-entered into the 2021 U.S. leisure budget.

Industry Partners Meetings

The HTA Marketing team held meetings with industry partners over two days in February. In attendance were representatives from various hotels, airlines, wholesalers, land operators, transportation companies, and event creation companies. The discussions included topics such as responsible tourism, sustainability, single-use plastic, HTA's four pillars, key marketing objectives, brand positioning, key performance indicators and resources on HTA's web site. The meetings gave the marketing team an opportunity to understand Hawai'i's industry partner needs and how to work together and assist them and each other. As the meetings were well received, HTA plans to have additional meetings quarterly.

Due to COVID-19, the quarterly Industry Partner Meeting was postponed. However, HTA continues to communicate with its industry partners by providing COVID-19 related information daily. HTA continues to conduct Zoom meetings with industry partners.

HTA is also having discussions and Zoom meetings with Senator Wakai regarding the ability to welcome back visitors from Japan. Sen. Wakai invited Mr. Yuito Okada, an epidemiologist from Japan who is based in the University of Hawai'i Cancer Research Center to join, as he created a tourism bubble plan with Japan that may be worth pursuing.

This is typically the time of year when the hotel partners start to set their 2021 budgets. HTA is working with the hotel partners to offer them co-op opportunities to help them budget accordingly. All of the GMTs have submitted their partnership opportunities and shared with the hotel partners.

The October 15 launch of the state's pre-travel testing program and Safe Travels program had some issues, and there are still many questions from the visitors and the industry partners. As the pre-test program evolves and information dissemination starts in all means of communication, especially with HTA's alert page, gohawaii.com, hawaiiicovid19.com and travel.hawaii.gov websites, the information is constantly being updated on these sites in hopes that the questions and calls may decrease.

There have been reports that visitors are not wearing masks when walking down Kalākaua Avenue. An industry partner Zoom meeting was set up to discuss this issue and other topics with City and County of Honolulu Mayor Caldwell so everyone can work together in improving this situation. Ideas were brought up to create posters, banners and handouts at the airport, at hotels and other areas visitors frequent.

China Summit

Due to the global COVID-19 situation, HTA's China Summit was canceled.

GMT Hawai'i Coalition

The GMT Hawai'i Coalition meeting between the GMT, Island Chapter representatives and HTA was canceled due to the global COVID-19 situation.

Communication

HTA continues to engage with industry partners as concerns continue to grow and many of the hotels and activities remain closed. The airlines are assisting with reminding all out-of-state passengers about Hawai'i's 14-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.

HVCB shared pre- and post-arrival videos during HTA's Marketing Standing Committee Meetings (MSCM). The videos were well accepted by the MSCM members and the board members. The team waited for the right time to send the videos out globally. During the October MSCM, Hawai'i Tourism Canada, Hawai'i Tourism Japan and HVCB shared updates for their markets. Many of the international country borders remain closed at this time, so the industry will need to focus on the domestic market and the Japan bubble concept if possible.

HTA has a committee called MĀLAMA with primary discussions focused on a recovery plan with the most important voice being the residents. This will be a part of the FY 2021 Community budget to re-build and re-develop tourism.

With John De Fries on board as HTA's President and CEO, the staff have prioritized virtual meetings between John and the GMTs. Meetings with Canada, Japan, Oceania and Korea markets were completed in September. On October 8, John had a great introductory meeting with the staff at HVCB, who understand the Mālama Mindset concept and will focus on rolling out the Mālama Program. Additionally, HTA also completed Zoom meetings with Honolulu Marathon organizer Jim Barahal, Japan Airlines, All Nippon Airways, and the Marriott Group which has a new senior vice president overseeing Hawai'i. At these meetings, John presented the Mālama Mindset, and plans for sustainable and regenerative tourism.

Hawai'i Tourism Canada led several webinars for travel agents with a focus on the Hawaiian culture and all six Hawaiian Islands. Attendees asked many great questions. WestJet and Air Canada are planning their Honolulu and Maui flights in December targeting the snowbirds to travel to a warmer destination.

Hawai'i Tourism Canada also received an award from Baxter Media, as the Canadian agents selected Hawai'i as the favorite Asia-Pacific Tourist Board of the year. The travel agents across Canada also selected Hawai'i as the Best Romance & Honeymoon Destination.

HTA staff initiated multiple Zoom calls with the Attorney General's office, DOH and DOD, and assisted them with meetings with the Ministry of Health and Welfare, airlines and the Consulate General's office for Korea, Taiwan and Canada to start the TTP process. Huge progress was made and the team was able to identify what type of COVID-19 tests are performed in the respective countries. Once the hospitals, clinics and /or pharmacies are identified, the AG's office will reach out to them to see if they are willing to sign a contract and to have the COVID-19 pre-test administrator fill out the necessary form.

It was proven that Canada only tests their citizens with the PCR NAAT test, which is the same test required in Hawai'i's pre-travel testing program for trans-Pacific travelers. Both WestJet and Air Canada are very involved in launching the pre-test program. For these reasons, we believe Canada will be the second international market to have pre-test approved status with the state.

5. TOURISM RESEARCH

The Tourism Research Division (TRD) issued the September 2020 monthly visitor statistics on October 29, 2020, 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 November 2020 through January 2021 to the Infrastructure Research Section of the HTA website. An updated 2020 air seat projection was posted on October 28, 2020.

State, major market and island fact sheets were updated with the September 2020 data and posted to the Board site. State and market fact sheets were published on the website.

TRD issued the September 2020 Hawai'i Hotel Performance Report on October 22, 2020. The report and related September 2020 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 September 2020 Hawai'i Vacation Rental Performance Report on October 23, 2020. The report and related September 2020 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 Australia. These reports are posted on the Other Research Section of the HTA website. The report utilizes data from YouGov's Brand Index.

TRD started 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 published a social listening report from YouGov Signal which provides U.S. public opinions of Hawai'i and its travel infrastructure. This report is posted on the Other Research Section of the HTA website.

TRD posted the 2019 Annual Visitor Satisfaction and Activities report (VSAT) to the Research Section of the HTA website on October 29, 2020. The purpose of the VSAT is to monitor visitors' satisfaction with Hawai'i as a vacation destination, their likelihood to recommend Hawai'i to others, their likelihood to return to the state and their participation in various activities while in Hawai'i, and island-specific questions regarding the island(s) they visited. The survey also asks about visitors' trip planning information, the source of information used in trip planning, and demographic profiles (income, education level, gender and age).

TRD assists in preparing the HTA Daily Tourism Brief which is posted on the COVID-19 (Novel Coronavirus) 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 14-day quarantine, including attending Hawai'i Emergency Management Agency operational calls, posting of daily trans-Pacific 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.

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

Jennifer Chun (JC) and Joseph Patoskie participated in Travel and Tourism Research Association's 2020 Marketing Outlook Forum, October 5-8, 2020. JC is on the TTRA Hawai'i Chapter Board of Directors.

JC attended Hawai'i Economic Association's 2020 Annual Conference on October 7-8, 2020. She is on HEA's Board of Directors.

JC represented HTA at the Pacific Asia Travel Association's Board Meeting on October 11, 2020 and General Membership Meeting on October 13, 2020. She is a member of PATA's Executive Board, Chair of the Destination/Government Committee, and Chair of PATA Hawai'i's executive committee.

JC moderated PATA Hawai'i's "Re-Imagining Tourism" program featuring John De Fries, Pattie Herman, and Jay Talwar on October 14, 2020. Over 330 people registered for this program, including local Hawai'i participants and PATA members from Asia.

JC and Ariana Kwan participated in the 2020 Adobe MAX conference and training on October 20-22, 2020.

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

6. ADMINISTRATIVE

Contracts List

There were no contracts executed since October 8, 2020.

Hawai'i Visitors & Convention Bureau (USA) 2020 Monthly Leisure Marketing Report – October

Market Intelligence/Market Conditions

Economy

U.S. economic data at the end of October looks good. However, it is important to remember that the gain to Q3 GDP was largely due to business re-openings that occurred in the second half of Q2. This dynamic is something that won't be repeated any time soon. Looking ahead, economic gains will be slower through early 2021 due in part to increasing coronavirus transmission this fall and winter, the potential for stricter social mitigation policy, the presidential election and transition, and a possible double-dip recession in Europe.

- The unemployment rate in October fell to 6.9 percent.
- The Conference Board *Consumer Confidence Index* declined slightly in October, after increasing sharply in September. The Index now stands at 100.9 (1985=100), down from 101.3 in September.
- The *Present Situation Index* based on consumers' assessment of current business and labor market conditions increased from 98.9 to 104.6.
- The *Expectations Index* based on consumers' short-term outlook for income, business, and labor market conditions decreased from 102.9 in September to 98.4 this month.

"Consumer confidence declined slightly in October, following a sharp improvement in September," said Lynn Franco, Senior Director of Economic Indicators at The Conference Board. "Consumers' assessment of current conditions improved while expectations declined, driven primarily by a softening in the short-term outlook for jobs. There is little to suggest that consumers foresee the economy gaining momentum in the final months of 2020, especially with COVID-19 cases on the rise and unemployment still high."

Outbound Travel Market

- A major U.S. wholesaler reported that while the recent announcement of Hawai'i's pre-travel COVID-19 testing program has certainly been a positive move; the majority of bookings continue to come in for 2021. They continue to struggle with Q1 bookings. Most activity for travel is for April and into later 2021. They are seeing September and October faring better than in previous years. They continue to run campaigns that focus on driving Hawai'i business. There remains reluctance among the travel agent community to book Hawai'i due to past quarantines and now the complicated testing process. They are seeing nice pickup for Cancun and Punta Cana as they don't have restrictions and most hotels are open and operating

Competitive Environment

- The Bahamas announced earlier that the rapid test on arrival would replace the COVID test taken prior to arrival but that plan was scrapped due to logistical problems, according to minister of tourism Dionisio D'Aguiar. The new rules call for a PCR test no earlier than five days prior to arrival, and a COVID-19 rapid antigen test on day five of the visit (unless visitors are departing on day five). Visitors are required to quarantine at their resorts until the results of the test are received. Results from the rapid test are usually obtained within 60 minutes and are texted or emailed to each visitor. Hotels have information on the testing arrangements. Children 10 and under are exempt.
- Mask wearing is mandatory in public places. A \$200 fine for not wearing a mask is enforced. Visitors also must submit a Bahamas Health Travel Visa before arrival and complete a daily online

health questionnaire during their stay, which will be emailed to them, to help medical officials monitor for possible COVID symptoms.

- The British Virgin Islands outlined steps it will take to admit international visitors when it reopens its borders Dec. 1, 2020. Protocols are tailored to allow visitors to experience a safe vacation by deploying technology, implementing strict testing and comprehensive procedures for tourism industry operations and accommodations. Prospective travelers must register on the online BVI Gateway portal at least 48 hours prior to departure to obtain the Traveler Authorization Certificate. The portal will be live on Nov. 2. Visitors must also have proof of a negative PCR test taken within five days of departure and proof of medical insurance that includes coverage for COVID-19. Visitors are required to take a series of COVID tests once they're on the islands, and for each test the visitor will be charged \$100. At the new Welcome Center in the BVI airport, visitors will have a health screening and a second PCR test, and they must download a contact tracing app which costs \$150.
- The World Travel & Tourism Council (WTTC) is to spearhead a major global drive to revive international travel with the public and private sector together in partnership. WTTC is continuing to lead the response to the devastating challenges posed by the COVID-19 pandemic to the struggling Travel & Tourism sector. These specialized working groups will address how to open up travel by creating crucial 'air corridors' and a globally recognized standard for an airport test and trace regime, amongst others. In addition, a Government Affairs Working Group will liaise with individual governments to ensure they have the relevant data and information needed to support the efforts.

Consumer Trends

According to a report by Deloitte, the seven top trends have in common “breaking out of our mindsets to more holistically — and authentically — meet human needs.”

- 1) Purpose: Flourishing brands will be those that know why they exist and who they are built to serve.
- 2) Agility: Successful marketers will be those who invest in agile marketing strategies. The pandemic-triggered recession is not one that will reward retrenchment over imagination and innovation.
- 3) Human connections: Making authentic connections is now more important than speed-to-market or efficiency. “It’s the choice between taking a cheaper flight or a safer one; buying clothing with the fastest delivery or from the supplier with the most ethically designed supply chain.”
- 4) Trust: Trust arises when what’s promised is what’s delivered. Messaging should be transparent and delivering on those messages should be consistent and reliable while shifting focus from demographics to values.
- 5) Participation: Customer engagement at a deeper level, going beyond passive responses to activities like writing online reviews, giving advice to fellow customers, joining conversations (whether with the brand directly or on social media), and creating content relevant to the brand.
- 6) Fusion: This trend recognizes the power of innovative business partnerships. As an example, “ExxonMobil partnered with a global tech company and a local car care brand to create a ‘digitally enabled car maintenance experience.’ A data platform created through the ecosystem enables customers to receive maintenance recommendations and make online reservations to have cars serviced; at the same time, it enables ExxonMobil to not only fuel vehicles but also ensure they are running safely and effectively.”
- 7) Talent transformation: Marketing teams need to develop new talent models to differentiate themselves in a rapidly evolving digital environment.

Media Trends

- *Nostalgia Marketing.* The positive emotions connected with the “good old days” help boost current emotions. And that’s where the power and the appeal of nostalgia marketing lies. It connects strong positive emotions to your brand. It gives it a sentimental boost. During times of uncertainty and

economic downturn, it appears more frequently as consumers look to connect with happier times to distract from current situations, according to *Talkwalker Social Media Trends, 2021*.

- **Impact of Socially Conscious Audiences.** Consumers today are more socially aware than ever before. Generation Z and Alpha actively engage in conversations surrounding social issues like mental health, equality, education, and climate change. They consciously search for brands with social values that are in line with theirs, while avoiding those which aren't. Conversations surrounding these issues will very likely continue in 2021, especially on social media. Hence, brands need to regularly engage in discussions regarding topics that matter most to their consumers, while ensuring that they actively create a positive social impact. It is also crucial for brands to be discerning in identifying issues most relevant to their target audience in the region, according to *Smart Insights*.

Airlift

- HTA Airline Seat Capacity Outlook for October-December 2020 was released on November 6, 2020. The forecast for domestic scheduled nonstop air seats to Hawai'i during this period will decrease by –23.7 percent as compared to the same time period in 2019. The projection is based on flights appearing in *Diio Mi*. Due to the COVID-19 outbreak, the decrease in scheduled air seats is expected to occur in all major market areas including U.S. West (-21.9%) and U.S. East (-35.9%). The situation is being monitored daily and the forecast adjusted accordingly.

Market Intelligence/Market Conditions Impact on Hawai'i Travel

On October 15, 2020, travelers could opt out of the State's mandatory 14-day quarantine if they get a negative COVID-19 test result from a trusted testing partner no more than 72 hours prior to departing on their last leg of their trip to Hawaii. The test must be a Nucleic Acid Amplification Test (NAAT) from a certified Clinical Laboratory Improvement Amendment (CLIA) lab listed on <https://hawaiicovid19.com/travel-partners/>.

Airlines had announced increased flights coinciding with the October 15 start date. While daily arrivals before Oct. 15 hovered around 2,000 passengers per day; from Oct. 15 forward, an average of 6,000 arrived daily with a one day high of nearly 9,200.

Additional flights are scheduled to resume in November and December 2020.

Leisure Activity Update

Consumer

Digital Campaign October – Estimated Impressions Per Island

PARTNERS	Central	OVB	MVCB	KVB	IHVB	LVB	DMVB
Programmatic	PAUSED	PAUSED	PAUSED	PAUSED	PAUSED	PAUSED	PAUSED
<i>Condé Nast</i>	PAUSED	PAUSED	PAUSED	PAUSED	PAUSED	PAUSED	PAUSED
<i>Matador</i>	PAUSED	PAUSED	PAUSED	PAUSED	PAUSED	PAUSED	PAUSED
<i>Facebook</i>	641,715	PAUSED	PAUSED	PAUSED	PAUSED	PAUSED	PAUSED
<i>Instagram</i>	310,096	PAUSED	PAUSED	PAUSED	PAUSED	PAUSED	PAUSED
Total	951,811	-	-	-	-	-	-

- All digital ad buys were paused for October due to a delay in the start of pre-travel testing program and the election in early November.
- Paid media has been paused.

Travel Trade

- Paid trade media – October
 - None to report

Public Relations

- HVCB
 - In response to a press conference held by Lieutenant Governor Josh Green, HVCB's PR team assisted with drafting and disseminating letters to local PR industry professionals, leisure publications, editors and freelance journalists. Communication details included updated Department of Health Safe Travels FAQ site information, the Safe Travels Test Flowchart and updates to the state's Trusted Testing and Travel Partners.
 - In response to Governor David Ige's press conference on Oct. 14, confirming the launch of Hawai'i's Pre-Travel Testing Program effective Oct. 15., HVCB's PR team assisted with drafting and disseminating letters to local PR industry professionals, leisure publications, editors and freelance journalists. Communication details included Hawai'i Safe Travels and pre-travel testing program guidelines, health and safety protocols mandated upon arrival to Hawai'i airports and the mandatory 14 day quarantine passengers would need to adhere to if they are unable to provide proof of a negative nucleic acid amplification test (NAAT) obtained from a Trusted Testing and Travel Partner. The release also encouraged visitors to reference the Hawai'i Safe Travels and Safe Travels Partners website as they plan their visit. In addition, this communication was pushed out through *PRNewswire* reaching a potential audience close to 72,000,000. The release was picked up by over 105 *PRNewswire* media partners and sites.
 - As a result of HVCB's Hawai'i's Pre-Travel Testing Program news release, HVCB helped writer Kait Hanson (*CNN Travel*) to generate a story "Gutted Hawaii tourism industry preps for new arrivals" in anticipation of the start of Hawai'i's Pre-Travel Testing Program to welcome back visitors. HVCB helped facilitate interviews including John DeFries, CEO of Hawai'i Tourism Authority. The story also included guidance on the pre-travel testing program, tiered reopening, mask wearing, Safe Travels information, what is open and more to encourage visitors to travel.

Gutted Hawaii tourism industry preps for new arrivals

Kate Harkin for CNN | Updated 14th October 2020

A different Hawaii

Beginning on October 15, Hawaii's pre-arrival testing program will allow tourists to skip the mandatory 14-day quarantine with a negative Covid test.

But travelers may not recognize the Hawaii that greets them. Mask mandates, temperature checks, closures, and contact tracing requirements are just a few of the measures 2020 arrivals should anticipate at touchdown.

With tourism's much-anticipated rebirth on the horizon, the state has made it clear that travelers are expected to abide by local governance, which includes wearing a mask or facial covering when in public and following physical distancing guidelines.



In Hawaii, a mask or facial covering is required in public.
Hawaii Tourism Authority

- As a result of HVCB's PR team's communication with producer Jenn Harrison of *Good Morning America*, their news crew successfully traveled to Honolulu to cover the State of Hawai'i's pre-travel testing program and how Hawai'i is now welcoming back visitors. Reporter Kaylee Hartung shared information on what travelers should expect when planning their visit and upon arrival to the islands. She also mentioned that on Oct. 15th, at least 8,000 visitors touched down in Hawai'i. The HVCB PR team helped coordinate their travel and provided suggestions to local attractions. Coverage broadcasted across the national ABC News Network on Friday, Oct. 16.



- HVCB’s PR team worked with Christopher Reynolds as he visited O’ahu to produce a *Los Angeles Times* story “Is Hawaii ready for visitors? Scenes from one reopened island” after the launch of Hawai’i’s Pre-Travel Testing Program. He shared his travel experience, the importance of mask wearing to and while in Hawai’i, open attractions and restaurants and how to travel safely.

Los Angeles Times



- HVCB’s PR team assisted writer Shane Nelson (*TravelAge West*) with a hosted media visit to Kaua’i and O’ahu from Oct. 29-Nov. 2. He has a confirmed front cover story about Hawai’i’s “welcoming back of visitors” in the November print issue; the story will also be posted on *TravelAgeWest.com*, as well as announced and linked on all of *TravelAge West*’s social media accounts. Shane intends to capture his entire travel experience to the islands, including the flights to and from Hawai’i, each property visited, the HVCB Mālama Hawai’i program and other activities he experiences.
- After HVCB’s support and partnership with *Netflix*’s “Somebody Feed Phil”, season 4 - including the Hawai’i episode - launched Oct. 30. In the series, host Philip Rosenthal, best known as the creator of the long-running sitcom *Everybody Loves Raymond*, takes viewers on a goodwill eating tour of O’ahu and island of Hawai’i. Along for the ride are Phil’s friends and family, as well as his trademark quirky humor. The production visited with the Hawaiian Canoe Racing Association, Hank’s Haute Dogs, The Pig and the Lady, Uncle Clay’s House of Pure Aloha, Ahi Assassins, Senia, Kōkua Foundation, Mud Hen Water, Hawai’i Forest and Trail, GJ’s Huli Chicken and The Feeding Leaf.



- As a result of past pitching, HVCB’s PR team worked with Natalie Compton (*Washington Post*) on her recent story sharing what to expect when visiting the islands during Hawai’i’s Pre-Travel Testing Program to welcome back visitors. HVCB coordinated an interview for Natalie with John DeFries, CEO of Hawai’i Tourism Authority. The story shared the importance of safety and the concept of mālama, encouraging visitors to respect, care and protect one another.
- Media coverage highlights:
 - “Hawaii vacations become a lot easier Thursday, but are tourists really welcome?” – *USA Today* – Chris Woodyard – Oct. 10, 2020
 - “Hawaii To Welcome Back Travelers Starting October 15” – *PRNewswire* – Oct. 14, 2020
 - “Gutted Hawaii tourism industry preps for new arrivals” – *CNN Travel* – Kait Hanson – Oct. 14, 2020
 - “Hawaii opens up to vacationers after lifting COVID restrictions” – *GoodMorningAmerica.com* – GMA – Oct. 16, 2020
 - “Hawaii reopens for tourism amid more masks, fewer leis” – *Los Angeles Times*– Christopher Reynolds – Oct. 16, 2020
 - “New Video Offers Tips on How to Responsibly Vacation in Hawaii” – *TravelPulse*– Rich Thomaselli – Oct. 21, 2020
 - “Is Hawaii ready for visitors? Scenes from one reopened island” – *Los Angeles Times*– Christopher Reynolds – Oct. 24, 2020
 - “Hawaii is open to tourists. Here’s what locals want you to know before you go.” – *Washington Post* – Natalie Compton – Oct. 30, 2020
- KVB
 - Kaua’i was featured in the following October media:
 - *New York Post* (89,100,000 uvpm), “Tropical destinations perfect for an elopement or micro wedding.” This coverage was a result of KVB’s March 2020 New York City Media Blitz.
 - Liaised with 11 media:
 - Vanita Salisbury, *New York Post*
 - Emily Kaufman, *The Travel Mom*
 - Sarah Dumbledam, *Darling Magazine*
 - Carolyn Owens, *TripSavvy*
 - Erica Sloan, *Martha Stewart Living*

- Liz Vaccariello, *Real Simple*
 - Janna Graber, *Go World Travel Magazine*
 - Julie Measures, *JulieMeasures.com*
 - Adrienne Jordan, *Freelance Writer*
 - Ian Boggs, *Social Media Influencer*
 - Art Stricklin, *Avid Golfer*
- OVB
 - O'ahu was featured in:
 - *Cosmopolitan* (uvpm: 7,374,564) Coverage resulted from Rosa Heyman's participation in the Romance press trip in February 2020. Her article, "What to Do, Eat, and See in O'ahu, Hawaii" features Four Seasons Ko Olina, Moana Surfrider, Ka'ena Point, Kahumana Organic Farm & Café, Honolulu Museum of Art, POW! WOW!, Piggie Smalls and more.
 - *Travel + Leisure* (uvpm: 2,005,222) Coverage resulted from Evie Carrick's individual media visit in October 2020. Her article, "I Traveled to Hawaii During the Coronavirus Pandemic — Here's What It Was Like", features Alohilani Resort, Outrigger Waikīkī Beach Resort, The Ritz-Carlton Residences Waikīkī Beach, Bishop Museum, Pearl Harbor, One Ocean Diving, Highway Inn, MW Restaurant, Ahi Assassins and more.
 - Liaised 5 media in October.
- MVCB
 - Liaised with and/or provided information or image assistance to the following media:
 - David Dickstein, *OC Register*. Will be traveling to Maui in December 2020. Working with him on possible activities in line with story angle.
 - Kerrick James, *EnCompass Magazine/AAA Colorado*. Organized itinerary to include two activities while on Maui Oct. 24 – Oct. 31.
 - Bob Ecker, freelance writer, provided TAQ for possible visit in 2021.
- IHVB
 - Liaised with 11 media in October:
 - Andy To and Joycelyn Linh, social influencers
 - Cathy Erway, T, *The New York Times Style* magazine
 - Kevin Allen, *Hawai'i* magazine
 - Jared Ranahan, *Forbes*
 - Jeanne Cooper, *SF Gate*
 - Jennifer Murphy, *AARP*
 - John Nelson, freelance
 - Kathy Chin Leong, *Western Art & Architecture*
 - Leslie Kelly, freelance (*Forbes.com*)
 - Natasha Bourlin, freelance (*AFAR*)
 - Tanvi Chheda, *Travel + Leisure*
 - The Island of Hawai'i was featured in the following outlets:
 - *Departures* magazine (uvpm: 1,400,000), "We The People," Coverage resulting from hosting Joshua Stein on IHVB's Mālama 'Āina in the 21st Century press trip in Nov. 2019, Oct 2020
 - Hosted PR Colleagues Virtual Meeting, Oct. 20

Sales Activities

Sales Calls, Trade Shows, Training Events

	Airline/Wholesaler/TA/TO/OTA/Other
HVCB	14
KVB	1
OVB	2
MVCB	-
IHVB	4

Summary of Key Sales Activities

- HVCB
 - The Travel Trade team has had many requests for online webinars and has participated in numerous virtual events. For the month of October, travel trade hosted nine webinar training sessions plus five virtual events for a total of 14 sales activities for 3,879 participants; this included 250 one-on-one travel advisor appointments. The team has worked closely with industry partners to communicate the Safe Travels Program, pre-testing protocols, trusted travel partners list and shared all the important links via the travel agent website, linking to *gohawaii.com* and the DOH accordingly.
 - HVCB participated in the Pleasant Holidays Week of Aloha webinar series from Oct. 6-9 for a total of 1,062 advisors. For each session, HVCB covered the pre-travel testing protocols to Hawai'i and an update on one of four islands. Participating Hawai'i partners included Aqua-Aston Hospitality, Castle Hospitality Group, Fairmont Orchid, Hawaiian Hotels & Resorts, Highgate Hawai'i, Hyatt Hotels in Hawai'i, Marriott International and Outrigger Hotels & Resorts.
 - Pleasant Holidays partnered with HVCB to deliver a webinar to 188 travel advisors in the Southeast region on Oct. 9. HVCB gave an update on the pre-travel testing protocols, brand marketing campaigns and island highlights.
 - HVCB presented at the Working in Travel Services (WITS) Hawai'i Night on Oct. 13 for 50 advisors. Participating Hawai'i partners included Aqua-Aston Hospitality, Pleasant Holidays and Outrigger Hotels & Resorts.
 - HVCB participated in the Travel Leaders Network Bridge to the Future Virtual Conference from Oct. 13-15. A total of 448 travel advisors visited the booth and downloaded materials during the exhibitor showcase.
 - HVCB participated in the inaugural *TravelAge West* Western States Virtual Expo on Oct. 14. The event drew 2,000 registrants and HVCB had 416 booth visits and 473 travel advisors attended HVCB's educational webinar; which was the highest attended webinar of the event.
 - Classic Vacations, The Westin Maui Resort and Spa and HVCB conducted a joint webinar on Oct. 15 with 810 live attendees and 1,280 that will receive the recording. All travel protocols and safety messaging were highlighted.
 - Pleasant Holidays invited HVCB to present to five AAA Alabama advisors and their clients on Oct. 20.
 - During the Gifted Travel Network Virtual Conference on Oct. 21, HVCB shared details on the pre-travel testing protocols through a series of Zoom roundtable sessions for a total of 246 advisors.
 - The SKAL San Francisco and Sacramento chapters invited HVCB to present during their meeting on Oct. 22 to 18 travel industry supplier representatives. The presentation covered current travel restrictions, protocols and safety messaging.

- HVCB participated in a virtual client appreciation event with TBM Concierge for two advisors and their clients on Oct. 23.
- HVCB conducted two webinars with Pleasant Holidays on Oct. 27 for a total of 244 advisors.
- HVCB and the island chapters conducted a virtual Hawai'i workshop for 82 advisors during the GTM Flagship virtual conference on Oct. 28. HVCB and the island chapters also participated in a total of 250 one-on-one appointments on Oct 29-30.
- HVCB, Pleasant Holidays and Marriott International participated in a Hawai'i webinar with Travel Wizards – Ensemble Agency on Oct. 29. HVCB shared Hawai'i's pre-travel testing protocols for one advisor and her clients.
- Travel agent website *agents.gohawaii.com* update: There were 495 online graduates who completed the Hawai'i Destination Specialist and/or Island Specialist educational courses online, and 532 new registrants signed up for access to our online resources. The travel agent database numbers are now up to 85,824 U.S travel agent email contacts.

Key Performance Indicators - Leisure Market

Consumer

Digital Campaign September Actuals – Estimated Impressions Per Island

PARTNERS	Central	OVB	MVCB	KVB	IHVB	LVB	DMVB
<i>FeedFeed</i>	PAUSED	PAUSED	PAUSED	PAUSED	PAUSED	PAUSED	PAUSED
Programmatic	PAUSED	PAUSED	PAUSED	PAUSED	PAUSED	PAUSED	PAUSED
Search	PAUSED	PAUSED	PAUSED	PAUSED	PAUSED	PAUSED	PAUSED
<i>Buzzfeed</i>	PAUSED	PAUSED	PAUSED	PAUSED	PAUSED	PAUSED	PAUSED
<i>Condé Nast</i>	PAUSED	PAUSED	PAUSED	PAUSED	PAUSED	PAUSED	PAUSED
<i>Matador</i>	PAUSED	PAUSED	PAUSED	PAUSED	PAUSED	PAUSED	PAUSED
<i>Culture Trip</i>	PAUSED	PAUSED	PAUSED	PAUSED	PAUSED	PAUSED	PAUSED
<i>Great Big Story</i>	PAUSED	PAUSED	PAUSED	PAUSED	PAUSED	PAUSED	PAUSED
<i>Facebook</i>	PAUSED	PAUSED	PAUSED	PAUSED	PAUSED	PAUSED	PAUSED
<i>Instagram</i>	PAUSED	PAUSED	PAUSED	PAUSED	PAUSED	PAUSED	PAUSED
Total	-	0	0	0	0	0	0

- September was paused due to the delay in the pre-travel testing program.

Public Relations

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

Impressions and Publicity Values for September

SEPTEMBER	Impressions	Publicity Values
Print	57,355,894	\$13,912,557.74
Online	28,665,247,070	\$13,587,088.98
Broadcast	415,699,294	\$16,671,591.97
Total	29,138,302,258	\$44,171,238.69

Countermeasures

- Governor Ige announced the quarantine for all travelers would continue through Nov. 30 and confirmed the state would proceed with the previously announced Oct. 15 date to begin offering travelers an alternative pre-travel test to bypass the quarantine. On Oct. 2, HVCB disseminated letters from John Monahan to U.S. airlines that service Hawai'i, OTAs, travel trade professionals, leisure publications, editors, freelance journalists and Hawai'i partners who market their company/destination. Communication details included the updated Department of Health Safe Travels FAQ site, flowchart, testing of minors five years and older, and the state only accepting test results from Trusted Testing and Travel Partners. On Oct. 14, a second communication was distributed about the extended quarantine, confirming the Oct. 15 date, new inter-county travel procedures, Hawai'i County requiring a second test for all trans-pacific travelers at its three airports, and Kaua'i and Maui Counties implementing a volunteer secondary test for trans-pacific travelers. A third communication was distributed on Oct. 19, emphasizing the Safe Travels program and three critical steps to create an account, taking a test from only a Trusted Testing and Travel Partner and completing a health questionnaire 24 hours prior to departure. Ongoing communications occurred with media, MCI customers/clients, and consumers who had questions.
- HVCB expanded the capacity of its 1-800-GoHawaii call center and implemented a trifurcated IVR system that could transfer callers to 2-1-1 for health service questions and to the Safe Travels service desk for questions about their online account. The remaining 20,000+ calls in October were taken by GoHawaii operators – by comparison, pre-pandemic call volume ranged from 500-1,000 calls/month). Virtually all of the calls were about the pre-travel testing program. A new email address (info@gohawaii.com) was set up to divert some of the call center traffic.

Responsible Tourism Update

- Hawaiian Culture/Natural Resources
 - HVCB – Due to COVID-19 concerns, no emails promoting travel to the islands were sent.
- Community
 - HVCB
 - Due to COVID-19 concerns, no emails promoting travel to the islands were sent.
 - KVB
 - In response to the current pandemic, executive director Sue Kanoho continues 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.

