



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

HĀLĀWAI KIKOHO'E
VIRTUAL MEETING

**REGULAR BOARD MEETING
HAWAII TOURISM AUTHORITY**

Pō'akolu, 30 Kepakemapa 2021, 9:30 a.m.
Thursday, September 30, 2021 at 9:30 a.m.

Hiki i ka lehulehu ke hālāwai pū ma o ka ZOOM.
Webinar will be live streaming via ZOOM.

E kāinoa mua no kēia hālāwai:
Register in advance for this webinar:

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

Papa Kumumana'o
AGENDA

1. *Ho'omaka*
Call to Order
2. *Wehena*
Opening Cultural Protocol
3. *'Āpono I Ka Mo'o'ōlelo Hālāwai*
Approval of Minutes of the September 2, 2021 Board Meeting
4. *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)



5. *Hō'ike, Kūkākūkā A Ho'oholo No Nā Mo'okālā*
Presentation, Discussion and Action on HTA's Financial Report for August 2021
6. *Hō'ike A Ka Luna Ho'okele*
Report of the Chief Executive Officer/Chief Administrative Officer/Chief Brand Officer Relating to Staff's Implementation of HTA's Programs During August 2021
7. *Hō'ike No Ko HTA Ho'okō I Ka Papahana Ho'okele Huliau*
Update on HTA's Implementation of Change Management Plan
8. *Hō'ike, Kūkākūkā A Ho'oholo No Ka Pāhonohono Kaupoku o Ke Kikowaena Hālāwai O Hawai'i*
Presentation by the Hawai'i Convention Center and Rider Levett Bucknall on the Rooftop Repair Project. The Presentation will Include an Update on the State of the Current Rooftop and Recommended Options to Repair the rooftop. The Board may Discuss and Take Action on this Agenda Item.
9. *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
10. *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 Approve the Amended Brand Management Plans for Hawai'i Tourism Japan.
11. *Hō'ike, Kūkākūkā A Ho'oholo No Ka Hopena O Nā Hanana PGA 2021*
Presentation, Discussion and Action on Results of the 2021 PGA Events and Associated Activities and Recommendation to Approve FY22 Funds for CY22 Events and Activities.
12. *Hō'ike, Kūkākūkā A Ho'oholo No Ko HTA Hoa Kūkākūkā Holoholo Moku*
Presentation, Discussion and Action on 2021 Activities Related to HTA's Cruise Consultant and Recommendation to Approve FY22 Funds to Support CY22 Activities.
13. *Panina*
Closing Cultural Protocol
14. *Ho'oku'u*
Adjournment



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

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

Ma lalo o ka māhele 531.5 o ka Budgetary Control Accounting Manual, Moku'āina o Hawaii, he māhele ka 'aina awakea o ka hālāwai. E mau ana ka hālāwai ma loko nō o ka 'ai 'ana, 'a'ole ho'i ia he wā ho'omalolo.

Pursuant to Section 531.5, of the Budgetary Control Accounting Manual, State of Hawaii, lunch is served as an integral part of the meeting, while the meeting continues in session, and not during a break.

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 register to attend 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 or 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 September 2, 2021
Board Meeting



REGULAR BOARD MEETING
HAWAII TOURISM AUTHORITY
Thursday, September 2, 2021 at 9:31 a.m.
Virtual Meeting

MINUTES OF REGULAR BOARD MEETING

MEMBERS PRESENT:

George Kam (Chair), David Arakawa, Kimi Yuen, Micah Alameda, Fred Atkins, Dylan Ching, Daniel Chun, Keone Downing, Kyoko Kimura, Sherry Menor-McNamara, Ben Rafter, Sig Zane

MEMBER NOT PRESENT:

HTA STAFF PRESENT:

John De Fries, Keith Regan, Marc Togashi, Kalani Ka'anā'anā, Caroline Anderson, Carole Hagihara, Maka Casson-Fisher, Ronald Rodriguez

GUESTS:

Jennifer Chun, Teri Orton, Dean Uchida, John Monahan, Jay Talwar

LEGAL COUNSEL:

Gregg Kinkley

1. Call to Order:

Mr. Keith Regan, HTA Chief Administrative Officer, called the meeting to order at 9:31 p.m. He provided instructions to the general public with regards to submitting testimony. Mr. Regan confirmed the attendance of the Committee members by roll call.

2. Opening Cultural Protocol

Maka Casson-Fisher opened the meeting with a pule dedicating a song to Queen Lili'uokalani for her birthday. He quoted her words in 1881 urging the people to get vaccinated for the small pox, listen to the authorities and report those who contracted the disease so they get help and prevent spread. He spoke of her good nature and asked everyone to take such love and responsibility so that they continue her works.

3. Approval of Minutes of the July 29, 2021 Board Meeting

Chair Kam requested a motion to approve the minutes of the July 29, 2021 Board Meeting. Daniel Chun made a motion, and it was seconded by Kyoko Kimura. Mr. Regan confirmed the votes through roll call, and it was unanimously approved.

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

Chair Kam asked whether there were any permitted interactions and there was none.

5. Presentation, Discussion and Action on HTA's Financial Report for July 2021

Chair Kam recognized Keith Regan to provide an update. Mr. Regan said that Mr. Togashi, VP of Finance, will be reporting the financial reports in detail. He noted that the HTA staff is working diligently to ensure that they are in compliance with the use of the allocated federal funds, as well as the shifting from the tourism special fund into the use of the federal monies.

Mr. Togashi reported that the July financials is the first reporting period in FY2022. He noted that several documents such as the executive summary, HTA's balance sheet, and statement of revenues and expenditures representing the income statement for July are included. He identified the locations of the budget statement summary (item 5.2), detailed budget supporting the summary (item 5.3), summary of all the budget activity for July reallocation and FY cumulative budget (item 5.4), and FY 21 funded encumbrances that was posted by DAGs in FY2022 making it part of HTA's official FY2022 records (item 5.5). He said that the ARPA funding that they are now receiving is a new form of funding and that separate accounts for the Tourism Federal Fund (ARPA TFF) and Convention Center Federal Fund (ARPA CCFF) were created separately. He noted that old funds like the TSF and CCSF will remain in HTA's books with the TSF to remain until all contracts which were previously encumbered through July 1st are paid.

Mr. Togashi reported that as of July 31, they have \$67.9 million in cash investments comprising of \$5 million emergency fund, \$60.5 million encumbered to contracts, and \$2.3 million unencumbered. He noted that all unencumbered TSF will be remitted to the State's general fund on January 1, 2022. He said that they are anticipating \$2.3 million to revert to the general fund. He showed a chart where the progressions of the reserve balance is seen starting from \$13 million at the end of FY2021. He noted that this is due to encumbrances made on July 1st but processed by DAGS as FY 22 business amounting to \$7 million including the emergency fund reserve and the \$2.3 million unencumbered. Mr. Togashi said that the Board has approved \$32.7 million of ARPA TFF of which \$3.2 million has been encumbered

for payroll. He added that they have \$36.8 million in cash for the Convention Center ESF wherein \$36million is encumbered contracts and \$870,000 remains in reserve. He noted that the remaining reserve is anticipated to increase to about \$5.8 million by the end of the FY with the Convention Center revenue coming in to the account. He added that the Board approved \$409,000 budget for CCFE payroll which was encumbered in July 2021.

Ms. Kimura asked about ARPA funds being repurposed. Mr. Regan responded that the Budget and Finance asked them to submit all they have and the department will determine whether they can use those funds for non-US domicile entities.

Chair Kam asked for a motion to accept the financial report as presented. David Arakawa made a motion and was seconded by Daniel Chun. Mr. Regan confirmed the votes through roll call, and it was unanimously approved.

6. Presentation, Discussion and Action on the Hawai'i Convention Center FY2022 Budget

Chair Kam recognized Keith Regan to provide an update. Mr. Regan called on Teri Orton, General Manager of Hawai'i Convention Center, to do the presentation. Ms. Orton reported that this will be the first FY budget since they've always operated on a calendar year budget. She noted that the ever changing restrictions have impacted the clients, customers, operations and budget and that connecting and preserving the relationship with customers is very important so they come back to the Center. She explained the different changes in tiers and operations adjustments since May, with the current Tier 5 restrictions needing a mitigation plan to operate with the reduction of group size and capacity percentage. She clarified that the budget was planned without any idea of future restrictions.

Ms. Orton reported that the Center continues to host the Unemployment Office, DILR, DOH, and HHFDC on the third floor and the ballroom and all have agreed to be consolidated in Exhibit Hall 1 so the Center can continue with business. She noted that they have lost revenue for two citywide corporate events estimated at \$292,000 and five local events amounting to \$290,000. She said that there are 43 definite events in the FY22 books and 48 first option events. Chair Arakawa asked for operations in the next two months. Ms. Orton responded that there are the three State agencies in the building and smaller events under 10 persons in the books. She noted that they are now trying to expedite any CIP projects that they had planned and have onboarded some of their frontline staffing for health and safety protocols training and COVID-19. Ms. Orton said that they have recently transitioned management of citywide sales over to the Bureau while still managing local sales at the Convention Center under a 13-month calendar year, with an exception of managing it for 18 to 24 months during this pandemic. She said that they will turn it back next year over the Bureau to manage outside of the 13-month period.

Ms. Orton reported that majority of the local sales and marketing budget comprises of salary, wages, and benefits. She noted and that they recently onboarded a Sales Manager making them two staff operating in full capacity now. She said that local sales revenue would average about \$8 million a year but was about \$6.6 million for 2020, primarily due to the State agencies that are paying rent for occupancy. She added that the FY 2022 budget is at \$6.6 million for local sales revenue and \$1.2 million for offshore revenue. She said that the budget also includes maintenance agreements, marketing and advertising, general and administrative and others at \$500,300 in total compared to twice the budget pre-pandemic. Ms. Orton noted that the facility budget reflects \$7.7 million in gross revenue and \$13.2 million in gross expenses with a net loss of \$5.5 million. She added that with the Exhibit Hall repurposed, 4 offshore events were impacted where they looked for alternative space and reduced food and beverage offerings.

Ms. Orton reported that they usually host an average of 200 to 225 events yearly but the numbers are down by 50% due to the pandemic. She said that the event revenue fluctuates yearly noting that corporate events bring more revenue to the building. She said that they have 78 full time employees and only brought back positions on a need basis. She said that \$626,000 of the increase in facility expenses is related to contingency and contracted labor which was to offset expenses to the three citywide events impacted with the Exhibit Hall being occupied. She noted that the \$2.5 million increase in Food and Beverage is primarily to bring back positions and with 16 vacancies at the moment. She noted that they are proposing a FY2022 budget for the convention center amounting to \$40, 628,568 which consists of the local sales and marketing, facility operations, facility contingency and CIP repairs and maintenance and Hawaiian music and dance. Mr. Atkins asked about the Center for Music and Dance budget. Mr. Ka'anā'anā responded that it's specifically set aside for the Center only.

Ms. Orton turned over the floor to Marie Tait, HCC's Director of Operations and Project Manager for CIP, to provide an update. Ms. Tait reported that HCC has engaged with project management and construction management companies. She showed the list with the updated cost estimates and expected date for planning. She noted of finished and pending works on the main projects and identified completed projects with the actual money spent. Mr. Atkins asked about the impact of the 2022 projects on operations. He further asked about federal grant opportunities and payroll protection plan eligibility. Ms. Orton responded these won't impact business for they would start or stop projects accordingly based on what business they have in the building. She responded further that they are actively working on the shattered venue grants to see if they are eligible for some funding.

She added that they haven't met all of PPP's qualifications and needed to look for examples of success which they could follow.

Chair Kam asked for a motion to approve the budget by the convention center. Daniel Chun made a motion and was seconded by Kimi Yuen. Mr. Regan confirmed the votes through roll call, and it was unanimously approved.

7. Report of the Chief Executive Officer/Chief Administrative Officer/Chief Brand Officer Relating to Staff's Implementation of HTA's Programs During July 2021

Chair Kam recognized John De Fries to provide an update. Mr. De Fries reported that he and Mr. Kalani spent a couple of weeks with the different GMTs for yesterday's marketing meeting and with Japan and Canada's airlines as they formalize their schedules in anticipation of their markets opening. He announced that DMAP's O'ahu has been finalized and posted. He thanked Erin Khan and Nathan Kam for taking the responsibility in communications. He noted that he and Mufi Hannemann met with the DOH who is expanding the goal of increasing vaccination by reaching out to the families of the workforce as well. He added that the DOH will spend time with families to clear misconceptions about the vaccination. He noted of opportunities in meeting with congressional delegates who are supportive of the Change Management Plan and with 14 House of Representatives initially. He said that they will also meet with the Senators. He noted that an HBR tourism working group chaired by First Hawaiian Bank Chairman, Bob Harrison was initiated with their meeting with the Hawai'i Business Roundtable.

Mr. Ka'anā'anā reported that the delta variant has already impacted U.S. residents' desire for short-term travel from September to November. He added that about 25% cancellations and booking pace reductions are seen after Governor Ige's announcement which amounted to multi-million dollar losses. He added that some carriers are reporting a 50% reduction in booking pace compared to 2019 of the same period. Mr. De Fries acknowledged Ms. Sherrie Williams, HLTA Chair, who organized a working group for the Governor's Office call for help in relation to social media communications. Mr. Regan noted that the CEO report has been updated with the addition of the change management plan update section, planning division section with updates on DMAP and other activities, and an ARPA funding section just to give insights on the work that the HTA staff is working on. Mr. Ka'anā'anā reported that the HTA staff made more than 30 interviews, sharing HTA's goal of Mālama Ku'u Home and updates on the DMAP initiatives and insights on the tourism industry. He added that they have sent their "Save the Date" for Mālama Ku'u Home and HTA update for October 1.

Mr. Atkins asked about the meeting with the House of Representatives. Mr. De Fries

responded that under the new law were transparency to the public will be afforded and guaranteed is seen by the legislators to favor and help HTA. He added that this ties in with the districts and though the districts don't have direct involvement with tourism, the questions are directed on workforce development for people employed by the tourism industry are living in their districts. Mr. Regan added that the legislators had been appreciative for HTA making these connections and expressed willingness to partner, engage, and address their concerns.

Mr. Regan read the question from the public asking HTA's stand on the reinstatement of a pre-travel COVID-19 test regardless of vaccination status. Mr. De Fries responded that they prefer vaccinated passengers not to be subject to pre-travel test. He noted that they will be communicating with the governor's office to recommend that Pfizer and Moderna be accepted as a valid vaccination and exempt.

8. Update on HTA's Implementation of Change Management Plan

Chair Kam acknowledged Mr. De Fries to provide an update. Mr. De Fries asked Mr. Regan to expand the activity between DBEDT and BNF relative to procurement in ARPA. Mr. Regan said that the overall theme heard with their meeting is the concern of fund provision when ARPA or the federal government may say that they shouldn't have used it for such project and will ask them to pay back. He added that they are undergoing strict and stringent process to ensure that HTA will be able to use the funds properly and is thankful that HTA won't be the ones to make the decision. He said that the team has finished training with the State's procurement office while others went to specialized training in addition to it. Mr. De Fries reported that DBEDT has approved the job description of the new Public Relations Officer position and is under review by the BNF. Mr. Ka'anā'anā said that they are amending the job descriptions for the Senior Brand Manager and Brand Manager positions and will submit soon to the approving bodies.

Mr. De Fries noted that the executive team continues to meet with DBED and BNF to discuss procedures on fund allocations. He added that HTA is preparing a CSFRF tourism recovery plan that meets the BNF expectations and ARPA requirement. He identified different procedures, like the procurement procedure and contract templates among others, are being updated to meet ARPA requirement. They will also be reviewing the bylaws if they need to be amended in conformity with ARPA or law in HB 862. Mr. Regan added that they have completed the internal process with the CSFRF Tourism Property as requested by BNF. Mr. Chun asked about the timeline for the hiring of the Director of Public Affairs. Mr. Regan noted that BNF asked for additional information yesterday so the review

result is hoped to be by the end of the week. Mr. De Fries said that once approved, it will take about three weeks from making an offer.

9. Update and Discussion on the Implementation and Reporting of the Destination Management Action Plans to the Board

Chair Kam acknowledged Caroline Anderson to provide an update. Ms. Anderson reported that they have an internal “DMAP Tracker” where they meet every month with the Counties and Island Visitors Bureaus for a review. She noted that they met with the Steering Committees to review the Initial Summer Progress reports and will be providing the Board with quarterly reports. She identified the progress of Phase 1 and Phase 2 sub actions of the different DMAPS which are as follows: Kauai (61% P1 in progress, 2 P2 sub-actions started), Maui (70% P1 in progress with 1 completed), Moloka’i (60% P1 in progress), Lāna’i (63% P1 in progress with 1 completed), and Hawai’i Island (73% P1 in progress). She showed the progress of anchor sub-actions and highlighted sub actions that are in progress for each of the DMAPs. She thanked the Counties and Visitors Bureaus who have helped in the implementation of each of the DMAPs. Mr. Chun asked about communications through the website. Ms. Anderson responded that they’ve published the progress report online and shared the final reports to the Steering Committee members so they can share it with their network within the community and visitor industry. She added that they have also posted it in HTA’s e-bulletin, and they’re working with the PR team to enhance the DMAP communications. She said that they also provided the Island Chapter some funds to do DMAP campaigns. Mr. De Fries added that they were invited by Presidents of neighborhood Boards on O’ahu to address their n meetings about DMAPS and strategic plan which is one way to communicate it with the constituents of the legislature. Mr. Ka’anā’anā said that they’ve worked with Kaili from Anthology for their social media calendar where posts over the past weeks highlighted different actions. He noted and that they are now coordinating each of the Island Chapters, the Central on the Bureau side and HTA to take advantage of the \$50000 per island incomes money distributed for each of the island chapters for such purpose. He added that HTA also continued to do what they are natively doing in their outreach.

10. Presentation and Discussion of Current Market Insights and Conditions in Hawai’i and Key Major Hawai’i Tourism Markets

Chair Kam recognized Jennifer Chun to provide an update. Ms. Chun reported that they have \$1.5 billion expenditure in July 2021 with under 900,000 people arriving and PPPD higher than 2019. She noted that average daily census was full but still lower than 2019.

She added that O'ahu and Moloka'i expenditures are higher though a few people went to the latter. She said that the visitor arrivals were still lower than 2019 but the visitor arrival recovery for July is at 88.4% with Maui Island having the highest at 91.8 %. Ms. Chun noted that the DOT collected \$64.1 million preliminary July TAT which comprises the preliminary Fiscal 22 YTD TAT collections. She added that it is 1,031% greater than July 2020 and \$58.4 million higher than 2021. She noted that the TAT collection in July is higher than a number of months since 2017. Ms. Chun said that hotel occupancy is full but still lower than July 2019 at 83.4% statewide but ADR and RevPAR are slightly higher. She said that occupancy was also high for vacation rentals but there were not as many of them compared to hotel units. She noted that most of the markets are staying at hotels (U.S. & Canada), condos (Japan), time shares (U.S. West), visiting friends and relatives (Japan) and are staying at rental houses (U.S. and Canada). Ms. Chun said that most of the people visiting were coming for vacation, some other businesses which are essential workers type, and a significant number are visiting friends and relatives.

Ms. Chun reported that there was a spike in unemployment rate beginning 2020 and gradually decreasing and is now at 6.9% total for July. She reported that the hospitality jobs recovery are relatively strong on O'ahu but less on Island of Hawai'i and Maui County and only half in Kauai. She noted that prior to the governor's announcement, he DBEDT forecasted an increase in overall arrivals from 2020 to 2024 but not near the number of the actual arrivals in 2019. Ms. Chun said that the travel sentiment for the U.S. market decreased from 43% in June to 39% in July for those who are planning to have a vacation. She noted that the impact of the delta variant can be seen with the consumer travel sentiment down from 81% to 76% for people who are ready to travel. Ms. Chun noted that there are a lot of people uncomfortable going to airports but most long distance travelers are not that uncomfortable. She added that there are avid travelers planning to travel more but there are still people who plan to decrease their amount of travel in the next 12 months. She noted that nationally, 21% is not very likely to purchase travel or leisure while 20% are not very likely and 40% not at all likely to book a flight in the next 12 months. Ms. Chun reported that the air seats outlook presentation is already outdated with the changes of Air Canada this morning. She noted that the increase in seats is seen in the domestic market in August and September while international seats continue to lag. She said that they anticipate for international air seats coming back for October/November but the number might change. She informed that they are posting updates on the website weekly compared to once a month in the past.

Ms. Chun reported that according to YouGov's destination index trends, there were fairly high consideration of the U.S. market to come to Hawai'i but things changed as of last week. She noted that they will be asking people what impacted them to not come to

Hawai'i whether it's the delta variant or the Governor's announcement. She noted that they were tracking above 2019 level from August for travel agency booking but has been declining and went below the level at the end of the month, which is showing the impact of the delta variant which is prior to the Governor's and Mayor's announcements. She noted that travel agency bookings for future arrivals are tracking very similar in the out months to what was seen in 2019. Ms. Chun noted that travel agency booking for September and October are stronger than 2019 with November similar and December slightly lower. She noted that they saw increases for all of the months since the last report for booking pickup which is before the governor and mayor's announcements. She noted that O'ahu, Maui, Kauai, and Hawaii booking pace look similar to 2019 for the US market with Hawai'i Island having more bookings in September and October but Japan, Canada and Korea are down.

Ms. Chun reported that prior to the delta variant impact, STR forecast showed that the State occupancy will end around 60% with a \$311 ADR which is much lower than the 2019 occupancy. She noted that occupancy in O'ahu is seen at 60.1% with higher ADR of \$217, Maui at 61% with a higher ADR to almost \$500, Hawai'i at 60% and \$335 higher ADR, Kauai at 55% with higher ADR than 2019. She said that basing from the Symphony Dashboard, similar locations are popular like Waikiki for O'ahu which is similar to last month. She showed a sample of a new worksheet which gives details on individual points of interest. She noted that in July, most of the visitors were from the US market and showing that Thursdays, Fridays and Saturdays are the most popular days with noon and afternoon being the most popular. She said that most visitors are from Texas and California and that the top interest for Kauai is Hanalei and Wailua State Park.

11. Report of the Marketing Standing Committee with the Committee's Recommendations to Approve the Amended Brand Management Plans for Hawai'i Tourism Korea, Hawai'i Tourism Oceania, Hawai'i Tourism Canada, Hawai'i Tourism Japan and Hawai'i Tourism United States

Chair Kam acknowledged Daniel Chun to provide an update. Mr. Chun asked the Board to go to Section 11 of the Packet as they will be asking for the approval of the amended BMPs. Mr. Chun thanked the committee members for their time and engagement during the Marketing Standing Committee meeting and for the helpful inputs from Chair Wakai and Chair Onishi. He noted that the meeting centered on reviewing amendments of each of the GMT's brand marketing plans. He said that each committee provided updates on their respective markets which includes COVID related travel restrictions, vaccination timelines, planned air seats, travel sentiments and overall competitive scan together with target audience, key recovery strategies, messaging, campaigns, programs, timelines, proposed budgets and performance measures. He added that the committee unanimously voted to

recommend approval of all of the amended BMPs with the exemption of Japan where they are recommending approval with changes. He explained that a few members of the Marketing Committee has asked the staff in the previous meeting to explore possible ideas on how to repurpose some of the funding. He noted that page 277 outlines the new ideas which include augmenting the previously approved online reservation system, local community engagements and PR to help communicate the DMAP progress and a shuttle bus for O'ahu. He acknowledged that while they highly appreciated such approaches and encourage the new ideas and thinking, they are recommending approval of HTJ's amended BMP without the inclusion of the local PR and shuttle bus pilot program at this time. Mr. Chun said that they closed the meeting with the discussion of potential strategies for Tourism recovery messaging given the Governor's request to curtail travel. He noted that a lot of the discussions are about staying in the course with the Mālama messaging across all markets and to balance the need and protect the community, while acknowledging that visitors are still arriving and to continue to engage them on being a mindful traveler. Mr. Ka'anā'anā added that the amended brand management plans focuses on long term brand building and visitor education and are targeted on their current market conditions.

Mr. Chun asked if there are any questions and there were none. He called for a motion to approve the amended BMP for Hawai'i Tourism Korea. George Kam made a motion and was seconded by Micah Alameda. Mr. Regan confirmed the votes through roll call, and it was unanimously approved.

Daniel Chun called for a motion to approve the amended BMP for Hawai'i Tourism Canada. George Kam made a motion and was seconded by Micah Alameda. Mr. Regan confirmed the votes through roll call, and it was unanimously approved.

Daniel Chun called for a motion to approve the amended BMP for Hawai'i Tourism Oceania. George Kam made a motion and was seconded by Sherry Menor-McNamara. Mr. Regan confirmed the votes through roll call, and it was unanimously approved

Daniel Chun called for a motion to approve the amended BMP for Hawai'i Tourism Japan and noted the changes as outlined previously. George Kam made a motion and was seconded by Ben Rafter. Mr. Regan confirmed the votes through roll call, and it was unanimously approved

Daniel Chun called for a motion to approve the amended BMP for Hawai'i Tourism USA. George Kam made a motion and was seconded by Micah Alameda. Mr. Regan confirmed the votes through roll call, and it was unanimously approved.

12. Presentation, Discussion and Action on HTA's Position Relating to the Draft Bill for an Ordinance Relating to Transient Accommodations and Short-Term Rentals on O'ahu.

Presentation by and Discussion with *Mr. Dean Uchida*, Director of Planning and Permitting for the City & County of Honolulu

Chair Kam recognized Kalani Ka'anā'anā and Keith Regan to provide an update. Mr. Ka'anā'anā reported that the traditional lodging units inventory has been fairly stable with visitor arrivals in 2005 to 2020 but has seen an increase in arrivals from 2009 through 2020 that outstripped a stable visitor plan inventory and traditional lodging units. He stressed the importance of understanding where the additional capacity in lodging came from and how it's impacted by arrivals. He noted that there are 6,378 units and 151,383 unit nights are available on O'ahu in July 2021. Mr. Regan noted that HTA has historically taken a position against illegal vacation rentals as recent as January 8, 2019. He added that HTA submitted a testimony before the Honolulu Planning Commission to support the measure based on Board's continuous positions related to illegal vacation rentals. He turned over the floor to Mr. Dean Uchida, Director of Planning and Permitting for the City & County of Honolulu.

Mr. Uchida reported that they had a meeting with the Planning Commission yesterday and will continue next week. He noted that Covid-19 is a hard reset for them in looking how to regulate short term vacation rentals with the bill passed two years ago. He added that there are neighborhoods saying that all of the disruptions were with non-conforming vacation rentals, thus they said that the visitor industry need to manage tourism in the ways the vacation rentals perform and the need for more comfortable housing. He said that through the testimonies, they came up with approaches in regulating the vacation rentals which are by giving the communities their neighborhood back, removing the disruption and basically managing tourism. He said that they decided to allow the existing nonconforming short term vacation rentals but there will be no more new ones to be allowed in any residential communities. He added that they are going to allow vacation rentals to upgrade in some areas. Mr. Uchida reported that they are in the process of updating the Sustainable Community Plan where they will allow hotel use and apartment leasing in abundant special districts. He added that each of the existing properties are going to be assessed on tax with an estimate of \$2.1 million difference in real-property tax from the existing tax. He said that they will be dedicating such amount to fund their newly created short-term vacation rental enforcement branch. He noted that they made changes in the definition of short-term vacation rentals increasing it to 180 days period based on statutes. He added that they will allow for less than 180 days for specific activities like military people who officially sold their house.

Mr. Arakawa asked if they would be open to questions or suggestions with the bill going forward. He affirmed saying that they give such basic opportunity to anyone. Ms. Yuen asked about Diamond Head district. She further asked if there will be any cap on unit numbers. He affirmed that it's going to be part of the PUC update. He noted that there's none at the moment. He added that the basic intent is to put the limits where the infrastructure is in a place that can support the traffic that will build in from visitors. They may revisit the cap when it becomes a problem in the future. Mr. Uchida informed that they will have a revised version of the bill on the planning commission website after their meeting on September 8.

Mr. Arawaka asked for a motion to support the proposed short-term rental bill and to permit the staff to give testimony for the support. Mr. Rafter made a motion and was seconded by Dylan Ching. Keith Regan confirmed the votes through roll call, and it was unanimously approved.