- Through CARES ACT grant funding, KVB launched "Aloha for Kaua'i" in a joint effort with Jaxon Communications and Kupa'a Kaua'i. This 14-week campaign will promote local restaurants and retailers through social media and radio until December.
 - KVB continued "Resort Bubble" efforts in coordination with the County utilizing CARES ACT grant funding. A total of 5 resorts are now approved as Enhanced Movement Quarantine (EMQ) locations.
 - Kauaikamaaina.com continues with offers from local business and a COVID-19 special alerts link to the gohawaii.com website by utilizing CARES ACT funds.
 - Through the CARES ACT grant funding, KVB started working with NMGnetwork to create a video for one of our wholesale partners storyboards to promote Kaua'i to attract mindful travelers. Messaging will be to not only to enjoy our island's beauty, but to be a responsible visitor to our land, culture and people.
 - Banners and flyers were created and are being distributed to remind travelers of the county's COVID-19 requirements including to wear a face covering, socially distance, along with quarantine rules, and to promote the post-travel test.
- o OVB – none to report
- o MVCB – none to report
- o IHVB - Participated in virtual meeting with County cohort team overseeing Pono Communications action plans/steps for the County of Hawai'i's Tourism Strategic Plan.
- o OVB, MVCB and IHVB were similarly involved with their county emergency management teams and police departments on ongoing travel quarantine tracking and enforcement.

- HTA Events and Programs

- o The U.S. MMA COVID Recovery Plan was widely shared with the industry in October via myriad communication channels including HTA and HVCB Marketing Committee and Board of Directors meetings, HVCB Membership presentation and newsletters, and trade communications to the airlines, wholesalers, consortia. Additionally, a Hawai'i destination brand marketing toolkit/asset box was prepared and distributed industry-wide, addressing the Mālama Hawai'i campaign. Housed within it are folders with assets containing brand guidelines, videos, photography, copy messaging, social media, logos and information about the Hawaiian culture for industry partners to use in their sales and marketing initiatives. Of special importance is a *Hawai'i Travel Tips: Health and Safety* video, which partners were asked to distribute in pre-arrival visitor communications via links on email reservation confirmations, in-flight and on property to educate visitors about COVID-19 safety and health protocols in Hawai'i.
- o Provided media assets on behalf of HTA for event and program sponsorships, including a commercial video for the Prince Lot Hula Festival.

Island Chapters Engagement Update

- MVCB
 - o Participated in GMT Virtual Trade Show, Oct. 28-30
- IHVB
 - o Distributed IHVB stakeholder e-newsletter highlighting upcoming programs being coordinated by Hawai'i Tourism Canada and Hawai'i Tourism Korea; shared new video from Hawai'i Tourism Japan.

“Coming Attractions” for Leisure Market

	What	When	Where
HVCB	Individual Media Trip: Jen Murphy (<i>Outside Magazine, Essentialist, AARP</i>)	Nov. 1-24	Maui
	Individual Media Trip: Laura Goldman (<i>HuffPost</i>)	Nov. 10-17	Maui and O’ahu
	Individual Media Trip: Winston Ross (<i>Daily Beast</i>)	Nov. 20-30	Island of Hawai’i and O’ahu
	PTANA Maryland Chapter Hawai’i Webinar	Nov. 5	Virtual
	Travel Leaders Network Elevate Conference	Nov. 9-11	Virtual
	KHM Agent-to-Agent Webinar	Nov. 11	Virtual
	Boca Travel Webinar with Classic Vacations	Nov. 12	Virtual
	Captain Cruise & Crew Webinar	Nov. 12	Virtual
	PTANA Atlanta Chapter Webinar	Nov. 16	Virtual
	MAST Sales Sensation	Nov. 17	Virtual
	Cruise Brothers Webinar	Nov. 18	Virtual
	The Hawaiian Islands Virtual Event: <i>Mālama Hawai’i</i>	Nov. 19-20	Virtual
	New Jersey ASTA Webinar	Nov. 23	Virtual
	Starstuff Travel Webinar	Dec. 2	Virtual
	Travel Leaders Honeymoon Webinar	Dec. 8	Virtual
	Pleasant Holidays Hawaii Webinar	Dec. 16	Virtual
KVB	None to report		
OVB	Mailpound Webinar-Pleasant Holidays	Nov. 10	Virtual
	Mailpound Webinar	Nov. 11	Virtual
	Meet Hawai’i/ Connect Virtual Event Incentive	Nov. 18	Virtual
	HVCB Mālama Hawai’i Virtual Event	Nov. 19-20	Virtual
	Mailpound Webinar	Dec. 7	Virtual
	Meet Hawai’i/Connect Virtual Event - Medical	Dec. 16	Virtual
MVCB	None to report		
IHVB	Pleasant Holidays Webinar	Nov. 10	Virtual
	Midwest Ohana Partner Meeting	Nov 12	Virtual

Hawai'i Tourism Japan

2020 Monthly Leisure Marketing Report – October

Market Intelligence/Market Conditions

Economy

- The Japanese government upgraded its assessment of the economy for the first time since May 2019, after a key indicator improved for August, indicating potential for the economy to be heading towards a gradual recovery. This indicator was the index of coincident economic indicators that track a variety of data including factory output, employment, retail sales, etc., which saw growth of 1.1 points from July values to 79.4. There is also potential for the index to grow further, notably in automobile shipments and consumer spending.
- Prime Minister Suga will be ordering his government to compile extra economic stimulus measures as early as November, signaling the government's readiness to deploy additional support for softening disruption to consumers and businesses. Nikkei stated that the measures could focus on support for the tourism and restaurant industry to recover from declining consumption. The Chief Cabinet Secretary stated that for financial matters, 7.8 trillion yen remained in COVID-19 reserve funds and that they will be utilizing this balance first.

Outbound Travel Market

- Governor David Ige announced that from 11/6, Japanese travelers will be able to bypass the state's mandatory 14-day quarantine measures if they take a COVID-19 test from a trusted testing partner in Japan no earlier than 72 hours from departure. As of 10/27, there were a total of 21 total trusted testing partners in Japan with further expansion underway.
- The Japanese government announced that they will be lifting entry bans for 9 countries including China, South Korea, Taiwan and 6 other countries from 11/1. The government however continues to suspend visa waiver agreements and limits the issuance of new visas meaning that tourists are not yet subject to the resumption of travels.
- The Japanese Foreign Ministry announced that they will be lowering travel advisories from level 3 to level 2, allowing for Japanese nationals and foreign residents returning to be exempt from quarantine measures. Various conditions remain for exemption such as a requirement for the trip being shorter than 1 week.

Competitive Environment

- The one-way travel bubble arrangements between Australia and New Zealand have been put into effect, allowing travelers from New Zealand to be exempt from quarantine when arriving in Australia. However, the bubble remains one-sided with Australians not allowed to enter New Zealand and travelers from New Zealand also having to quarantine upon their return back. The two nations are among the first to loosen regulations on international travel in the Asia Pacific region. Singapore and Hong Kong have also announced that agreements have been made to allow for quarantine-free travel between the two countries, but dates are yet to be announced.
- The Singapore Tourism Board worked with JTB to organize a virtual tour product. The initiative was launched to tap into travelers' continued desire to travel while restrictions continue to be imposed.

The product aims to allow for travelers to feel as if they had traveled abroad while staying at home and uses the Zoom platform to offer consumers real-time footage from popular spots.

- Regulations in Europe are being tightened once again as cases of COVID-19 begin to rise again. In Italy, emergency declaration was declared once again from 10/7, set to last through to 1/31/2021. Additionally, all travelers with travel history to Belgium, France, Netherlands, Great Britain, Checkoslovakia or Spain must submit test results for COVID-19. Cases within France have also been rising with roughly 116 people out of 10,000 now being confirmed to have COVID-19.

Consumer Trends

- A new form of consumption which is time-related starting to see rise amongst consumers. Regardless of the consumption being online or offline, events and services, exclusive to time and location is garnering the attention of consumers, 48.3% of respondents of a study stating belief for it to be rising. Rise in awareness of this form of consumption was seen in all age groups, indicating its wide implications. The pandemic has prompted an environment allowing for far more convenient access to a variety of events. This condition is allowing for consumers to more easily make purchases that are time and location-specific, increasing consumers' perceived value of participating in something at a specific time.
- As daily norms begin to change, consumers have shown tendencies to increasingly value their household and consumption relating to how to better it. As examples, growth in sales for cooking products, diffusers, pillows, etc. all have seen growth from consumers. Entertainment avenues are also seeing change with drive-in theaters, live streams, etc. all seeing growth as consumers seek new ways to be entertained under the new norms presented by the pandemic.
- Consumer confidence in households of 2 or more saw growth of 3.4 points in September when compared with August values, recording the first growth in 2 months. By categories, livelihood outlook, increasing income, employment environment and timing for purchasing durable goods all saw favorable movement. The Cabinet Office officially stated that while difficult conditions continue, recovery is starting to be seen.

Travel Trends

- Hawai'i has been gradually reopening to tourism through their safe travels program allowing for travelers to be exempt from 14-day quarantine measures if requirements such as negative test results from trusted testing partners are met. From 11/6, regulations will allow for Japanese travelers to be subject to the exemption of quarantining. Because quarantine measures remain upon their return to Japan, full resumption is still not yet realized but this marks a significant step in the resumption of travels.
- The World Tourism Organization and the Expedia Group will be working together to strengthen ties between the public and private sectors. The two parties have signed a memorandum of understanding whereby they will be collaborating in a variety of fields with a common goal of driving recovery and making the sector more resilient and sustainable.

Media Trends

- While print media increasingly shifts towards online platforms and becomes creative with their contents, TV stations are expanding from broadcasting to selling tour packages. TV Tokyo group

will be collaborating with travel service company club tourism to develop travel products based on the travel program's concept.

- Some web media have introduced automatic marketing with artificial intelligence to increase new customer flow, improve site mitigation, and automate operations. It will generate tags, adjust order of contents, generate landing pages, and work on SEO measures automatically.

Airlift

- Japan – Hawai'i direct flight suspension status
 - Japan Airlines: Most services continue to be suspended with a few special services in operation
 - All Nippon Airways: Most services continue to be suspended with a few special services in operation
 - Hawaiian Airlines: One weekly flight between Narita and Honolulu to be in October with phasing in of services from November
 - Delta Air Lines: Suspension through 12/18
 - Korean Air: Suspension through 10/31
 - United Airlines: Suspension through 11/30
 - Air Asia X: Suspension indefinitely
- JAL announced that in November, they will be continuing operation of special services to Honolulu from Haneda on 11/10 and 11/23. Because these flights will be subject to the new regulations allowing for Japanese travelers to be exempt from 14-day quarantine, the industry remains focused on loads for these flights. JAL also announced that in August, total passengers on international flights declined by 96.9% to 27,307 with load factors at 25.6%.
- LCC subsidiary of JAL reaffirmed intents to begin operation on the Narita – Honolulu route within the winter timetables. The service will use a Boeing 787-8 aircraft and be operated daily.
- ANA's first flight to Honolulu from Narita, after being suspended for roughly 6 months welcomed 27 total passengers. To continue serving those working, studying or residing abroad, ANA will also offer two more flights in November.
- Hawaiian Airlines announced that they will be phasing in an increase of services between Japan and Honolulu. Flights from Narita will be increased to 2 weekly flights from 11/7 and eventually to 4 weekly flights from 12/21. Additionally, they will resume services from Haneda at 3 times per week from 12/23 and Kansai at 3 times per week from 12/21.

Market Intelligence/Market Conditions Impact on Hawai'i Travel

Signs of resumption for travel are starting to be seen with a variety of new announcements being made to benefit travels to and from Japan. Governor David Ige announced that from 11/6, travelers from Japan will be subject to the exemption of quarantine measures as a part of the safe travels movement as long as travelers are able to submit certification from trusted testing partners proving negative test results within 72 hours of departure. Japanese travelers will however continue to need to quarantine upon their return to Japan as the Japanese government stated that quarantine measures will continue to be enforced on travelers from countries outside of the "business track" framework.

With the announcement of exemption for quarantine, Hawaiian Airlines announced a drastic expansion in flight frequency to Japan, greatly improving access to Hawai'i. Resumption of services will be phased

in to be increased to 2 weekly flights from Narita from 11/7 and 4 weekly flights starting 12/21. Additionally, Hawaiian Airlines will also be resuming services from Haneda three times per week from 12/23 and Kansai three times per week from 12/21, greatly improving accessibility for potential travelers. Although travelers will continue to be limited to the two major regions of Tokyo and Osaka for entry into Hawai'i, this marks a significant first step towards the overall resumption of Japan – Hawai'i travels.

Leisure Activity Update

Consumer

- Sent an email magazine to 373,717 consumers on 10/9 to share on the new COVID-19 website launched on 9/30, a TV program to promote surf culture in Hawai'i, Aloha Program's new Olelo Hawai'i lessons, and a live stream of the Na Hoku Hanohano award ceremony event. HTJ also shared the "Hawai'i Connection" movie to introduce hula as one of Hawai'i's most important traditional culture.
- HTJ is collaborating with the millennial ambassador program POOLO, with 150 applicants to be selected to become global youth leaders. Applicants learn about tourism and business marketing from various guest speakers throughout the year by not only inputting information but also through outputting their ideas with other members. Attendees are divided into 3 groups to dive deeper into specific topics. HTJ works with POOLO and offers Hawai'i seminars for group workshops. HTJ conducted the 3rd seminar on 10/10, attended by 40 members.
- Began preparing for creation of a new ASMR x roll playing promotional movies and storytelling movies to share on Hawai'i's myths in collaboration with famous Japanese voice actors. The movies are targeted towards millennials who have not yet traveled to Hawai'i to increase their interests towards the destination.
- Total columns under the "Ouchi de Hawai'i" (Hawai'i from home) campaign reached 157 in October. Page views for the site summed to 1,084,22 impressions from 846,633 unique users.
- Continued the new HTJ talkshow initiatives launched in September dubbed "Mitsue no heya". Talk shows in October were held on 10/3, 10/17 and 10/31. The 10/3 edition welcomed Japanese tour guides from the island of Hawai'i and recorded 315 live viewers. The 10/17 edition welcomed editors from a Japanese magazine on Hawai'i and recorded 230 live viewers. Finally, the edition on 10/31 welcomed millennials who are avid travelers and recorded 174 live viewers.
- Prepared for the launch of new consumer Hawai'i travel sentiment studies to be blasted out in November.
- Continued streaming weekly webinars for consumers through the Aloha Program. Topics of the webinars in October included culture, history, current events in Hawai'i, Hawaiian music concerts and Hawai'i Specialist exam study sessions. Enhancement of online contents on the Aloha Program website for consumers was also continued through the sharing of 8 new columns on history, culture and nature in October.
- Conducted a campaign with ANA to win tickets on ANA's flying Honu charter flight in Japan from 10/16-10/20. A total 2,160 people applied and 1,427 new members registered to the Aloha Program through this campaign.

- The Aloha Program began offering members Olelo Hawai'i lessons twice a month instructed by Ms. Miilani Cooper via live webinar from October. A total 356 Hawai'i specialists attended in October to learn about basic knowledge of the Hawaiian language.

Travel Trade

- The Japanese travel industry has been focusing heavily on the government's various "Go To" travel subsidy campaign programs, hosting a wide array of campaigns, prompting the gradual growth in demand for domestic travels. This shift is allowing for overall sentiment towards travel in the post COVID-19 era to see improvement.
- From the reopening of travels in Hawai'i on 10/15, a wide array of relevant institutions have been garnering attention towards Hawai'i in the hopes of creation for a "Leisure Track" framework in resuming leisurely travels.
- Travel agencies are resuming preparation of products from 2021 onwards. Although products focus mainly on Q2, sales of products overall have started to see an uptick. Although many hotels in Hawai'i have only announced rates through to March 2021, an overall resumption in the travel sector for Hawai'i is starting to be seen.
- HTJ continued to host webinars with local partners in efforts to educate the Japanese travel industry. In October, 3 webinars were held with the Fairmont Orchid, Aulani Resort in Ko Olina and Marriott Resorts Hawai'i.
- As part of Aloha Program satellite office initiatives, HTJ supported HIS Lealea lounge in carrying out a virtual tour of the Bishop Museum on 10/2 for a total 35 Aloha Program members. HTJ is currently in discussion with HIS for the November edition of the tour.

Public Relations

- During October, HTJ distributed two press releases relating to the pre-travel testing program for the Japanese market. This generated 237 exposures, 8,813,149,164 impression, and 746,799,724.92 AVE. There was a total of 44 coverages from the broadcast.
- With sustainability being one of the most attractive topics amongst Japanese media, HTJ continued to provide Hawai'i's marketing initiatives and Mālama Hawai'i.
- HTJ added subtitles to the Kuleana video and started distributing the videos on the HTJ website and social media. As of November 5, it has generated 20,070 views and 85,794 impressions.

Image 1:
"allhawaii.jp COVID19 special website



Image 2:
NHK Interview



Image3:
Travel Trade webinar



Sales Activities

Sales Calls

Airline	Wholesaler/TA/TO/OTA	Other	Total
4	13	5	22

JTB

- Cancellation of international tours has been announced through to 12/19.
- The inclusion of Tokyo in the government's "Go To" travel subsidy program has further enhanced focus of JTB to domestic travels.
- Sales of products from Q2 of 2021 to Hawai'i are starting to be seen.
- News of the reopening of Hawai'i to tourists have prompted an increase in the amount of inquiries for travel to Hawai'i but a drastic jump in sales have not yet been seen.

HIS

- Cancellation of international tours has been announced through to 12/19.
- Initiatives such as virtual tours are continued but attraction of customers to virtual products that are not free remain difficult.
- A new format of discussing with customers in their Osaka branch has been gaining popularity. The new format incorporates one staff from the Osaka branch along with one staff from their Hawai'i branch to provide concise knowledge to customers. This initiative is planned to be expanded to other branches.
- Sales of products from 2021 are gradually being increased but the unavailability of most hotel rates from March 2021 onwards is making it difficult to craft products.

KNT

- Cancellation of international tours has been announced through to 12/15 for Hawai'i.
- For domestic tour products, began sale of products combined with COVID-19 insurance.
- Staff originally allocated to international travels will continue to be shifted to domestic travels.

JALPAK

- Cancellation of international tours has been announced through to 11/30.
- Sale of tour products for 2021 are being made exclusively online.
- Dynamic packages continue to be offered with gradual resumption of bookings being seen mainly in Q2 of 2021.

ANA Sales

- Began sale of 2021 pamphlets on 10/22. Because other travel agencies excluding JTB have not been resumed, results are highly anticipated.
- The third edition of their sightseeing flight using the Airbus A380 flying honu will be held on 11/15.

Hankyu Travel

- In initiatives.

Partner Relations

- Participated in the "Hawai'i Kai" meeting on 10/9, whereby provided updates in Hawai'i was provided by HTJ and exchange of current conditions by travel agencies was held. A total of roughly 40 representatives attended.
- HTJ assisted the JHTA to conduct a "Japan Market Ready" meeting with major hotel partners on 10/7. HTJ shared on current market conditions along with initiatives for the travel industry to the 40 participants.
- Held a meeting with the Polynesian Voyaging Society to discuss the sharing of their initiatives with Aloha Program members and consumers within HTJ's CRM database virtually.

- Conducted meetings with a wide array of entities including airlines, the DOH and the University of Hawai'i Medical department to discuss preparation of the reopening of travels for the Japanese market.
- Reached out to hotel, attraction, transportation and airline partners to enhance contents within the HTJ COVID-19 website. Information such as the safety protocols of roughly 100 partners were posted on the website.

Responsible Tourism Update

- Continued preparations for the launch of a surfing and responsible tourism (Malama Hawai'i) website under allhawaii.jp. The surfing website is scheduled to be launched in November and the responsible tourism website is scheduled for launch in March 2021. SNS campaigns will be held when the websites are launched to increase awareness and page views.
- Completed insertion of Japanese subtitles for the Kuleana movie. HTJ is preparing for the launch of the "It's time" movie with Japanese subtitles in the beginning of November.

Island Chapters Engagement Update

- OVB: Presented on the current Japanese market conditions and updates to the OVB board members per request from OVB.

"Coming Attractions" for Leisure Market

What	When	Where
Travel trade industry webinar: Through November	Throughout November	Online (Zoom)
Hawai'i kai (association) Monthly Meeting	Mid November	Online (Zoom)

Hawai'i Tourism Canada

2020 Monthly Leisure Marketing Report – October

Market Intelligence/Market Conditions

Economy

While Canada's economy has bounced back in recent months following the economic plunge sparked by the pandemic shutdowns in March and April, the pace of recovery is expected to peter out over the autumn and winter as the arrival of colder weather, coupled with a rise in the number of COVID-19 cases, further disrupts Canada's economic activity.

The impact of COVID-19 on Canada's economy was swift and severe. At its trough in April, real gross domestic product (GDP) was at 82 per cent of February's pre-COVID levels, three million Canadians were out of work, and total hours worked had plummeted a staggering 28 per cent.

As health restrictions began lifting in May, the rebound began. Statistics Canada estimates that July's economic activity was at 94 per cent of February levels, and by August, 1.9 million jobs had been recovered. That rebound is positive, but a gaping chasm remains to be closed before Canada's economy returns to normal.

While economic activity is fully restored in some sectors, many will not see a return to normal until a vaccine is available to the wider public, both in Canada and around the world. Some industries and firms in Canada may never fully recover. Air transportation, for example, is nearly shut down and operating at just 5 per cent of normal levels. Accommodation, food and beverage services, textiles, manufacturing, printing, motion pictures and sound recordings are examples of industries that remain hard hit and face an uncertain future.

The health measures and testing currently in place across Canada should prevent another full shutdown of economic activity, but localized and regional shutdowns should be expected in the coming months and they will continue to negatively impact the path of recovery. Another factor to consider is what happens south of the border. The U.S. recovery depends on Congress and the president agreeing to additional stimulus measures to keep the economy on. Canadian exports to the U.S. have rebounded, but continued progress is tied to U.S. household spending.

Overall, The Conference Board of Canada forecasts that real GDP will shrink by 6.6 per cent in 2020. While significant, that is an improvement over the last Canadian Outlook that called for an 8.2 per cent decline this year. Solid gains in 2021 and 2022 will not be enough to bring Canada's economy back to its full potential. Over the medium term, provincial and federal governments will struggle to rein in spending, while rising interest rates will dampen gains in business investment and household spending. Canada's unemployment rate is not expected to return to pre-COVID levels until 2025.

The Government of Canada has taken decisive action to lessen the economic damage. In total, federal stimulus measures will account for over 12 per cent of GDP in 2020. However, the government will likely have to stop spending in the near-term to regain control of its deficits. The Conference Board of Canada expects growth in federal government consumption to slow to an average annual rate of 0.8 per cent between 2021 and 2025.

Additionally, the Bank of Canada and the U.S. Federal Reserve slashed their benchmark interest rates by 150 basis points during the peak of the pandemic and have since left rates unchanged. The Bank of Canada has made it clear that its immediate priority is to provide enough monetary stimulus to support the country's economic recovery. Given that the economy remains in a fragile state, the central bank has indicated that it will keep rates low for a long time to avoid derailing Canada's economic recovery. The U.S. Federal Reserve has delivered a similar message.

Consequently, The Conference Board of Canada does not expect that the Bank of Canada or the U.S. Federal Reserve will increase interest rates until at least 2023. During the period, the average value of the loonie declined 1.8% to USD \$0.739.

Outbound Travel Market

With just 155 thousand trips recorded in August (-95.6%), total overnight outbound trips are down -64 per cent compared to the first eight months of 2019. Between Jan-Aug, Canadians made just 8.36 million overnight trips to the U.S. and other destinations, versus 23.2 million last year. Compared to the same period in 2019, overseas activity has fallen 57 per cent while transborder trips have decreased 68 per cent.

Canadians made 4.4 million overnight trips to the U.S. throughout Jan-Aug, compared to 14.0 million in 2019. During the period, overnight auto trips fell 74 per cent and travel by other modes decreased 61 per cent. Travel restrictions and flight suspensions during the period have resulted in a loss of almost 7.8 million transborder seats since April. Between April and August, just 85 thousand trips by air were recorded, compared to 3.24 million in 2019.

With very little activity recorded since March, YTD arrivals from Canada are now -60% less than the volume recorded in 2019. The first three quarters of 2020 saw direct arrivals fall -57% and indirect arrivals decline -71%. The decline in activity has resulted in 237 thousand fewer arrivals so far this year.

Competitive Environment

Canadian arrivals in the Asia-Pacific region have reached just 642 thousand throughout the first eight months of 2020, a 73.4 per cent decline compared to 2019. Almost all of this activity occurred in the first quarter—most destinations have reported no activity since April. So far, the pandemic has resulted in almost 1.8 million fewer arrivals in the region with China (-87%), Hong Kong (-88%), and Macao (-88%) recording the largest proportional declines.

Minimal travel activity since April has led to a 48.0 percent decline in trips to the Caribbean, Mexico, and Central America throughout the first eight months of 2020. While just over 2.1 million arrivals from Canada were reported during the period, almost all of this activity took place in the first three months of the year.

Consumer Trends

Consumer confidence deteriorated in October as restrictions tightened amid the second wave of COVID-19. The index dropped to 74.1 in October—the largest monthly drop since April (-9.5 points). Concerns over future job prospects were the main drivers of this negativity as consumer sentiment regarding future finances dropped to its lowest point since April. Overall, just 18.5 per cent of respondents think it is a good time to make a major purchase, with Ontarians the least confident about big spending in October.

Travel Trends

A small uptick in activity did occur throughout the peak summer months, but the short-term outlook continues to be weak. With the second wave of COVID-19 now well underway, many countries have reintroduced travel restrictions and closures. With the land border closed until at least the end of November and a 68 percent decline in air capacity, trips to the U.S. are estimated to decline by 15.4 million. Likewise, entry restrictions and a 60 per cent decrease in air lift is estimated to result in 8.6 million fewer trips to other countries.

Airlift

Compared to 2019, direct capacity fell 46% throughout the first nine months of the year. During the period, Air Canada reduced capacity by 76 thousand seats (-54%). At the same time, WestJet reduced service by almost 98 thousand seats, a decrease of 45%.

Most of the capacity that was being offered in Q4 has now been cancelled, but close to 55 thousand direct seats are still available in December. Both carriers have expressed their intention to restart in December if the Canadian COVID-19 tests are approved for the pre-arrival testing program.

Market Intelligence/Market Conditions Impact on Hawai'i Travel

- The 14-day mandatory quarantine remains for another month at least, as the federal government announced today that it will extend its Mandatory Isolation Order and temporary travel restrictions, to Nov. 30. Anyone arriving in or returning to Canada. Travellers returning to Canada MUST self-isolate for 14 days.
- The partial closure of Canada's border with the United States is being extended another month, to Nov 21. The partial closing of the border does not affect essential travel, including truck and rail traffic carrying food and goods that is key to supply chains or travel for work.
- Couples separated by border closures during COVID-19 are planning to reunite as Canada prepares to lift restrictions on a wider range of family members. Currently, romantic partners for more than one year, siblings, grandparents, grandchildren, and those seeking entry on compassionate grounds can apply to enter Canada.
- Canada's Minister of Transport Marc Garneau said that Ottawa's future support for the airline industry is contingent on passengers receiving refunds for cancelled travel. The Minister said that the Government of Canada is currently developing a package of assistance to Canadian airlines, airports and the aerospace sector.
- EU antitrust regulators are delaying their decision to approve the proposed purchase of Transat A.T. by Air Canada until early next year. The deadline to approve the transaction was originally set for Dec. 11, 2020. Now, the European Commission (EC) is saying that it needs until Jan. 8, 2021, to make a final call.

- Vancouver International Airport (YVR) is set to roll out a pilot project offering rapid tests for COVID-19. The rapid test is a collaboration between YVR and WestJet and involves researchers from the University of British Columbia. Travellers on select domestic departures will be offered the test, which returns results in 15 minutes.
- Ottawa has announced an investment of \$2.5 million in the border study conducted by McMaster HealthLabs, in collaboration with Air Canada and the Greater Toronto Airport Authority (GTAA). Oct 7 - Air Canada is pushing to drop the 14-day mandatory quarantine period for travellers in favour of a test-based approach. The airline sponsored a McMaster HealthLabs study with over 15,000 voluntary COVID-19 tests taken by international customers arriving at Toronto Pearson Airport. Over 99% have tested negative.
- The CDC has announced that it will allow its No Sail Order to expire on Oct. 31 as planned, paving the way for the resumption of cruise ship operations.
- The federal government will be testing arriving international travellers at Calgary International Airport (YYC) for COVID-19 to relax existing quarantine rules. Returning travellers will still be legally required to undergo a 14-day quarantine, but those who agree to a COVID-19 test upon entry can — if they test negative — forgo quarantine if they agree to a second test within a week.
- European Union officials are moving to halt Canadians from travelling to the bloc of European countries amid the coronavirus pandemic. In July, the EU set up a list of countries whose citizens would be allowed access for non-essential travel. Canada had been on the approved list from Day 1, along with 14 other countries.

Leisure Activity Update

Consumer

The HTA and Island Chapters have approved the social posting calendar and we are seeing some great positive engagement on our social posts.

Travel Trade

Spoiled Agent Webinar Series

During June, HTCAN worked with Spoiled Agent Canada and the Island Chapters to block dates for a series of webinars that will have a more cultural approach. With the following topics:

- Hawaiian Culture – September 10th (665 views)
- Island of Hawai'i – October 1st (664 views)
- Maui – October 22nd (564 views)
- Moloka'i & Lāna'i – November 20th
- O'ahu – December 1st
- Kaua'i – December 16th

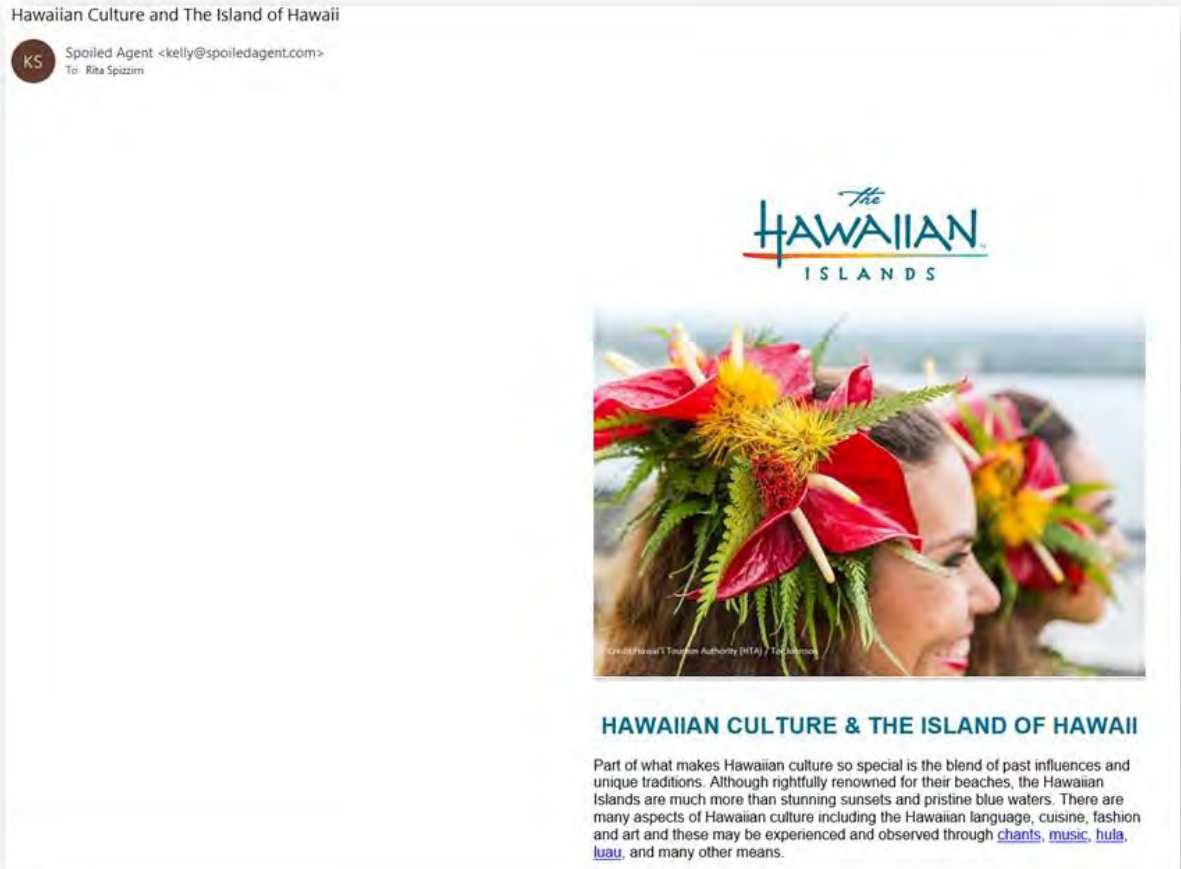


Figure 1 Spoiled Agent e-blast

Aloha Canada 2020

Extensive planning and communication to arrange the upcoming Aloha Canada virtual event with the HTA and Island Chapters continued throughout October. Preparations for the event involved contacting industry partners, cultural practitioners, and special guests. Invitations were sent out to more than 1000 Hawai'i specialists in Canada. One on one appointments with trade media have been prepared.

The virtual platform will include virtual booths, webinars, videos, and the opportunity to communicate via chat. Participants are encouraged to show their Aloha spirit by sharing photos in Aloha attire or virtual backgrounds for a chance to win prizes.