13. Discuss and Develop Potential Strategies for Tourism Recovery Messaging***

Chair Kam recognized Kalani Ka'anā'anā to provide an update. Mr. Ka'anā'anā said that with talks with internal GMT leaderships, the recommendations are to double down and continue with the Mālama Hawai'i messaging which includes how to travel pono, encouraging vaccinated travelers and to observe the basic protocols. He asked for a conversation with the Board about anything that is to be added with the messaging.

Mr. Atkins said that he agrees on the messaging that is proposed to continue. He asked of any demographics as to the cancelled travel because of the Governor's press release as this will be helpful in doing the messaging. Ms. Kimura responded that the Maui Hotel Association has a tallied data on cancellations after the Governor's announcement. She further noted that there's no accurate tally but the timing of the cancellation is significant. Mr. Rafter responded that they had over \$1 million of cancellations on the first three days since the announcement. He said that their relative cancellation was between 30% and 40% within three days after the Governor's message which is consistent with some hoteliers that he spoke to. Mr. Ka'anā'anā said that HVCB has been able to survey at 25% to 35% rate across the State with losses between \$0.5 million to \$10 million on the hotel side and the airlines also with carriers reporting 50% reduction in booking pace compared to 2019 level.

Mr. Atkins asked the Hawai'i Tourism USA for ideas on how to get the right PR to reassure people that after October, they are opening up again and it's a good place to travel too. Mr. Monahan noted that it is the leader of the state that made the statement and the change in the message would have to come from him. He noted that data they gathered showed that about 25 to 35% of immediate cancellations as well as booking pace moving forward. He

noted that there is a lot of damage with the visitors particularly on third party reservations where deposits are non-refundable. Mr. Talwar and Mr. Monahan said that they need to stay on the course with the messaging and will continue to target the mindful travels. Mr. Atkins noted it will be contradictory to do the messaging today but maybe have a contingency plan that they will be ready as the situation will go beyond November.

Ms. Yuen asked if Mr. Monahan is still coordinating with the Governor's office. Mr. Monahan responded that they still work with Safe Travels and supervise the 1800 Go Hawai'i number with a lot of calls. Mr. De Fries said that engaging the industry as a whole with the governor's office is going to help move things forward. Mr. Arakawa noted that the messaging should be based on science and to encourage local businesses to implement safety procedures and policies to give the visitors the confidence and to look at opportunities to work with the DOH, governor, mayors and rest of the industry. He said that he and Mr. De Fries listed possibilities on what can be done like encouraging vaccination in the industry itself, getting the education out about the community spread and not a visitor spread. He added that they should be able to tell the travelers that Hawai'i is the safest destination in the US. Mr. De Fries noted that they need to reclaim the position of being one of the safest, if not the safest, destination in the U.S. in their brand strategy. He said that it will take the community to do it and focusing on industry workforce and expanding to their families and neighborhood is one way to do it. Mr. Rafter said that with his visits from other markets and information gathered, Hawai'i is viewed as one of the safest destination in the U.S. and don't believe that they are an unsafe destination.

Chair Kam asked to reiterate what the industry is doing to ensure that Hawai'i is a safe place for the community. Mr. Monahan responded that they've recently been responsible for looking for isolation hotels and other accommodations for any visitor that became COVID positive. Mr. De Fries said that they still have guests to care for and to ensure that everything is being done to maximize that their investment in the vacation and travel. He added that with the financial fallout of cancellations, some of are already translating to job layoffs. Mr. Ka'anā'anā said that there are no formal notices and since it's not a linear recovery, the layoffs are something that properties are considering. Mr. Rafter said that they won't probably see one layoff in this case unless somebody shuts down because generally, there' are 50 reductions in workforce. Mr. Ka'anā'anā responded that there's one in the recent warn notice of United Airlines in the first of September. Mr. Atkins said that they're going to see more layoffs in the restaurants quicker than seen in the hotels because they're down from 60% last night. He noted that they have to lay them off or by shift unless there's a shift in the trajectory. Ms. Yuen asked if there are talks about the vaccine passport or collaboration going on. Mr. Monahan responded that there are a lot of initiatives but the issue is connecting the databases of 50 States which proved to be impossible for now. Mr.

Ching responded that the real win lies in the vaccination of employees and local people and not a problem with the guests. He added that it is rare for any visitor issue when it comes to COVID but it is with employees.

Mr. Atkins asked about the mandate on O'ahu. Mr. Ching said that it's similar to the DOE where you either get vaccinated or produce a weekly negative test within 48 hours for employees and the guests can also come in with a negative test. Mr. Atkins said that one of the biggest challenges in the vaccine passport and following the science is that there are a good percentage of people that had COVID and antibodies and science says that they are even more protected than with vaccination as it lasts longer. He hopes that the DOH would make a determination for these people to perhaps have a special card for it and that they look into. Ms. Kimura noted that the Japan has 23 destinations with eased restrictions and Guam which is part of the U.S. is one of those. She added that there must be a way that Hawai'i can be added to the list. Chair Kam thanked Ms. Kimura and said that they are looking into and working on it.

14. Closing Cultural Protocol

Mr. Casson-Fisher invited everyone to close their eyes and picture what it means to them as he reads an excerpt from Ana Che's definition of Aloha. He expressed his Aloha to everyone in the virtual landscape for each one's perseverance and responsibility.

15. Adjournment:

The meeting adjourned at 1:28 pm.

Respectfully submitted,



Sheillane Reyes

Recorder

5

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

HAWAII TOURISM AUTHORITY

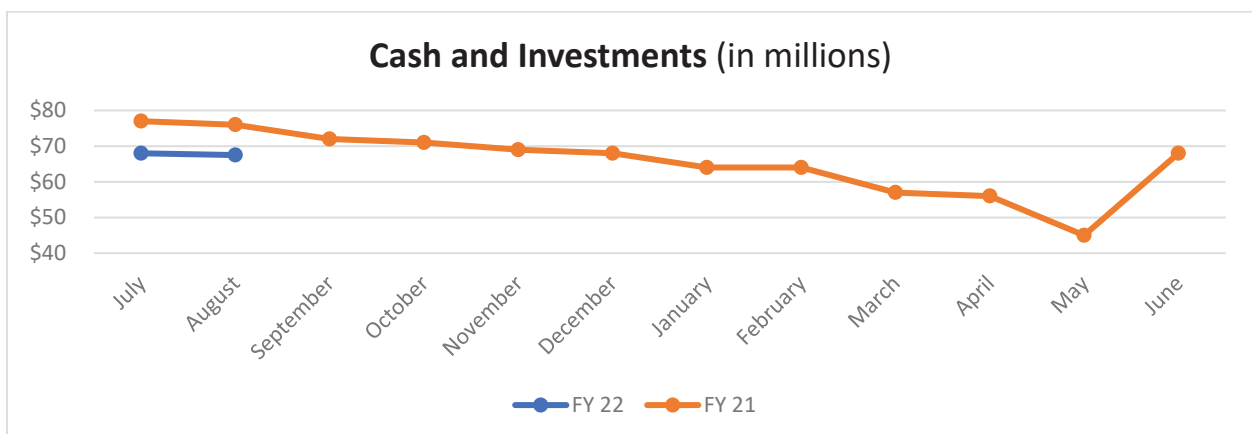
Financial Statements – Executive Summary August 1, 2021 – August 31, 2021

Foreword:

- FY21 Transactions Processed in FY22. As noted in HTA’s June 30, 2021 financial statements, some transactions using FY21 funds that we submitted to DAGS in FY21 were processed by DAGS as FY22 business. It is necessary to include these transactions processed in July 2021 in HTA’s official records for FY22 and accordingly are acknowledging that via a separate Budget Statement included in these financial statements for informational purposes only. However, we have included these transactions in HTA’s unofficial FY21 encumbrance records and we will omit these transactions from our focus in FY22 business discussed in these financial statements. Further detail can also be found in HTA’s June 30, 2021 financial statements.
- New Fund Accounts. With HTA now appropriated Federal ARPA funds in FY 2022, we have added two new sections to the Executive Summary to discuss the Tourism Federal Fund (ARPA) and Convention Center Federal Fund (ARPA).

Tourism Special Fund (TSF):

1. The Tourism Special Fund is set to sunset on January 1, 2022, pursuant to Act 001, 2021 Legislative Special Session, upon which all unencumbered funds will be remitted to the State’s General Fund. The \$5M Emergency Fund will remain with HTA.
2. \$67.5M in cash and investments



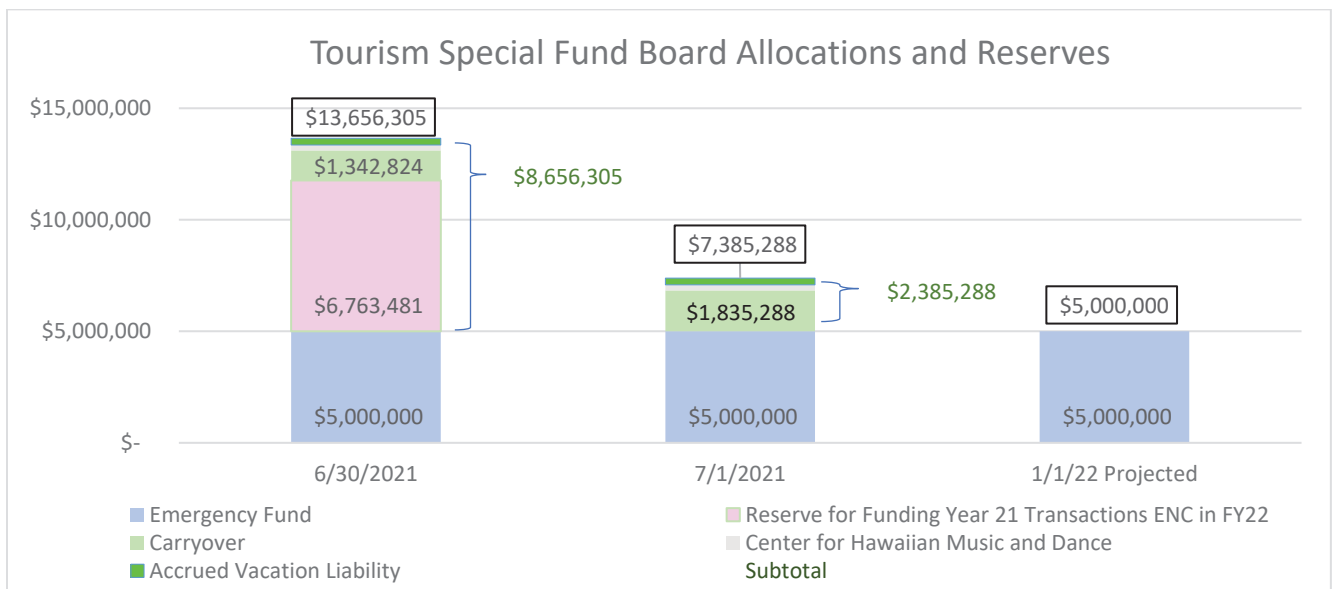
- a. Includes \$5M in Emergency Fund held as investments.
 - i. Approximately \$5.0M held in money market funds
 - ii. Further detail provided in the financial statements (as of July 2021)
- b. Cash decreased by approximately \$430K from July 31, 2021 due to disbursements related to operational and program expenditures.
- c. We anticipate the cash balance to decrease to \$0 over time once all encumbered funds are expended, except for the \$5M Emergency Fund.

3. HTA's outstanding encumbrances are summarized as follows:

\$59.8M	Prior year encumbrances currently being spent down	
\$0.00	Current year encumbrances remaining	
\$59.8M	Total encumbrances outstanding at July 31, 2021	

Staff routinely makes a concerted effort to liquidate older encumbrances that should no longer be encumbered and that is reflected here.

- 4. In addition to HTA's \$5M Emergency Fund, \$2.3M was reserved as Board allocations as of July 1, 2021. This compares to \$8.6M at the end of last fiscal year. The reduction is due to the FY21 transactions that DAGS processed in July of FY22, as previously discussed. A supporting schedule is also embedded in these financial statements to provide greater detail. These balances are comprised of the following:



Pursuant to Act 001, Special Session 2021 (HB 862), the Tourism Special Fund will be repealed on January 1, 2022. At that time, any unencumbered funds will return to the State’s General Fund, which we anticipate being approximately \$2.6M.

5. There is no budget for the Tourism Special Fund in FY 2022, as only Federal funds were appropriated.
6. Operating Income (Loss):
 - a. Pursuant to Act 001, Legislative Special Session 2021, HTA is no longer included in the TAT allocation.
 - b. No revenue was earned in August 2021.

Tourism Federal Fund (ARPA TFF) – [Official Name: HTA CSFRF Subaward]:

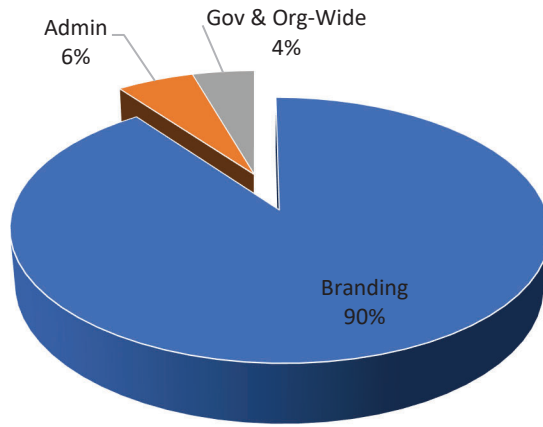
7. \$3.2M in cash (remaining from amount that has been allotted to HTA so far).
8. At its July 2021 meeting, the HTA Board approved a partial FY 2021 budget of \$32.7M. As of August 31, 2021, \$3.2M of the \$32.7M FY2022 budget was utilized/encumbered, or 9.6%.