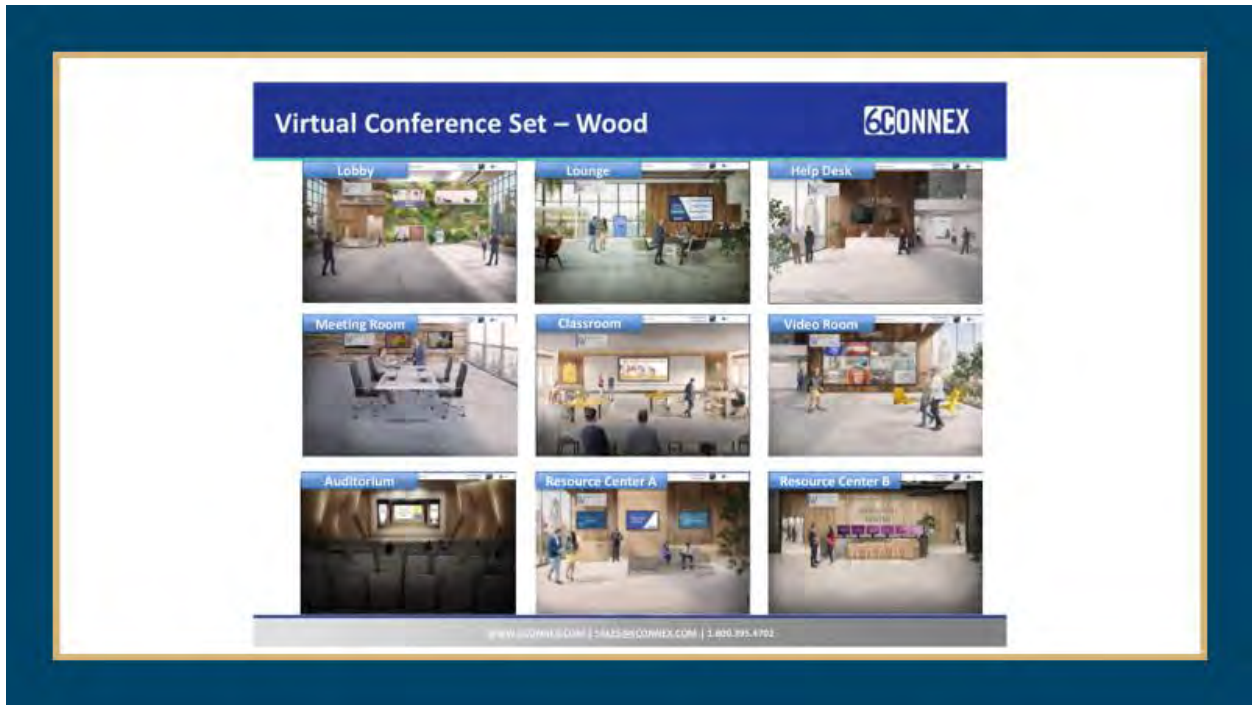


Figure 2 Look and feel of the virtual rooms sample

Public Relations

- Proactive and reactive pitching with prior approvals from the HTA. Pitching themes include virtual experiences, recipes you can make at home, movies shot in Hawai'i that you can watch at home and uplifting/positive stories.
- In regular conversations with media to ensure they are updated on all regulations and protocols pertaining to testing.
- Organizing media appointments for Aloha Canada Virtual Event on December 3rd, 2020.

Sales Activities

SALES CALLS

Airline	Wholesaler/TA/TO/OTA	Other	Total
15	35	3	27

- Marlin Travel, Vancouver, AB; Vision Travel, Saskatoon, SK; Transat Travel, Maple Ridge, BC; AMA Travel, Edmonton, AB; Marlin Travel, Stoney Creek, ON; CWT Concierge- Virtuoso, Mississauga, ON ; Resfeber Travel, Mississauga, ON; New Wave Travel, Toronto, ON; Transat Travel, St. Albert, AB; Uniglobe Travel, Vancouver, BC

Responsible Tourism Update

Hawaiian Culture

HTCAN has included a Hawaiian Culture webinar in the series of 6 that is being put together with Spoiled Agent and the Island Chapters. The Hawaiian cultural training webinar was led by the Native Hawaiian Hospitality Association (NaHHA) and featured lead cultural trainer Hi'ilani Shibata. The webinar focused on Hawaiian cultural values that are essential to hosting in Hawai'i and foster a sense of belonging, encouraging personal initiatives, and build a collective knowledge of the history of Hawai'i.

Also, the virtual edition of Aloha Canada will integrate Hawaiian cultural components into the mission. The first 100 agents to sign up for Aloha Canada 2020 will get a kukui nut lei. The Aloha Canada 2020 program will include three cultural webinars.

Nature Resources

HTCAN is always trying to minimize its environmental impact with this purpose, just a postcard with informative content is printed for the trade shows. A major effort is constantly made to encourage agents not to use the printed materials, but the digital version of these. Also, HTCAN has made sure that all the branded promotional items are either recyclable, made of recycled materials and/or are biodegradable.

Community

Nothing new to report.

Island Chapters Engagement Update

HTCAN has organized a series of 6 webinars with Spoiled Agent which will include:

- O'ahu
- Kaua'i
- Maui
- Lana'i and Moloka'i
- Island of Hawai'i
- Hawaiian Culture

The Island Chapters are also involved in their participation in Aloha Canada 2020 to present their respective island(s) in a 20-minute webinar each, a booth in the trade show and one on one meetings with the trade media and meeting planners.

"Coming Attractions" for Leisure Market

What	When	Where
Spoiled Agent Webinar Series	September to December	Canada wide
Aloha Canada Virtual Trade Mission	December 3	Canada wide

Hawai'i Tourism Oceania

2020 Monthly Leisure Marketing Report – October

Market Intelligence/Market Conditions

Economy

Australia

Australia's second-wave COVID-19 infection has stabilized. In October, New South Wales (NSW) and Victoria reported consecutive days of zero cases for the first time in months. Queensland has also done extremely well to keep its daily cases close to zero. We have seen the easing of restrictions across all states with Melbourne (Victoria) coming out of lock down after 111 days. NSW has also eased some of its restrictions increasing the number of people that can attend household and public gatherings. On November 3, Queensland reopened to NSW, but will remain closed to Greater Sydney and Victoria. Effective from November 6, people arriving in Tasmania from NSW will not need to quarantine, while officials have also targeted December 1 for an easing of restrictions for travelers from Victoria. At the end of October, the total number of cases in Australia was 27,389 and 907 deaths.

In October, Australia's unemployment rate hit 6.9% – outperforming expectations. A report by 'Seek' shows that tourism has topped the list of industries with the highest job advertisement growth in month-to-month volume for September. The industry has seen the highest number of jobs increase from August to September, with a 41% spike in new jobs advertised. The industry's recovery is linked to the easing of restrictions. Businesses are also preparing for the summer and Christmas holiday period by beginning seasonal hiring.

Australia's federal budget was announced in October. The budget will bring forward tax cuts that were scheduled for 2022 to July this year as part of the coronavirus response to stimulate spending. The budget also provides support for pensioners, encourages business investment and introduces a new wage subsidy for new employees aged between 16 and 35. Consumer confidence in Australia is steadily increasing in October and is now close to neutral, its highest level since the pandemic induced a collapse in confidence in mid-March. This increase in consumer sentiment is due to the declining amount of new daily COVID cases across Australia, the easing of restrictions and the new federal budget. The Australian dollar continues to perform strongly, trading between US\$0.71-\$0.72 during October.

New Zealand

New Zealand held its General Election, retaining Jacinda Adern as Prime Minister and giving her Labour Government a unanimous majority. This means that Labour do not require a coalition partner to govern which will enable policy to be implemented quicker. The other positive of having the election completed is that decisions around Covid and border control can be made without the same level of concern around the ramification of being voted in or out of government.

Unemployment figures have come in reflecting a rate of 5.3%, below the 9% prediction made at budget time. This compares favorably with Australia at 6.9% and the OECD average of 7.4%. The NZ dollar continues to trade around US\$0.66.

Outbound Travel Market

Australia

With international borders remaining closed, there is limited outbound tourism to report on. The only international flights operating are for repatriation of Australian citizens, and some essential travel such as military and medical reasons. The Australian government has acknowledged the possibility of opening up travel with other low-risk nations in the Asia-Pacific. It is likely travel bubbles that are quarantine-free with countries which have low levels of community transmission such as Japan, Singapore and South Korea will start in 2021.

New Zealand

The New Zealand government continues to hold talks with the Australian government around creating a Trans-Tasman travel bubble. The reduction in Covid cases in the community in both countries means that this development is getting closer. There is also a new Minister for Tourism following the NZ general election who has received positive endorsement from the travel industry.

Competitive Environment

Australia & New Zealand

- Trade partners continue to focus on pushing domestic product. Regional tourism has increased in popularity as people are clearly very keen to travel where possible.
- Malaysia, Thailand and Tahiti continue their trade educational efforts through online training and small travel agent events.
- Fiji and Queensland continue to remain active on social media.

Consumer Trends

Australia & New Zealand

TripAdvisor has released the results of their latest consumer sentiment survey for Australia which provided the following insights:

- As of late October 2020, 25% of consumers report they feel more confident it's safe to travel than 3 months ago.
- Despite travel restrictions and concerns, 71% of consumers report travel is still important to them and 67% of consumers are thinking about where they want to go next.
- Changes in consumer behavior – 63% of consumers say 'For my next trip, I am going to research more than I have in the past'.
- 25% of Australian travelers believe they will be travelling internationally within 6 months (this has been increasing over the months).

Media Trends

Australia & New Zealand

The travel media continue to focus principally on domestic experiences due to lack of International travel opportunities at present.

Airlift

Australia & New Zealand

Hawai'i Tourism Oceania met with Hawaiian Airlines who are still keeping positivity around re-opening the route to Hawai'i as soon as the borders open up again. While no-one knows exactly when this will be, it is positive to know that HA still have footprint in the Oceania market and an intent to re-introduce flights.

Market Intelligence/Market Conditions Impact on Hawai'i Travel

Australia & New Zealand

The travel industry in both Australia and New Zealand have been under pressure yet are receiving some support from the governments. In Australia, this is the Job Keeper program which continues until the end of March 2021. And in New Zealand, the government have announced \$47 Million in support of travel agents which is linked to the role they are playing in obtaining refunds and credits for their clients.

The biggest positive influence on future travel has been the success in removing Covid from the community and the ability to commence domestic tourism. This is much needed for the struggling travel industry and has enabled some travel agents to at least have income returning (even though it is small at this stage). A Trans-Tasman bubble will be the next progression that everyone is hopeful for.

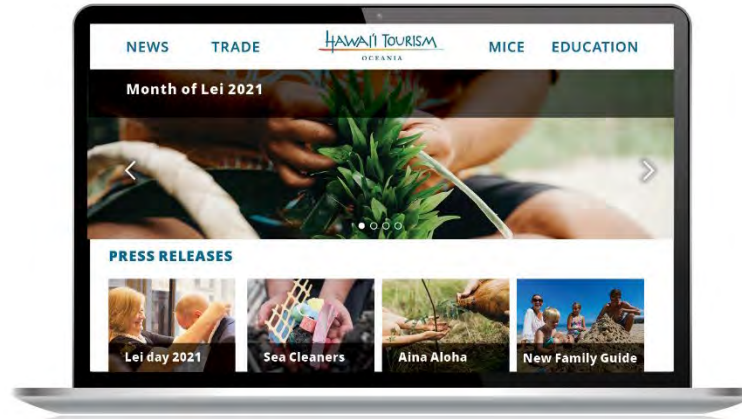
Leisure Activity Update

Consumer

- **Ever green content:** HTO continues to write blog articles and produce social media content utilizing new content from the Barberstock image library in preparation for the recovery phase. Social Media, and inspirational digital content will be key in the first phase of recovery.

Travel Trade

- **Tradewinds content hub:** Tradewinds Hawai'i is a platform which provides the opportunity for the Hawai'i Industry to grow their Oceania business. This will be built using the walshegroup.com website infrastructure and content management system (CMS). The trade content hub will include news and industry updates, market intelligence and webinar and educational content. The new platform will be launched in 2021 and fosters connections, conversation, and business development (Mock-up of website provided below).



- Aloha Friday:** HTO has an Aloha Friday section that provides Hawai'i updates and information to the travel trade in Travel Daily (35,000+ reach). The content featured in Aloha Fridays showcases inspirational content. Last month, HTO also ran a photo competition encouraging travel agents to submit their photos they had taken in Hawai'i. We received a great response with many travel agents submitting their photos. HTO announced the winner on the October 9 Aloha Friday. (Image provided below)



HOW HAWAII CAN HELP YOU CONNECT WITH NATURE

From the warm tropical climate to the lush scenic landscapes, the natural environment of the Hawaiian Islands has to be seen to be believed.

There is no better way to connect with nature than by taking part in outdoor activities across the Hawaiian Islands. With so much to see and explore, visitors have the opportunity to discover all that Hawai'i's natural environment has to offer.

Take to the treetops and experience an exhilarating zipline experience over Hawai'i's dense rainforests, or lace up some hiking boots and take a trek through one of the islands' phenomenal natural wonders, Waimea Canyon.

To truly connect with the natural environment, visitors can take part in a Forest Bathing experience. The traditionally Japanese practice takes participants deep into the forest with a guide, so they can immerse their senses in the environment.

The ocean is the key to the Hawaiian Islands and locals focus their lives around the waves. From surfing and kayaking, to diving and sailing there are so many ways to build a connection with the ocean. Ancient

Hawaiians travelled across the sea using outrigger canoes, and visitors can take part in similar experiences today. As an introduction to the islands and the ocean, groups can climb into an outrigger canoe, paddling with the help of a guide and learning about the ecosystem of vast marine life.

Visitors looking to integrate nature into all aspects of their trip will be delighted by the many restaurants offering paddock-to-plate dining across Hawai'i. Famed for its island-grown produce, many fresh dishes will include local ingredients like taro, Maui onions and macadamia nuts. Maui's upcountry region is home to fresh produce farms including vegetables, lavender and an organic vodka distillery.

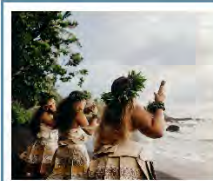
As ecologically diverse destinations, the Hawaiian Islands are committed to providing responsible tourism options to visitors. Many hotels and resorts offer eco-friendly accommodation options and there are numerous activities that promote responsible travel. When spending time in the sun, it's important for visitors to remember that only reef safe sunscreen can be used across the islands. This initiative was legalised by the state government to protect Hawai'i's reefs and marine life.

AND THE WINNER IS!

Congratulations to Taryn Atton from HelloWorld Travel Menai Marketplace who has WON our photo competition. Taryn shared her special Waikiki Wedding photo. Mahalo to all that shared their photos.



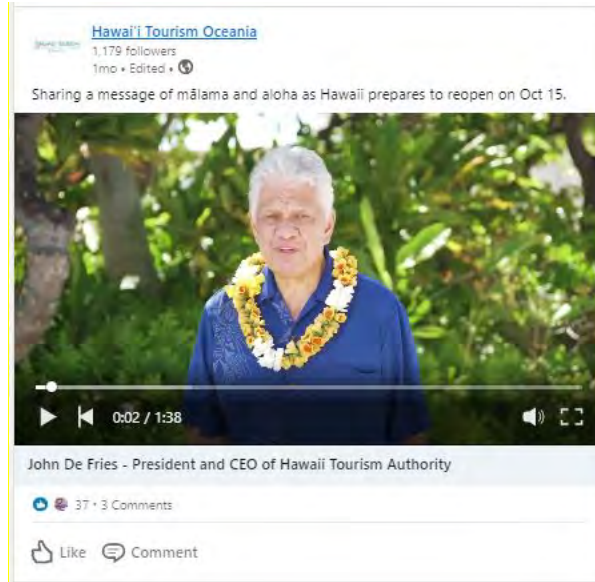
Getting married in Waikiki in 2015! Overlooking iconic Diamond Head and Waikiki Beach; celebrating with our ohana - who could ask for anything more?



Hawai'i to Start the Pre-travel Testing Program for Travellers

State of Hawai'i's pre-travel testing program will start on October 15, 2020. This will give travellers arriving from out of state an alternative to the 14-day mandatory self-quarantine. Hawai'i's visitor industry has established protocols to ensure the safety of residents and workforce, while also welcoming back pre-tested guests safely. For more details on the current situation [click here](#).

- LinkedIn:** HTO is now using it's dedicated LinkedIn page to communicate information to the trade in Hawai'i and Australia on virtual events, COVID-19 updates, partner content and more. In October HTO posted John De Fries video message of Malama Hawai'i on LinkedIn. (screen grab provided below)



Public Relations

In line with HTA’s direction, during October HTO did not distribute any press releases and did not pursue any proactive consumer publicity during.

Sales Activities

Sales Calls			
Airline	Wholesaler/TA/TO/OTA	Other	Total
2	3	1	6

Meetings include remote and in-person, including Hawaiian Airlines, Ignite and Luxury Escapes, Flight Centre and the NZ Consulate in Honolulu. Communication has also taken place with the members of the Visit USA Committee about future activities.

Responsible Tourism Update

Below is a photo from HTO in Auckland, participating in a local beach clean-up in October. While the HTO-led Sea Cleaners youth ambassador programme would normally have travelled to Hawai'i this year, HTO instead are playing a part in local volunteer opportunities.

The Walshe Group is also developing a local Auckland initiative with a view to creating a relationship with Hawai'i when tourism re-starts. The initiative involves working with local Māori Iwi and the Department of Conservation around a voluntourism product.



Island Chapters Engagement Update

HTO initiated a zoom call with the IC's Executive team early October. The purpose was to keep in touch and share the current challenges and optimism going forward. We will continue to keep connected and begin partnership engagement when the time is right.

"Coming Attractions" for Leisure Market

HTO will continue to provide market intel and continue liaison with key trade, media and political partners. This includes our roles in local steering committees including Visit USA and the Australia Tourism Restart Taskforce. HTO has also scheduled a round-table meeting in Auckland on November 27 with key partners including the US Consulate and airline and retail chain management. HTO continues to produce 'evergreen' content in preparation for activation of the recovery marketing plan.

Hawai'i Tourism China

2020 Monthly Leisure Marketing Report – October

Market Intelligence/Market Conditions

- **Currency:** In October, the Chinese Yuan continues to strengthen against the USD from 6.67 to 6.82.
- **GDP:** In Q3, China GDP was 104.9%, improved from 103.2% in Q2 2020.
- **Consumer Price Index:** In September 2020, the Consumer Price Index was 101.7%, decrease of 0.7% year on year (102.4% in August 2019).

Outbound Travel Market

- From October 10, 2020, Trip.com Group ran the “LIVE for Trip” campaign as part of its “Travel On” initiative to bolster the recovery of the global travel industry and coincide with the company’s 21st anniversary. As of October 28, 2020, the Trip.com Group livestream programming, including BOSS Live program and regional livestreams created a total of around US\$360 million in Gross Merchandise Value (GMV), with a total audience of more than 150 million global viewers.
- Chinese buyers who would normally purchase overseas manufactures during their holiday trips are now turning to online purchases, according to Alvin Liu, president of Alibaba’s Tmall import and export enterprise. It is also noted that due to restrictions on international travel, Chinese are relegated to domestic travel at the moment but they still want to buy quality merchandise abroad.
- Trapped within their borders, Chinese consumers are channeling their overseas travel budgets to more frequent and longer domestic holidays as well as premium accommodation with add-ons. Domestic travel is no longer confined to public holidays, and instead is taking place every weekend. Compared to pre-pandemic times, the Chinese are vacationing more within their home region, indicating a preference for nearby, accessible destinations. They are also travelling with children and parents. “Travelers, especially those from the luxury segment, are willing to splurge on premium accommodation and meals in place of overseas travel,” Chinese customers with greater spending power have been driving the increase in hotel occupancy and room rates.

Competitive Environment

- Singapore will lift border restrictions on visitors from mainland China from November 6, 2020. Visitors will have to undergo a coronavirus polymerase chain reaction test upon arrival at Singapore’s Changi Airport. If the result is negative, they will be allowed to enter Singapore without having to serve a stay-at-home notice.
- Japan has eased travel curbs for China, Australia, South Korea and other countries and regions, Tokyo steps up efforts to revive its economy while preventing the spread of COVID-19.

Consumer Trends

- BCG and Tencent TMI released the 2020 Chinese Luxury Consumer Digital Behavior Insight Report. In the report, it elaborated the seven trends in luxury consuming industry. The seven trends are:

- Trend of younger consumers continues
- Luxury consumption is gathering in high-tier cities
- Overall penetration rate of luxury consumer categories has increased
- Local luxury products are favored
- The proportion of luxury online channel sales jumps
- Luxury consumption returns to the local market
- The omni-channel characteristics of the shopping path of luxury consumers are emerging.

Travel Trends

- Mafengwo, the top UGC tourism platform just released their Q3 Online TPI Report. Since Golden Week, domestic tourism has grown steadily in comparison to the Dragon Boat Festival holiday earlier in the year. Cultural travel and outdoor activities searches trend higher for Q3. As islands and coastal cities are always welcomed, cities along Marine Silk Road see significant increase in the report as well.

Media Trends

- Global Travel nominated six innovative marketing cases for their 2020 DTA Digital Tourism Awards. Among the cases submitted, they found several top trends for tourism industry:
 - Livestreaming: the top livestreaming was contributed by Ctrip with their Boss Livestreaming which stimulate the hotels and attractions orders during the pandemic
 - Consumer caring program, Xiamen Airlines built a great image to protect and care medical staff
 - Multi-industry complex: some hotels turning to hotel + attraction as complex to satisfy the demands of families and some groups
 - Cost reduction and efficiency improvements: airlines and BONFLITE Limited cooperate to establish Liberate Dury Free Without Boundaries so that airline passengers could shop online and airlines can reduce costs while reaping profit growth
 - Seeking opportunity from crisis: China Eastern Airlines was the first to launch the e-commerce unlimited flight pass, which was not only self-help but self-breakthrough. The promotion exceeded expectations and is now viewed as a model for other airlines to follow
 - Internet celebrity (KOL): KOL tie-in collaborations with tourism industry has been successful in acquisition of customers with the strategy being 1+1>2 publicity effect
 - Younger: marketing methods are becoming more and more diverse, with Gen Z targeted due to their willingness to try new things and viewed as the touchstone for corporate innovation
 - Digitization: contactless service and consumption has become critical with hotels going toward things such as online booking and offline no-nonsense check-in.

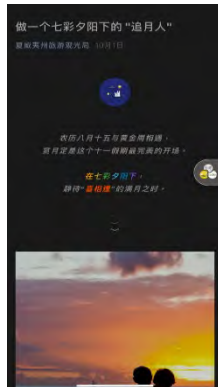
Airlift

- American Airlines will return to Shanghai nearly ten months after it suspended service to the Chinese city in the early days of the coronavirus pandemic. The Oneworld alliance carrier will offer a weekly flight to Shanghai Pudong from Dallas/Fort Worth with a stop at Seoul Incheon. The airline plans to fly a Boeing 787-9 on the route beginning November 8, 2020.

Leisure Activity Update

Consumer

- Social Media Posting.** In October, HTC posted five articles each on WeChat, Weibo and Xiaohongshu, generating 3,807 WeChat Views and 61,758 Weibo Views.



- Official Account on Dianping.** In October, HTC posted seven articles on HTC's new Dianping account with contents from previous posts on WeChat.



- Cooperation with New Hawai'i Cuisine Restaurant**

HTC cooperated with newly opened POKE Go Hawai'i Cuisine Restaurant in Beijing. Hawai'i's promotional videos and Hawaiian themed decorations are being displayed in public area of the restaurant.



Travel Trade

- **HTC Attended U.S. Travel and Tourism Strategy Group Meeting**

HTC participated in the US Travel and Tourism Working Group Meeting organized by the U.S. Embassy Commercial Services on October 16, 2020. The goal of this group is to create a closer relationship between representatives of U.S. travel and tourism industry and U.S. Embassy. The U.S. Embassy Representatives shared with the group that they planned to resume visa services and would like to express welcoming messages to Chinese visitors. They also plan to hold another meeting after the US election. Other participants are as follows: Brand USA, Philadelphia CVB, Disney China, Arizona, Destination D.C., Visit California, Los Angeles Tourism Board, American Airlines, United Airlines, Delta Airlines.

Public Relations / Media Activities

- Crisis Communications Management: HTC continues to update the Chinese through translation on special alerts on COVID-19 and shared daily reports on China movements with HTA.
- Responses to customer’s inquiries about COVID-19 travel entry process and quarantine procedures on gohawaii.cn.

Sales Activities

Sales Calls

Airline	Wholesaler/TA/TO/OTA	Other	Total
2	5	0	7

Responsible Tourism Update

- Recent social media messages focused on travel inspiration with concepts of Kuleana and Mālama.

“Coming Attractions” for Leisure Market

- HTC will continue with weekly social media posts for travel inspiration and information on the Hawaiian Islands.

Hawai'i Tourism Korea

2020 Monthly Leisure Marketing Report – October

Market Intelligence/Market Conditions

Economy

- Optimistic outlook for November amid the COVID-19 pandemic as local consumption appeared to increase on eased social distancing measures, the Korea Economic Research Institute said. The business survey index came to 99.5 for next month, up from 84.6 for October. Figures below 100 mean pessimists outnumber optimists.
- South Korea's industrial output and consumer and corporate spending rebounded simultaneously in September for the first time in three months, suggesting recovery in domestic and global demand from the protracted coronavirus pandemic. Export mainstays drove the latest growth. Auto shipments surged 13.3 percent on month thanks to the release of new models and brisk sales in North America.
- The average USD/WON exchange rate in October was KRW 1,141.93 won, a slight decrease from the previous rate of 1,177.65 won in September. South Korean airlines will not apply fuel surcharges on international routes in November to reflect falling oil prices.

Outbound Travel Market

- Data for the number of outbound travelers in September is yet to be published by Korea Tourism Organization. HTK will report the status as soon as data is made available.

Month	Departures	Growth (%)
January	2,513,030	-13.7%
February	1,046,779	-60.0%
March	143,366	-93.9%
April	31,425	-98.6%
May	37,801	-98.2%
June	48,338	-98.1
July	65,936	-97.5
August	88,888	-96.3
September	To be updated	To be updated
Total	3,975,563	

Competitive Environment

- The New Zealand Tourism introduced its new global marketing campaign, "Messages From New Zealand." The campaign features a video clip of three values that New Zealanders usually consider most important: Manaakitanga, which means warm welcoming people around the world.

Kaitiakitanga, which means to preserve New Zealand, and Whanau, hospitality that treats people who come to New Zealand as if they were family.

Consumer Trends

- South Korean consumers are more worried about COVID-19 than consumers anywhere else in the world, and are also the biggest users of online food services, according to a survey by customer data analysis firm Dunnhumby. In a survey report, titled "Impact COVID-19 has had on customer attitudes and behavior," Korea was identified as the country with the most worried consumers concerning the COVID-19 outbreak, with respondents saying their personal finances had weakened during the pandemic.
- The coronavirus epidemic has deeply impacted all walks of life, but most dramatically marriage and childbirth. According to Statistics Korea, the number of weddings in April, when the lockdown started, stood at just 15,670, down by around 3,300 compared to the average of 19,000 from January to March. Compared to April of 2019, it plummeted more than 20 percent. The same happened in May, which is traditionally the high season for weddings. Weddings were not simply postponed, they never happened at all. In June and July they also declined 95 and 89 percent.

Travel Trends

- According to Incheon International Airport Corporation, 52.8% of Koreans are willing to travel abroad in case of signing the Travel Bubble, which is a system that relaxes entry measures for mutual arrivals through an agreement between countries. The biggest reason to choose overseas travel after the Travel Bubble was that respondents considered there would be no risk of COVID-19 (32.6%).
- Hana Tour, Korea's leading outbound travel agency, has come up with guidelines for safe travel and has begun full-fledged preparations for the resumption of international travel. Hana Tour introduced "SAFETY & JOY," which set the standard for safe travel, for the first time in Korea's travel industry. This safe trip checklist consists of 32 items including self-diagnosis before departure and basic safety travel checks. Hana Tour will launch new package tour products with strengthened safety procedures.
- The local golf industry is seeing a sharp increase of sales as overseas travel is restricted. The growth of the golf industry is expected to boost the economy by up to KRW 3.1 trillion (USD 2.63 billion). Demands for golf will lead the strong bounce back of luxury travel segment once the overseas travel is available.
- The number of agencies for overseas trips in South Korea sank to a near four-year low this year due to travel restrictions caused by the coronavirus pandemic. South Korea had 8,963 international travel agencies as of the end of September, down 5.3 percent, from the end of December, according to the data from the Korea Tourism Association. It represents the lowest tally since the 8,948 recorded in December 2016.

Media Trends

- The digitization of retail has been pushing more and more people to shop online. The advancement of logistics also made delivery service faster, convincing customers to shop online. Now, many players are pointing to live commerce as the key to success in future retailing. Live commerce

combines real-time video streaming and two-way communication service for online customers to see the products and ask questions about them before they make purchases. EBest Investment & Securities predicts the trade volume in the live commerce sector to skyrocket from 3 trillion won this year to 8 trillion won in 2023.

- Naver has launched its live commerce platform in March, and Kakao followed suit this month. Coupang is also preparing to launch its own service soon. Local home shopping giants like Hyundai, Lotte and CJ O Shopping will also run live commerce services on Naver, utilizing the massive number of registered members on the platform. Kakao also owns an advantage as a leading platform operator, with 50 million users visiting its platform every day. In May, Kakao ran a tutorial service and its 43 live commerce content received an accumulated 8.8 million hits online. In collaboration with Samsung Electronics, Kakao sold about 1,500 sets of earphones worth 300 million won in only 50 minutes.

Airlift

- Korean Air extended its suspension of flight services on ICN-HNL route (KE053) and ICN-NRT-HNL route (KE001) till December 31.
- Asiana Airlines halted flights service of ICN-HNL route (OZ232) until March 27.
- Hawaiian Airlines will resume its flight from ICN to HNL(HA 460) starting November 27. The flight will operate once a week departing on Wednesday.

Market Intelligence/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 November 17.
- The Korean government resumed a national discount coupon program aimed at resuscitating the domestic travel and dining industries that have suffered severely from the COVID-19 pandemic. The coupons will offer 30% discounts on 1,112 domestic tour products, and separate coupons that offer KRW 30,000 to 40,000 (USD 27-37) discounts for hotels and other lodging facilities will be distributed to 1 million customers from November 4.
- International flights departing from Seoul are expanding in October, mainly to Asia and Southeast Asia. Passengers are also showing positive signs of recovery. The total number of airlines operated was 9,111 and the total number of passengers departed was 198,443 between October 1 and 15. Most airlines and passengers headed to China and Japan, followed by Philippines and Vietnam.

Activity Update

Consumer

- **#StoriesofAloha HTK Social Media Update:** HTK has been operating its official social media account by uploading new posts every Wednesday. The posts include various information mainly on cultural aspects as well as COVID-19 related consumer message such as new beach behaviors. HTK have also submitted its social calendar for November to HTA for approval.

- **Go Hawai'i KR Website travel alert updates:** HTK delivered up-to-date travel alerts to consumers and industry partners in local language.

Travel Trade

- **Travel Agencies Webinar:** HTK will hold its own B2B webinar in December targeting key travel agencies and airline partners to provide most up-to-date destination information including pre-testing program progress and also to deliver seasons greeting and best wishes for coming New Year to the industry partners.

Public Relations

- **HTK COVID-19 Crisis Management:** HTK has been following its real-time crisis management protocol by submitting daily HTA COVID-19 reports with timely media monitoring and content localization for Korean travelers.
- **Media monitoring:** HTK shared daily COVID-19 reports to update the South Korean market situation, including newly confirmed cases, government responses, and details about the economy, airlift, travel industry, competing destination activity and public sentiment, etc.
- **E-newsletter distribution:** HTK published the monthly e-newsletter to share latest destination updates and travel alerts on COVID-19 with consumers. It covered the state plan to launch a COVID-19 pre-travel testing program, Iolani Palace Virtual Tour, Haleakala National Park's official YouTube channel as well as introduction to newly appointed HTK CEO.

Image 1:
#storiesofaloha social media update

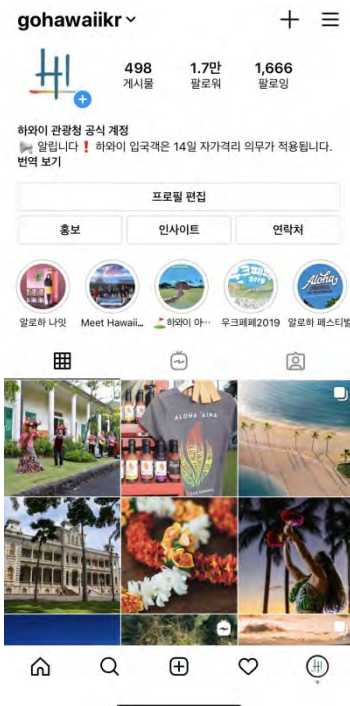


Image 2:
Go Hawai'i KR Website travel alert updates



Image 3:
E-newsletter distribution



*하와이 주 방문객 대상 <코로나19 사전 검사 프로그램> :
오는 10월 15일부터 하와이 주 <코로나 19 사전 검사 프로그램>이 **미 본토 방문객을 우선으로 실행** 됩니다. 한국을 비롯한 해외 방문객은 기존과 동일하게 14일 자가 격리 의무 체제가 적용 됩니다.

<코로나 19 사전 검사 프로그램> 관련 업데이트 및 실시간 여행 경보 공지사항은 아래 링크에서 확인 가능합니다.

Sales Activities

Sales Calls

Airline	Wholesaler/TA/TO/OTA	Other	Total
3	4	4	11

- **Airlines:** HTK held virtual calls with key airline partners to share latest destination news and also the further extension of halted flights due to delayed launch of a pre-testing program.
 - HTK held a physical meeting with KE’s management team to discuss regarding the “Rapid COVID-19 Test Center” which KE is jointly planning to launch with Incheon International Airport.
 - HTK held a virtual meeting with HA Korea office to share news about their resuming of flight between ICN and HNL starting November 27 including possible future promotion opportunities in 2021.
 - HTK held a virtual meeting with Asiana Airlines to share the updates from Hawaii regarding pre travel test programs and to get update on OZ’s internal merging status.
- **Travel Agencies:** HTK held regular virtual meetings with leading South Korean wholesalers, retailers, OTAs and receptive operators to share current market status and travel agency responses to market trends.
- **Others:** HTK actively communicated with industry partners in Hawai’i, such as local hotels, transport operators, attractions, and communities, to carefully monitor market conditions.

Responsible Tourism Update

Hawaiian Culture

- HTK has introduced a new Hawaiian term via the monthly Aloha E-Newsletter. In the October issue, HTK featured the expression ‘okakopa (October) to help Korean audiences get more familiar with Hawaiian culture.

Community

- To highlight responsible tourism activities, HTK introduced below programs in Korea through various communication channels, including owned social media and newsletter distribution to increase its awareness in market.
 - Mana Up Hawai’i,
 - Pop Up Makeke
 - Made in Maui Festival
- **Mālama Mindset:**
 - According to new guideline by HTA, Mālama will serve as the Organizing Principle for the works at HTA and within statewide communities in Hawaii.
 - In order to invite local community to be a part of inviting visitors to Hawaii, HTK has collaborated with local entrepreneurs to create the co-op promotions.
 - HTK has actively communicated with Hawaiian local communities to support their products and brands go abroad. Especially with House of Mana Up, HTK is holding social media consumer event through HTK’s own social media channels to promote their virtual showcase in the 3rd week of November.

Hawai'i Tourism Taiwan

2020 Monthly Leisure Marketing Report – October

Market Intelligence/Market Conditions

Economy

- Retail sales in Taiwan rose at the fastest pace in two-and-a-half years in August following a rebound in July, pointing to rejuvenated consumer demand amid normalizing labor market conditions. Moreover, merchandise exports rebounded and rose at the fastest pace in over two years in Q3, chiefly reflecting robust foreign demand for electronic goods. In turn, industrial output continued to grow in July - August.
- Taiwan, along with South Korea, China, and Hong Kong have been relatively successful in limiting the negative impact of the COVID-19 pandemic on their economies. While the pandemic amounted to the most severe economic shock since World War II, these Asian economies have survived relatively unscathed.

Outbound Travel Market

- Taiwan Tourism Bureau announced its projection of tourism market rebound in post COVID-19 period. Taiwan will be focusing on MICE and charter flights aiming at group travel as first step when international travel gradually reopens.

Competitive Environment

- Japan has lifted some travel restrictions to allow visitors from Taiwan, China, South Korea, Australia, Singapore, Thailand, New Zealand, Brunei and Vietnam to enter the country. Essential business travelers and students will be allowed except for tourists.
- Visitors from Japan will be the first to waive 14-day quarantine when entering Hawai'i from November 6. With valid PCR test reports from authorized hospitals in Japan, the quarantine can be omitted on arrival. However, they are still required to be quarantined when returning to Japan.

Consumer Trends

- Taiwan is the record holder for fighting against COVID-19 by reaching the landmark of no locally transmitted cases in over 200 days. Closing borders early, tightly regulating travel, rigorous contact tracing, technology-enforced quarantine and widespread mask-wearing are the keys to success. People in Taiwan continues to react positively to the pandemic prevention measurements with no complaints.

Travel Trends

- Taiwan's post-COVID-19 travel trend can be projected from Klook's statistics in the Asia Pacific region. The trends include the following:

- Looking for unique and never-seen-before experience – As outbound travel is still limited, many Taiwanese people will look for special experiences like “flight to nowhere” and “island hopping cruise”.
- COVID-19 prevention measurement is critical – A lot of the travelers take note of pandemic prevention protocols of attractions and destinations before making the travel plan. More information regarding the measurement announced by the attraction will intrigue travelers to visit the place during the post-COVID-19 period.
- Outdoor activities, attractions and theme parks are most popular – Travelers tend to prefer outdoor activities such as water sports and hiking. In addition, visiting national parks, and theme parks can also enjoy fresh air and maintain more social distance compared to staying indoors.
- From self-drive to convenient public transportation – In the beginning of the pandemic, many people choose to drive or ride the scooter instead of taking public transportation. But more and more people are willing to take the public transportation considering budget and well-controlled pandemic in Taiwan.
- Free cancellation and refund policy – The COVID-19 pandemic is merely unpredictable. Before the pandemic, travel plans are usually made in advance. But with the current situation, travelers depend on supportive cancellation policy to make sure that when they are forced to cancel the trip, their money won't be wasted.

Media Trends

- People rely on social media as the source of information. Key Opinion Leaders (KOLs) and social influencers lead the trend especially among millennials and gen Z. Gen Z spend most of their time “online” and are more willing to try new platforms such as TikTok. Videos are more attracted to this group of users due to too many distractions among the generation which resulted in scattered attention.

Airlift

- Starting on November 3, United Airlines resumed 3 weekly non-stop services from Taiwan to San Francisco after the 8-month suspension since March 2020 due to COVID-19. Taiwanese travelers can tap on the service to transfer in SFO airport and take the out-of-pocket PCR test before transferring to Honolulu.
- StarLux Airlines will launch flights from Taipei to Bangkok, Osaka and Tokyo in December to tap into the important hubs in Asia, with bookings for Bangkok and Osaka available from Nov. 2 and for Tokyo slated for mid-November.

Market Intelligence/Market Conditions Impact on Hawai'i Travel

- After Japanese people being the first international travelers allowed to entry Hawai'i without quarantine, many Taiwanese people are looking forward to being allowed, too. Although international travel is still under strict restraints, Hawai'i is one of the destinations Taiwanese will choose to visit as soon as the border restrictions is lifted. With more good news on pre-travel testing

program and resumption of international flights, Taiwan's travel market is seeing a silver lining to be one of the first to recover from travel bans.

Leisure Activity Update

Consumer

- By end of October, HTA called a meeting across departments to discuss about allowing Taiwanese travelers to take authorized PCR tests in Taiwan before traveling to Hawai'i and waive the 14-day quarantine. The meeting was attended by Department of Health, Office of the Attorney General, Department of Defense, Department of Business, Economic Development & Tourism, Taiwan Ministry of Health & Welfare (MHW), Taipei Economic & Cultural Office in Honolulu (TECO), China Airlines and HTT. During the meeting, HTT presented the comparison table of Taiwan VS. USA PCR test programs. Also, there were discussions on selecting designated hospitals for Hawai'i's Trusted Testing Partners. HTT's follow-ups for the meeting was to help with shortlisting the hospitals in Taiwan to cover all regions, and to make sure that all the hospitals on the list are eligible to conduct Hawai'i approved PCR tests. Moving forward, TECO will work with MHW and Taiwan Ministry of Foreign Affairs to communicate with selected hospitals. HTT stands by to assist from Taiwan.
- HTT joined Overseas Travel Service's YouTube channel to share about destination Hawai'i and highlights of the islands. The program aims to inspire FIT travelers to plan for vacations post-COVID-19. Topics HTT shared during the program were Malama 'āina, Cuisine of Aloha, Aloha & Mahalo Culture and Greetings, Ocean Safety and Water Activities. The program will be in 2 episodes that aim to be broadcasted by the end of year.



Molly Jou, Trade & MCI Marketing Director, HTT with Michael Ho, General Manager, Overseas Travel Service

Travel Trade

- HTT will be hosting 2020 Aloha Taiwan Semi-Virtual Mission on December 9. The Mission is registered by all Island Chapters, 2 airlines (China Airlines & Hawaiian Airlines) and 12 Hawai'i Industry Partners to meet with at least 18 buyers from Taiwan's top tiered travel agencies. The Mission includes Aloha Seminar to share updates from Hawai'i and one-on-one business

appointments to meet with Taiwan buyers individually. The buyers in Taiwan will enjoy hula performance and lei making as they immerse in a day of Sanctuary of Aloha.

Public Relations

- HTT shared the New Normal Beach Behaviors Community Messaging via a social media post on GohawaiiTW Facebook and Instagram with updates on United Airlines’ resumption of Taipei-Honolulu flight. The post has reached over 8,700 people with 924 engagements.
- The information on Mana Up Event and the 43rd Annual Prince Lot Hula Festival were also posted on HTT’s Facebook and Instagram. HTT will be inviting the Industry Partners to share updates on their organizations or property with us to broadcast via GohawaiiTW social media channels.



Sales Activities

Sales Calls

Airline	Wholesaler/TA/TO/OTA	Other	Total
6	10	5 Government/Hospitals	21

- All Nippon Airways is assessing the resumption of Tokyo – Honolulu direct flight in consideration of the demand from Taiwan. With Hawai’i being the most popular destination over other U.S. destinations for Japanese, ANA hopes to resume the service after the Hawai’i authorized PCR tests are now available in Japan. Taiwanese passenger may soon be able to transfer in Japan if the route is relaunched and travel bans in Japan can be lifted.
- HTT connected with the travel trade partners in Taiwan to update Hawai’i’s latest COVID-19 measurements. The regulations for visitors going to Hawai’i include the 14-day quarantine, social distancing and mask wearing. Update on United Airlines’ flight resumption and PCR test station at SFO airport was also one of the key messages shared with the trade partners.

Responsible Tourism Update

HTT continued to share posts to highlight Hawaiian culture, nature resources, and responsible travel on Gohawaiiw social channels on weekly basis.

Island Chapters Engagement Update

- HTT confirmed with Island Chapters on their participation in Aloha Taiwan Semi-Virtual Mission on December 9.

“Coming Attractions” for Leisure Market

What	When	Where
Aloha Taiwan Semi-Virtual Mission	December 9	Taipei, Taiwan



Group Sales Status Report – October 2020

OVERVIEW

The meetings industry continues to be in a holding pattern. Just a month ago, Northstar's Pulse Survey found that a strong majority of planners (71%) intended to resume face-to-face events no later than the second quarter of next year. That number has dropped to 55 percent, with the rest eyeing Q3 or beyond. Even optimistic meeting professionals are growing jaded, as a timeline for the pandemic recovery remains elusive. Rescheduling or rebooking remains the key task for 36 percent of respondents, while only 18 percent are focused on sourcing or booking new business. Nearly one-third of respondents noted they are "not currently focused on live, in-person events," further indicating that virtual events will be increasingly prevalent in the near-term. Upwards of 82 percent of planners are working on digital-only events that do not have an in-person component.

Despite the prevalence of virtual and hybrid events as the pandemic wears on, planners feel that they are a mediocre substitute for live events. Respondents' comments reflect a decidedly uncertain future for virtual events, particularly those that rely heavily on revenue from sponsors or exhibitors. "Attendees have 'virtual fatigue,'" noted one respondent. "They don't visit exhibitors/sponsors on the virtual platform, and they don't want to pay to attend. Meanwhile, exhibitors are not seeing the ROI."

Many see digital events more favorably as the primary feasible option for the industry. The demand and need for digital events have provided a boon for convention centers, which have been hard hit by the pandemic and may have an outsized role to play for virtual and hybrid conferences going forward. While virtual meetings over the spring and summer were focused on quick transitions from face-to-face, planners now have more time to invest in an event's production values and to consider hybrid options, armed with a better understanding of how social distancing, masks, and good ventilation can keep small groups safe. Convention centers not only have relatively open calendars, large spaces available for stage set-ups and social distancing, and production-company relationships in place, they are also creating broadcast-ready spaces to make the virtual and hybrid experiences more turnkey and more professional. It is an anticipated trend this fall for convention centers to start building out permanent virtual/hybrid meeting studios to diversify their offerings for meeting planners.

SALES PRODUCTION (in the month for any year)

Table 1: Total Sales Production – October 2020

Room Nights	2020 Actual Month	Prior Year	Variance to Prior Year	2020 Year-to-Date	Prior Year	Variance to Prior Year
Definite & Assist-Definite	14,365	31,074	-54%	53,578	229,136	-77%
Tentative & Assist-Tentative	37,346	53,503	-30%	583,912	930,430	-37%

The ongoing auditing and database cleansing may result in changes to previously reported figures.

Table 2a: Hawai'i Visitors and Convention Bureau (HVCB) Sales Production October 2020

Room Nights	2020 Actual Month	Prior Year	Variance to Prior Year	2020 Year-to-Date	Prior Year	Variance to Prior Year	Annual Goal	YTD as % of Annual Goal
Combined Total								
Definite	14,365	24,301	-41%	45,089	163,911	-72%	TBD	TBD
New to Hawai'i	6,888	18,538	-63%	33,169	77,623	-57%	TBD	TBD
Tentative	37,346	43,569	-14%	558,070	839,088	-33%	TBD	TBD
Citywide								
Definite	7,317	0	N/A	7,317	24,185	-70%	TBD	TBD
New to Hawai'i	0	0	N/A	0	11,805	-100%	TBD	TBD
Tentative	7,812	7,386	6%	104,429	297,743	-65%	TBD	TBD
Single Property								
Definite	7,048	24,301	-71%	37,772	139,726	-73%	TBD	TBD
New to Hawai'i	6,888	18,538	-63%	33,169	65,818	-50%	TBD	TBD
Tentative	29,534	36,183	-18%	453,641	541,345	-16%	TBD	TBD

The ongoing auditing and database cleansing may result in changes to previously reported figures.

COMMENTS

Sales Production vs. Goals Analysis

Combined total production reflects continued concerns over the negative impacts of COVID-19 on MCI group business and the desire for a vaccine. Single property inquiries are focused in Q3 and Q4 2021 and 2022 representing group rooms of 10 to 100. Citywide inquiries are for 2027 and beyond. The team's focus is on the priority to convert outstanding tentative business and rebooking citywide cancellations.

Highlights of Any Key Definites

Citywide

- Incentive – multi-level corporation, November 2022 (7,317 room nights)

Single Property

- Convention – consumer product corporation, January 2022 (4,298 room nights)
- Incentive – high tech corporation, May 2021 (1,711 room nights)

Highlights of Any Key Tentatives

Citywide

- Convention – scientific association, March 2024 (7,812 room nights)

Single Property

- Incentive – confidential group, July 2022 (7,690 room nights)
- Incentive – confidential group, July 2022 (6,260 room nights)
- Convention – insurance corporation, July 2022 (4,093 room nights)
- Convention – government, August 2023 (2,437 room nights)
- Incentive – high tech corporation, April 2021 (1,609 room nights)

Advertising Efforts

- Meetings, conventions and incentives (MCI) Paid Media Recap
 - *Meetings & Conventions Hawai'i Supplement*, two full-page ads – 50,000 impressions
 - *Successful Meetings Hawai'i Supplement*, two full-page ads – 50,000 impressions

Public Relations Efforts

- Activity highlights include:
 - Ann Shepphird, *Corporate Event News* – Coordinated with the Island Chapters, Hawai'i Convention Center (HCC), and the Meet Hawai'i team to provide Ann with industry updates, health and safety protocol, and interview responses for a Hawai'i feature. The story highlights what's available for groups in Hawai'i now that the state has implemented the Hawai'i Safe Travels Program, inclusive of the Pre-Travel Testing Program.
 - Pitched Meet Hawai'i's I Mua Hawai'i Virtual Trade Show, held on October 15, to meeting planners in an effort to bolster attendance.

- Media Coverage Highlights:
 - "Meeting & Convention Facilities" – *Corporate Event News*, <https://bit.ly/3eDxmR9>

- Impressions and Publicity Values for Articles that included Hawai'i:

<u>September Impressions</u>	<u>September Publicity Values</u>
Print: 96,588	Print: \$188,026.44
Online: 789,917,229	Online: \$344,234.95
Broadcast: 4,564,050	Broadcast: \$20,864.81
Total: 794,577,867	Total: \$553,126.20

**Table 2b: Hawai'i Tourism Canada Single Property Sales Production
October 2020**

Room Nights	2020 Actual Month	Prior Year	Variance to Prior Year	2020 Year-to-Date	Prior Year	Variance to Prior Year	Annual Goal	YTD as % of Annual Goal
Combined Total								
Definite & Assist-Definite	0	0	N/A	0	1,305	-100%	TBD	TBD
New to Hawai'i	0	0	N/A	0	1,305	-100%	TBD	TBD
Tentative & Assist-Tentative	0	2,520	-100%	5,240	9,254	-43%	TBD	TBD
MCI								
Definite & Assist-Definite	0	0	N/A	0	1,080	-100%	TBD	TBD
New to Hawai'i	0	0	N/A	0	1,080	-100%	TBD	TBD
Tentative & Assist-Tentative	0	2,520	-100%	2,990	9,029	-67%	TBD	TBD
Non-MCI								
Definite & Assist-Definite	0	0	N/A	0	225	-100%	TBD	TBD
New to Hawai'i	0	0	N/A	0	225	-100%	TBD	TBD
Tentative & Assist-Tentative	0	0	N/A	2,250	225	900%	TBD	TBD

COMMENTS

Market Conditions

- The partial closure of the Canada-U.S. border has been extended through November 21.
- Direct capacity fell -46 percent throughout the first eight months of the year, which is a significant reduction in capacity compared to 2019.
 - Air Canada reduced capacity by almost 70,000 seats (-52%).
 - WestJet reduced service by 89,000 seats, a year-over-year decrease of 43 percent.
- Some of the lift that was being offered in Q4 has now been suspended, but 111,000 seats are currently being offered in November & December, +4.8 percent more than in 2019.

Sales Production Analysis

Hawai'i Tourism Canada (HTCanada) has no definite production to report for the month amid the COVID-19 pandemic. October was a slow month with no new RFPs. Follow up is being done with active tentative leads, however planners are stating that travel will probably not commence until Q3 2021, which is also dependent on Hawai'i's quarantine restrictions and the availability of trusted testing partners outside the U.S. More positive news is that current tentative leads have not cancelled but are postponed for now. Many planners and clients are planning to "wait and see" on how the COVID-19 pandemic and resumption of travel progresses. Everything is at a standstill as it becomes more difficult for planners to reach their clients that are working from home. Not to mention that some organizations have laid off planners for the time being, and many organizations have decided to do virtual meetings/conferences.

Advertising and PR Activity

- None to report for the month.

**Table 2c: Hawai'i Tourism China Single Property Sales Production
October 2020**

Room Nights	2020 Actual Month	Prior Year	Variance to Prior Year	2020 Year-to-Date	Prior Year	Variance to Prior Year	Annual Goal	YTD as % of Annual Goal
Combined Total								
Definite & Assist-Definite	0	1,158	-100%	600	9,348	-94%	TBD	TBD
New to Hawai'i	0	1,158	-100%	600	7,713	-92%	TBD	TBD
Tentative & Assist-Tentative	0	0	N/A	2,840	18,485	-85%	TBD	TBD
MCI								
Definite & Assist-Definite	0	1,158	-100%	0	5,621	-100%	TBD	TBD
New to Hawai'i	0	1,158	-100%	0	3,986	-100%	TBD	TBD
Tentative & Assist-Tentative	0	0	N/A	2,240	16,480	-86%	TBD	TBD
Non-MCI								
Definite & Assist-Definite	0	0	N/A	600	3,727	-84%	TBD	TBD
New to Hawai'i	0	0	N/A	600	3,727	-84%	TBD	TBD
Tentative & Assist-Tentative	0	0	N/A	600	2,005	-70%	TBD	TBD

COMMENTS

Market Conditions

- American Airlines will return to Shanghai nearly 10 months after it suspended service to the Chinese city in the early days of the coronavirus pandemic. The Oneworld alliance carrier will offer a weekly flight to Shanghai Pudong from Dallas/Fort Worth with a stop at Seoul Incheon. The airline plans to fly a Boeing 787-9 on the route beginning November 8.

Sales Production Analysis

Hawai'i Tourism China (HTC) has no production to report for the month amid the COVID-19 pandemic. HTC will also continue to track lost business and/or programs postponed due to COVID-19 with the focus of bringing them to Hawai'i .

Advertising and PR Activity

- None to report for the month.

**Table 2d: Hawai'i Tourism Japan Single Property Sales Production
October 2020**

Room Nights	2020 Actual Month	Prior Year	Variance to Prior Year	2020 Year-to-Date	Prior Year	Variance to Prior Year	Annual Goal	YTD as % of Annual Goal
Combined Total								
Definite & Assist-Definite	0	4,724	-100%	7,204	38,304	-81%	TBD	TBD
New to Hawai'i	0	1,864	-100%	4,384	22,897	-81%	TBD	TBD
Tentative & Assist-Tentative	0	5,799	-100%	7,204	38,458	-81%	TBD	TBD
MCI								
Definite & Assist-Definite	0	2,974	-100%	7,204	35,882	-80%	TBD	TBD
New to Hawai'i	0	1,864	-100%	4,384	22,225	-80%	TBD	TBD
Tentative & Assist-Tentative	0	4,049	-100%	7,204	36,036	-80%	TBD	TBD
Non-MCI								
Definite & Assist-Definite	0	1,750	-100%	0	2,422	-100%	TBD	TBD
New to Hawai'i	0	0	N/A	0	672	-100%	TBD	TBD
Tentative & Assist-Tentative	0	1,750	-100%	0	2,422	-100%	TBD	TBD

COMMENTS

Market Conditions

COVID-19 Outbreak

- Gradual resumption of business travel is starting through the new “Business Track” framework launched with Singapore in September and Vietnam and South Korea in October. The government is currently determining countries subject to the new regulations with plans to launch the program as early as November. Since its launch, the business track framework’s impact has been much smaller than originally anticipated, indicating the likelihood that effects of the pandemic will be drawn out.
- With Hawai'i allowing for the exemption of mandatory 14-day quarantine with negative test results issued by trusted testing partners, travel agencies are becoming hopeful for the resumption of MICE travel to Hawai'i in the post-COVID era. Travel agencies now are eagerly awaiting the lift of 14-day quarantine measures in Japan and lowering of travel advisories to begin initiatives as they remain as significant hurdles.
- Japanese governmental entities have noted that even if pandemic advisory levels are lowered, in an effort to maintain control of the virus, 14-day quarantine of all entrants to Japan will be maintained for longer as the virus continues to spread globally.

Travel Industry

- The 2020 Honolulu Marathon has officially been canceled with a slight potential for the event to be postponed to early 2021. All tickets issued for the 2020 race can be deferred to the 2021 events. This cancellation has brought MICE market-related leads to zero for Hawai'i in 2020.
- MICE market-related cancellations have summed up to roughly 2,035 leads with attendee counts of around 100,000 as of October 14. Bearing in mind the 60-day cancellation period for MICE market leads, final 2020 cancellation counts should remain near these levels. Costs related to the

pre-travel COVID-19 tests and 14-day quarantine upon return to Japan will continue to pose as major hurdles for the MICE market, making resumption of leads within 2020 extremely difficult.

- Travel agencies have begun offering virtual FAM tours for MICE organizers through combined initiatives with travel agencies' local offices in Hawai'i. Because the aforementioned regulations remain in place, actual physical on-site FAM tours will likely not be held until March 2021.
- Although LCC ZIPAIR has received approvals to operate on the Honolulu route, because the carrier will not be operating a group sales division, use will be focused primarily amongst FIT travelers.

Target Segment Condition/Support

Incentive/Anniversary:

- Most leads within 2020 have been canceled. Many leads planned for 2021 onwards have not yet decided to cancel yet as most are dependent on the availability of airlift and regulations in Hawai'i.
- Concern for the rise in airfare has been noted with the prices exhibited on resumed flights being substantially more expensive.
- Some inquiries for large-scale leads continue to be received, indicating relatively positive response from the market.
- Although discussions with travel agencies and other key contacts have been underway to host online seminars, individual meetings and on-site FAM tours, realistic timing for significant resumption of these initiatives is around the Honolulu Festival.

Edu-tourism:

- Edu-tourism leads through 2020 have all been canceled, with cancellations for leads planned in Q1 2021 also rising. Many leads are beginning to postpone trips to Q2 or alter destinations to domestic destinations, utilizing the "Go To Travel" campaign.
- Because deposit funds upon enrollment are the base of funds for edu-tourism trips, additional costs such as the required PCR tests and certification make it extremely difficult to carry out originally planned trips.
- Inquiries for 2021 Fall onwards have been rising with positive response. If the leads are secured as definite, Hawai'i Tourism Japan (HTJ) will work to have industry media accompany the leads to have articles on the leads created.

Sales Production Analysis

HTJ has no production to report for the month amid the COVID-19 pandemic.

Advertising and PR Activity

- None to report for the month.

**Table 2e: Hawai'i Tourism Korea Single Property Sales Production
October 2020**

Room Nights	2020 Actual Month	Prior Year	Variance to Prior Year	2020 Year-to-Date	Prior Year	Variance to Prior Year	Annual Goal	YTD as % of Annual Goal
Combined Total								
Definite & Assist-Definite	0	442	-100%	247	9,144	-97%	TBD	TBD
New to Hawai'i	0	24	-100%	130	4,961	-97%	TBD	TBD
Tentative & Assist-Tentative	0	442	-100%	1,372	9,074	-85%	TBD	TBD
MCI								
Definite & Assist-Definite	0	442	-100%	247	9,033	-97%	TBD	TBD
New to Hawai'i	0	24	-100%	130	4,850	-97%	TBD	TBD
Tentative & Assist-Tentative	0	442	-100%	1,372	8,963	-85%	TBD	TBD
Non-MCI								
Definite & Assist-Definite	0	0	N/A	0	111	-100%	TBD	TBD
New to Hawai'i	0	0	N/A	0	111	-100%	TBD	TBD
Tentative & Assist-Tentative	0	0	N/A	0	111	-100%	TBD	TBD

COMMENTS

Market Conditions

- **Travel bubble will increase overseas travel:** According to Incheon International Airport Corporation, 52.8 percent of Koreans are willing to travel abroad within a travel bubble, which is a system that relaxes entry measures for mutual arrivals through an agreement between countries. The biggest reason to choose overseas travel after the travel bubble was that respondents considered there would be no risk of COVID-19 (32.6%).
- **Extension of special travel advisory:** The Ministry of Foreign Affairs extended the special travel advisory for Koreans to avoid non-essential overseas trips until November 17.
- **Airlift Updates:** Korean Air extended its suspension of flight services on ICN-HNL route (KE053) and ICN-NRT-HNL route (KE001) till December 31. Asiana Airlines halted flights service of ICN-HNL route (OZ232) until March 27. Hawaiian Airlines will resume its flight from ICN to HNL(HA 460) starting November 27. The flight will operate once a week departing on Wednesday.
- **Exchange Rate/Fuel Surcharges:** The average USD/WON exchange rate in October was KRW 1,141.93 won, a slight decrease from the previous rate of 1,177.65 won in September. South Korean airlines will not apply fuel surcharges on international routes in November to reflect falling oil prices.

Sales Production Analysis

Hawai'i Tourism Korea (HTK) was unable to fulfill its KPI targets due to the impact of the COVID-19 pandemic. HTK's MCI team will be in line with HTA and Meet Hawai'i Team's directive and make its continuous effort to deliver the key messages to Korean MICE corporate clientele.

Advertising and PR Activity

- None to report for the month.

**Table 2f: Hawai'i Tourism Oceania Single Property Sales Production
October 2020**

Room Nights	2020 Actual Month	Prior Year	Variance to Prior Year	2020 Year-to-Date	Prior Year	Variance to Prior Year	Annual Goal	YTD as % of Annual Goal
Combined Total								
Definite & Assist-Definite	0	449	-100%	438	7,124	-94%	TBD	TBD
New to Hawai'i	0	449	-100%	438	6,500	-93%	TBD	TBD
Tentative & Assist-Tentative	0	1,173	-100%	9,186	16,071	-43%	TBD	TBD
MCI								
Definite & Assist-Definite	0	150	-100%	358	2,721	-87%	TBD	TBD
New to Hawai'i	0	150	-100%	358	2,558	-86%	TBD	TBD
Tentative & Assist-Tentative	0	900	-100%	7,582	14,151	-46%	TBD	TBD
Non-MCI								
Definite & Assist-Definite	0	299	-100%	80	4,403	-98%	TBD	TBD
New to Hawai'i	0	299	-100%	80	3,942	-98%	TBD	TBD
Tentative & Assist-Tentative	0	273	-100%	1,604	1,920	-16%	TBD	TBD

COMMENTS

Market Conditions

The Impacts of COVID-19

Australia

- Australia's second wave has stabilized. New South Wales and Victoria have reported consecutive days of zero cases for the first time in months.
- NSW has also eased some of its restrictions, increasing the number of people that can attend household and public gatherings. In October, Victoria came out of lockdown after 111 days and eased many of its restrictions with retail, cafes, bars, restaurants and beauty services reopening, and limits on gatherings.
- In October, Australia's unemployment rate hit 6.9 percent – outperforming expectations.

New Zealand

- New Zealand held its General Election, retaining Jacinda Adern as Prime Minister and giving her Labour Government a unanimous majority. This means that Labour do not require a coalition partner to govern which will enable policy to be implemented quicker.
- The other positive of having the election completed is that decisions around COVID-19 and border control can be made without the same level of concern around the ramification on being voted in or out of government.
- Unemployment figures have come in reflecting a rate of 5.3 percent, below the 9 percent prediction. This compares favorably with Australia at 6.9 percent and the OECD average of 7.4 percent.

Aviation Updates

- While the trans-Tasman bubble talks continue to progress, there has been an increase in trans-Tasman travel following the removal of restrictions for New Zealanders travelling to certain

Australian states. However, there are still quarantine requirements when returning to New Zealand and there is a high amount of pressure on availability at these quarantine hotels.

Impacts to the Economy & Industry

- The Australian and New Zealand dollars are continuing to hold firm at the higher end of the scale when comparing the last 12 months. During the month, the AUD was sitting around 0.71 and the NZD 0.66 against the USD.
- Cievents will be undergoing a rebrand. The rebranding of Flight Centre's cievents operation as FCM Meetings & Events marks the end of a 30-year era in the MICE market, and also saw the organization's long-time Global General Manager Natalie Simmons leave.

Sales Production Analysis

Hawai'i Tourism Oceania (HTO) was unable to fulfill its KPI targets due to the impact of the COVID-19 pandemic. However, the team has remained in constant contact with key clients to ensure Hawai'i remains front of mind once planning resumes.

Advertising and PR Activity

- None to report for the month.

**Table 2g: Hawai'i Tourism Taiwan Single Property Sales Production
October 2020**

Room Nights	2020 Actual Month	Prior Year	Variance to Prior Year	2020 Year-to-Date	Prior Year	Variance to Prior Year	Annual Goal	YTD as % of Annual Goal
Combined Total								
Definite & Assist-Definite	0	0	N/A	0	0	N/A	TBD	TBD
New to Hawai'i	0	0	N/A	0	0	N/A	TBD	TBD
Tentative & Assist-Tentative	0	0	N/A	0	0	N/A	TBD	TBD
MCI								
Definite & Assist-Definite	0	0	N/A	0	0	N/A	TBD	TBD
New to Hawai'i	0	0	N/A	0	0	N/A	TBD	TBD
Tentative & Assist-Tentative	0	0	N/A	0	0	N/A	TBD	TBD
Non-MCI								
Definite & Assist-Definite	0	0	N/A	0	0	N/A	TBD	TBD
New to Hawai'i	0	0	N/A	0	0	N/A	TBD	TBD
Tentative & Assist-Tentative	0	0	N/A	0	0	N/A	TBD	TBD

COMMENTS

Market Conditions

- Taiwan is the record holder for fighting against COVID-19 by reaching the landmark of no locally transmitted cases in over 200 days. Closing borders early, tightly regulating travel, rigorous contact tracing, technology-enforced quarantine and widespread mask-wearing are the keys to success.
- Starting on November 3, United Airlines resumed three weekly non-stop services from Taiwan to San Francisco. Taiwanese travelers can take the transit flight at SFO and get tested for a PCR test at the airport before transferring to Honolulu. If the test result is negative, travelers can omit the quarantine when arriving in Hawai'i. Hawai'i Tourism Taiwan (HTT) contacted trade partners in Taiwan to share this update and understand the business and market conditions in the post COVID-19 period. Most travelers are still hesitant to travel because of the international pandemic and border restrictions. However, many Taiwanese people are still active in traveling domestically.

Sales Production Analysis

HTT has no production to report for the month but will continue efforts in tracking potential leads with MCI intermediaries to be ready when marketing activities kick off again. HTT is preparing for the Aloha Taiwan! Semi-Virtual Workshop on December 9.

Advertising and PR Activity

- HTT shared the New Normal Beach Behaviors Community Messaging via a social media post on Gohawaiiitw Facebook and Instagram with updates on United Airlines' resumption of Taipei-Honolulu flight. The post has reached over 8,700 people with 924 engagements.
- Information on the Mana Up Event and the 43rd Annual Prince Lot Hula Festival was posted on HTT's Facebook and Instagram. HTT will be inviting industry partners to share updates on their organizations or property to broadcast via Gohawaiiitw social media channels.

**Table 3: Island Distribution of HVCB Single Property Sales – Year-to-Date
October 2020**

Island	Tentative Room Nights YTD Actual*	Definite Room Nights Annual Goal	Definite Room Nights Month Actual	Definite Room Nights YTD Actual	Percent of Goal	Lead-to-Booking Conversion (Room Nights) Goal	Lead-to-Booking Conversion (Room Nights) Actual
O‘ahu	246,890	TBD	4,563	8,388	TBD	TBD	3%
Kaua‘i	95,156	TBD	0	825	TBD	TBD	1%
Maui County	195,603	TBD	505	14,927	TBD	TBD	8%
Hawai‘i	155,694	TBD	1,980	13,632	TBD	TBD	9%
Total	693,343	0	7,048	37,772	0		

*Tentative room nights do not match those in Table 2a for Single Property because many leads are distributed to more than one island.

‘ELELE PROGRAM

October meetings and updates from Deborah Zimmerman, ‘Elele Program Director from New Millennium Meetings (NMM):

Targeting/Qualifying Accounts

- The ‘Elele Director qualified scientific and technology association meetings for the Hawai‘i Convention Center. Corresponding updates were made in Simpleview. This work is helping current HCC sellers to prioritize new opportunities. Moreover, it will assist citywide sellers onboarding in the future to prioritize opportunities quickly.