Below is a summary of the FY 2022 budget based upon Federal reporting categories (titles were paraphrased):

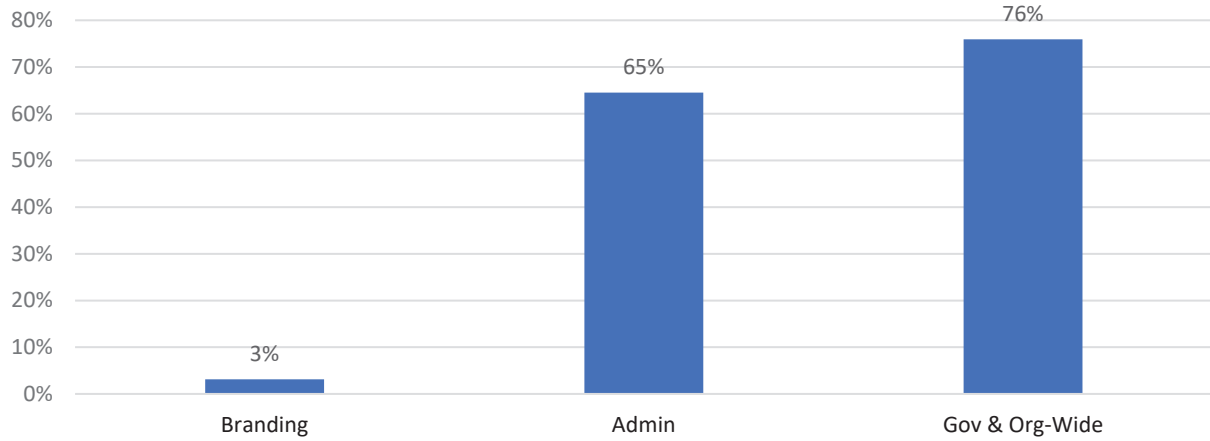
Primary Federal Category	Budget	Encumbered	Remaining
Economic Recovery	28,500,000	-	28,500,000
Continuation of Government Services			
Payroll	3,210,000	3,210,000	-
Operations and Governance	1,000,500	-	1,000,500
	32,710,500	3,210,000	29,500,500

The following are various charts to depict our budget, budget utilization and trends:

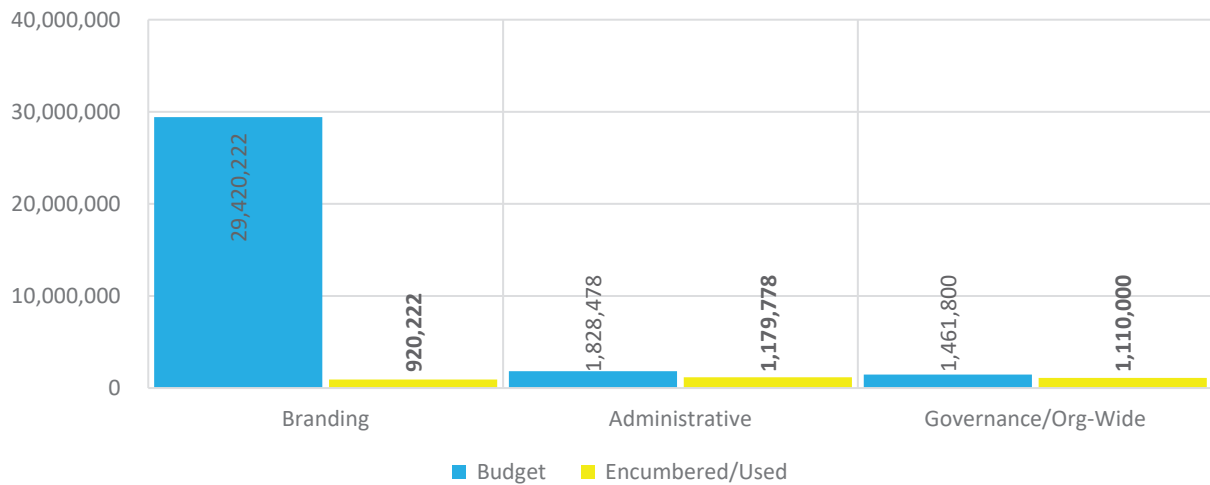
Budget Breakdown - FY 2022

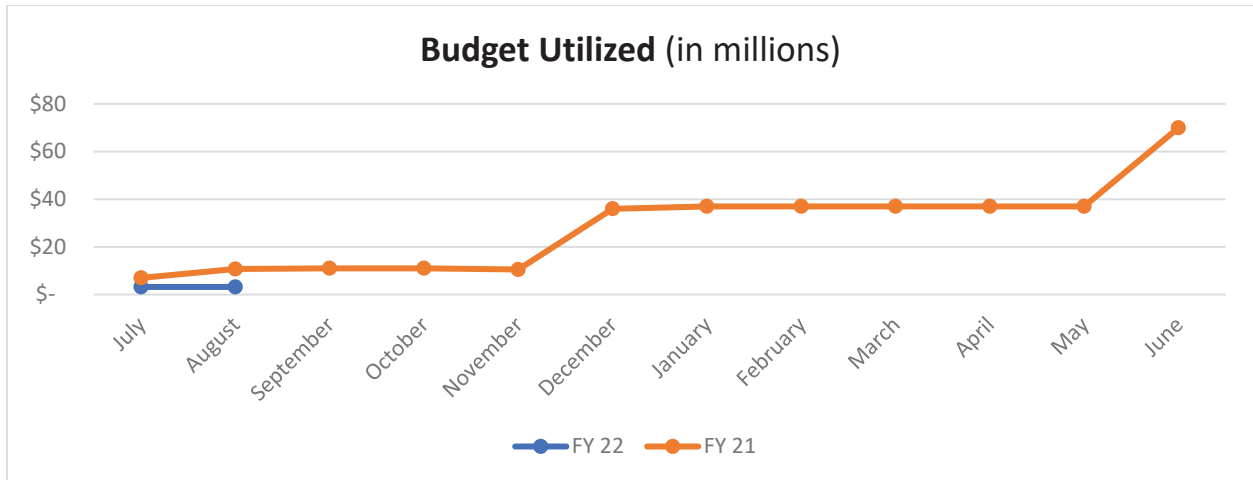


Percentage of Budget Utilized 8/31/21



Budget vs Encumbered as of 8/31/21 (Budget Used)





9. No budget reallocations were made in August 2021. A detail of the reallocations made for the reporting period and cumulatively for the fiscal year are typically detailed on the accompanying Budget Reallocation Summary.

10. Operating Income (Loss):

- a. No ARPA funds were allotted to HTA during the August 2021 period. Cumulatively, \$3.2M has been allotted to HTA year-to-date, which represents ARPA funds HTA will use in FY 2022 for staff's payroll.
- b. Since this is the fund's first year in operation, no Statement of Revenues and Expenditures associated with prior year funds is included.

Convention Center Enterprise Special Fund (CCESF):

11. \$36.8M in cash

- a. Cash remained consistent from July 30, 2021.

12. \$20.1M in cash with contractor or with DAGS, for R&M projects (as of August 2021).

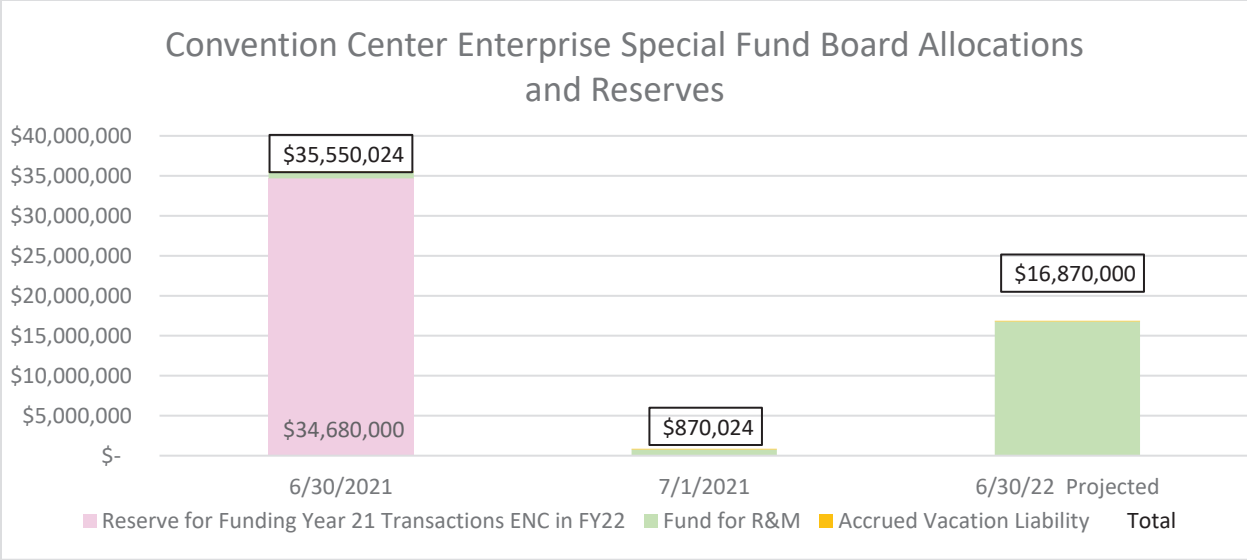
- a. Includes \$2M in Emergency R&M funds
- b. These funds are encumbered or budgeted toward specific projects such as kitchen wall rehabilitation and exterior planter repairs, exterior building painting, trellis replacement, house audio upgrades, ballroom gutter and transom glass repair, chiller replacement, , and various equipment purchases and upgrades. Of the \$20.1M, approximately \$6.9M has been contracted (as of August 2021).

- c. The amount of cash remaining with the contractor already takes into account \$4.4M expended on current and future projects (in-progress costs or preliminary work).

13. \$870K reserved as Board allocations as of August 31, 2021. This compares to a reserve balance of \$35.5M as of June 30, 2021. The decrease is due to the FY 2021 transactions that were processed by DAGS in July 2021 (as FY 2022 business), discussed earlier.

We anticipate the \$870K reserve balance to increase to \$16.8M by June 30, 2022, due to:

- a. The deposit of \$11M in TAT, pursuant to Act 1, Legislative Special Session 2021, (HB862).
 - i. The intent to deposit these funds into the CCESF was recently confirmed to HTA and funds deposited in September 2021.
 - ii. This is in addition to the \$11M HTA was appropriated in Federal ARPA funds (Act 88, HB200 State Budget Bill, 2021 Legislative Session), which are to be deposited into the separate CCFF.
 - iii. The deposit of the CCESF's full \$11M FY 2022 TAT allocation represents a shift in the method of TAT distribution by the State's Department of Budget & Finance. Previously, TAT distributions were made in equal monthly installments throughout the year, whereas we are now receiving the full \$11M in TAT funds all at once.
- b. The deposit of Convention Center revenues throughout FY 2022.
- c. The inability to spend these funds due to the CCESF not having an appropriation ceiling in FY 2022.



14. \$35.9M of prior year outstanding encumbrances currently being spent down.

15. Budget:

- a. No budget has been established for the CCESF’s FY 2022, as no expenditure ceiling was appropriated, as discussed earlier.
- b. Note: In FY 2021, HTA used the \$16.5M TAT it received in June 2021 and \$18.6M previously reserved as Board Allocations to fund AEG’s FY 2022 contract. Staff advised the Board of its intention to do so at the June 10, 2021 Board meeting, including to deploy reserve funds in an effort to ensure we maximize HCC’s ROI and efficiently use any time afforded during the pandemic to address major repair and maintenance. The \$16.5M and \$18.6M were encumbered as follows:

	FY22 HCC Operations - Encumbrance Funded with		
	TAT Restart Funds	Reserve / Board Reso Funds	Total
HCC Facility Operations Expenses	5,517,400	5,169,000	10,686,400
HCC Operating Contingency	-	2,500,000	2,500,000
HCC Local Sales	533,000	-	533,000
Major R&M (from TAT Restart funds)	10,129,600	-	10,129,600
Major R&M (from CCESF Reserves)	-	10,831,000	10,831,000
Property Insurance	320,000	100,000	420,000
	16,500,000	18,600,000	35,100,000

16. Operating Income:

- a. No TAT funds were received in August 2021.
- b. Convention Center Operations
 - i. Note: \$603K operating loss fiscal-year-to-date per HCC financial statements (as of August 2021). Funded by FY21's encumbrance as discussed above.

Convention Center Federal Fund (ARPA CCFF) – [Official Name: Convention Center CSFRF Subaward]:

17. \$490K in cash (remaining from amount that has been allotted to HTA so far).

18. The Board approved a \$490K budget for payroll, which was fully encumbered earlier in FY 2022.

19. Operating Income:

- a. No ARPA funds were allotted to the Convention Center in August 2021. Cumulatively, \$490K has been allotted year-to-date, which represents ARPA funds HTA will use in FY 2022 for staff's payroll.
- b. Since this is the fund's first year in operation, no Statement of Revenues and Expenditures associated with prior year funds is included.

Hawaii Tourism Authority

Balance Sheet

Tourism Special Fund

As of 8/31/21

	<u>Current Year</u>
Assets	
Current Assets	
Checking	62,503,361.87
Petty Cash	<u>5,000.00</u>
Total Current Assets	<u>62,508,361.87</u>
Total Assets	<u><u>62,508,361.87</u></u>
Fund Balance	
Encumbered Funds	
FY 2015 Funds	7,851.29
FY 2016 Funds	6,047.12
FY 2017 Funds	15,706.80
FY 2018 Funds	4,137.03
FY 2019 Funds	456,870.21
FY 2020 Funds	2,377,574.51
FY 2021 Funds	<u>56,971,690.13</u>
Total Encumbered Funds	<u>59,839,877.09</u>
Unencumbered Funds	
Total Unencumbered Funds	2,668,484.78
Total Fund Balance	<u><u>62,508,361.87</u></u>

Hawaii Tourism Authority
 Balance Sheet
 Convention Center Enterprise Special Fund
 As of 8/31/21

	Current Year
Assets	
Current Assets	
Checking	36,777,457.09
Total Current Assets	36,777,457.09
Total Assets	36,777,457.09
 Fund Balance	
Encumbered Funds	
FY 2019 Funds	110,894.39
FY 2021 Funds	35,796,538.80
Total Encumbered Funds	35,907,433.19
Unencumbered Funds	
Total Unencumbered Funds	870,023.90
 Total Fund Balance	36,777,457.09

Hawaii Tourism Authority
Balance Sheet
Tourism Federal (ARPA) Fund
As of 8/31/21

	<u>Current Year</u>
Assets	
Current Assets	
Checking	<u>3,210,000.00</u>
Total Current Assets	<u>3,210,000.00</u>
Total Assets	<u>3,210,000.00</u>
Fund Balance	
Encumbered Funds	
FY 2022 Funds	<u>3,210,000.00</u>
Total Encumbered Funds	<u>3,210,000.00</u>
Total Fund Balance	<u>3,210,000.00</u>

Hawaii Tourism Authority
Balance Sheet
Convention Center Federal (ARPA) Fund
As of 8/31/21

	<u>Current Year</u>
Assets	
Current Assets	
Checking	490,000.00
Total Current Assets	<u>490,000.00</u>
 Total Assets	 <u>490,000.00</u>
 Fund Balance	
Encumbered Funds	
FY 2022 Funds	490,000.00
Total Encumbered Funds	<u>490,000.00</u>
 Total Fund Balance	 <u>490,000.00</u>

Hawaii Tourism Authority

Balance Sheet

Emergency Trust Fund

As of 8/31/21

	<u>Current Year</u>
Assets	
Current Assets	
Investments	5,016,940.67
Total Current Assets	<u>5,016,940.67</u>
 Total Assets	 <u><u>5,016,940.67</u></u>
 Fund Balance	
Current year net assets	
	(2,018.41)
Total Current year net assets	<u>(2,018.41)</u>
Prior years	
Total Prior years	5,018,959.08
 Total Fund Balance	 <u><u>5,016,940.67</u></u>

HTA Allocations
FY 2021 and FY 2022 (Projected)

Annual Budgets:
-\$60M FY 2022 HTA Tourism Federal (ARPA) Fund
 [subject to approval]
-\$11M FY 2022 Convention Center Federal (ARPA) Fund
 [subject to approval]

\$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)	\$0M Mandated by Board (designated for use in the event of a significant economic downturn upon Board approval; used to fund FY 21 budget)

	Tourism Special Fund Long-Term Obligations, Commitments and Allocations:			Convention Center Fund Long-Term Obligations, Commitments and Obligations:		
	6/30/2021	7/1/2021	Projected 1/1/2022	6/30/2021	7/1/2021	Projected 6/30/2022
Carryover of FY 2020 to FY 2021 Budget (Use in FY 21)	-	-	-	-	-	-
Reserve for Funding Year 21 Transactions Enc in FY22	6,763,481	-	-	34,680,000	-	-
Carryover	1,342,824	1,342,824	-	790,024	790,024	16,790,000
FY21 Interest, Refunds and Other Income	-	-	-	-	-	-
Encumbrance liquidations	-	492,464	-	-	-	-
Center for Hawaiian Music & Dance	250,000	250,000	-	-	-	-
Accrued Health Liability	-	-	-	-	-	-
Accrued Retirement Liability	-	-	-	-	-	-
Accrued Vacation Liability	300,000	300,000	-	80,000	80,000	80,000
Total Long-Term Obligations and Commitments	8,656,305	2,385,288	-	35,550,024	870,024	16,870,000

TOTAL RESERVES (incl \$5M Emergency Fund) 13,656,305 7,385,288 5,000,000

35,550,024 870,024 16,870,000

Hawaii Tourism Authority
Statement of Revenues and Expenditures
Tourism Federal (ARPA) Fund
FY 2022 Funds
From 8/1/2021 Through 8/31/2021

	Total Budget - MicroixFY22	Current Period Actual	Current Year Actual	Total Budget Variance - MicroixFY22
Revenue				
Alloted Federal Funds	60,000,000.00	0.00	3,210,000.00	(56,790,000.00)
Total Revenue	<u>60,000,000.00</u>	<u>0.00</u>	<u>3,210,000.00</u>	<u>(56,790,000.00)</u>
Expense				
Branding	29,420,222.00	0.00	0.00	29,420,222.00
Administrative	1,828,478.00	0.00	0.00	1,828,478.00
Governance and Organization-Wide	1,461,800.00	0.00	0.00	1,461,800.00
Total Expense	<u>32,710,500.00</u>	<u>0.00</u>	<u>0.00</u>	<u>32,710,500.00</u>
Net Income	<u>27,289,500.00</u>	<u>0.00</u>	<u>3,210,000.00</u>	<u>(24,079,500.00)</u>

Hawaii Tourism Authority
Statement of Revenues and Expenditures
Convention Center Federal (ARPA) Fund
FY 2022 Funds
From 8/1/2021 Through 8/31/2021

	Total Budget - MicroixFY22	Current Period Actual	Current Year Actual	Total Budget Variance - MicroixFY22
Revenue				
Alloted Federal Funds	11,000,000.00	0.00	490,000.00	(10,510,000.00)
Total Revenue	<u>11,000,000.00</u>	<u>0.00</u>	<u>490,000.00</u>	<u>(10,510,000.00)</u>
Expense				
Branding	72,958.00	0.00	0.00	72,958.00
Administrative	247,042.00	0.00	0.00	247,042.00
Governance and Organization-Wide	170,000.00	0.00	0.00	170,000.00
Total Expense	<u>490,000.00</u>	<u>0.00</u>	<u>0.00</u>	<u>490,000.00</u>
Net Income	<u>10,510,000.00</u>	<u>0.00</u>	<u>490,000.00</u>	<u>(10,020,000.00)</u>

Hawaii Tourism Authority
Statement of Revenues and Expenditures
Tourism Special Fund - Prior Year Funds
From 8/1/2021 Through 8/31/2021

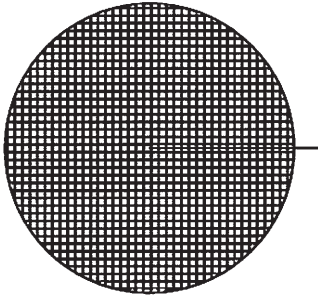
	Total Budget	Current Period Actual	Current Year Actual	Total Budget Variance
Expense				
Perpetuating Hawaiian Culture	11,199,632.00	13,471.00	13,471.00	11,186,161.00
Natural Resources	3,447,910.00	5,000.00	5,000.00	3,442,910.00
Community	8,462,772.12	181,308.00	181,308.00	8,281,464.12
Branding	33,112,516.00	38,940.14	38,940.14	33,073,575.86
Sports	160,222.00	0.00	0.00	160,222.00
Safety and Security	770,114.66	0.00	0.00	770,114.66
Tourism Research	2,270,248.83	33,197.08	33,197.08	2,237,051.75
Administrative	933,514.62	81,955.06	81,955.06	851,559.56
Governance and Organization-Wide	201,675.92	81,661.11	81,661.11	120,014.81
Total Expense	<u>60,558,606.15</u>	<u>435,532.39</u>	<u>435,532.39</u>	<u>60,123,073.76</u>
Net Income	<u>(60,558,606.15)</u>	<u>(435,532.39)</u>	<u>(435,532.39)</u>	<u>60,123,073.76</u>

Hawaii Tourism Authority
Statement of Revenues and Expenditures
Convention Center Enterprise Special Fund - Prior Year Funds
From 8/1/2021 Through 8/31/2021

	Total Budget	Current Period Actual	Current Year Actual	Total Budget Variance
Expense				
Branding	6,080.00	6,079.86	6,079.86	0.14
Administrative	19,449.64	19,449.86	19,449.86	(0.22)
HCC Operating Expense	13,465,701.52	0.00	0.00	13,465,701.52
HCC Repair and Maintenance	20,960,600.00	0.00	0.00	20,960,600.00
HCC Sales and Marketing / MFF	902,672.93	0.00	0.00	902,672.93
Governance and Organization-Wide	587,376.00	8,917.40	8,917.40	578,458.60
Total Expense	<u>35,941,880.09</u>	<u>34,447.12</u>	<u>34,447.12</u>	<u>35,907,432.97</u>
Net Income	<u>(35,941,880.09)</u>	<u>(34,447.12)</u>	<u>(34,447.12)</u>	<u>35,907,432.97</u>

Summary Of Investments

Investment Allocation



0.0%	CASH	42.62
100.0%	CASH EQUIVALENTS	5,016,898.05
100.0%	TOTAL	5,016,940.67

Investment Summary

	Market Value	%	Estimated Income	Current Yield
CASH	42.62	0.00	0	0.00
CASH EQUIVALENTS	5,016,898.05	100.00	502	0.01
Total Fund	5,016,940.67	100.00	502	0.01

Schedule Of Investments

UNITS	DESCRIPTION	BOOK VALUE	MARKET VALUE	% OF CATEGORY
	CASH	42.62	42.62	100.00
	CASH EQUIVALENTS			
	CASH MANAGEMENT			
5,016,898.05	DREYFUS TREASURY OBLIGATIONS CASH MANAGEMENT FUND	5,016,898.05	5,016,898.05	100.00
	Total Fund	5,016,940.67*	5,016,940.67*	100.00*

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Hawaii Convention Center
Facility
Income Statement
From 8/01/2021 Through 8/31/2021
(In Whole Numbers)

	Current Month Actual	Current Month Budget	Variance	Current Month Prior Year	YTD Actual	YTD Budget	Variance	YTD Prior Year
Direct Event Income								
Rental Income (Net)	175,635	127,100	48,535	391,500	430,568	282,700	147,868	860,503
Service Revenue	135,553	131,920	3,633	195,306	286,543	262,060	24,483	403,310
Total Direct Event Income	311,188	259,020	52,168	586,806	717,111	544,760	172,351	1,263,813
Direct Service Expenses	169,889	151,410	(18,479)	184,734	375,715	287,713	(88,002)	370,904
Net Direct Event Income	141,299	107,610	33,689	402,071	341,395	257,047	84,349	892,909
Ancillary Income								
Food and Beverage (Net)	(45,302)	86,420	(131,722)	7,024	(12,876)	89,800	(102,676)	95,656
Event Parking (Net)	62,983	8,300	54,683	10,641	334,658	14,100	320,558	21,520
Electrical Services	0	0	0	0	0	0	0	0
Audio Visual	3,698	1,060	2,638	972	5,691	1,300	4,391	1,979
Internet Services	0	0	0	0	0	0	0	0
Rigging Services	0	1,000	(1,000)	0	0	1,000	(1,000)	0
First Aid Commissions	0	0	0	0	0	0	0	0
Total Ancillary Income	21,380	96,780	(75,400)	18,637	327,473	106,200	221,273	119,155
Total Event Income	162,679	204,390	(41,711)	420,708	668,869	363,247	305,622	1,012,064
Other Operating Income								
Non-Event Parking	0	0	0	0	1,500	0	1,500	0
Other Income	8,514	1,417	7,097	1,827	11,091	2,834	8,257	4,900
Total Other Operating Income	8,514	1,417	7,097	1,827	12,591	2,834	9,757	4,900
Total Gross Income	171,193	205,807	(34,614)	422,535	681,460	366,081	315,379	1,016,963
Net Salaries & Benefits								
Salaries & Wages	343,369	359,990	16,621	276,999	628,479	720,360	91,881	574,857
Payroll Taxes & Benefits	87,737	125,893	38,156	87,024	166,479	251,786	85,307	171,330
Labor Allocations to Events	(98,320)	(128,083)	(29,763)	(179,936)	(222,635)	(248,966)	(26,331)	(351,199)
Total Net Salaries & Benefits	332,787	357,800	25,013	184,087	572,324	723,180	150,856	394,987
Other Indirect Expenses								
Net Contracted Services	11,548	22,614	11,066	9,986	27,094	45,228	18,134	24,702
Operations	3,896	10,534	6,638	6,710	9,886	21,068	11,182	10,385
Repair & Maintenance	56,835	72,367	15,532	56,359	109,635	144,734	35,099	93,821
Operational Supplies	21,061	34,076	13,015	5,796	49,813	64,853	15,040	27,871
Insurance	12,015	10,492	(1,523)	7,170	24,123	19,871	(4,252)	19,174
Utilities	209,938	129,864	(80,074)	169,836	401,505	268,266	(133,239)	327,699
Meetings & Conventions	584	850	266	0	1,604	1,700	96	1,101
Promotions & Communications	1,855	2,300	445	1,076	4,382	4,600	218	7,076
General & Administrative	14,139	13,790	(349)	7,967	24,512	27,194	2,682	25,426
Management Fees	18,633	18,633	(0)	18,232	37,266	37,266	0	36,465
Other	967	2,166	1,199	200	1,167	4,332	3,165	514
Total Other Indirect	351,472	317,686	(33,786)	283,333	690,987	639,112	(51,875)	574,234
Net Income (Loss) before CIP Funded Expenses	(513,066)	(469,679)	(43,387)	(44,884)	(581,851)	(996,211)	414,361	47,743
CIP Funded Expenses	0	0	0	314	0	0	0	314
Net Income (Loss) from Operations	(513,066)	(469,679)	(43,387)	(44,570)	(581,851)	(996,211)	414,361	48,057
Fixed Asset Purchases	20,772	8,333	(12,439)	11,073	20,772	16,666	(4,106)	29,962
Net Income (Loss) After Fixed Asset Purchases	(533,837)	(478,012)	(55,826)	(55,643)	(602,623)	(1,012,877)	410,255	18,095

Hawaii Convention Center
Facility
Income Statement
From 8/01/2021 Through 8/31/2021
(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	41,407	143,048	(101,641)	15,185	170,043	148,641	21,402	131,614
Facility	401,960	271,997	129,963	600,246	1,109,371	565,694	543,677	1,292,211
Total Revenues	443,367	415,045	28,322	615,431	1,279,414	714,335	565,079	1,423,826
Expenses								
Food & Beverage	177,379	152,117	(25,262)	51,727	351,601	244,836	(106,765)	163,963
Facility	779,053	732,607	(46,447)	608,588	1,509,664	1,465,710	(43,954)	1,212,120
Total Expenses	956,433	884,724	(71,709)	660,315	1,861,265	1,710,546	(150,719)	1,376,083
Net Income (Loss) before CIP Funded Expenses	(513,066)	(469,679)	(43,387)	(44,884)	(581,851)	(996,211)	414,360	47,743
CIP Funded Expenses	0	0	0	314	0	0	0	314
Net Income (Loss) from Operations	(513,066)	(469,679)	(43,387)	(44,570)	(581,851)	(996,211)	414,360	48,057
Fixed Asset Purchases	20,772	8,333	(12,439)	11,073	20,772	16,666	(4,106)	29,962
Net Income (Loss) after Fixed Asset Purchases	(533,838)	(478,012)	(55,826)	(55,643)	(602,623)	(1,012,877)	410,254	18,095