LOST BUSINESS

**Table 4a: HVCB Citywide Lost Business
October 2020**

Market	Vertical Market Segment	Total Room Nights	Total Attendees	Meeting Dates	Competing Destinations	Reason for Lost Business
MCI: Convention - Domestic (18373)	Educational	2,355	2,000	10/02/2023 - 10/07/2023	California, Alaska	Program lost to Palm Springs, CA.
MCI: Convention - Domestic (18491)	Trade Assns	3,410	1,000	09/07/2023 - 09/14/2023	Alaska; Arizona; California; Colorado; Idaho; Montana; Nevada; New Mexico; Oregon; Utah; Washington; Wyoming	Program cancelled due to COVID-19 health concerns.
MCI: Convention - Domestic (18862)	Scientific	3,434	3,500	08/06/2025 - 08/15/2025	San Francisco, San Diego, Minneapolis, Columbus, New Orleans, Boston, Philadelphia, Baltimore	Program was cancelled.
MCI: Convention - Domestic (19135)	Confidential	21,251	10,000	02/15/2024 - 03/02/2024	Nashville, Denver, Austin, New Orleans	Client no longer considering Hawai'i.
MCI: Convention - Domestic (19186)	High Tech	3,455	800	08/30/2021 - 09/03/2021	Anaheim	Program lost to Las Vegas, NV.

**Table 4b: HVCB Single Property High Profile Lost Business
October 2020**

Market	Vertical Market Segment	Total Room Nights	Total Attendees	Meeting Dates	Competing Destinations	Reason for Lost Business
Non-MCI: Sleeping Rooms Only (19252)	Government	49,140	540	10/01/2020 - 12/30/2020	Initially, Hawai'i only	No response from client.
Non-MCI: Sleeping Rooms Only (19254)	Government	30,940	340	10/01/2020 - 12/30/2020	Initially, Hawai'i only	No response from client.

Non-MCI: Sleeping Rooms Only (19259)	Government	22,750	250	10/01/2020 - 12/30/2020	Initially, Hawai'i only	No response from client.
Non-MCI: Sleeping Rooms Only (19255)	Government	18,200	200	10/01/2020 - 12/30/2020	Initially, Hawai'i only	No response from client.
Non-MCI: Sleeping Rooms Only (19253)	Government	9,100	100	10/01/2020 - 12/30/2020	Initially, Hawai'i only	No response from client.
Non-MCI: Sleeping Rooms Only (19256)	Government	9,100	100	10/01/2020 - 12/30/2020	Initially, Hawai'i only	No response from client.
MCI: Convention - International (19088)	Scientific	5,039	1,200	09/12/2022 - 09/24/2022	Initially, Hawai'i only	Program lost to Kuala Lumpur.
MCI: Convention - Domestic (18791)	Fraternal, Service	2,300	800	04/04/2025 - 04/13/2025	Mexico, Miami	Program was cancelled.
MCI: Incentive (18839)	Confidential	1,650	550	09/25/2021 - 10/01/2021	Initially, Hawai'i only	Program lost to Coronado, CA.
MCI: Convention - Domestic (18949)	Medical, Healthcare	1,612	700	09/11/2021 - 09/15/2021	San Diego, CA; Detroit, MI; Seattle, WA	Program lost to New Orleans, LA.
MCI: Meeting (18640)	Finance, Banking	1,122	400	07/17/2021 - 07/22/2021	Initially, Hawai'i only	Client no longer considering Hawai'i.
MCI: Incentive (19060)	Insurance	810	270	10/01/2020 - 10/07/2020	Initially, Hawai'i only	Program cancelled due to COVID-19 health concerns.
MCI: Meeting (18940)	Educational	750	275	06/19/2021 - 06/27/2021	Initially, Hawai'i only	Program cancelled due to COVID-19 health concerns.
MCI: Meeting (18624)	Trade Assns	690	220	01/22/2021 - 01/28/2021	Costa Rica	Program cancelled due to COVID-19 health concerns.
MCI: Incentive (18943)	Automotive	675	263	07/10/2021 - 07/16/2021	Spain (Marbella); Budapest, Hungary; Ireland; Vancouver	Program cancelled due to COVID-19 health concerns.
MCI: Meeting (18166)	Educational	545	120	01/03/2022 - 01/06/2022	San Diego, CA; Scottsdale, AZ	Program lost due to high cost of hotel rates.

**Table 4c: International Single Property Lost Business
October 2020**

Market	Vertical Market Segment	Total Room Nights	Total Attendees	Meeting Dates	Competing Destinations	Reason for Lost Business
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None to report for the month.

New-to-Hawai'i Definite Bookings

**Table 5a: HVCB Citywide New to Hawai'i Definite Bookings
October 2020**

Market	Vertical Market Segment	Total Room Nights	Total Attendees	Meeting Dates	Competing Destinations
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None to report for the month.

TOTAL NEW TO HAWAI'I CITYWIDE BOOKINGS FOR THE MONTH	0
TOTAL ROOM NIGHTS FOR NEW TO HAWAI'I CITYWIDE BOOKINGS	0

**Table 5b: HVCB Single Property High Profile New to Hawai'i Definite Bookings
October 2020**

Market	Vertical Market Segment	Total Room Nights	Total Attendees	Meeting Dates	Competing Destinations
MCI: Convention - Domestic (19133)	Consumer Products	4,298	1,600	01/28/2022 - 02/05/2022	Initially, Hawai'i only
MCI: Incentive (19267)	High Tech	1,711	660	05/30/2021 - 06/06/2021	Mexico, Caribbean, Fiji

None to report for the month.

**Table 5c: International Single Property New to Hawai'i Definite Bookings
October 2020**

Market	Vertical Market Segment	Total Room Nights	Total Attendees	Meeting Dates	Competing Destinations
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None to report for the month.

TOTAL NEW TO HAWAI'I SINGLE PROPERTY BOOKINGS FOR THE MONTH	7
TOTAL ROOM NIGHTS FOR NEW TO HAWAI'I SINGLE PROPERTY BOOKINGS	6,888

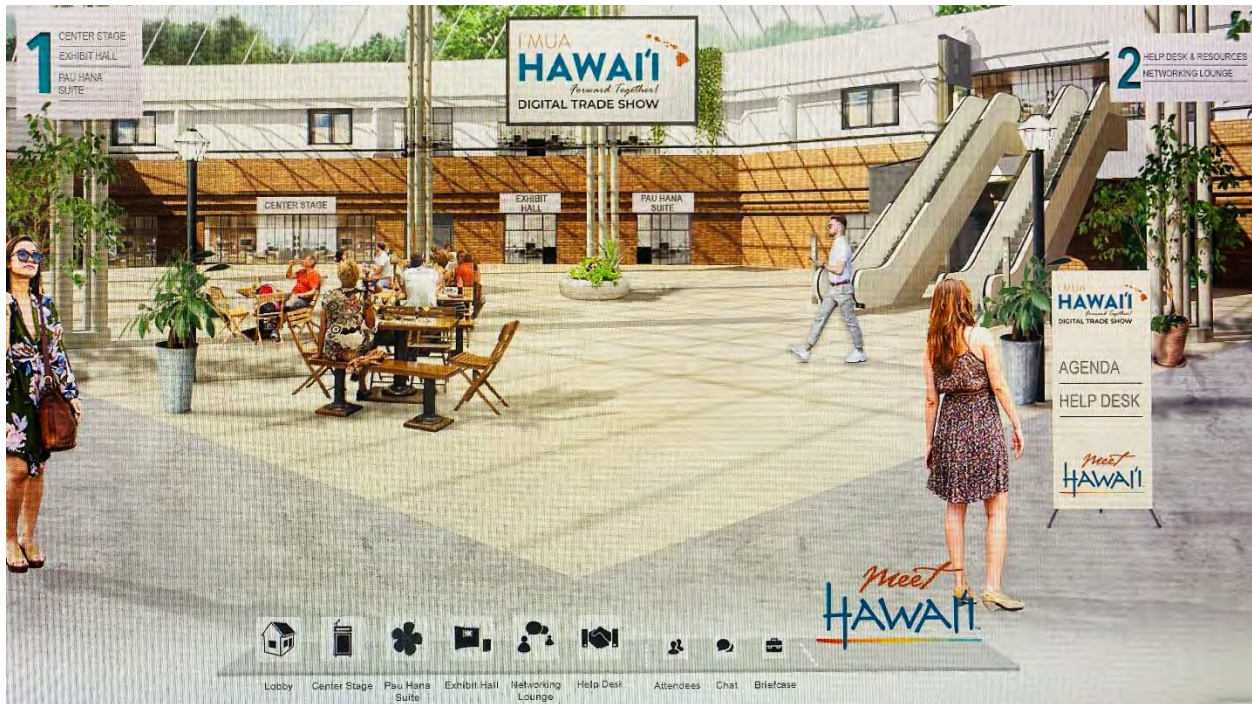
New to Hawai'i bookings are accounts that have never met in Hawai'i before or, in the case of citywides, have not met in Hawai'i in the last 10 years or for single property bookings, not in the past five years.

MAJOR SALES AND MARKETING ACTIVITIES

Meet Hawai'i participated in the following MCI events in October:

- 4 educational events
 - HVCB
 - Executive Women International (EWI) Monthly Meeting, Virtual, October 14
 - Aloha Society of Association Executives (ASAE) Webinar, Virtual, October 21
 - SITE Chicago Meeting, Virtual, October 27
 - International GMTs
 - HTCanda – SITE Canada Education Day, Virtual, October 28

- 1 trade show
 - HVCB
 - “I Mua Hawai'i” Destination Hawai'i Goes Virtual by Northstar Meetings Group and Meet Hawai'i, Virtual, October 15



FUTURE SALES AND MARKETING ACTIVITIES

Meet Hawai'i will participate in the following MCI events in the upcoming months:

None to report for November 2020.			
December 2020			
Dec. 3	Aloha Canada, Virtual	Virtual Trade Show	HTCanada

Dec. 9	Aloha Taiwan! Semi-Virtual Workshop, Taipei, Taiwan	Educational Event	HTT
Dec. 15	Taiwan Tour Manager Association Seminar, Taipei Taiwan	Educational Event	HTT
January 2021			
Jan. 11-15	Professional Convention Management Association (PCMA) Convening Leaders, Virtual	Virtual Trade Show	HVCB

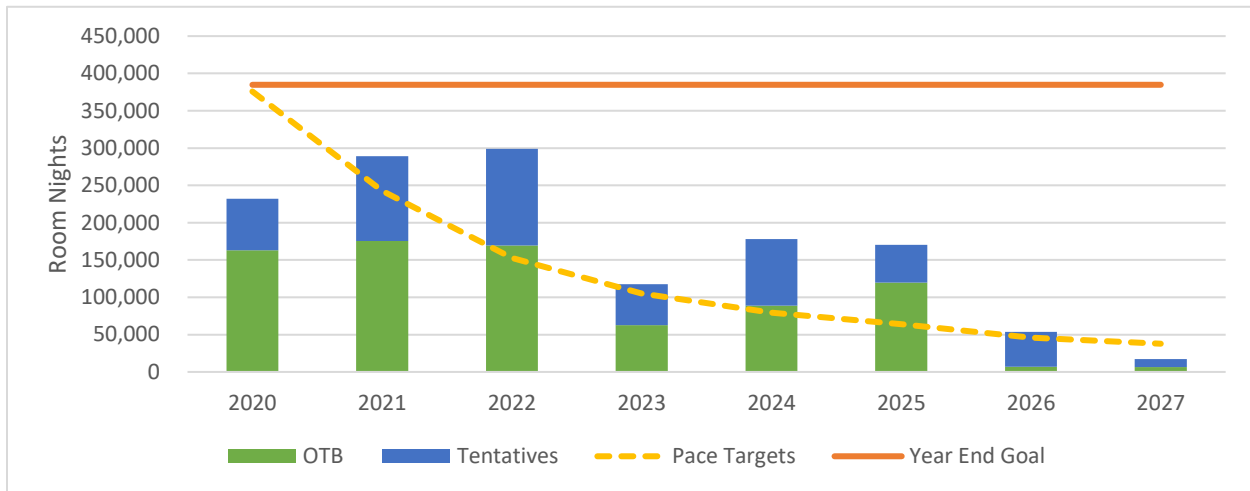
CONSUMPTION

The FuturePace Reports on the next page show the number of events and room nights on the books for each year 2020-2027 against a 3-Year Average Year-End Goal.

Table 6: FuturePace Report: Hawai'i 8-year Pace (citywide and single property)

Period Ending: October 31, 2020

Report Date: November 10, 2020



Room Nights

Year	OTB	Pace Targets	Variance	Variance %	LTB	Tentatives	Year End Goal
2020	163,110	375,821	(212,711)	-57%	221,684	68,920	384,794
2021	175,511	242,759	(67,247)	-28%	209,283	113,463	384,794
2022	169,303	152,535	16,768	11%	215,491	129,618	384,794
2023	62,674	105,034	(42,360)	-40%	322,120	55,022	384,794
2024	88,959	79,410	9,549	12%	295,835	89,204	384,794
2025	119,528	63,920	55,608	87%	265,266	50,663	384,794
2026	6,999	46,057	(39,058)	-85%	377,795	46,843	384,794
2027	6,508	37,785	(31,276)	-83%	378,286	10,650	384,794

Events

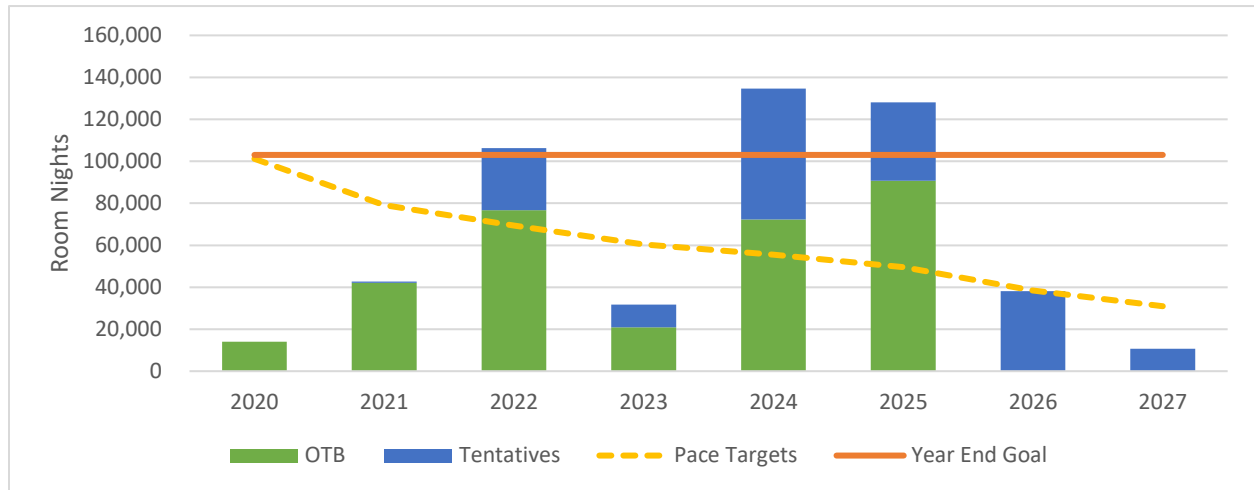
Year	OTB	Pace Targets	Variance	Variance %	LTB	Tentatives	Year End Goal
2020	247	620	(373)	-60%	401	75	648
2021	153	204	(51)	-25%	495	221	648
2022	65	70	(4)	-6%	583	110	648
2023	25	32	(7)	-22%	623	32	648
2024	19	16	3	20%	629	20	648
2025	18	9	9	102%	630	11	648
2026	4	5	(1)	-18%	644	8	648
2027	2	3	(1)	-41%	646	1	648

The number of events reported in FuturePace is slightly higher than the actual number of events due to a number of overflow programs and the splitting of some bookings into two in order to track shared credit.

Table 7: FuturePace Report: Convention Center 8-year Pace (citywide only)

Period Ending: October 31, 2020

Report Date: November 10, 2020



Room Nights

Year	OTB	Pace Targets	Variance	Variance %	LTB	Tentatives	Year End Goal
2020	14,035	101,196	(87,161)	-86%	89,006	0	103,041
2021	42,055	79,153	(37,098)	-47%	60,986	600	103,041
2022	76,768	69,379	7,389	11%	26,273	29,519	103,041
2023	20,885	60,331	(39,446)	-65%	82,156	10,864	103,041
2024	72,330	55,445	16,885	30%	30,711	62,279	103,041
2025	90,687	49,551	41,136	83%	12,354	37,385	103,041
2026	0	38,501	(38,501)	-100%	103,041	38,188	103,041
2027	0	30,947	(30,947)	-100%	103,041	10,650	103,041

Events

Year	OTB	Pace Targets	Variance	Variance %	LTB	Tentatives	Year End Goal
2020	3	27	(24)	-89%	25	0	28
2021	6	14	(8)	-56%	22	1	28
2022	10	9	1	9%	18	5	28
2023	2	7	(5)	-71%	26	4	28
2024	6	6	1	10%	22	6	28
2025	5	4	1	20%	23	4	28
2026	0	3	(3)	-100%	28	4	28
2027	0	2	(2)	-100%	28	1	28

The number of events reported in FuturePace is slightly higher than the actual number of events due to a number of overflow programs and the splitting of some bookings into two in order to track shared credit.

Glossary of FuturePace Report Terms

Cancelled: The status of a Lead for an event that was once in a Booked or Definite status but now will no longer occur.

Definite: The status of a Lead indicating the event is booked or confirmed. To qualify or count as Definite, the Lead snapshot must show the 'Booked' status type within the selected date range. In addition, the Lead cannot show in a Lost or Cancelled status during the report time frame.

LTB: An acronym for "Left to Book," this term reflects the number of room nights that still need to be booked to reach the Year-End Goal(s).

OTB: An acronym for "On the Books," this designation refers to a confirmed or definite booking.

Pace Target: A performance goal based on the percentage of your Year-End Goal that should be booked as of the report's run date, for a certain month, quarter or year. The Pace Target reflects the total number of room nights or events that should be booked as of the report's run date.

Tentatives: Business or Leads that have yet to move to a booked or Definite status. In other words, Tentatives are Leads in an unbooked or Lead status in the arrival month/year. For the Long-Term Pace report, Tentatives reflect the current count, as of the report's run date, for the years displayed on the report.

Variance: In the Long-Term Pace report, Variance reflects the OTB (or Cancelled or Tentative) figure minus the Pace Target, as of the report's run date. Positive numbers indicate performance is also positive; negative numbers suggest booking deficiencies.

Variance %: The Variance Percentage, or percentage of variance, reflects the Variance divided by the Pace Target, multiplied by 100 and then expressed as a percentage. Positive percentages indicate performance is also positive; negative numbers suggest booking deficiencies.

Year-End Goal: The Long-Term Pace report includes a 3-Year Average Year-End Goal to establish a benchmark for the years displayed on the report.

CONVENTION CENTER PERFORMANCE

Table 8: Convention Center Performance – September 30, 2020 Year-to-Date

PERFORMANCE MEASURE	YTD	TARGET	VARIANCE
Occupancy	35%	33%	2%
Total Events	47	150	(103)
Total Attendance	64,622	349,964	(285,342)
Visitor Spending	\$100,297,338	\$578,168,950	(\$477,871,612)
Tax Revenue	\$11,734,789	\$67,645,768	(\$55,910,979)
Revenue per Attendee	\$103.57	\$32.39	\$71.18

COMMENTS

Since the facility's closure on March 17, 2020 due to the COVID-19 pandemic, the Hawai'i Convention Center (HCC) has had 135 event cancellations, and while the cancellation volume has slowed, it continues. Since April 17, 2020, the facility has been used by the Department of Labor and Industrial Relations to process unemployment calls and claims. In mid-July, the Office of Elections began using the facility for ballot counting. In August, the Department of Health has been using the facility for contact tracing. Cost mitigation efforts have been in full effect since March 2020. Twenty-three employees have been terminated as a result. These governmental events and cost mitigation efforts have put HCC's forecasted net loss at \$2.1 million versus the original revised dark budget of a \$4.1 million net loss. All performance metrics are now significantly under target due to the COVID-19 with the exception of revenue per attendee.

DEFINITIONS

- **Single Property Group:** A group that can be booked into a single hotel for both guest rooms and meeting space.
- **Citywide Group:** A group that books Hawai'i Convention Center for meeting space; and which needs two or more hotels and has a minimum of 1,000 out-of-town attendees.
- **Group Bookings:** The total number of group room nights booked for the future. A group is defined as needing a minimum of 10 hotel rooms.
- **MCI and Non-MCI Bookings:** Both MCI and Non-MCI Bookings must primarily be off-shore bookings requiring attendees to stay in visitor accommodations. An MCI booking is an association or corporate meeting, convention or incentive program that requires meeting space. A Non-MCI booking requires off-site meeting space or no meeting space, or is public/consumer-facing like expos, sporting events, etc.
- **Definite Room Night:** Room nights associated with groups that have a signed contract or letter of commitment with the convention center and or a signed contract with a hotel.
- **Tentative Room Night:** Room nights associated with groups that have indicated interest in holding a meeting or convention in Hawai'i and a lead has been sent to the convention center and/or the hotels. Citywide leads are considered tentative when space is blocked at the convention center. Includes leads generated by partners at HVCB coordinated trade shows.
- **Economic Impact:** The direct and induced spending generated from a group meeting in Hawai'i. The economic impact formulas are based on research of attendee spending patterns.
- **Lead-to-Booking Conversion:** Conversion of tentative leads into definite bookings as measured by dividing tentative room nights generated in the month/year by definite room nights for the same month/year.
- **Consumed Room Night:** Room nights generated from groups that have convened in Hawai'i. For citywide events, this figure is calculated from the number of attendees. For single property meetings, the figure is the contracted room nights.
- **Goal:** A level of achievement that has been determined through the goal setting process that includes industry stakeholders and the HTA board.
- **International Markets:** Current areas of focus for international groups. These markets are supported by contractors of HTA.
- **New to Hawai'i – New Business:** A group that has never met or has not had a single property meeting in Hawai'i over the past five years or a citywide meeting within the past 10 years.
- **Repeat Business:** A group that has had a single property meeting in Hawai'i within the past five years or a citywide meeting in Hawai'i within the past 10 years.

- **Island Distribution:** The breakdown of room nights that have been booked on the neighboring islands. This includes Maui, Kaua'i, O'ahu and the Island of Hawai'i.
- **Pace:** A calculation that evaluates the annual sales activity level by comparing production to the same time frames for previous years. This calculation shows if the current year-to-date room night bookings are at the same or higher/lower levels than the past year.
- **Need Period:** A future timeframe where the projections for room night demand are lower, therefore warranting specific sales strategies to attract business.
- **Lost Business:** A group where a lead has been generated due to client interest and Hawai'i was not chosen for the meeting or convention.
- **Total Events:** Total licensed events held at the Hawai'i Convention Center.
- **Total Attendance:** Total delegate attendees at licensed events at the Hawai'i Convention Center.
- **Visitor Spending:** State economic impact of offshore licensed events.
- **Tax Generation:** State tax generation of offshore licensed events.

Presentation and Discussion of Current Market Insights
and Conditions in Hawaii and Key Major Hawaii Tourism
Markets, Including the United States, Japan, Canada,
Oceania, Other Asia, and Cruise

HTA REGULAR BOARD MEETING

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, Other Asia, Europe, and Cruise

Jennifer Chun

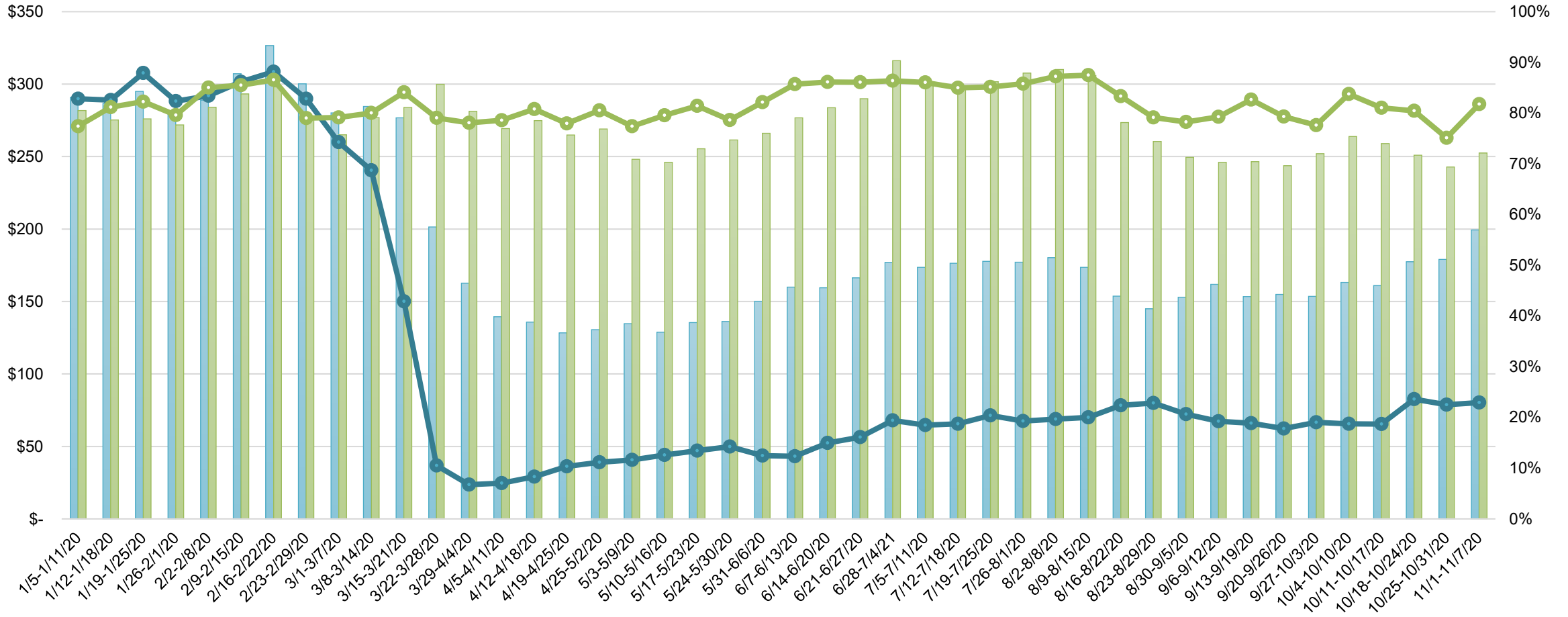
Director of Tourism Research



WEEKLY HOTEL PERFORMANCE

State of Hawai'i

State of Hawai'i Hotel Performance by Week - 2020 vs 2019



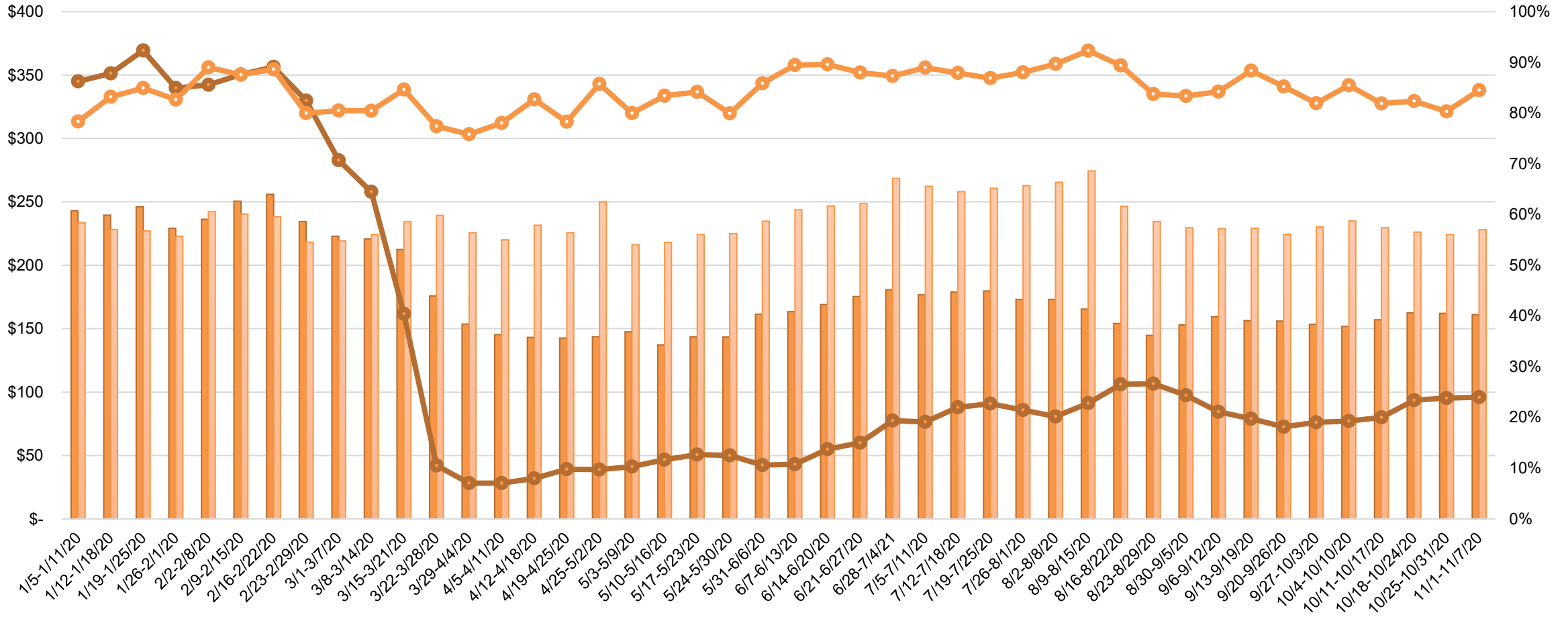
Source: STR, Inc. © Copyright 2020 Hawai'i Tourism Authority

2020 ADR 2019 ADR 2020 Occupancy 2019 Occupancy



O'ahu

O'ahu Hotel Performance by Week - 2020 vs 2019

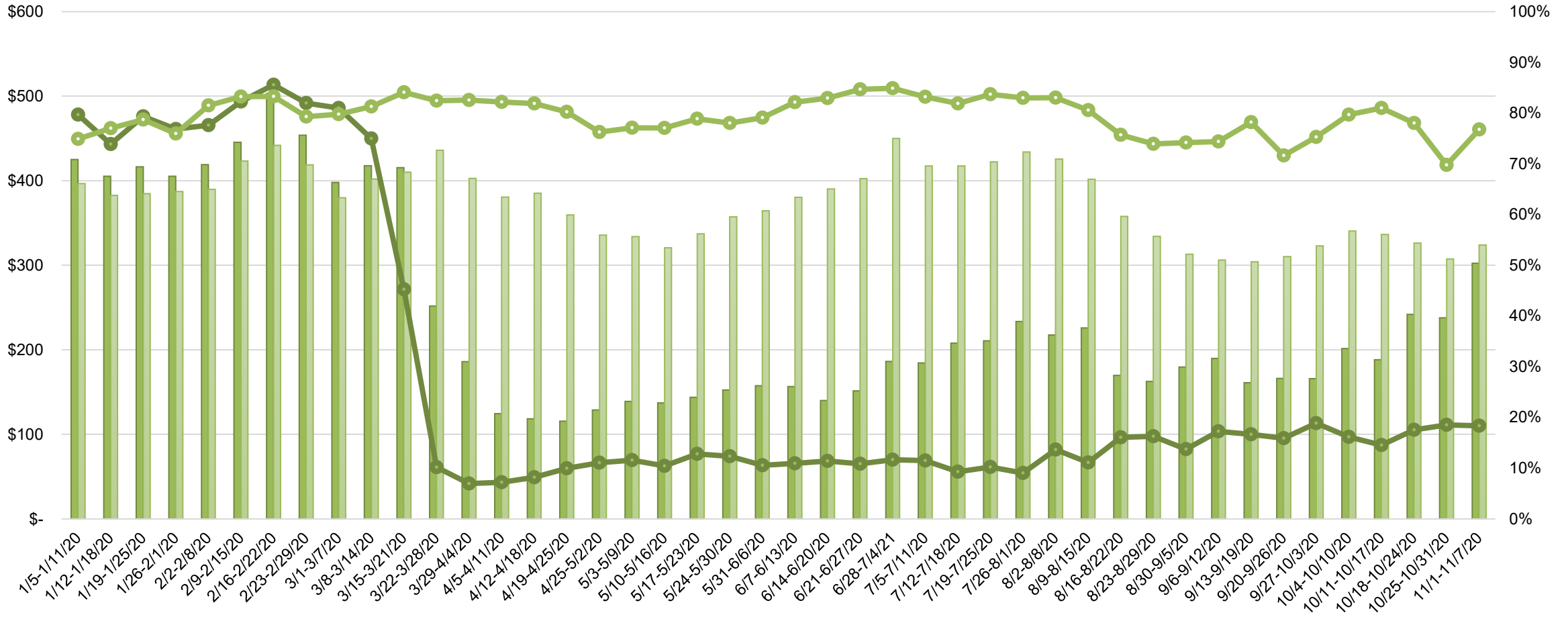


Source: STR, Inc. © Copyright 2020 Hawai'i Tourism Authority

■ 2020 ADR
 ■ 2019 ADR
 ● 2020 Occupancy
 ● 2019 Occupancy

Maui County

County of Maui Hotel Performance by Week - 2020 vs 2019

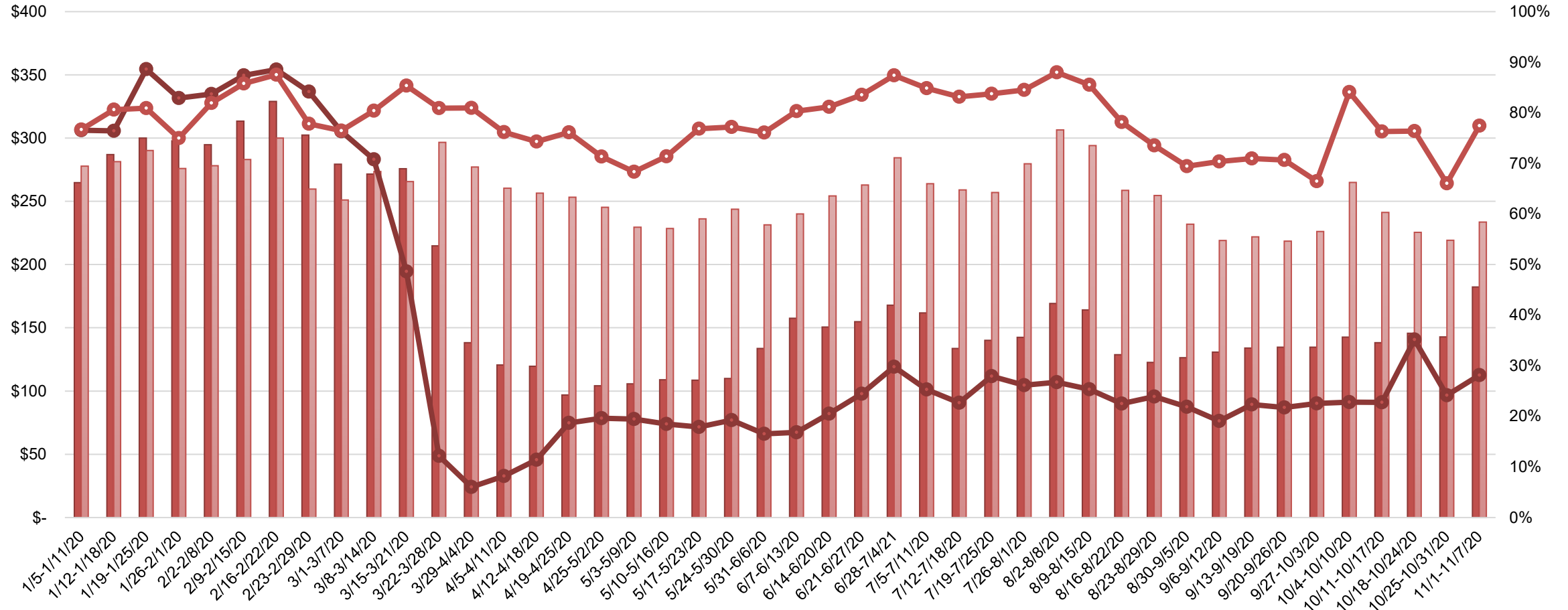


Source: STR, Inc. © Copyright 2020 Hawai'i Tourism Authority

2020 ADR 2019 ADR 2020 Occupancy 2019 Occupancy

Island of Hawai'i

Island of Hawai'i Hotel Performance by Week - 2020 vs 2019

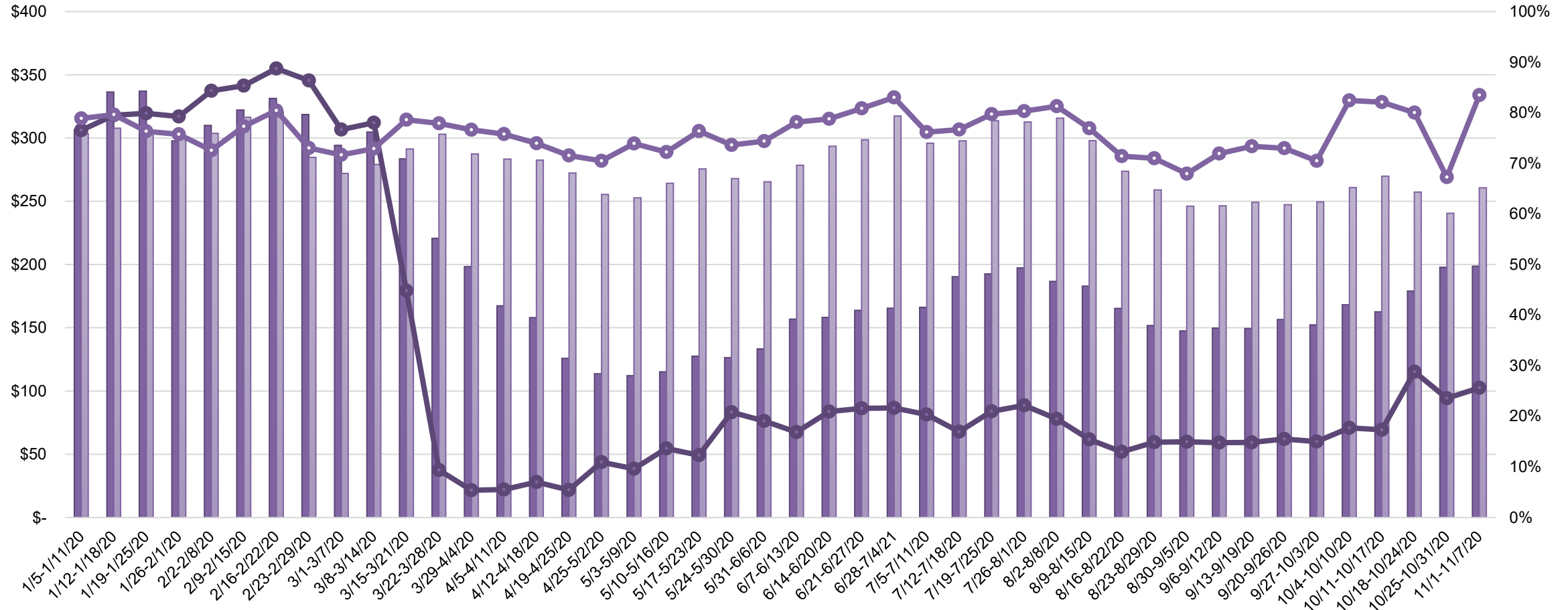


Source: STR, Inc. © Copyright 2020 Hawai'i Tourism Authority

■ 2020 ADR
 ■ 2019 ADR
 ● 2020 Occupancy
 ● 2019 Occupancy

Kaua'i

Kaua'i Hotel Performance by Week - 2020 vs 2019



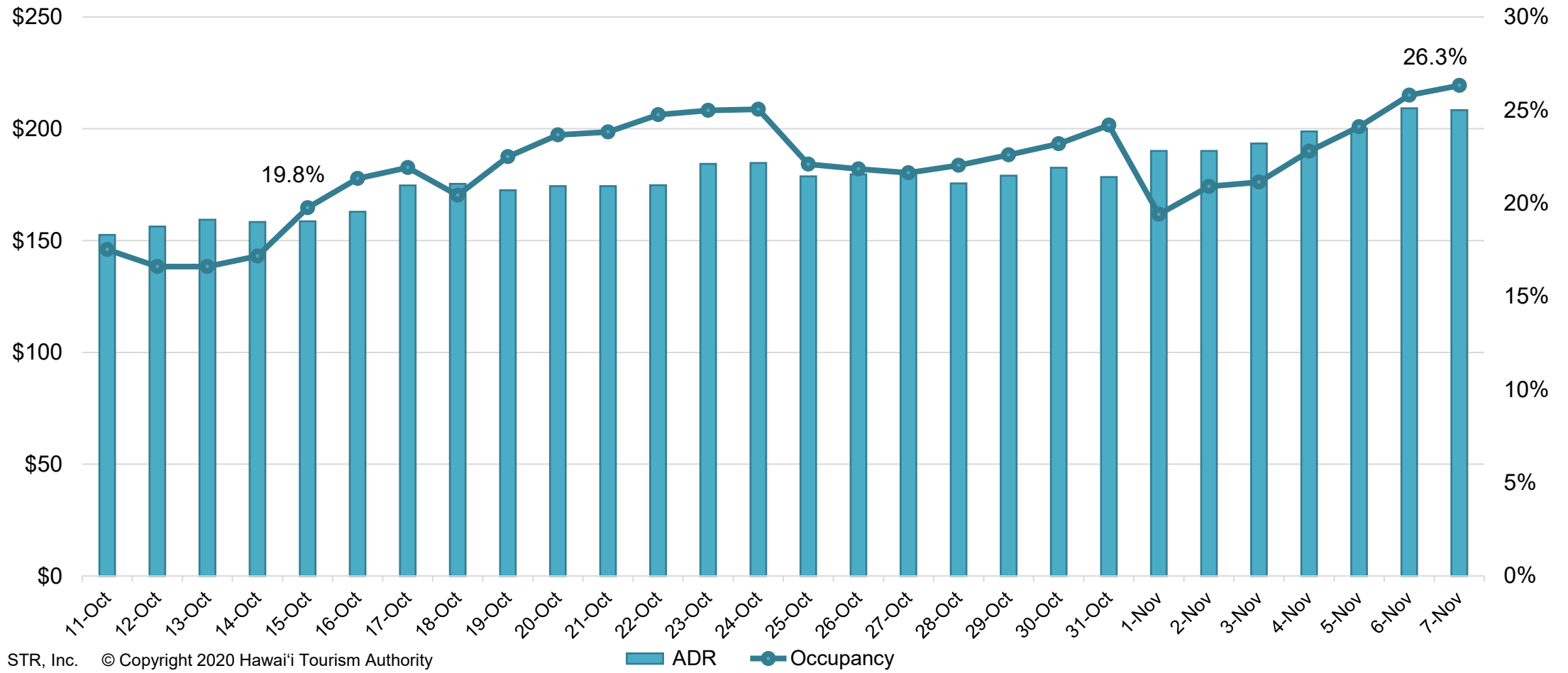
Source: STR, Inc. © Copyright 2020 Hawai'i Tourism Authority

2020 ADR
 2019 ADR
 2020 Occupancy
 2019 Occupancy

DAILY HOTEL PERFORMANCE

State of Hawai'i

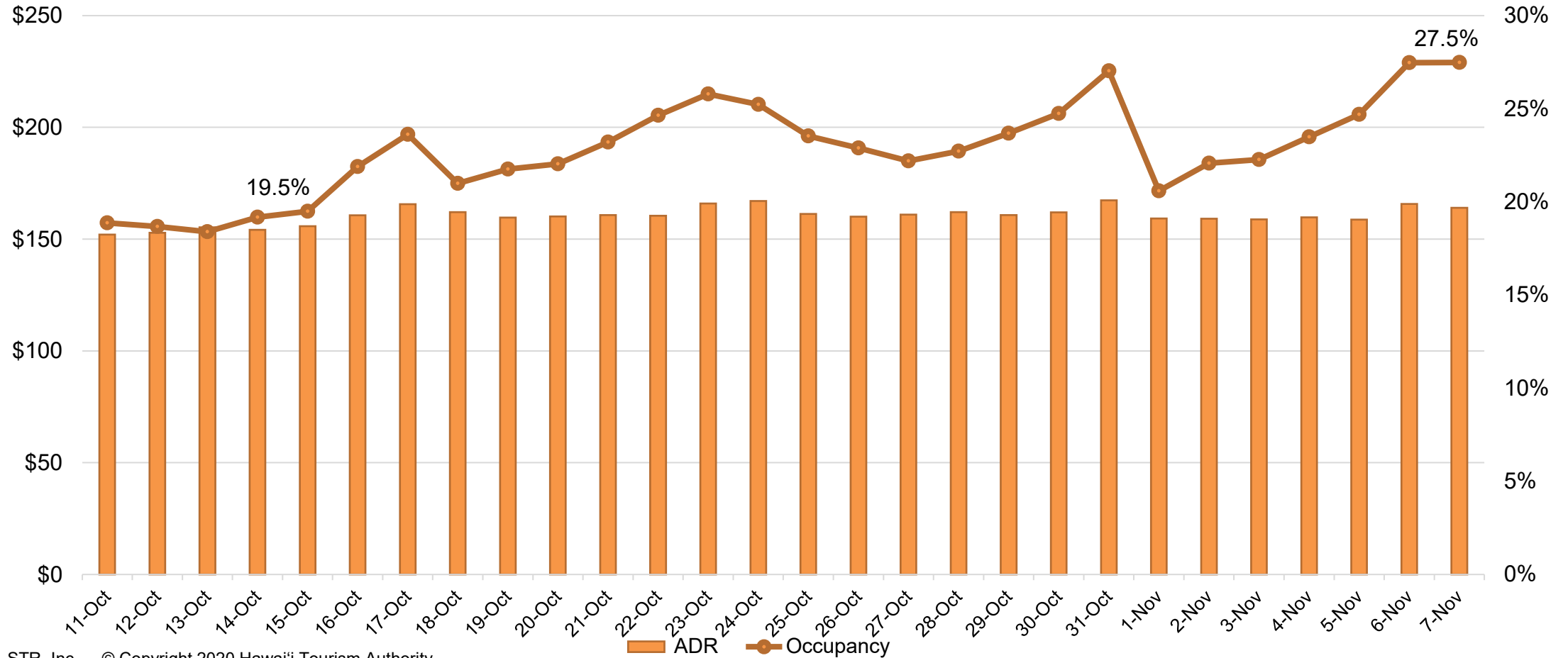
State of Hawai'i Hotel Daily Occupancy and Average Daily Rate



Source: STR, Inc. © Copyright 2020 Hawai'i Tourism Authority

O'ahu

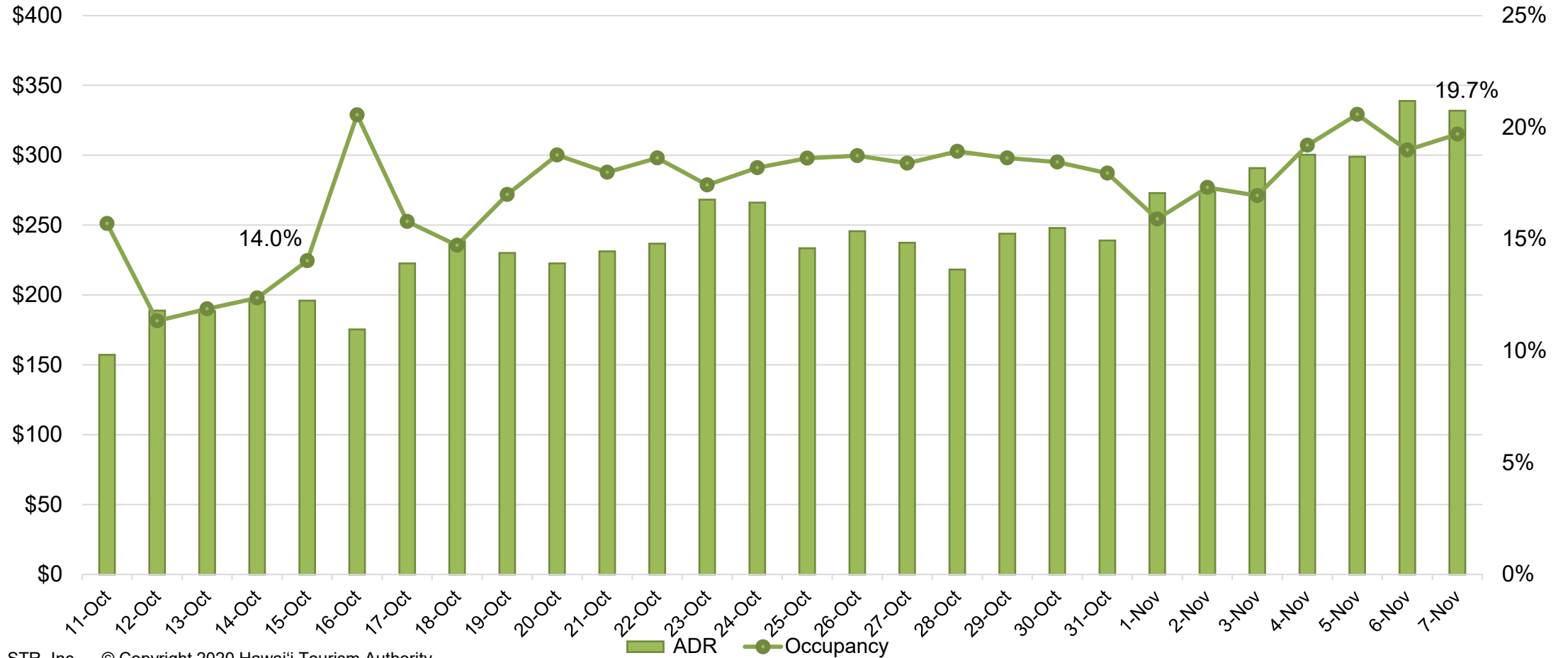
O'ahu Hotel Daily Occupancy and Average Daily Rate



Source: STR, Inc. © Copyright 2020 Hawai'i Tourism Authority

Maui County

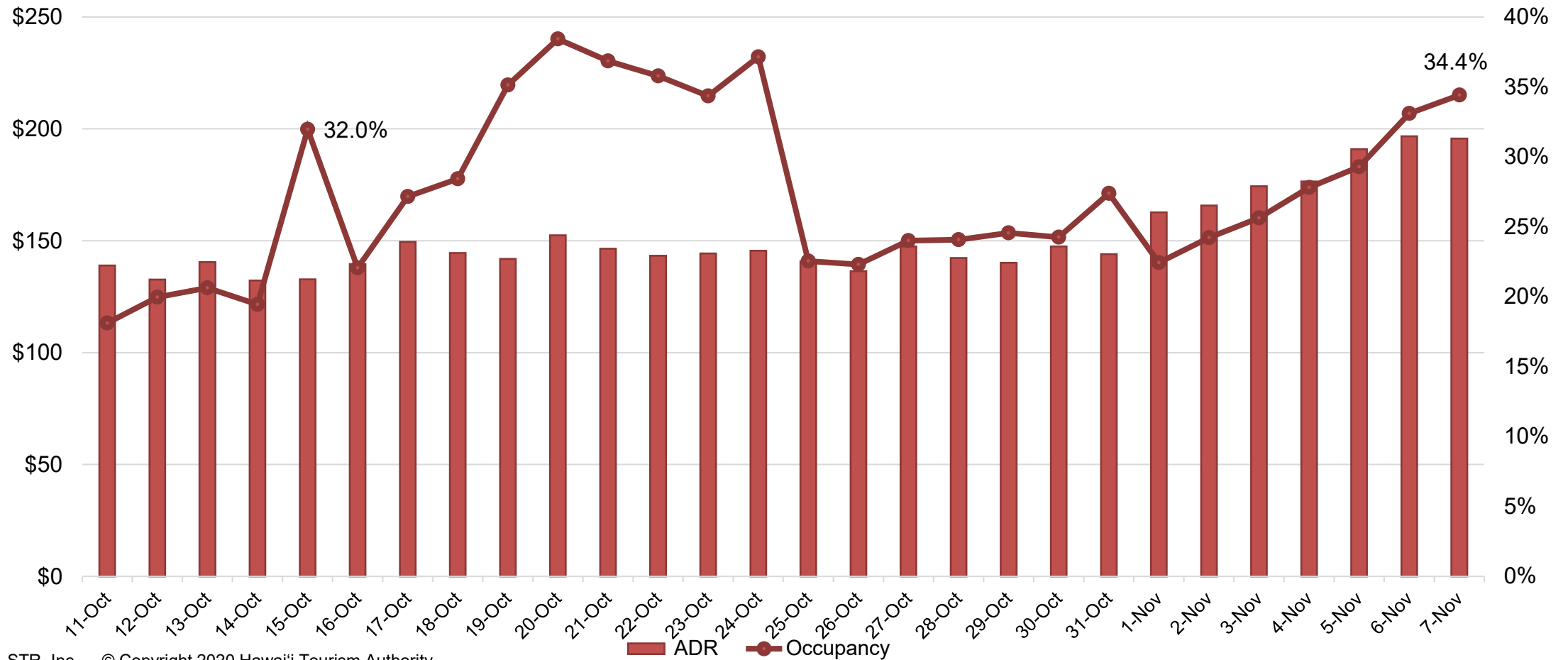
Maui County Hotel Daily Occupancy and Average Daily Rate



Source: STR, Inc. © Copyright 2020 Hawai'i Tourism Authority

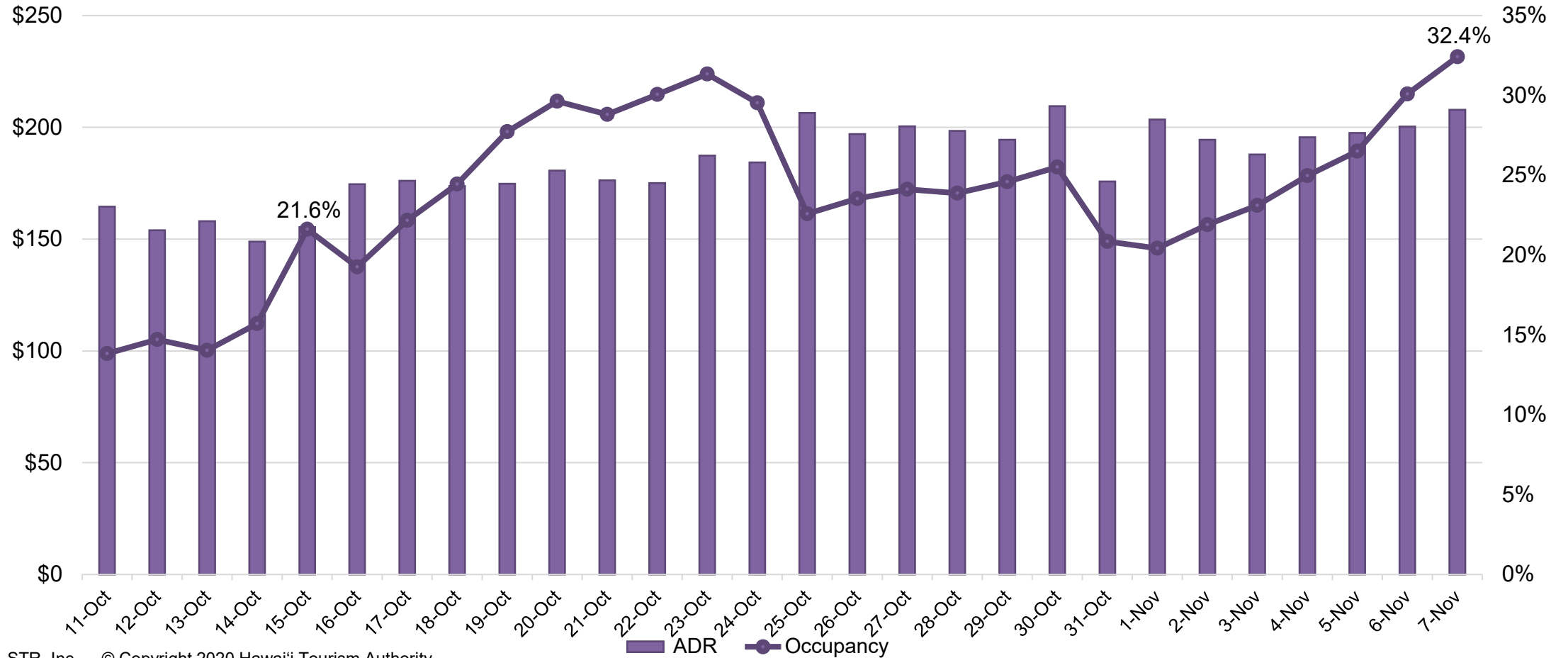
Island of Hawai'i

Island of Hawai'i Hotel Daily Occupancy and Average Daily Rate



Source: STR, Inc. © Copyright 2020 Hawai'i Tourism Authority

Maui County Daily Occupancy and Average Daily Rate



Source: STR, Inc. © Copyright 2020 Hawai'i Tourism Authority

STR HOTEL FORECASTS

State of Hawai'i

Annual Performance	Year	Occupancy			ADR			RevPAR		
		%	Pct Point Change		\$	% Change		\$	% Change	
Actual	2015	78.9%	1.8%	▲	\$ 242.10	3.9%	▲	\$ 191.04	6.3%	▲
	2016	79.4%	0.4%	▲	\$ 252.19	4.2%	▲	\$ 200.13	4.8%	▲
	2017	80.7%	1.3%	▲	\$ 262.06	3.9%	▲	\$ 211.50	5.7%	▲
	2018	80.2%	-0.5%	▼	\$ 275.68	5.2%	▲	\$ 221.17	4.6%	▲
	2019	80.8%	0.6%	▲	\$ 282.82	2.6%	▲	\$ 228.62	3.4%	▲
Forecast	2020	26.2%	-54.6%	▼	\$ 260.22	-8.0%	▼	\$ 68.23	-70.2%	▼
	2021	46.3%	20.1%	▲	\$ 228.15	-12.3%	▼	\$ 105.57	54.7%	▲

O'ahu

Annual Performance	Year	Occupancy			ADR			RevPAR		
		%	Pct Point Change		\$	% Change		\$	% Change	
Actual	2015	85.1%	0.8%	▲	\$ 219.62	2.8%	▲	\$ 186.99	3.9%	▲
	2016	84.4%	-0.7%	▼	\$ 225.36	2.6%	▲	\$ 190.29	1.8%	▲
	2017	83.5%	-0.9%	▼	\$ 230.89	2.5%	▲	\$ 192.89	1.4%	▲
	2018	83.7%	0.2%	▲	\$ 236.13	2.3%	▲	\$ 197.67	2.5%	▲
	2019	84.1%	0.4%	▲	\$ 240.91	2.0%	▲	\$ 202.68	2.5%	▲
Forecast	2020	38.9%	-45.2%	▼	\$ 216.96	-9.9%	▼	\$ 84.50	-58.3%	▼
	2021	52.0%	13.1%	▲	\$ 192.04	-11.5%	▼	\$ 99.93	18.3%	▲

Maui County

Annual Performance	Year	Occupancy			ADR			RevPAR		
		%	Pct Point Change		\$	% Change		\$	% Change	
Actual	2015	74.5%	2.2%	▲	\$ 314.52	7.1%	▲	\$ 234.19	10.3%	▲
	2016	75.8%	1.4%	▲	\$ 329.46	4.8%	▲	\$ 249.82	6.7%	▲
	2017	77.0%	1.2%	▲	\$ 353.71	7.4%	▲	\$ 272.40	9.0%	▲
	2018	75.9%	-1.1%	▼	\$ 386.10	9.2%	▲	\$ 293.20	7.6%	▲
	2019	77.7%	1.8%	▲	\$ 400.62	3.8%	▲	\$ 311.33	6.2%	▲
Forecast	2020	23.4%	-54.3%	▼	\$ 396.11	-1.1%	▼	\$ 92.85	-70.2%	▼
	2021	41.0%	17.5%	▲	\$ 317.86	-19.8%	▼	\$ 130.26	40.3%	▲

Island of Hawai'i

Annual Performance	Year	Occupancy			ADR			RevPAR		
		%	Pct Point Change		\$	% Change		\$	% Change	
Actual	2015	65.8%	5.1%	▲	\$ 231.48	0.0%	▲	\$ 152.23	8.5%	▲
	2016	68.8%	3.0%	▲	\$ 240.86	4.1%	▲	\$ 165.64	8.8%	▲
	2017	77.0%	8.2%	▲	\$ 245.33	1.9%	▲	\$ 188.86	14.0%	▲
	2018	74.7%	-2.3%	▼	\$ 257.42	4.9%	▲	\$ 192.17	1.7%	▲
	2019	77.0%	2.4%	▲	\$ 265.65	3.2%	▲	\$ 204.67	6.5%	▲
Forecast	2020	28.2%	-48.8%	▼	\$ 240.60	-9.4%	▼	\$ 67.91	-66.8%	▼
	2021	44.2%	15.9%	▲	\$ 211.11	-12.3%	▼	\$ 93.26	37.3%	▲

Kaua'i

Annual Performance	Year	Occupancy			ADR			RevPAR		
		%	Pct Point Change		\$	% Change		\$	% Change	
Actual	2015	71.1%	1.1%	▲	\$ 241.25	6.5%	▲	\$ 171.43	8.2%	▲
	2016	72.6%	1.6%	▲	\$ 251.73	4.3%	▲	\$ 182.78	6.6%	▲
	2017	77.7%	5.1%	▲	\$ 261.36	3.8%	▲	\$ 203.05	11.1%	▲
	2018	77.1%	-0.6%	▼	\$ 287.97	10.2%	▲	\$ 222.11	9.4%	▲
	2019	72.8%	-4.4%	▼	\$ 282.64	-1.9%	▼	\$ 205.63	-7.4%	▼
Forecast	2020	27.4%	-45.4%	▼	\$ 263.86	-6.6%	▼	\$ 72.19	-64.9%	▼
	2021	40.6%	13.3%	▲	\$ 227.09	-13.9%	▼	\$ 92.29	27.8%	▲

6

Presentation by SMS of the 2020 Resident Sentiment
Survey Questions



HTA Resident Sentiment Survey 2020

Attitudes Toward Re-Opening Hawai'i to Tourism

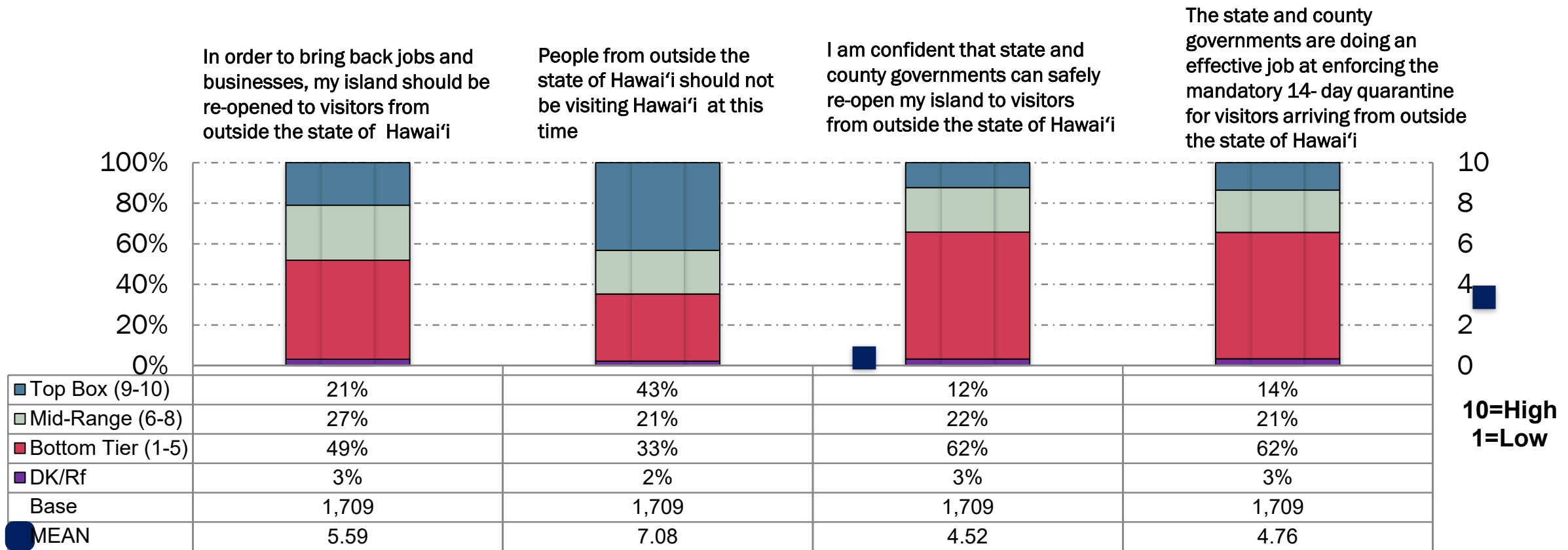
Prepared for the:
Hawai'i Tourism Authority: Project #5745
November 2020



Davies Pacific Center 1250, 841 Bishop Street, Honolulu, Hawai'i 96813
Telephone: 1-808-528-4050
omnitrak@omnitrakgroup.com

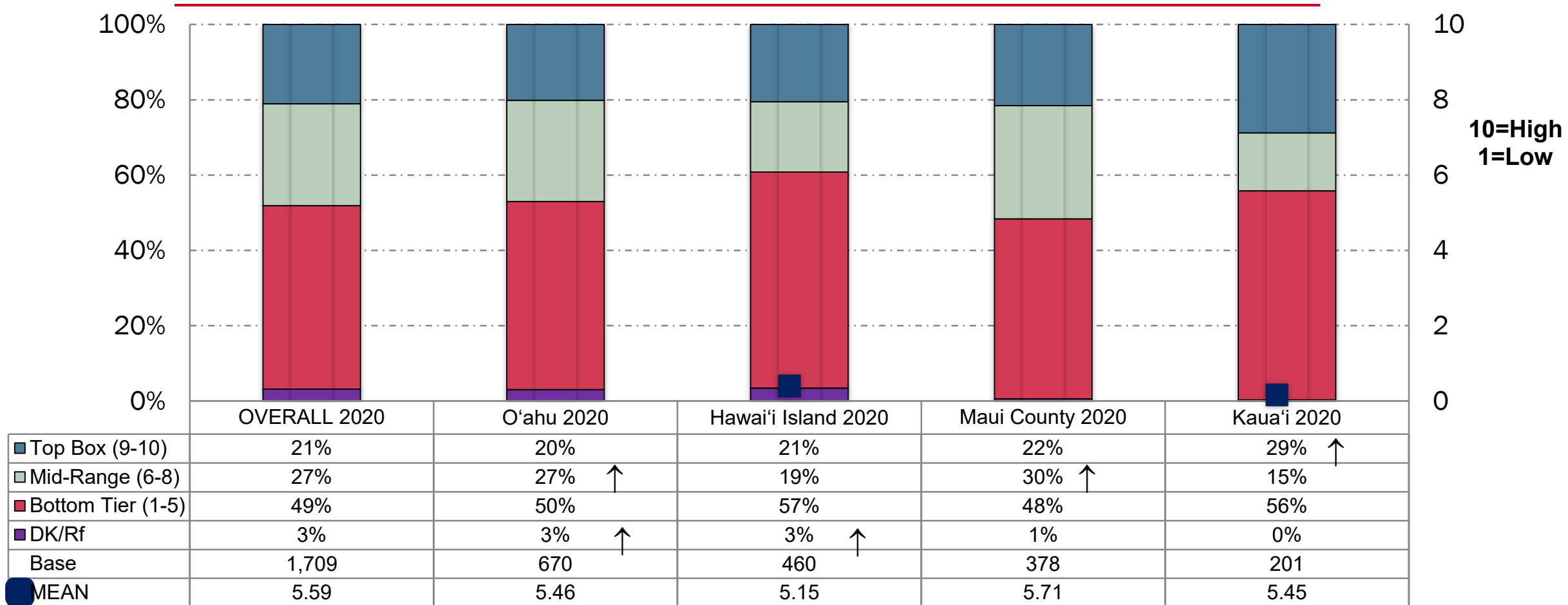
Resident Sentiment Towards Re-Opening Hawai'i to Tourism

With concerns over the state and county governments' ability to safely re-open Hawai'i to visitors and the perception that government efforts to enforce the mandatory 14-day quarantine are ineffective, Hawai'i residents are largely hesitant to re-open the state to tourism. According to advance findings from the Hawai'i Tourism Authority's 2020 Resident Sentiment Survey, nearly two-thirds (65%) of Hawai'i residents Strongly (Top Box) or Somewhat (Mid-Range) agree that people from outside the state should not be visiting Hawai'i at this time. Meanwhile, 62 percent disagreed that the state/county governments can safely re-open tourism and that the 14-day mandatory quarantine is being effectively enforced.