Hawaii Convention Center
Sales and Marketing
Income Statement
From 8/1/2021 Through 8/31/2021
(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	0	0	0	0	0
Total Other Operating Income	0	0	0	0	0	0	0	0
Total Gross Income	0	0	0	0	0	0	0	0
Net Salaries & Benefits								
Salaries & Wages	22,688	22,492	(196)	13,117	44,588	44,984	396	25,921
Payroll Taxes & Benefits	4,697	6,759	2,062	7,681	9,501	13,518	4,017	14,395
Total Net Salaries & Benefits	27,386	29,251	1,865	20,798	54,089	58,502	4,413	40,316
Other Indirect Expenses								
Net Contracted Services	0	0	0	0	0	0	0	0
Repair & Maintenance	5,319	5,683	364	5,365	10,769	11,366	597	10,729
Utilities	267	300	33	299	546	600	54	590
Meetings & Conventions								
Mileage	0	0	0	0	0	0	0	0
Meals & Entertainment	0	208	208	0	0	416	416	0
Meetings & Conventions	75	0	(75)	0	75	3,500	3,425	0
Dues & Subscriptions	0	133	133	0	0	266	266	88
Total Meetings & Conventions	75	341	266	0	75	4,182	4,107	88
Promotions & Communications								
Site Visit	0	0	0	0	0	0	0	0
Photography	0	1,300	1,300	0	0	2,300	2,300	0
Advertising	0	0	0	0	0	0	0	0
Web Development & Maint	219	1,850	1,631	340	1,437	3,700	2,263	10,548
Market Research	0	0	0	0	0	0	0	0
Promotional	764	175	(589)	0	1,759	350	(1,409)	(25,000)
Attendance Promotion	0	0	0	0	0	0	0	0
Global Outreach	0	0	0	0	0	0	0	0
Total Promotions & Comm	984	3,325	2,341	340	3,196	6,350	3,154	(14,452)
Marketing Flexibility Fund	0	0	0	0	0	0	0	0
General & Administrative	717	8,608	7,891	269	965	12,816	11,851	760
Management Fees	0	0	0	0	0	0	0	0
Other	1,047	1,266	219	1,047	2,094	2,532	438	2,094
Total Other Indirect Expenses	8,410	19,523	11,113	7,320	17,645	37,846	20,202	(190)
Net Income (Loss) from Operations	(35,795)	(48,774)	12,979	(28,118)	(71,734)	(96,348)	24,614	(40,126)
Fixed Asset Purchases	0	0	0	0	0	0	0	0
Net Income (Loss) After Fixed Asset Purchases	(35,795)	(48,774)	12,979	(28,118)	(71,734)	(96,348)	24,614	(40,126)

Hawaii Tourism Authority
 Budget Statement - Summary
 FY 2022
 As of August 31, 2021

Category	Tourism Federal Fund - ARPA [TFF]				Convention Center Federal Fund - ARPA [CCFF]			
	Fiscal Year 2022				Fiscal Year 2022			
	Budget	YTD Amount of Budget Used	Balance	Activity for August 31, 2021	Budget	YTD Amount of Budget Used	Balance	Activity for August 31, 2021
Revenues								
TAT Revenue Allocation			-	-	-	-	-	-
Federal ARPA Funds	60,000,000	3,210,000	56,790,000	-	11,000,000	490,000	10,510,000	-
Prior Year Carryover			-	-	-	-	-	-
Availability of \$5M Emergency Fund (Subject to Governor Approval)			-	-	-	-	-	-
Other			-	-	-	-	-	-
	<u>60,000,000</u>	<u>3,210,000</u>	<u>56,790,000</u>	<u>-</u>	<u>11,000,000</u>	<u>490,000</u>	<u>10,510,000</u>	<u>-</u>
Expenditures								
Perpetuating Hawaiian Culture								
Hawaiian Culture Programs			-	-	-	-	-	-
In-House Contracted Staff - Hawaiian Culture			-	-	-	-	-	-
State Employee Salaries - Hawaiian Culture			-	-	-	-	-	-
Subtotal	-	-	-	-	-	-	-	-
Natural Resources (Statute: \$1M minimum)								
Natural Resources Programs			-	-	-	-	-	-
In-House Contracted Staff - Natural Resources			-	-	-	-	-	-
State Employee Salaries - Natural Resources			-	-	-	-	-	-
Subtotal	-	-	-	-	-	-	-	-
Community								
Community Programs			-	-	-	-	-	-
In-House Contracted Staff - Community			-	-	-	-	-	-
State Employee Salaries - Community			-	-	-	-	-	-
Subtotal	-	-	-	-	-	-	-	-
Branding								
Branding Programs	28,500,000		28,500,000	-	-	-	-	-
In-House Contracted Staff - Branding			-	-	-	-	-	-
State Employee Salaries - Branding	920,222	920,222	-	-	72,958	72,958	-	-
Subtotal	<u>29,420,222</u>	<u>920,222</u>	<u>28,500,000</u>	<u>-</u>	<u>72,958</u>	<u>72,958</u>	<u>-</u>	<u>-</u>
Sports								
Sports Programs			-	-	-	-	-	-
Subtotal	-	-	-	-	-	-	-	-
Safety and Security								
Safety and Security Programs			-	-	-	-	-	-
Subtotal	-	-	-	-	-	-	-	-
Tourism Research								
Tourism Research Programs			-	-	-	-	-	-
In-House Contracted Staff - Tourism Research			-	-	-	-	-	-
State Employee Salaries - Tourism Research			-	-	-	-	-	-
Subtotal	-	-	-	-	-	-	-	-
Hawai'i Convention Center								
Sales & Marketing			-	-	-	-	-	-
Operations			-	-	-	-	-	-
Major Repair & Maintenance			-	-	-	-	-	-
Subtotal	-	-	-	-	-	-	-	-
Administrative (Statute: Cannot exceed 3.5% = \$2,765,000)								
Operations	648,700		648,700	-	-	-	-	-
In-House Contracted Staff - Admin			-	-	-	-	-	-
State Employee Salaries - Admin	1,179,778	1,179,778	-	-	247,042	247,042	-	-
Subtotal	<u>1,828,478</u>	<u>1,179,778</u>	<u>648,700</u>	<u>-</u>	<u>247,042</u>	<u>247,042</u>	<u>-</u>	<u>-</u>
Organizationwide Costs								
State Employee Fringe	1,110,000	1,110,000	-	-	170,000	170,000	-	-
Organization-Wide	230,000		230,000	-	-	-	-	-
Governance - Board/Others	121,800		121,800	-	-	-	-	-
Subtotal	<u>1,461,800</u>	<u>1,110,000</u>	<u>351,800</u>	<u>-</u>	<u>170,000</u>	<u>170,000</u>	<u>-</u>	<u>-</u>
Total Expenditures	<u>32,710,500</u>	<u>3,210,000</u>	<u>29,500,500</u>	<u>-</u>	<u>490,000</u>	<u>490,000</u>	<u>-</u>	<u>-</u>
Revenues vs Expenditures	<u>27,289,500</u>	<u>-</u>			<u>10,510,000</u>	<u>-</u>		

Hawaii Tourism Authority
Budget Statement
August 31, 2021

Program Code	Program Title	Budget - FY22	YTD Encumbered (Budget Used) - FY22	Balance Remaining	August 2021 Activity
HTA Tourism Federal Fund - ARPA (TFF)					
Branding					
321	US (formerly North America)	28,500,000.00	0.00	28,500,000.00	0.00
934	State Employee Salaries - Branding	920,222.00	920,222.00	0.00	0.00
Subtotal	Branding	29,420,222.00	920,222.00	28,500,000.00	0.00
Administrative					
901	General and Administrative	648,700.00	0.00	648,700.00	0.00
930	State Employee Salaries - Admin	1,179,778.00	1,179,778.00	0.00	0.00
Subtotal	Administrative	1,828,478.00	1,179,778.00	648,700.00	0.00
Governance and Organization-Wide					
915	Organization-Wide	230,000.00	0.00	230,000.00	0.00
919	Governance - Gen Board/Others	121,800.00	0.00	121,800.00	0.00
931	State Employees Fringe	1,110,000.00	1,110,000.00	0.00	0.00
Subtotal	Governance and Organization-Wide	1,461,800.00	1,110,000.00	351,800.00	0.00
Total	Total 22 - FY 2022 Funds	32,710,500.00	3,210,000.00	29,500,500.00	0.00
Convention Center Federal Fund - ARPA (CCFF)					
Branding					
934	State Employee Salaries - Branding	72,958.00	72,958.00	0.00	0.00
Subtotal	Branding	72,958.00	72,958.00	0.00	0.00
Administrative					
930	State Employee Salaries - Admin	247,042.00	247,042.00	0.00	0.00
Subtotal	Administrative	247,042.00	247,042.00	0.00	0.00
Governance and Organization-Wide					
931	State Employees Fringe	170,000.00	170,000.00	0.00	0.00
Subtotal	Governance and Organization-Wide	170,000.00	170,000.00	0.00	0.00
Total	Total 22 - FY 2022 Funds	490,000.00	490,000.00	0.00	0.00

Budget Reallocation Summary
 FY 2022
 Through August 31, 2021

Budget Line Item	Program Code	Budget	Year-to-Date		August 2021 Activity
			Reallocation	Budget After Reallocations	
Perpetuating Hawaiian Culture					
<i>From:</i>					
None				-	
				-	
				-	
			-		-
<i>To:</i>					
				-	
				-	
				-	
				-	
				-	
			-		-
Natural Resources					
<i>From:</i>					
None				-	
				-	
				-	
			-		-
<i>To:</i>					
				-	
				-	
				-	
				-	
				-	
			-		-
Community					
<i>From:</i>					
None				-	
				-	
				-	
			-		-
<i>To:</i>					
				-	
				-	
				-	
				-	
				-	
			-		-

Budget Reallocation Summary
 FY 2022
 Through August 31, 2021

Budget Line Item	Program Code	Budget	Reallocation	Budget After Reallocations	August 2021 Activity
			-	-	
			-	-	
			-	-	
			-	-	
<hr/>					
Branding					
<i>From:</i>					
None				-	
				-	
			-		-
<i>To:</i>					
				-	
				-	
			-		-
<hr/>					
Sports					
<i>From:</i>					
None				-	
				-	
			-		-
<i>To:</i>					
				-	
				-	
			-		-
<hr/>					
Safety and Security					
<i>From:</i>					
None				-	
				-	
			-		-
<i>To:</i>					
				-	
				-	
			-		-
<hr/>					
Tourism Research					
<i>From:</i>					
None				-	
				-	
			-		-

Budget Reallocation Summary
 FY 2022
 Through August 31, 2021

Budget Line Item	Program Code	Budget	Reallocation	Budget After Reallocations	August 2021 Activity
			-		-
To:				-	
				-	
				-	
			-		-
<hr/>					
Administration					
From:					
None				-	
				-	
			-		-
To:				-	
				-	
			-		-
<hr/>					
Governance and Organization-Wide					
From:					
None				-	
				-	
			-		-
To:				-	
				-	
			-		-
<hr/>					
Board Allocations					
From:					
None				-	
				-	
			-		-
			-		-

Hawaii Tourism Authority
Budget Statement
July 1, 2021

Note: This schedule summarizes transactions that were encumbered with FY21 funds, processed by FY22 business. See further discussion in Executive Summary.

Program Code	Program Title	FY21 Funds Transactions, Processed in FY22
Perpetuating Hawaiian Culture		
201	Kukulu Ola: Living Hawaiian Cultural Prog	-
202	Hawaiian Culture Initiative	-
206	Kahea Program - Harbor Greetings	-
207	Kahea Program - Airport Greetings	-
208	Hawaiian Music and Dance Center	5,948,568
212	Merrie Monarch Hula Festival	-
215	Hawaiian Culture Opportunity Fund	99,995
216	Olelo Hawaii	-
297	Memberships and Dues - Hawaiian Culture	-
717	Monthly Music Series	-
932	Salaries - Hawaiian Culture	-
	Total - Perpetuating Hawaiian Culture	6,048,563
Natural Resources		
402	Aloha Aina (formerly NR and Leg Prov NR)	-
406	Visitor Impact Program	-
407	Hawaii Eco Tourism Association	-
499	In-House Contracted Staff - Natural Resources	-
936	State Employee Salaries - Natural Resources	-
	Total - Natural Resources	-
Community		
700	Community Opportunity	-
701	Community Enrichment Program	-
731	Community-Based Tourism - Oahu	-
732	Community-Based Tourism - Maui County	20,000
733	Community-Based Tourism - Hawaii Island	15,000
734	Community-Based Tourism - Kauai	15,000
797	Memberships and Dues - Community	-
933	State Employee Salaries - Community	-
	Total - Community	50,000
Branding		
4	Cruise Infrastructure Improvements and Arrival Experiences	-
318	gohawaii.com (formerly Online Website Coordination)	-
320	Island Chapters Staffing and Admin	-
321	US (formerly North America)	-
322	Canada	800,000
323	Japan	-
324	Korea	-
325	Oceania	-
329	China	-
331	Meetings, Convention & Incentives	-
339	Global Digital Marketing Strategy (former Intl Online Strategy)	-
350	Global Mkt Shared Rescues (formerly Intellect Prop Data Bank)	-
380	Marketing Opportunity Fund	-
397	Memberships and Dues - Branding	-
398	Travel - Branding	-
723	Hawaii Film Office Partnership	-
934	State Employee Salaries - Branding	-
	Total - Branding	800,000
Sports		
312	PGA Tour Contracts	-
377	Polynesian Football HoF	-
378	UH Athletics Branding Partnership	-
384	Football	-
	Total - Sports	-
Safety and Security		
601	Visitor Assistance Programs	55,000
602	Crisis Management	-
	Total - Safety and Security	55,000

Hawaii Tourism Authority
Budget Statement
July 1, 2021

Tourism Research		
505	Est of Visitor Arrivals by Country by Month	-
506	Infrastructure Research (Accomodations and Airseats)	-
512	Visitor Arrivals and Departure Surveys	(390,082)
513	Evaluation and Performance Studies	-
514	Marketing Research	-
597	Memberships and Dues - Research	-
935	State Employee Salaries - Research	-
	Total - Tourism Research	(390,082)
Administrative		
101	Community-Industry Outreach & Public Relations Svcs	200,000
103	hawaiitourismauthority.org (formerly HTA web/Global Sc	-
901	General and Administrative	-
909	Protocol Fund	-
930	State Employee Salaries - Admin	-
	Total - Administrative	200,000
Governance and Organization-Wide		
915	Organization-Wide	-
919	Governance - Gen Board/Others	-
931	State Employees Fringe	-
	Total - Governance and Organization-Wide	-
	Total	6,763,481