Q6. Still using a 10-point scale where 10 means Completely Agree and 1 means Do Not Agree at All, do you agree or disagree that ... [INSERT].
 Source: HTA 2020 Resident Sentiment Study, fielded September 16 through October 25, 2020.

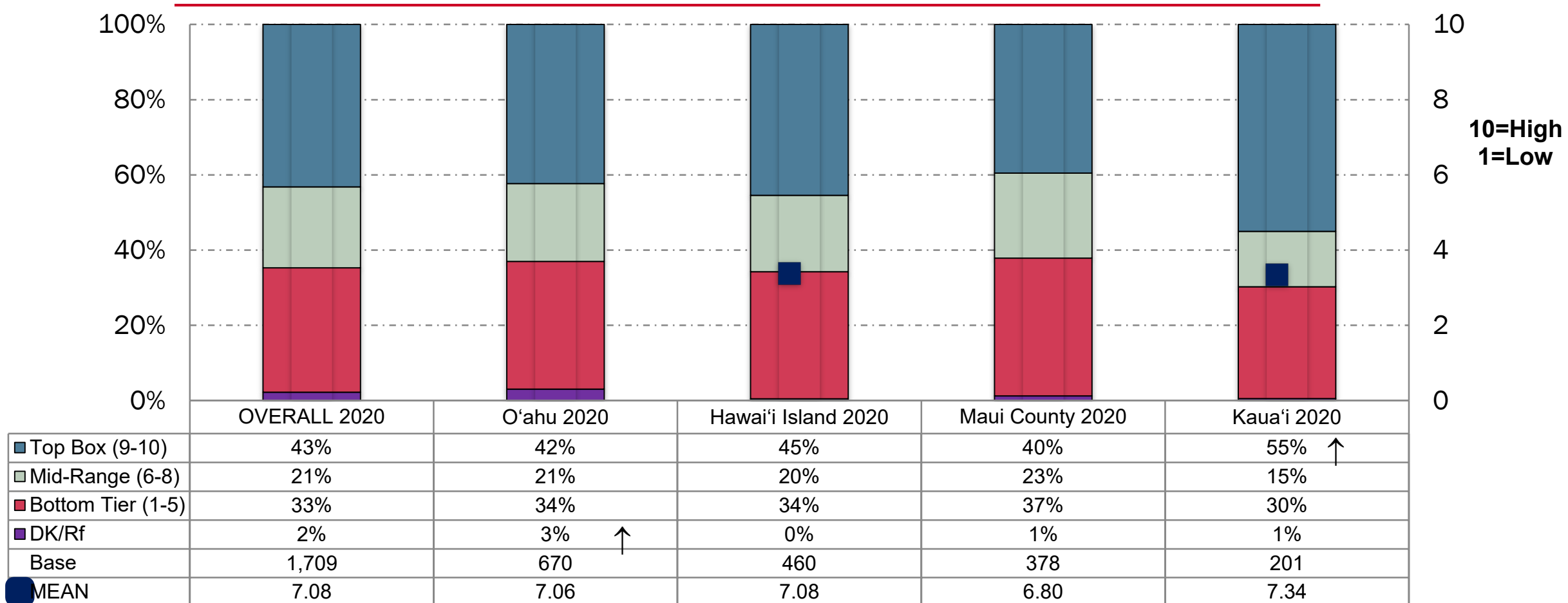
“In order to bring back jobs and businesses, my island should be re-opened to visitors from outside the state of Hawai‘i” – *By Island*



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

Source: HTA 2020 Resident Sentiment Study, fielded September 16 through October 25, 2020.

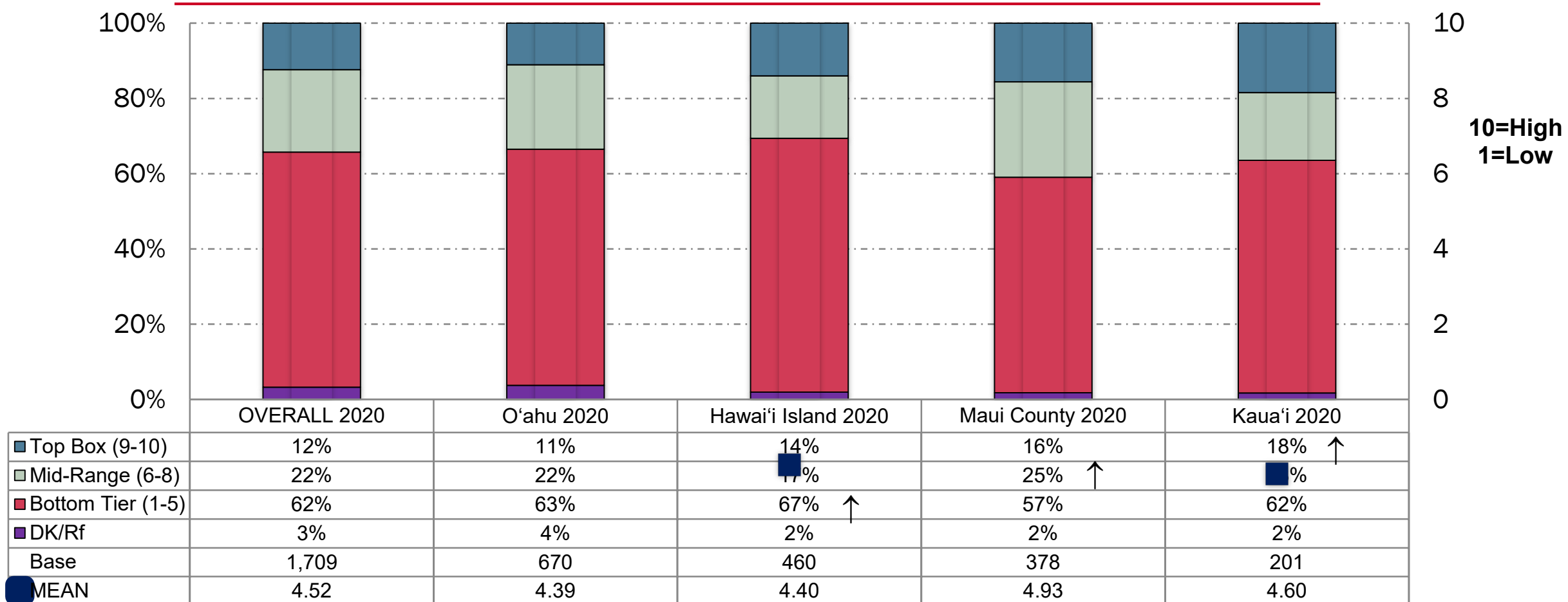
“People from outside the state of Hawai‘i should not be visiting Hawai‘i at this time” – *By Island*



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

Source: HTA 2020 Resident Sentiment Study, fielded September 16 through October 25, 2020.

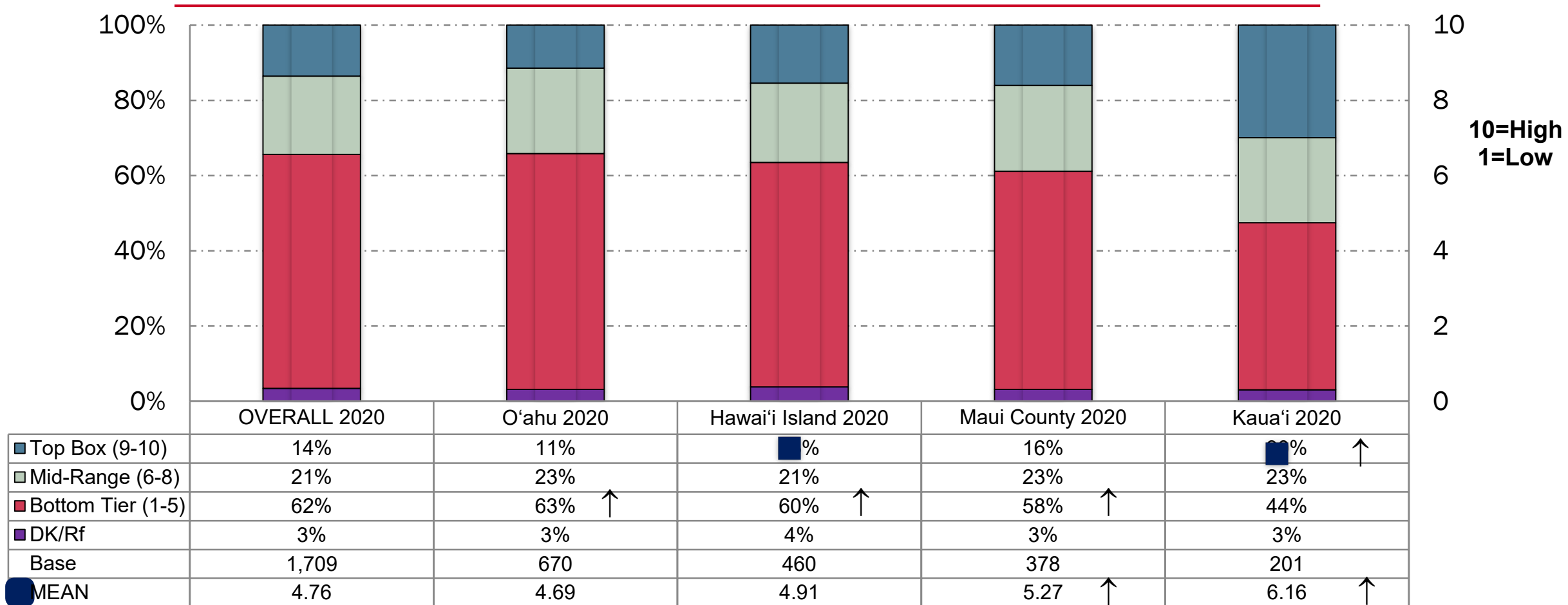
“I am confident that state and county governments can safely re-open my island to visitors from outside the state of Hawai‘i” – *By Island*



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

Source: HTA 2020 Resident Sentiment Study, fielded September 16 through October 25, 2020.

“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 Hawai‘i” – *By Island*



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

Source: HTA 2020 Resident Sentiment Study, fielded September 16 through October 25, 2020.

Resident Sentiment Towards Re-Opening Hawai'i to Tourism

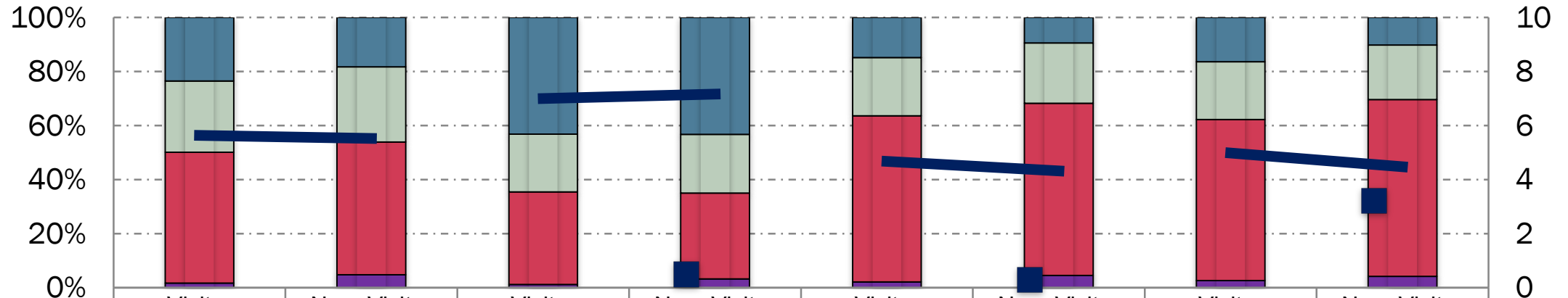
By Visitor Industry Household vs Non-Visitor Industry Household

In order to bring back jobs and businesses, my island should be re-opened to visitors from outside the state of Hawai'i

People from outside the state of Hawai'i should not be visiting Hawai'i at this time

I am confident that state and county governments can safely re-open my island to visitors from outside the state of Hawai'i

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 Hawai'i



	Visitor Industry Household	Non- Visitor Industry Household	Visitor Industry Household	Non- Visitor Industry Household	Visitor Industry Household	Non- Visitor Industry Household	Visitor Industry Household	Non- Visitor Industry Household
Top Box (9-10)	23%	18%	43%	43%	15% ↑	9%	16% ↑	10%
Mid-Range (6-8)	26%	28%	21%	22%	21%	22%	21%	20%
Bottom Tier (1-5)	48%	49%	34%	32%	61%	64%	60%	65%
DK/Rf	2%	5% ↑	1%	3% ↑	2%	5% ↑	3%	4%
Base	927	782	927	782	927	782	927	782
MEAN	5.64	5.53	7.00	7.17	4.68	4.33	4.99 ↑	4.48

10=High
1=Low

Q6. Still using a 10-point scale where 10 means Completely Agree and 1 means Do Not Agree at All, do you agree or disagree that ... [INSERT].
Source: HTA 2020 Resident Sentiment Study, fielded September 16 through October 25, 2020.

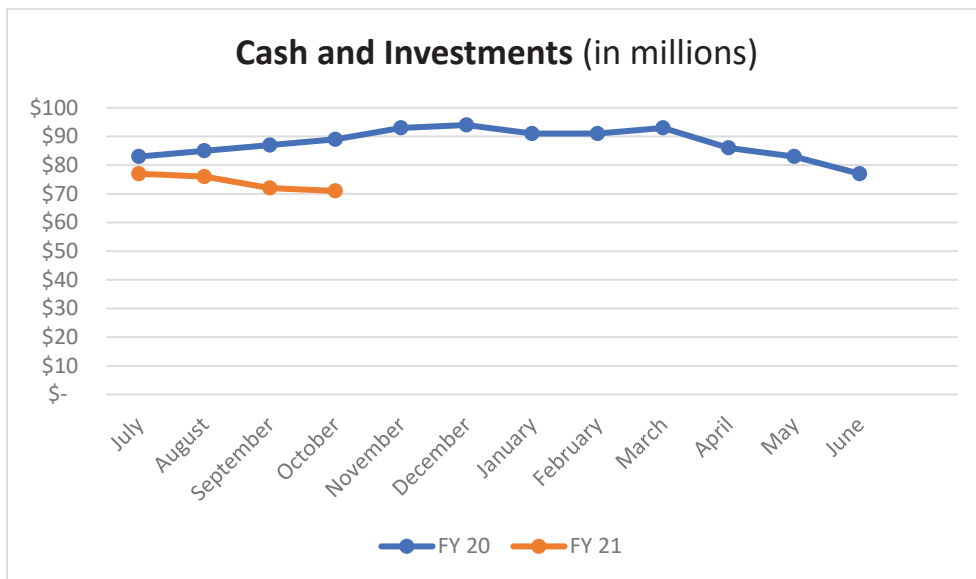
Presentation, Discussion and Action on HTA's Financial
Reports for October 2020

HAWAII TOURISM AUTHORITY

Financial Statements – Executive Summary October 1, 2020 – October 31, 2020

Tourism Special Fund:

1. \$71M in cash and investments



- a. Includes \$5M in Emergency Fund held as investments.
 - i. Approximately \$3.6M held in money market funds; and
 - ii. Approximately \$1.5M held in US Treasury Notes, laddered to mature throughout FY 2021.
 - iii. Further detail provided in the financial statements (as of September 2020)
- b. Decrease from September of \$1.0M due to:
 - i. Recording \$1.4M in expenditures for the month ended October 31, 2020.
 - ii. Partially offset by \$313K in refunds for the month ended October 31, 2020.

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

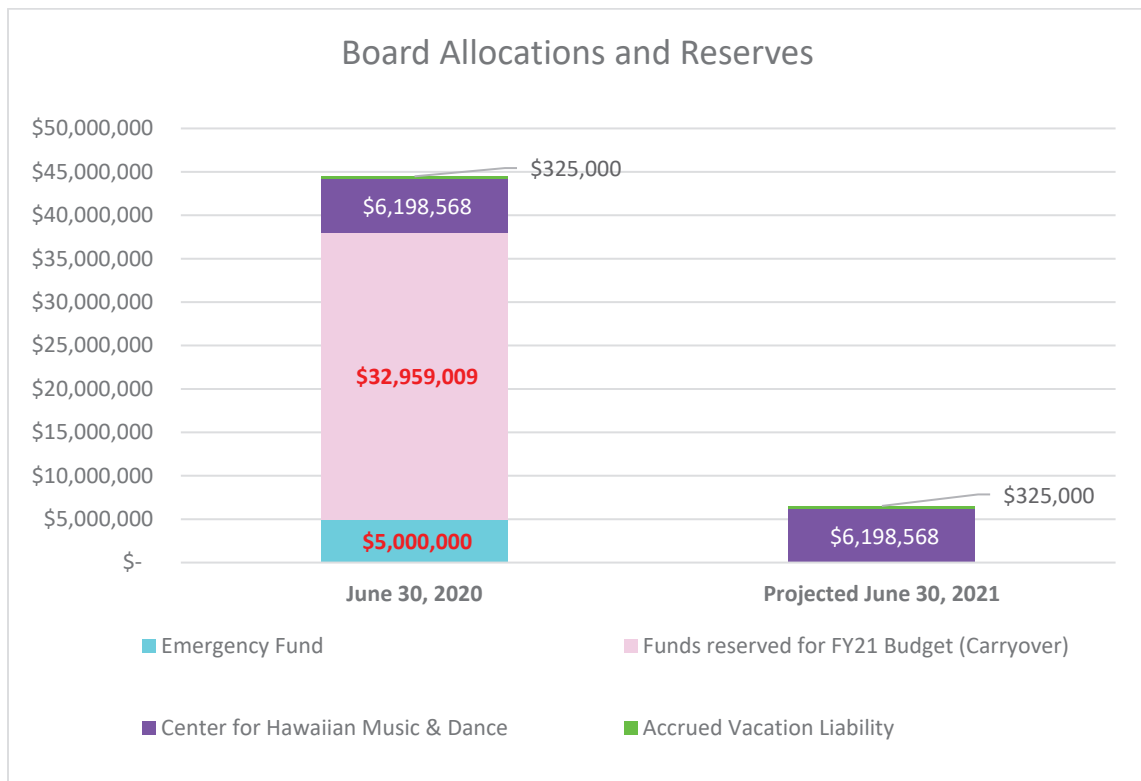
\$27.2M	Prior year encumbrances currently being spent down
\$10.1M	Current year encumbrances remaining
\$37.3M	Total encumbrances outstanding at October 31, 2020

Of the \$37.3M encumbrances outstanding, \$14.7M represents encumbrances that HTA planned to cancel during FY 2020 and will instead cancel in FY 2021:

		\$37.3M		
		\$14.7M		\$22.6M
		anticipate cancelling in FY 21		encumbrances anticipated
		(will be available for FY 21 budget)		to spend down in FY 21

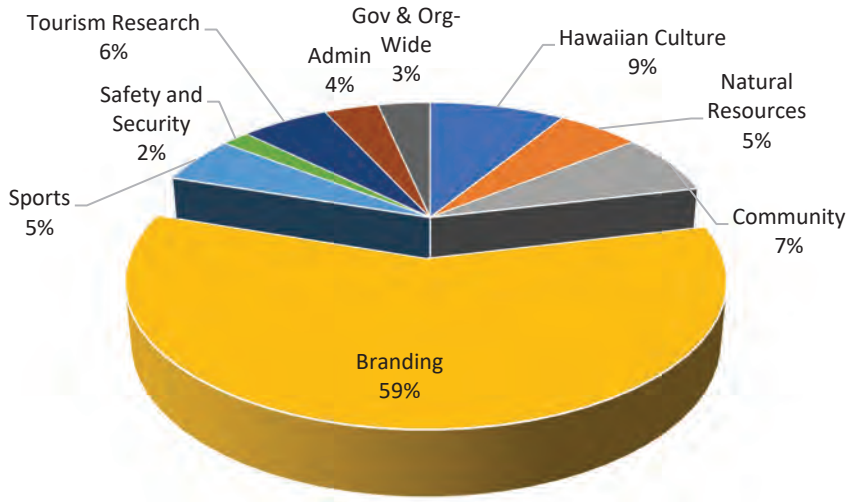
Its impact on the FY 2021 budget is discussed in item 4 below.

- \$6.5M reserved as Board allocations projected for the end of FY 2021, compared to \$44.4M at the beginning of the fiscal year. A supporting schedule is embedded in these financial statements to provide greater detail. These balances are comprised of the following:

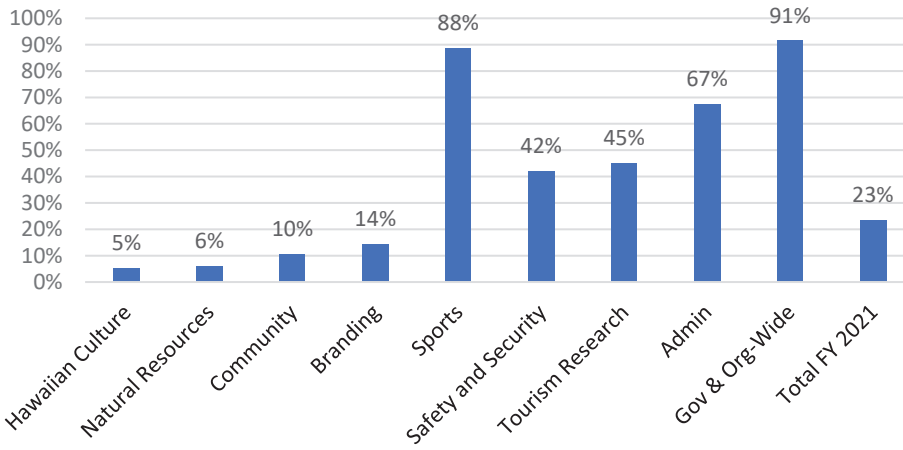


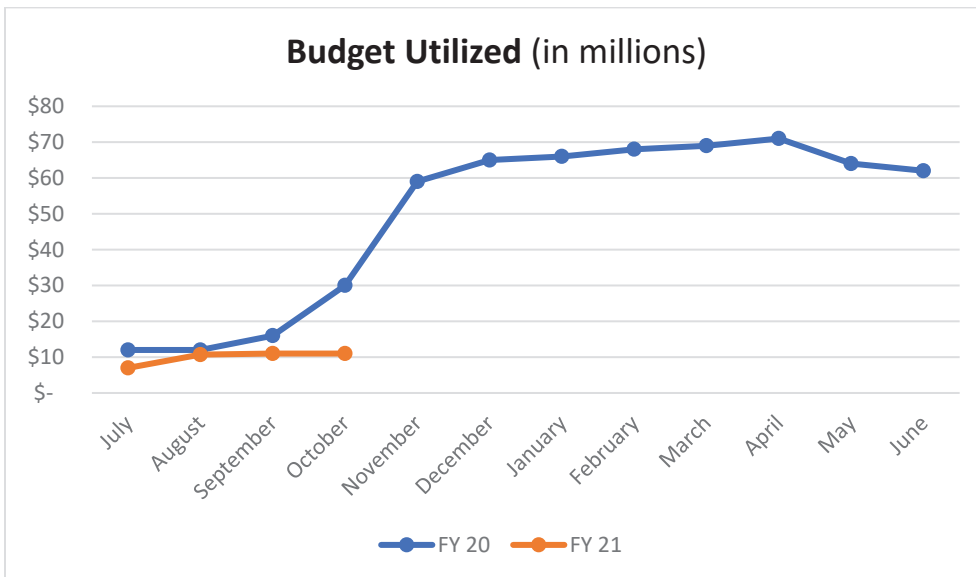
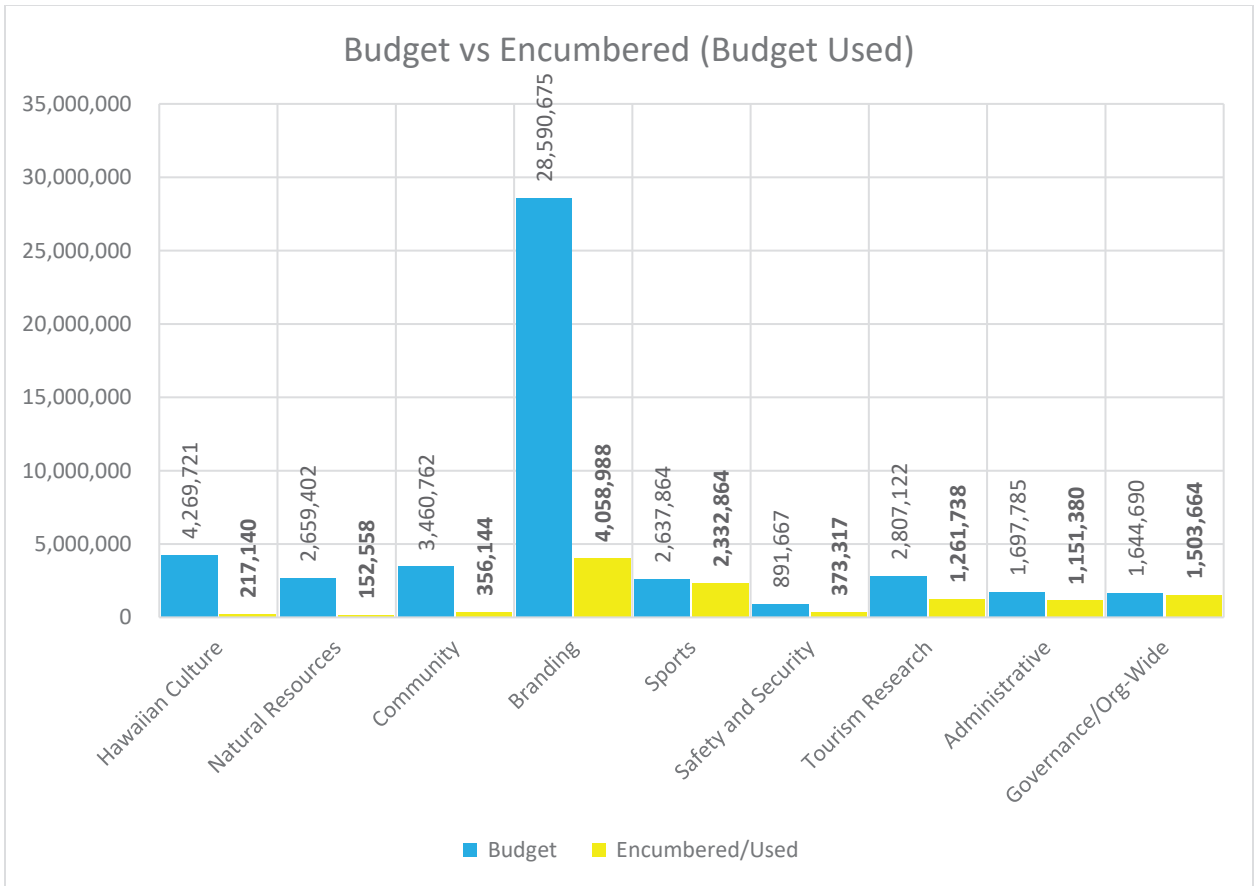
Staff continues to review the FY 2021 budget for savings opportunities and to assess the funding of its programs. Accordingly, this balance may change.

Budget Breakdown - FY 2021



Percentage of Budget Utilized YTD





6. There were no budget reallocations made during October 2020. 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 or investment income was received in October 2020.
 - 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 October 2020.
 - b. Incurred \$6.7M in expenditures YTD.

Convention Center Enterprise Special Fund:

8. \$25.8M in cash
 - a. Increase from September of \$263K due to recording \$590K in HCC operating revenue. This was offset by \$327K in HCC expenditures for the month ended October 31, 2020.
9. \$20.8M in cash with contractor or with DAGS, for R&M projects (as of October 2020).
 - a. Includes \$2M in Emergency R&M funds
 - b. These funds are encumbered or budgeted toward specific projects such as cooling tower replacement, furnishings and enhancements, wall rehabilitation, boiler and chiller replacement, and various equipment purchases and upgrades.
 - c. Reflects \$18M spent on current and future projects (in-progress costs or preliminary work); includes recent costs expended on meeting room roof repairs.
10. \$17.1M reserved as Board allocations projected for the end of FY 2021, compared to \$23.5M at the beginning of the fiscal year. This includes funds targeted to fund future repair and maintenance projects, 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. \$1.6M of prior year outstanding encumbrances currently being spent down.
12. Operating Income:
 - a. No TAT or investment income was received in October 2020.
 - 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 October 2020.
 - b. Convention Center Operations

- i. \$272K operating loss fiscal-year-to-date per HCC financial statements (as of October 2020).