Convention Center Enterprise Special Fund:

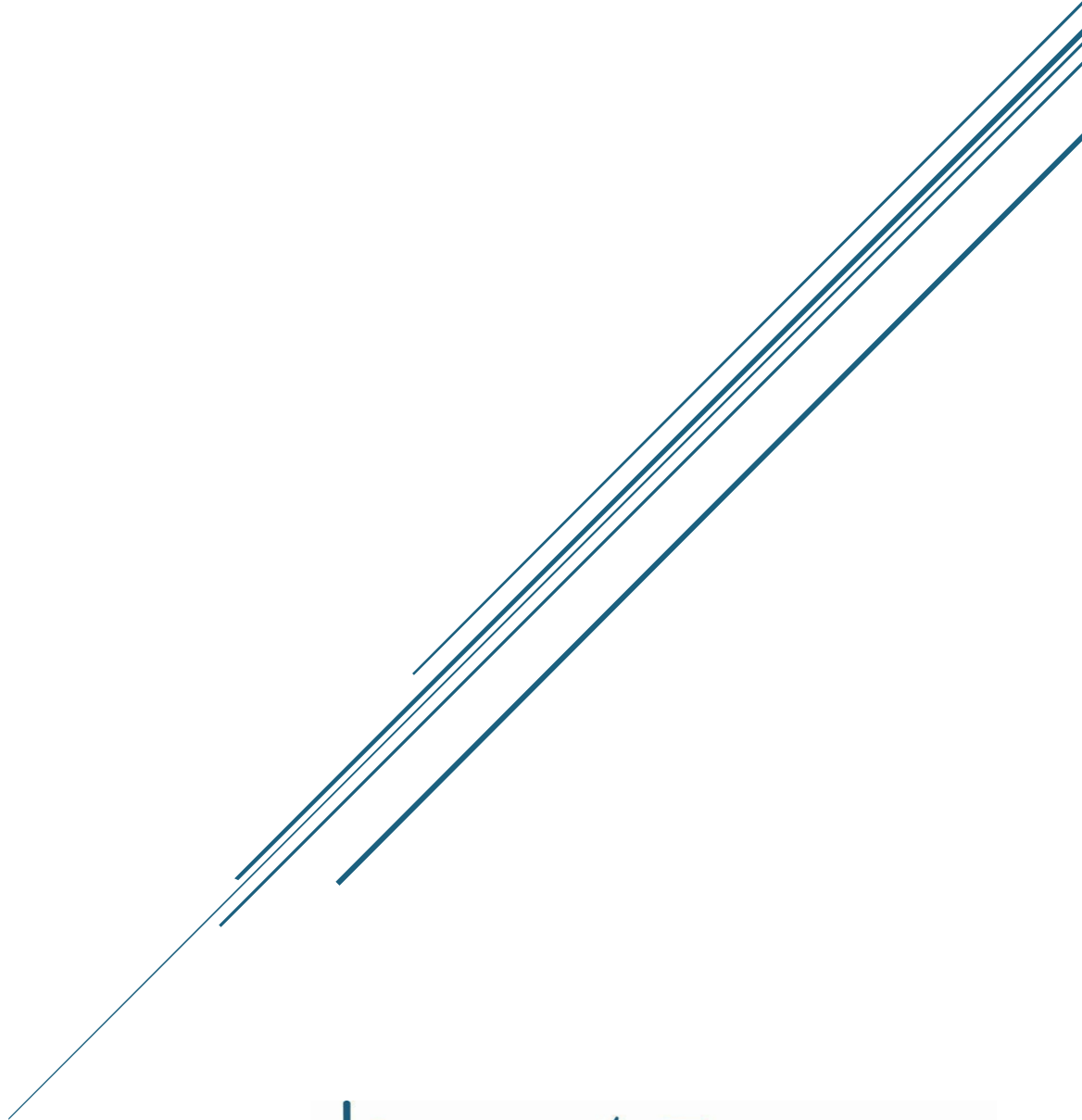
Branding		
934	State Employee Salaries - Branding	-
	Total - Branding	-
Administrative		
930	State Employee Salaries - Admin	-
	Total - Administrative	-
HCC Operations		
850	HCC Operating Expense	13,186,400
860	HCC Repair and Maintenance	20,960,600
870	HCC Sales and Marketing / MFF	-
871	HCC Local Sales	533,000
	Total - HCC Operations	34,680,000
Governance and Organization-Wide		
915	Organization-Wide	-
931	State Employees Fringe	-
	Total - Governance and Organization-Wide	-
	Total CCESF	34,680,000

6

Report of the Chief Executive Officer/
Chief Administrative Officer/Chief Brand Officer
Relating to Staff's Implementation of HTA's Programs
During August 2021

HTA CEO REPORT

SEPTEMBER 2021



EXECUTIVE SUMMARY

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

Discussions with stakeholders and the State Department of Land and Natural Resources (DLNR) continue to include the implementation of a statewide reservations system for park access. HTA's natural resource team worked to identify best practices and examples of systems that epitomize the goals outlined in our strategic plan as well as the various Destination Management Action Plans (DMAP) that this system would help fulfill. Furthermore, the team continues to refine the scope of work for the study of enhancing tour guide certifications and licensure regimes for tour guides.

Final contract evaluations for 2020 Kūkulu Ola awardees and the 'Iolani Palace Repairs have been completed. Staff continue to manage projects that include the Merrie Monarch Festival Digitization, Hawaiian Language Newspaper Digitization, Festival of Pacific Arts and Culture (FestPAC) and the Center for Hawaiian Music and Dance.

The planning team worked with its contractors, SMS Research and Anthology Marketing Group, to finalize the O'ahu DMAP. It was released to the public on August 31, 2021. The planning team also prepared the Coronavirus State Fiscal Recovery Funds (CSFRF) Tourism Recovery Plan with the Chief Administrative Office. In addition, meetings were organized with both the brand team and DLNR for a joint partnership in preparing for the EDA non-competitive State Tourism Grant to support the travel, tourism, and outdoor recreation sectors.

The brand and contracts teams continue to finalize the three marketing-related RFPs. The USA Major Market Area (MMA) RFP is scheduled for release in September. Release dates for the Global MCI RFP and Global Support Services RFP are pending.

The brand team assisted the director of planning with developing program ideas for the EDA Grant application. The brand team has received Global Marketing Team (GMT) semi-annual reports and is in the process of completing a semi-annual evaluation of each MMA.

The brand team worked with the GMT to amend the 2021 Brand Marketing Plan (BMP) utilizing the remaining contract balance with a focus on market education. BMP amendments for all MMAs except Japan were fully approved at the last board meeting on September 1, 2021. Japan BMP amendments

were approved with the exclusion of two programs: the O’ahu Shuttle Bus and Local PR/Community Engagement totaling \$1,338,804.

The brand team is also working on Mālama Ku’u Home: An Update from the Hawai’i Tourism Authority, scheduled for October 1, 2021. The leadership team will be presenting HTA’s strategic direction, organizational updates, Destination Management Action Plans progress, and market insights. A save-the-date announcement was sent to HTA’s distribution on August 30.

In the month of August, three hospitality industry updates were conducted for the City and County of Honolulu, County of Maui, and County of Kaua’i on August 3, 10, and 24, respectively.

Pursuant to Act 088, HTA’s Tourism Research Division (TRD) was transferred to DBEDT’s Research & Economic Analysis Division (READ) effective July 1, 2021, and was renamed the Tourism Research Branch (TRB). TRB published the July 2021 Visitor Statistics press release and monthly reports, air seat outlook for September – November 2021, July 2021 Hawai’i Hotel Report, and July 2021 Vacation Rental Performance Report. In addition, TRB published weekly Destination Brand Index reports, the weekly Destination Brand Index – Responsible Traveler Segment, weekly Travel Agency Booking Trend reports, and the August 2021 Coronavirus Impact Report, and updated the Symphony Dashboards.

I. CHANGE MANAGEMENT PLAN

During the month of August, the team was focused on finalizing language within the 13 position descriptions that are being redescribed in varying degrees. These include Senior Brand Manager, Brand Manager, and other positions that are critical to the overall direction of the organization. The Chief Brand Officer and Chief Administrative Officer have been working diligently to move this process forward.

Preliminary work has begun on the official reorganization document that will be submitted to DBEDT-HR, DHRD, and B&F once all positions have been redescribed. The team continues to meet regularly to discuss progress on the Change Management Plan (CMP). Updates are provided and any issues are brought forward for resolution.

The team continues to work closely with B&F on the use of ARPA funds. Staff have redrafted previously submitted documents (CSFRF) and resubmitted them based on direction from B&F. Progress continues to be made and we believe that by mid-September there should be resolution on use of the remaining funds.

The team continues to work closely with the State Procurement Office and HTA's deputy attorney general on procurement-related questions and concerns. HTA is taking a very cautious and conservative approach with its procurement needs to ensure full compliance.

The CEO, CBO and CAO continue to meet with state legislators to provide insight and updates on the changes that have been occurring at HTA. Response has been positive and HTA has offered to serve as a resource, which has been well-received.

II. NATURAL RESOURCES PILLAR

1. Aloha 'Āina (Natural Resources) Program

The implementation of the 2022 cycle of the Aloha 'Āina program has been contracted with the Hawai'i Community Foundation (HCF). CON 21033 received the Notice to Proceed from HTA on August 9, 2021 and has targeted September 15, 2021 as the date to release the Request for Proposals for the HTA Aloha 'Āina program. HTA program staff have completed all contract closeout evaluations for the 2020 cycle of the Aloha 'Āina program and looks forward to resuming this opportunity to reinvest in Hawai'i's people and place.

2. DLNR Partnership

Nā Ala Hele staff continue to implement various portions of contract 20210: Universal Trail Assessment and Sign Initiative, and Trail Safety and Enhancement - Brushing/Maintenance/Rehabilitation, to enhance the resident and visitor experience statewide across 128 trails spanning approximately 855 miles. Interim Nā Ala Hele program manager, Bill Stormont, has indicated that the project timeline may need to be extended due to DLNR internal fiscal systems and backordered equipment – beyond the contractor's control. HTA staff are committed to working with the Department of Land and Natural Resources (DLNR) leadership to manage this statewide project and its presented challenges.

3. Park Reservation, User Fee Program and Universal Reservation System (URS)

HTA staff have continued to hold meetings with DLNR, representatives of the Office of the Governor and others to understand the opportunity to implement a state parks reservation system. Through these discussions the team learned that there is a desire to have other assets included in the system beyond just state parks, that could include state trails, county parks and other prominent points of interest. DLNR has paused the rollout of their system until the opportunity is identified and an agreement is reached. It is becoming apparent that a site may need to be built that focuses on the user experience and education that links to existing systems on the back end. There is more work to come.

HTA has contracted with HVCB to support a manager-level position to oversee the market research, procurement, and development of a robust Universal Reservations System (URS) for statewide leisure activities. CON 20138 received the Notice to Proceed from HTA on July 30, 2021.

4. Tour Guide Certification and Licensure

In partnership with the University of Hawai'i (UH) at Mānoa School of Travel Industry Management (TIM) the team plans to study what is currently on the books and what exists, for a better understanding of what other jurisdictions are doing as best practices. The HTA team believes there is an opportunity to study this now for implementation in future years. Due to the delays in negotiating the agreement, shifting budget and other factors beyond HTA's control, the team moved this project to the Native Hawaiian Hospitality Association (NaHHA) for implementation as a part of their CY22 contract which is funded from FY21.

5. Sustainable Tourism Management in Hawai'i Through Certifications, Trainings & Partnerships

HTA has contracted with Hawai'i Ecotourism Association dba Sustainable Tourism Association of Hawai'i (STAH) to protect Hawai'i's unique natural environment and host culture through the promotion of responsible travel and educational programs relating to sustainable tourism for residents, businesses, and visitors. STAH will focus on three areas: 1) Sustainable Tour Operator Certification Program, 2) Tour Operator/Tour Guide Training Program, and 3) Educational Outreach/Partnership Development. PON 20134 received the Notice to Proceed from HTA on August 9, 2021.

III. HAWAIIAN CULTURE PILLAR

1. Kūkulu Ola Program

Hawai'i Community Foundation (HCF) has been contracted to administer the Kūkulu Ola program for CY2022. CON 21033 received the Notice to Proceed from HTA on August 9, 2021 and has targeted September 15, 2021 as the date to release the Request for Proposals for the HTA Kūkulu Ola program. HTA program staff have completed all contract closeout evaluations for the 2020 cycle of the Kūkulu Ola program and looks forward to resuming this opportunity to reinvest in Hawai'i's people and place.

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. NaHHA continues to support HTA staff with Festival of Pacific Arts and Culture (FestPAC) planning and coordination. The FestPAC Commission has decided to recruit a Festival Director for a three-year term (with the option for a six-month extension) to lead the 13th FestPac June 2024 event. The Festival Director will be based in Honolulu, Hawai'i at FestPAC Hawai'i Headquarters in the Hawai'i Convention Center. For Fiscal year 2021-2022, the Festival Director will be a contracted position with NaHHA.

3. Native Hawaiian Festivals and Events

13TH FESTIVAL OF PACIFIC ARTS AND CULTURE (FESTPAC)

The commission for the 13th FestPAC continues its planning and HTA staff are supporting efforts around marketing, public relations, and communications for the festival. The festival commission is now focused on recruiting a Festival Director.

MERRIE MONARCH FESTIVAL DIGITIZATION PROJECT

The digitization work of previous Merrie Monarch Festivals is ongoing and expected to be completed by June 2022. The work of digitizing the archived collection has been slowed due to the COVID-19 restrictions as well as the tedious nature of the work.

POP-UP MĀKEKE SEASON 3

HTA is continuing its partnership with the Council for Native Hawaiian Advancement (CNHA) for Season 3 of Pop-up Mākeke. CON 21206 has received the Notice to Proceed from HTA.