Hawaii Tourism Authority

Balance Sheet

Tourism Special Fund

As of 10/31/20

	<u>Current Year</u>
Assets	
Current Assets	
Checking	66,126,592.42
Petty Cash	5,000.00
Total Current Assets	<u>66,131,592.42</u>
Total Assets	<u><u>66,131,592.42</u></u>
Fund Balance	
Current year payables	
Accounts Payable	(739.06)
Credit Card Payable	60,578.80
Total Current year payables	<u>59,839.74</u>
Encumbered Funds	
FY 2015 Funds	8,322.49
FY 2016 Funds	45,661.18
FY 2017 Funds	34,641.92
FY 2018 Funds	602,927.43
FY 2019 Funds	2,447,223.21
FY 2020 Funds	24,096,866.39
FY 2021 Funds	10,114,685.28
Total Encumbered Funds	<u>37,350,327.90</u>
Unencumbered Funds	
Total Unencumbered Funds	28,721,424.78
Total Fund Balance	<u><u>66,131,592.42</u></u>

Hawaii Tourism Authority
Balance Sheet
Convention Center Enterprise Special Fund
As of 10/31/20

	Current Year
Assets	
Current Assets	
Checking	25,893,659.12
Total Current Assets	25,893,659.12
Accounts Receivable	
Accounts Receivable	319,927.94
Total Accounts Receivable	319,927.94
Total Assets	26,213,587.06
 Fund Balance	
Encumbered Funds	
FY 2018 Funds	400.00
FY 2019 Funds	184,332.03
FY 2020 Funds	1,383,743.50
FY 2021 Funds	5,329,644.00
Total Encumbered Funds	6,898,119.53
Unencumbered Funds	
Total Unencumbered Funds	19,315,467.53
Total Fund Balance	26,213,587.06

Hawaii Tourism Authority

Balance Sheet

Emergency Trust Fund

As of 10/31/20

	<u>Current Year</u>
Assets	
Current Assets	
Investments	5,136,312.83
Total Current Assets	<u>5,136,312.83</u>
Total Assets	<u><u>5,136,312.83</u></u>
Fund Balance	
Current year net assets	
	165,051.81
Total Current year net assets	<u>165,051.81</u>
Prior years	
Total Prior years	4,971,261.02
Total Fund Balance	<u><u>5,136,312.83</u></u>

HTA Allocations
FY 2020 and FY 2021 (Projected)

HTA Allocations:

Annual Budgets:
-\$48.7M FY 2021 HTA Tourism Special Fund
 (\$0M TAT + \$32.9M carryover + \$5M Emergency Fund + \$10.8M encumbrance cancellations to be processed in FY21)
-\$7.5M FY 2021 Convention Center Fund

\$5M Emergency Funds

\$5M Emergency Fund Reserve (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)	\$0M Mandated by Board (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	-	2,586,817	2,586,817
Carryover for FY 2022 Budget	-	-	20,862,308	14,464,911
Center for Hawaiian Music & Dance	6,198,568	6,198,568		
Accrued Health Liability	-	-		
Accrued Retirement Liability	-	-		
Accrued Vacation Liability	325,000	325,000	80,000	80,000
Total Long-Term Obligations and Commitments	39,482,577	6,523,568	23,529,125	17,131,728

TOTAL RESERVES (incl \$5M Emergency Fund at 6/30/20; to be used in FY21) 44,482,577 6,523,568

23,529,125 17,131,728

Hawaii Tourism Authority
Statement of Revenues and Expenditures
348 - Tourism Special Fund
21 - FY 2021 Funds
From 10/1/2020 Through 10/31/2020

	<u>Total Budget</u>	<u>Current Period Actual</u>	<u>Current Year Actual</u>	<u>Total Budget Variance</u>
Revenue				
Refunds	0.00	313,124.64	493,737.31	493,737.31
Total Revenue	<u>0.00</u>	<u>313,124.64</u>	<u>493,737.31</u>	<u>493,737.31</u>
Expense				
Perpetuating Hawaiian Culture	4,262,221.00	9,047.50	45,237.50	4,216,983.50
Natural Resources	2,666,902.00	62,967.64	74,902.92	2,591,999.08
Community	3,460,762.00	6,130.00	30,650.00	3,430,112.00
Branding	28,590,675.00	21,193.66	105,968.30	28,484,706.70
Sports	2,637,864.00	0.00	0.00	2,637,864.00
Safety and Security	891,667.00	2,558.62	331,140.07	560,526.93
Tourism Research	2,807,122.00	51,119.46	244,311.77	2,562,810.23
Administrative	1,697,785.00	48,464.48	216,928.69	1,480,856.31
Governance and Organization-Wide	1,644,690.00	65,715.73	243,967.85	1,400,722.15
Total Expense	<u>48,659,688.00</u>	<u>267,197.09</u>	<u>1,293,107.10</u>	<u>47,366,580.90</u>
Net Income	<u>(48,659,688.00)</u>	<u>45,927.55</u>	<u>(799,369.79)</u>	<u>47,860,318.21</u>

Hawaii Tourism Authority
Statement of Revenues and Expenditures
361 - Convention Center Enterprise Special Fund
21 - FY 2021 Funds
From 10/1/2020 Through 10/31/2020

	<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	319,927.94	1,116,110.66	(3,072,033.34)
Total Revenue	<u>4,188,144.00</u>	<u>319,927.94</u>	<u>1,116,110.66</u>	<u>(3,072,033.34)</u>
Expense				
Branding	70,000.00	0.00	0.00	70,000.00
Administrative	255,700.00	0.00	0.00	255,700.00
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	0.00	1,356,157.00
Governance and Organization-Wide	529,420.00	125.00	125.00	529,295.00
Total Expense	<u>11,730,534.00</u>	<u>125.00</u>	<u>125.00</u>	<u>11,730,409.00</u>
Net Income	<u>(7,542,390.00)</u>	<u>319,802.94</u>	<u>1,115,985.66</u>	<u>8,658,375.66</u>

Hawaii Tourism Authority
Statement of Revenues and Expenditures
348 - Tourism Special Fund Prior Years
From 10/1/2020 Through 10/31/2020

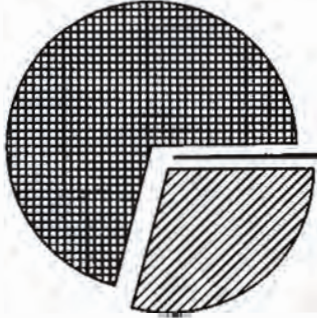
	Total Budget	Current Period Actual	Current Year Actual	Total Budget Variance
Expense				
Perpetuating Hawaiian Culture	2,673,431.42	40,600.00	533,834.61	2,139,596.81
Natural Resources	1,282,200.00	92,800.00	460,642.43	821,557.57
Community	2,381,173.21	0.00	316,688.82	2,064,484.39
Branding	21,213,138.80	852,405.06	2,763,860.09	18,449,278.71
Sports	434,671.22	0.00	9,855.00	424,816.22
Safety and Security	1,433,403.12	63,518.87	680,442.35	752,960.77
Tourism Research	2,709,523.93	22,464.38	472,801.20	2,236,722.73
Administrative	605,544.63	31,605.88	131,210.94	474,333.69
Governance and Organization-Wide	63,171.50	16,033.77	43,215.88	19,955.62
Total Expense	<u>32,796,257.83</u>	<u>1,119,427.96</u>	<u>5,412,551.32</u>	<u>27,383,706.51</u>
Net Income	<u>(32,796,257.83)</u>	<u>(1,119,427.96)</u>	<u>(5,412,551.32)</u>	<u>27,383,706.51</u>

Hawaii Tourism Authority
Statement of Revenues and Expenditures
361 - Convention Center Enterprise Special Fund Prior Years
From 10/1/2020 Through 10/31/2020

	Total Budget	Current Period Actual	Current Year Actual	Total Budget Variance
Expense				
HCC Operating Expense	1,736,916.67	327,600.00	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>327,600.00</u>	<u>1,466,267.00</u>	<u>1,568,475.53</u>
Net Income	<u>(3,034,742.53)</u>	<u>(327,600.00)</u>	<u>(1,466,267.00)</u>	<u>1,568,475.53</u>

Summary Of Investments

Investment Allocation



0.1%	CASH	7,269.99
70.6%	CASH EQUIVALENTS	3,632,124.06
29.3%	FIXED INCOME	1,506,990.00
100.0%	TOTAL	5,146,384.05

Investment Summary

	Market Value	%	Estimated Income	Current Yield
CASH	7,269.99	0.14	0	0.00
CASH EQUIVALENTS	3,632,124.06	70.58	363	0.01
FIXED INCOME	1,506,990.00	29.28	29,375	1.95
Total Fund	5,146,384.05	100.00	29,738	0.58

Schedule O Investments

NITS	DESCRIPTION	BOOK VALUE	MARKET VALUE	% F CATEGORY
	CASH	41.84	41.84	0.58
	ACCRUED INCOME	7,228.15	7,228.15	99.42
	TOTAL CASH	7,269.99*	7,269.99*	100.00*
	CASH EQUIVALENTS			
	CASH MANAGEMENT			
3,632,124.06	DREYFUS TREASURY OBLIGATIONS CASH MANAGEMENT FUND	3,632,124.06	3,632,124.06	100.00
	FIXED INCOME			
	U S TREASURY OBLIGATIONS			
500,000	US TREASURY NOTES 1.625% 10/15/2020	498,094.22	500,290.00	.20



Schedule Of Investments

UNITS	DESCRIPTION	BOOK VALUE	MARKET VALUE	CATEGORY
500,000	US TREASURY NOTES 2% 01/15/2021	99,091.04	502,735.00	33.36
500,000	US TREASURY NOTES 2.25% 02/15/2021	499,733.52	503,965.00	33.44
	TOTAL U S TREASURY OBLIGATIONS	98,918.78*	1,506,990.00*	100.00*
	Total Fund	5,136,312.83*	5,146,384.05*	100.00*

Hawaii Convention Center
Facility
Income Statement
From 10/01/2020 Through 10/31/2020
(In Whole Numbers)

	Current Month Actual	Current Month Budget	Variance	Current Month Prior Year	YTD Act al	YTD Budget	Variance	YTD Prior Year
Direct Event Income								
Rental Income (Net)	299,485	383,339	(83,854)	231,674	2,688,370	2,683,146	5,224	2,382,863
Service Revenue	206,155	128,185	77,970	100,839	1,645,767	879,460	76 ,307	987,6 4
Total Direct Event Income	505,640	511,524	(5,884)	332,513	4,334,137	3,562,606	771,531	3,370,527
Direct Service Expenses	199,027	216,288	17,261	170,065	1,674,718	1,964,120	289,402	1,772,903
Net Direct Event Income	306,612	295,236	11,376	162,448	2,659,419	1,598,486	1,060,933	1,597,624
Ancillary Income								
Food and Beverage (Net)	16,785	21,932	(605,147)	06,748	1,458,907	4,835,781	(3,376,874)	5,175,291
Event Parking (Net)	8,788	87,590	(78,802)	96,276	244,292	878,300	(634,008)	763,808
Electrical Services	0	14,400	(14,400)	11,586	33,001	106,200	(73,199)	124,760
Audio Visual	498	25,700	(25,202)	27,929	47,895	225,000	(177,105)	231,983
Internet Services	0	4,710	(4,710)	2,147	0	4,710	(4,710)	15,519
Rigging Services	0	2,900	(2,900)	972	22,502	42,400	(19,898)	58,263
First Aid Commissions	0	0	0	0	0	0	0	0
Total Ancillary Income	26,071	757,232	(731,161)	745,658	1,806,597	,092,391	(4,285,794)	,369,624
Total Event Income	332,683	1,052,468	(719,785)	908,106	4,46 ,016	7,690,877	(3,224,861)	7,967,247
Other Operating Income								
Non-Event Parking	0	4,875	(4,875)	3,233	12,853	48,750	(35,897)	43,378
Other Income	1,417	14,759	(13,342)	1,061	68,003	147,590	(79,587)	148,562
Total Other Operating Income	1,417	19,634	(18,217)	19,293	80,856	196,340	(115,484)	191,940
Total Gross Income	334,100	1,072,102	(738,002)	927,399	4,546,872	7,887,217	(3,340,345)	8,159,187
Net Salaries & Benefits								
Salaries & Wages	323,744	457,792	134,048	447,973	3,154,160	4,471,200	1,317,040	4,013,671
Payroll Taxes & Benefits	75,291	128,647	53,356	111,721	921,521	1,286,470	364,949	1,088,447
Labor Allocations to Events	(188,826)	(76,895)	111,931	(67,157)	(1,303,061)	(600,196)	702,865	(568,225)
Total Net Salaries & Benefits	210,210	509,544	299,334	492,537	2,772,620	5,157,474	2,384,854	4,533,893
Other Indirect Expenses								
Net Contracted Services	8,995	34,175	25,180	17,752	240,651	329,788	89,137	252,111
Operations	1,382	17,274	15,892	21,293	82,496	153,140	70,644	120,436
Repair & Maintenance	38,221	76,265	38,044	58,595	487,269	762,650	275,381	561,884
Operational Supplies	6,785	62,863	56,078	76,129	204,113	585,656	381,543	498,422
Insurance	7,239	14,373	7,134	17,338	102,133	127,501	25,368	122,815
Utilities	148,096	254,536	106,440	194,718	1,542,709	2,025,008	482,299	2,031,913
Meetings & Conventions	(42)	6,650	6,692	1,709	11,621	20,680	9,059	29,577
Promotions & Communications	153	5,175	5,022	8,973	46,632	51,750	5,118	58,657
General & Administrative	3,956	30,192	26,236	32,507	93,018	287,528	194,510	249,279
Management Fees	18,232	18,233	1	11,000	182,335	182,330	(5)	110,000
Other	(82,655)	2,800	85,455	497	90,054	28,600	(61,454)	36,843
Total Other Indirect	150,362	522,536	372,174	440,511	3,083,033	4,554,631	1,471,598	4,071,936
Net Income (Loss) before CIP Funded Expenses	(26,472)	40,022	(6 ,494)	(5,650)	(1,308,781)	(1,824,888)	516,107	(446,642)
CIP Funded Expenses	(83,190)	0	(83,190)	2,217	87,880	0	87,880	2,76
Net Income (Loss) from Operations	(109,6 2)	40,022	(149,684)	(3,433)	(1,220,901)	(1,824,888)	03,987	(443,876)
Fixed Asset Purchases	0	25,000	25,000	0	57,474	250,000	192,526	53,094
Net Income (Loss) After Fixed Asset Purchases	(109,6 2)	15,022	(124,684)	(3,433)	(1,278,374)	(2,074,888)	796,514	(496,970)

Hawaii Convention Center
 Facility
 Income Statement
 From 10/1/2020 Through 10/31/2020
 (In Whole Numbers)

	Current Month Actual	Current Month Budget	Variance	Current Month Prior Year	YTD Actual	YTD Budget	Variance	YTD Prior Year
Revenues								
Food & Beverage	21,440	1,002,451	(981,011)	1,191,951	2,476,213	8,007,943	(5,531,730)	9,342,342
Facility	516,342	676,218	(159,876)	503,456	4,786,827	5,104,266	(317,439)	4,858,985
Total Revenues	<u>537,782</u>	<u>1,678,669</u>	<u>(1,140,887)</u>	<u>1,695,407</u>	<u>7,263,040</u>	<u>13,112,209</u>	<u>(5,849,169)</u>	<u>14,201,327</u>
Expenses								
Food & Beverage	58,209	562,905	504,696	793,072	1,849,116	4,919,627	3,070,511	5,704,029
Facility	506,045	1,075,742	569,697	907,984	6,722,705	10,017,470	3,294,765	8,943,940
Total Expenses	<u>564,254</u>	<u>1,638,647</u>	<u>1,074,393</u>	<u>1,701,056</u>	<u>8,571,821</u>	<u>14,937,097</u>	<u>6,365,276</u>	<u>14,647,969</u>
Net Income (Loss) before CIP Funded Expenses	<u>(26,472)</u>	<u>40,022</u>	<u>(66,494)</u>	<u>(5,650)</u>	<u>(1,308,781)</u>	<u>(1,824,888)</u>	<u>516,107</u>	<u>(446,642)</u>
CIP Funded Expenses	<u>(83,190)</u>	<u>0</u>	<u>(83,190)</u>	<u>2,217</u>	<u>87,880</u>	<u>0</u>	<u>87,880</u>	<u>2,766</u>
Net Income (Loss) from Operations	<u>(109,662)</u>	<u>40,022</u>	<u>(149,684)</u>	<u>(3,433)</u>	<u>(1,220,901)</u>	<u>(1,824,888)</u>	<u>603,987</u>	<u>(443,876)</u>
Fixed Asset Purchases	<u>0</u>	<u>25,000</u>	<u>25,000</u>	<u>0</u>	<u>57,474</u>	<u>250,000</u>	<u>192,526</u>	<u>53,094</u>
Net Income (Loss) after Fixed Asset Purchases	<u>(109,662)</u>	<u>15,022</u>	<u>(124,684)</u>	<u>(3,433)</u>	<u>(1,278,375)</u>	<u>(2,074,888)</u>	<u>796,513</u>	<u>(496,970)</u>

Hawaii Convention Center
Sales and Marketing
Income Statement
From 10/1/2020 Through 0/31/2020
(In Whole Numbers)

	Current Month Actual	Current Month Budget	Variance	Current Month Prior Year	YTD Actual	YTD Budget	Variance	YTD Prior Year
Other Operating Income								
Other Income	0	0	0	83	57	0	57	,156
Total Other Operating Income	0	0	0	83	57	0	257	,156
Total Gross Income	0	0	0	83	57	0	57	,156
Net Salaries & Benefits								
Salaries & Wages	4,303	44,175	9,872	9,572	55,247	441,750	86,503	,192,017
Payroll Taxes & Benefits	(867)	,295	,162	5,437	65,951	,950	47,000	58,435
Total Net Salaries & Benefits	,437	55,470	42,033	45,010	,198	554,700	,502	,450,452
Other Indirect Expenses								
Net Contracted Services	0	0	0	9,021	0	0	0	71,662
Repair & Maintenance	7,865	5,517	(2,348)	9,133	58,647	55,170	(3,477)	61,358
Utilities	50		50	446	,461	,000	(461)	6,074
Meetings & Conventions								
Mileage	0	0	0	61	0	0	0	800
Meals & Entertainment	0	500	500	,048	6	5,000	4,674	6,584
Meetings & Conventions	(5,516)	0	5,516	,741	(5,279)	0	5,279	494,365
Dues & Subscriptions	(537)	7	654	,181	(32)	,170	,202	,854
Total Meetings & Conventions	(6,053)	617	6,670	6,030	(4,985)	6,170	,155	514,603
Promotions & Communications								
Site Visit	0	0	0	6,779	0	0	0	6,937
Photography	0	0	0	,614	79	,750	,671	8,411
Advertising	,000	,000	,000	4,768	,047	,000	6,953	59,663
Web Development & Maint	40	,725	,385	8,118	,204	7,250	6,047	86,735
Market Research	0	0	0	5,026	0	0	0	9,652
Promotional	0	9,500	9,500	5,563	(6,264)	,500	59,764	9,142
Attendance Promotion	0	0	0	9,742	(528)	0	528	64,341
Global Outreach	0	0	0	0	0	0	0	0
Total Promotions & Comm	,340	6,225	,885	40,609	(2,463)	,500	5,963	614,882
Marketing Flexibility Fund	0	0	0		0	0	0	876,913
General & Administrative	83	,108	825	5,280	,454	4,080	,626	55,658
Management Fees	0	0	0	,000	0	0	0	,000
Other	,047	,166	,119	4,188	4,66	,660	7,000	42,199
Total Other Indirect Expenses	5,732	5,933	,201	5,719	72,774	,580	,806	,453,349
Net Income (Loss) from Operations	(9,169)	(81,403)	62,234	(350,647)	(393,715)	(758,280)	64,565	(3,902,645)
Fixed Asset Purchases	0	0	0	0	0	0	0	0
Net Income (Loss) After Fixed Asset Purchases	(9,169)	(81,403)	62,234	(350,647)	(393,715)	(758,280)	64,565	(3,902,645)

Budget Reallocation Summary
 FY 2021
 Through October 31, 2020

Budget Line Item	Program Code	Original Budget	Year-to-Date		October 2020 Activity
			Reallocation	Budget After Reallocations	
Perpetuating Hawaiian Culture					
<i>From:</i>					
State Employees Salaries - Hawaiian Culture	932	217,140	(12,500)	204,640	
				-	
				-	
				-	
			(12,500)		-
<i>To:</i>					
In-House Contracted Staff - Hawaiian Culture	299	-	20,000	20,000	
				-	
				-	
				-	
				-	
			20,000		-
Natural Resources					
<i>From:</i>					
None				-	
				-	
				-	
				-	
			-		-
<i>To:</i>					
				-	
				-	
				-	
				-	
			-		-
Community					
<i>From:</i>					
Travel - Community	798	25,000	(11,858)	13,142	
				-	
				-	
			(11,858)		-
<i>To:</i>					
				-	
				-	
				-	
				-	
				-	

Budget Reallocation Summary
 FY 2021
 Through October 31, 2020

Budget Line Item	Program Code	Original Budget	Reallocation	Budget After Reallocations	October 2020 Activity
			-	-	
			-	-	
			-	-	
			-	-	
Branding					
<i>From:</i>					
None				-	
				-	
			-	-	
<i>To:</i>					
				-	
				-	
			-	-	
			-	-	
Sports					
<i>From:</i>					
None				-	
				-	
			-	-	
<i>To:</i>					
				-	
				-	
			-	-	
			-	-	
Safety and Security					
<i>From:</i>					
None				-	
				-	
			-	-	
<i>To:</i>					
				-	
				-	
			-	-	
			-	-	

Budget Reallocation Summary
 FY 2021
 Through October 31, 2020

Budget Line Item	Program Code	Original Budget	Reallocation	Budget After Reallocations	October 2020 Activity
Tourism Research					
<i>From:</i>					
None				-	
				-	
			-		-
<i>To:</i>					
				-	
				-	
			-		-
Administration					
<i>From:</i>					
None				-	
				-	
			-		-
<i>To:</i>					
hawaiiitourismauthority.org	103	75,000	11,858	86,858	
				-	
				-	
			11,858		-
Governance and Organization-Wide					
<i>From:</i>					
State Employees Fringe	931	1,367,590	(7,500)	1,360,090	
				-	
			(7,500)		-
<i>To:</i>					
				-	
				-	
			-		-
Board Allocations					
<i>From:</i>					
None				-	
					-
			-		-

Hawaii Tourism Authority
 Budget Statement - Summary
 FY 2021
 As of October 31, 2020

Category	Tourism Special Fund				Convention Center Enterprise Special Fund			
	Fiscal Year 2021				Fiscal Year 2021			
	Budget	YTD Amount of Budget Used	Balance	Activity for October 2020	Budget	YTD Amount of Budget Used	Balance	Activity for October 2020
Revenues								
TAT Revenue Allocation	-	-	-	-	-	-	-	-
Prior Year Carryover	43,674,688	-	43,674,688	-	-	-	-	-
Availability of \$5M Emergency Fund (Subject to Governor Approval)	5,000,000	-	5,000,000	-	-	-	-	-
Other	-	493,737	(493,737)	313,125	-	-	-	-
	<u>48,674,688</u>	<u>493,737</u>	<u>48,180,951</u>	<u>313,125</u>	<u>-</u>	<u>-</u>	<u>-</u>	<u>-</u>
Expenditures								
Perpetuating Hawaiian Culture								
Hawaiian Culture Programs	4,045,081	-	4,045,081	-	-	-	-	-
In-House Contracted Staff - Hawaiian Culture	-	-	-	-	-	-	-	-
State Employee Salaries - Hawaiian Culture	217,140	217,140	-	-	-	-	-	-
Subtotal	<u>4,262,221</u>	<u>217,140</u>	<u>4,045,081</u>	<u>-</u>	<u>-</u>	<u>-</u>	<u>-</u>	<u>-</u>
Natural Resources (Statute: \$1M minimum)								
Natural Resources Programs	2,581,943	67,599	2,514,344	67,599	-	-	-	-
In-House Contracted Staff - Natural Resources	20,000	20,000	-	-	-	-	-	-
State Employee Salaries - Natural Resources	64,959	64,959	-	-	-	-	-	-
Subtotal	<u>2,666,902</u>	<u>152,558</u>	<u>2,514,344</u>	<u>67,599</u>	<u>-</u>	<u>-</u>	<u>-</u>	<u>-</u>
Community								
Community Programs	3,313,642	209,024	3,104,618	12,452	-	-	-	-
In-House Contracted Staff - Community	-	-	-	-	-	-	-	-
State Employee Salaries - Community	147,120	147,120	-	-	-	-	-	-
Subtotal	<u>3,460,762</u>	<u>356,144</u>	<u>3,104,618</u>	<u>12,452</u>	<u>-</u>	<u>-</u>	<u>-</u>	<u>-</u>
Branding								
Branding Programs	28,082,027	3,550,340	24,531,687	50,340	-	-	-	-
In-House Contracted Staff - Branding	-	-	-	-	-	-	-	-
State Employee Salaries - Branding	508,648	508,648	-	-	70,000	70,000	-	70,000
Subtotal	<u>28,590,675</u>	<u>4,058,988</u>	<u>24,531,687</u>	<u>50,340</u>	<u>70,000</u>	<u>70,000</u>	<u>-</u>	<u>70,000</u>
Sports								
Sports Programs	2,637,864	2,332,864	305,000	-	-	-	-	-
Subtotal	<u>2,637,864</u>	<u>2,332,864</u>	<u>305,000</u>	<u>-</u>	<u>-</u>	<u>-</u>	<u>-</u>	<u>-</u>
Safety and Security								
Safety and Security Programs	891,667	373,317	518,350	136	-	-	-	-
Subtotal	<u>891,667</u>	<u>373,317</u>	<u>518,350</u>	<u>136</u>	<u>-</u>	<u>-</u>	<u>-</u>	<u>-</u>
Tourism Research								
Tourism Research Programs	2,422,942	877,558	1,545,384	300,302	-	-	-	-
In-House Contracted Staff - Tourism Research	-	-	-	-	-	-	-	-
State Employee Salaries - Tourism Research	384,180	384,180	-	-	-	-	-	-
Subtotal	<u>2,807,122</u>	<u>1,261,738</u>	<u>1,545,384</u>	<u>300,302</u>	<u>-</u>	<u>-</u>	<u>-</u>	<u>-</u>
Hawai'i Convention Center								
Sales & Marketing	-	-	-	-	1,356,157	1,088,813	267,344	213,188
Operations	-	-	-	-	3,331,113	2,609,600	721,513	3,405,783
Major Repair & Maintenance	-	-	-	-	2,000,000	-	2,000,000	-
Subtotal	<u>-</u>	<u>-</u>	<u>-</u>	<u>-</u>	<u>6,687,270</u>	<u>3,698,413</u>	<u>2,988,857</u>	<u>3,618,971</u>
Administrative (Statute: Cannot exceed 3.5% = \$2,765,000)								
Operations	665,558	104,274	561,284	4,116	-	-	-	-
In-House Contracted Staff - Admin	-	-	-	-	-	-	-	-
State Employee Salaries - Admin	1,047,227	1,047,227	-	-	255,700	255,700	-	255,700
Subtotal	<u>1,712,785</u>	<u>1,151,501</u>	<u>561,284</u>	<u>4,116</u>	<u>255,700</u>	<u>255,700</u>	<u>-</u>	<u>255,700</u>
Organizationwide Costs								
State Employee Fringe	1,360,090	1,360,090	-	-	189,420	189,420	-	189,420
Organization-Wide	195,000	105,000	90,000	-	340,000	125	339,875	125
Governance - Board/Others	89,600	38,574	51,026	1,842	-	-	-	-
Subtotal	<u>1,644,690</u>	<u>1,503,664</u>	<u>141,026</u>	<u>1,842</u>	<u>529,420</u>	<u>189,545</u>	<u>339,875</u>	<u>189,545</u>
Total Expenditures	<u>48,674,688</u>	<u>11,407,914</u>	<u>37,266,774</u>	<u>436,787</u>	<u>7,542,390</u>	<u>4,213,658</u>	<u>3,328,732</u>	<u>4,134,216</u>
Revenues vs Expenditures	-	(10,914,177)			(7,542,390)	(4,213,658)		
Administrative Cap (3.5%, HRS 201B-11)	2,765,000	2,765,000						
HTA's Budgeted/Actual Administrative Costs (applying AG Definition)	<u>1,712,785</u>	<u>1,151,501</u>	1.5%					
	1,052,215	1,613,499						

Hawaii Tourism Authority
Budget Statement
FY 2021 - As of October 31, 2020

Program Number	Program Title	Budget - FY21	Encumbered (Budget Used) - FY21	Budget Remaining	October 2020 Activity
Perpetuating Hawaiian Culture					
201	Kukulu Ola: Living Hawaiian Cultural Prog	3,059,781.00	0.00	3,059,781.00	0.00
202	Hawaiian Culture Initiative	950,000.00	0.00	950,000.00	0.00
203	Ma'ema'e HTA	15,000.00	0.00	15,000.00	0.00
204	Market Support	20,000.00	0.00	20,000.00	0.00
297	Memberships and Dues - Hawaiian Culture	300.00	0.00	300.00	0.00
299	In-House Contracted Staff - Hawaiian Culture	0.00	0.00	0.00	0.00
932	Salaries - Hawaiian Culture	217,140.00	217,140.00	0.00	0.00
Subtotal Perpetuating Hawaiian Culture		4,262,221.00	217,140.00	4,045,081.00	0.00
Natural Resources					
402	Aloha Aina (formerly NR and Leg Prov NR)	2,376,276.00	67,000.00	2,309,276.00	67,000.00
406	Visitor Impact Program	205,667.00	599.00	205,068.00	599.00
499	In-House Contracted Staff - Natural Resources	20,000.00	20,000.00	0.00	0.00
936	State Employee Salaries - Natural Resources	64,959.00	64,959.00	0.00	0.00
Subtotal Natural Resources		2,666,902.00	152,558.00	2,514,344.00	67,599.00
Community					
731	Community-Based Tourism - Oahu	825,000.00	50,060.76	774,939.24	157.06
732	Community-Based Tourism - Maui County	825,000.00	118,029.65	706,970.35	10,819.97
733	Community-Based Tourism - Hawaii Island	825,000.00	5,322.56	819,677.44	157.06
734	Community-Based Tourism - Kauai	825,000.00	35,610.81	789,389.19	1,317.81
797	Memberships and Dues - Community	500.00	0.00	500.00	0.00
798	Travel - Community	13,142.00	0.00	13,142.00	0.00
933	State Employee Salaries - Community	147,120.00	147,120.00	0.00	0.00
Subtotal Community		3,460,762.00	356,143.78	3,104,618.22	12,451.90
Branding					
4	Cruise Infrastructure Improvements and Arrival Experience	50,000.00	50,000.00	0.00	50,000.00
318	gohawaii.com (formerly Online Website Coordination)	300,000.00	0.00	300,000.00	0.00
320	Island Chapters Staffing and Admin	2,400,000.00	0.00	2,400,000.00	0.00
321	US (formerly North America)	17,685,707.00	3,500,000.00	14,185,707.00	0.00
322	Canada	373,820.00	0.00	373,820.00	0.00
323	Japan	5,000,000.00	0.00	5,000,000.00	0.00
324	Korea	400,000.00	0.00	400,000.00	0.00
325	Oceania	500,000.00	0.00	500,000.00	0.00
339	Global Digital Marketing Strategy (former Intl Online Strat)	380,500.00	0.00	380,500.00	0.00
350	Global Mkt Shared Resces (formerly Intellect Prop Data Bank)	787,000.00	0.00	787,000.00	0.00
380	Marketing Opportunity Fund	400.00	340.31	59.69	340.31
397	Memberships and Dues - Branding	125,000.00	0.00	125,000.00	0.00
398	Travel - Branding	49,600.00	0.00	49,600.00	0.00
723	Hawaii Film Office Partnership	30,000.00	0.00	30,000.00	0.00
934	State Employee Salaries - Branding	508,648.00	508,648.00	0.00	0.00
Subtotal Branding		28,590,675.00	4,058,988.31	24,531,686.69	50,340.31
Sports					
312	PGA Tour Contracts	2,166,864.00	2,166,864.00	0.00	0.00
377	Polynesian Football HoF	155,000.00	0.00	155,000.00	0.00
378	UH Athletics Branding Partnership	316,000.00	166,000.00	150,000.00	0.00
Subtotal Sports		2,637,864.00	2,332,864.00	305,000.00	0.00
Safety and Security					
601	Visitor Assistance Programs	500,000.00	0.00	500,000.00	0.00
602	Crisis Management	391,667.00	373,316.57	18,350.43	135.85
Subtotal Safety and Security		891,667.00	373,316.57	518,350.43	135.85
Tourism Research					
505	Est of Visitor Arrivals by Country by Month	3,500.00	0.00	3,500.00	0.00
506	Infrastructure Research (Accommodations and Airseats)	520,879.00	149,895.26	370,983.74	15,183.22
512	Visitor Arrivals and Departure Surveys	1,150,581.00	393,783.55	756,797.45	0.00
513	Evaluation and Performance Studies	662,810.00	333,144.00	329,666.00	285,119.00
514	Marketing Research	42,850.00	0.00	42,850.00	0.00
597	Memberships and Dues - Research	42,322.00	735.00	41,587.00	0.00
935	State Employee Salaries - Research	384,180.00	384,180.00	0.00	0.00
Subtotal Tourism Research		2,807,122.00	1,261,737.81	1,545,384.19	300,302.22
Administrative					
101	Community-Industry Outreach & Public Relations Svcs	265,000.00	0.00	265,000.00	0.00
103	hawaiiauthority.org (formerly HTA web/Global Social)	86,858.00	11,858.40	74,999.60	0.00
901	General and Administrative	288,700.00	92,295.00	196,405.00	3,995.28
930	State Employee Salaries - Admin	1,047,227.00	1,047,227.00	0.00	0.00
998	Travel - Admin	10,000.00	0.00	10,000.00	0.00
Subtotal Administrative		1,697,785.00	1,151,380.40	546,404.60	3,995.28
Governance and Organization-Wide					
915	Organization-Wide	195,000.00	105,000.00	90,000.00	0.00
919	Governance - Gen Board/Others	89,600.00	38,573.51	51,026.49	1,841.50
931	State Employees Fringe	1,360,090.00	1,360,090.00	0.00	0.00
Subtotal Governance and Organization-Wide		1,644,690.00	1,503,663.51	141,026.49	1,841.50
Total FY 2021 Funds		48,659,688.00	11,407,792.38	37,251,895.62	436,666.06
Convention Center Enterprise Special Fund					
Branding					
934	State Employee Salaries - Branding	70,000.00	70,000.00	0.00	70,000.00
Subtotal Branding		70,000.00	70,000.00	0.00	70,000.00
Administrative					
930	State Employee Salaries - Admin	255,700.00	255,700.00	0.00	255,700.00
Subtotal Administrative		255,700.00	255,700.00	0.00	255,700.00
Convention Center Operations					
850	HCC Operating Expense	7,519,257.00	3,725,711.00	3,793,546.00	3,725,711.00
860	HCC Repair and Maintenance	2,000,000.00	0.00	2,000,000.00	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	213,188.00	267,344.00	213,188.00
Governance and Organization-Wide					
915	Organization-Wide	340,000.00	125.00	339,875.00	125.00
931	State Employees Fringe	189,420.00	189,420.00	0.00	189,420.00
Subtotal Governance and Organization-Wide		529,420.00	189,545.00	339,875.00	189,545.00
Total FY 2021 Funds		11,730,534.00	5,329,769.00	6,400,765.00	4,454,144.00
Protocol Fund					
Administrative					
909	Protocol Fund	15,000.00	120.94	14,879.06	120.94
Subtotal Administrative		15,000.00	120.94	14,879.06	120.94
Total FY 2021 Funds		15,000.00	120.94	14,879.06	120.94

Discussion and Action to Accept and Appropriate CARES Act / Coronavirus Relief Funds (CRF) Funding in the Amount of \$33,962 Allocated to the Hawaii Tourism Authority's Safety and Security Category in the Fiscal Year 2021 Budget to Support the Visitor Aloha Society of Hawaii's COVID-19 Flight Assistance Program's Anticipated Expenses Through December 2020

Visitor Aloha Society of Hawaii - Oahu
COVID-19 Flight Assistance Program
Projection November-December 2020

Projected Flight Assistance Expenses for November & December

Average monthly cost \$ 11,243.00

Projected Additional \$ 22,486.00

Projected Additional Expenses (Lodging, Ground Transportation, Meals, Fees) for November & December

Average monthly cost \$ 738.00

Projected Additional \$ 1,476.00

Emergency Funds for Increased Holiday Season Activity \$ 10,000.00

Projected Total Expenses \$ 33,962.00