SIGNATURE EVENTS

HTA has contracted with the Hawai'i Visitors and Convention Bureau (HVCB) to administer the Community Engagement Program for CY2022. Events that previously fell under the Signature Events Program will now apply to funding opportunities through the Kūkulu Ola Program or Aloha 'Āina Program (administered by HCF), or Community Enrichment Program (administered by HVCB). CON

21038 received the Notice to Proceed from HTA on July 30, 2021 and an RFP is anticipated to be published in September 2021.

4. for Hawaiian Music and Dance

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

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

Work towards the preservation and digitization of the Hawaiian Language Newspapers is ongoing and in process through the finalized and executed supplemental contract with Bishop Museum that allows more time for work to be completed on CON 20195 “He Aupuni Palapala: Preserving and Digitizing the Hawaiian Language Newspapers.” 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.

6. Kāhea Greetings

AIRPORTS

HTA has re-established its partnership with the Department of Transportation (DOT) Airports Division to implement the Kāhea Greetings program from July 2021 to June 2022 at the Honolulu (HNL), Kahului (OGG), Hilo (ITO), Kona (KOA), and Līhu'e (LIH) airports which will include a combination of Hawaiian music and hula 'auana, lei greetings, refreshments, and/or other services to create an authentic Hawaiian experience to be provided to visitors upon their arrival. CON 21039 is awaiting the Notice to Proceed from HTA.

HARBORS

HTA has re-established its partnerships with community organizations to implement the Kāhea Greetings program for the 2022 cycle at Hilo Pier, Kailua Pier, and Nāwiliwili Harbor. Greetings will include but not be limited to entertainment, lei greetings, informational brochures and maps, and other services to create an authentic Hawaiian experience, to be provided each day a cruise ship arrives. CON 21035, CON 21036, and CON 21038 are awaiting the Notice to Proceed from HTA.

IV. COMMUNITY PILLAR

1. *Community*

COMMUNITY ENRICHMENT PROGRAM (CEP)

There is only one 2020 CEP project remaining, the Hale'iwa Interpretative Signage Project and Walking Tour Map. This project is set for completion on 12/31/2021.

HOSPITALITY INDUSTRY UPDATES (COUNTY)

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

In the month of August, three hospitality industry updates were conducted for the City and County of Honolulu, County of Maui, and County of Kaua'i on August 3, 10, and 24, respectively.

2. *Communication and Outreach*

NEWS RELEASES/REPORTS/ANNOUNCEMENTS

- MVCB News Release: MVCB Announces New Destination Manager (August 16)
- Report: HTA Hawai'i Hotel Performance Report for July 2021 (August 23)
- News Release: Governor Urges Residents, Visitors to Curtail Non-Essential Travel (August 23)
- Report: HTA Hawai'i Vacation Rental Performance Report for July 2021 (August 25)
- DBEDT News Release: Total Visitor Spending and Arrivals in July 2021 (August 30)
- News Release: HTA Publishes Community-Based Tourism Management Plan for Oahu (August 31)

NEWS BUREAU

- Coordinated and assisted with 19 interviews and statements, including:
 - Travel Weekly, Tovin Lapan: John De Fries (JDF) on HTA reorganization
 - Hawai'i Magazine, Catherine Toth: JDF interview on travel advice and mindful travel for visitors
 - NBC News, Anna Trinidad: JDF interview on Maui tourism boom
 - Ka Wai Ola, Fern Gavalek: JDF interview on Mālama Hawai'i
 - Hawai'i Public Radio, Catherine Cruz: JDF interview on HTA vision
 - Euronews Travel, Shannon Mcdonagh: Kalani Ka'anā'anā (KK) quote on Mālama Ku'u Home and destination stewardship
 - Thrillist, Vanita Salisbury: KK on Mālama Hawai'i

- Honolulu Star-Advertiser, Allison Schaefer: JDF statement on Gov. Ige's Aug. 23 announcement to curtail non-essential travel
- USA TODAY, Dawn Gilbertson: HTA news release on Gov. Ige's Aug. 23 announcement to curtail non-essential travel
- NewsNation, Michelle Krzystyniak: HTA news release on Gov. Ige's Aug. 23 announcement to curtail non-essential travel
- KUSI News San Diego, Josh Kellems: HTA news release on Gov. Ige's Aug. 23 announcement to curtail non-essential travel
- News-O-Matic, Sufia Alam: HTA news release on Gov. Ige's Aug. 23 announcement to curtail non-essential travel
- KITV, Nicole Tam: JDF interview on tourism and Gov. Ige's Aug. 23 announcement to curtail non-essential travel
- ABC News, Kiara Alfonseca: JDF interview on tourism impacts due to Gov. Ige's Aug. 23 announcement to curtail non-essential travel
- The New York Times, Sophie Kasakove: JDF interview on tourism impacts due to COVID-19 restrictions and current surge
- PBS Hawai'i: JDF panelist on KĀKOU Hawai'i's Town Hall on Tourism
- Hawai'i Public Radio, Casey Harlow: Caroline Anderson (CA) interview on O'ahu DMAP
- KITV, Erin Coogan: CA interview on O'ahu DMAP
- OpenJaw Canada: KK email responses on Mālama Hawai'i
- Assisted with the following media relations:
 - Honolulu Civil Beat, Cassie Ordonio: O'ahu DMAP
 - Travel+Leisure, Christine Burroni: O'ahu DMAP
 - Lonely Planet, Sasha Brady: Destination management and O'ahu DMAP
 - KHON, Kristy Tamashiro: Inquiry on any hotel quarantine sites.
 - Freelancer, Michelle Winner: Visitor arrival statistics
 - KHON, Max Rodriguez: Deferred interview on FEMA nurse housing and transportation to FEMA or Department of Health
 - Hawai'i News Now, Derek Kravitsky: Transpacific arrival data
 - Honolulu Star-Advertiser, Allison Schaefer: July vacation rentals comparison fact-check
 - Fodor's, Charlene Fang: Requested interview and story on responsible travel to be postponed due to Gov. Ige's Aug. 23 announcement to curtail non-essential travel
 - Wall Street Journal, Allison Pohle: July 2019 hotel occupancy fact-check
 - Hawai'i News Now, Rick Daysog: Suggested HLTA or hotels for interview regarding hotel layoffs in light of Gov. Ige's Aug. 23 announcement to curtail non-essential travel
 - Hawai'i News Now, Derek Kravitsky: O'ahu DMAP

COMMUNITY INITIATIVES AND PUBLIC OUTREACH

- HTA E-Bulletin: Finalized and distributed August 2021 HTA e-Bulletin in English and 'Ōlelo Hawai'i
- Department of Education: Declined request to promote livestream concert on HTA's social platforms

- Maui Visitors and Convention Bureau: Reviewed and provided HTA quote for news release announcing new destination manager
- Turismo de Canarias: Declined interview on Hawai'i's digital strategy for tourism
- Association for the Sciences of Limnology and Oceanography's (ASLO) Ocean Sciences Meeting: Drafted HTA letter of support for ASLO 2022
- Gov. Ige's Aug. 23 announcement to curtail non-essential travel
 - Drafted message points for Gov. Ige/Department of Health Director Dr. Libby Char
 - Drafted news release and HTA quote
 - Drafted HTA response for visitor inquiries
- Community Inquiries
 - John Brams, visitor, on Maui Aloha Shuttle
 - Mario Russell, visitor, on Gov. Ige's Aug. 23 announcement
 - Mordecai Labovitz, visitor, on Gov. Ige's Aug. 23 announcement
 - Dustin Honeycutt, visitor, on Gov. Ige's Aug. 23 announcement
- Kūkulu Ola/Aloha 'Āina RFPs: Participated in Zoom call with Hawai'i Community Foundation communications team
- Home in the Islands Concert: Reviewed news release announcing concert date change due to increased COVID-19 counts
- DMAPs
 - Reviewed and edited the Summer 2021 DMAP Progress Reports for Maui, Moloka'i, Lāna'i, Hawai'i Island and Kaua'i
 - Reviewed and edited the O'ahu DMAP
 - Drafted talking points for O'ahu Steering Committee members
- Mālama Ku'u Home Save-the-Date: Drafted and distributed e-blast announcement (August 30)

CRISIS COMMUNICATIONS

- Conducted updates to HTA's website – COVID-19 alerts page

HTA'S SOCIAL MEDIA

- Monitored and responded to direct messages on HTA's Facebook, Instagram and Twitter accounts.

Facebook

- Number of followers: 18,835 (+26.35%)
- Engagement rate: -43.02%
- Daily page engaged users: 39,498
- Posts: 24

Instagram

- Number of followers: 5,236 (+50.20%)

REPORT OF THE CEO

September 30, 2021

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- Engagement rate: +1,418.37%
- Number of engagements: 744
- Posts: 11

Twitter

- Number of followers: 38,267 (+3.53%)
- Engagement rate: +429.17%
- Number of engagements: 127
- Posts: 11

3. *Safety and Security*

VISITOR ASSISTANCE PROGRAM (VAP)

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

- CON 17031 (S6) – Visitor Aloha Society of Hawai'i (O'ahu) was issued a contract on December 30, 2020, Supplemental #6, which encumbered funds for three-fourths of calendar year 2021 in the amount of \$277,500 (April 1, 2021 to December 31, 2021). HTA has processed a contract extension to fund this program from January 1, 2022 to December 31, 2022.
- CON 17032 (S5) – VASHI – Island of Hawai'i VAP was issued a contract on December 30, 2020, Supplemental #5, which encumbered funds for three-fourths of calendar year 2021 in the amount of \$127,500 (April 1, 2021 to December 31, 2021). HTA has processed a contract extension to fund this program from January 1, 2022 to December 31, 2022.
- CON 17033 (S4) – VASK – Kaua'i VAP was issued a contract on December 30, 2020, Supplemental #6, which encumbered funds for three-fourths of calendar year 2021 in the amount of \$41,250 (April 1, 2021 to December 31, 2021). HTA has processed a contract extension to fund this program from January 1, 2022 to December 31, 2022.
- CON 17034 (S4) – MVCB – Maui VAP was issued a contract on December 30, 2020, Supplemental #6, which encumbered funds for three-fourths of calendar year 2021 in the amount of \$41,250 (April 1, 2021 to December 31, 2021). HTA has processed a contract extension to fund this program from January 1, 2022 to December 31, 2022.

During the month of August:

- Maui County's program handled 11 cases and helped 18 visitors (year-to-date: 89 cases/ 165 visitors). This included visitors primarily from the U.S. West/East markets. The program team also attended meetings at the EOC, Airport, Hotel and Resort Security Association, car rental and Maui Police Department committee meeting. The industry assisted with \$5,275 of in-kind contributions.
- Hawai'i County's program handled 15 cases and provided assistance to 45 visitors (year-to-date: 154 cases/ 417 visitors). This included visitors primarily from the U.S. West market, and three were from Japan. The industry assisted with \$12,648 of in-kind contributions.
- City and County of Honolulu's program handled 53 cases and helped 153 visitors (year-to-date: 478 cases/ 1,309 visitors). This included visitors from California, Washington, North

Carolina and other areas of the United States. The industry assisted with \$19,709 of in-kind contributions and \$250 in cash donations.

- Kaua'i County's program handled 7 cases and provided assistance to 18 visitors (year-to-date: 58 cases/ 160 visitors). This included visitors from U.S. West/East market, Canada, and Hilo. The program team also participated in the VASK ED/Dispatch coordinator meeting, and met with the new General Manager at Pono Kai on VASK Services and in-kind contributions. VASK received \$2,000 in un-restricted funds from Enterprise Holdings and \$1,750 of in-kind assistance from the industry and other sources to assist in carrying out their mission.

SNORKEL SAFETY STUDY

The HTA executed a contract with the Hawaiian Lifeguard Association (CON 19171) for \$131,000 to conduct a snorkel safety study. This two-year study was designed to assess the causes and risk factors in snorkel-related fatalities and near fatal drownings. Hawaiian Lifeguard Association (HLA) collected and analyzed data, conducted scientific research, conducted surveys and interviews, and consulted with experts in the appropriate fields. The State of Hawai'i Department of Health and the City and County of Honolulu lifeguards collaborated on the study as well. A final report was received from the HLA and has been published on HTA's website.

V. BRAND MARKETING PILLAR

1. Major Market Area (MMA) Market Conditions

International MMA Border/Entry Restrictions

- Japan government extended its state of emergency until September 12 to 13 prefectures. The government targets 80% vaccination by December. As of August 31, Japan's vaccination rate reached 46% (1st dose: 57%).
- Korean government issued a special travel advisory for Koreans to avoid non-essential overseas trips until September 13. The government also announced that the population will reach herd immunity by November. Approximately 32 million people are expected to complete the second shot by November which may allow them to be exempted from the quarantine upon returning to Korea.
- The Canadian border will reopen to fully vaccinated travelers from all countries on September 7. With travel restrictions easing, visitor activity is expected to pick up at the end of the summer season. The Canadian carriers have noticed a big increase in the booking of Hawai'i travel, therefore both WestJet and Air Canada have increased its number of seats and launched new non-stop routes from Canada.
- The arrival of the Delta variant of COVID-19 in the Australia and New Zealand region has made the containment of COVID much more challenging. This has been seen in the State of New South Wales, which has seen a growth in community cases and a subsequent lock-down. Recently the government has communicated its commitment to increase the pace of vaccinations and anyone ages 16 and over will be able to book a vaccination beginning September 1. Once everyone has had the opportunity to be vaccinated, and assuming a good uptake, there will then be a phased re-opening which will allow Kiwis who are vaccinated to return with no isolation requirements (if from a low-risk country) or either reduced or home isolation (if from medium risk country). High risk travel will still require managed isolation. The government is talking with some certainty about this taking place in the new year which means that the fourth quarter will see the recommencement of major activity by the outbound industry (airlines, tour ops, travel agents, tourist boards, etc.).

U.S. Domestic Market Conditions

- As the COVID-19 Delta variant surges across the country, cases are rising in several western states, like Nevada, where vaccinations lag and the Delta variant is spreading. It now accounts for more than three-quarters of all of U.S. West cases. Mask mandates vary widely not only from each state but each county within each state. Florida is currently experiencing the worst surge of the pandemic. The state leads others in the number of hospitalizations and deaths per capita.

About half of Florida residents, 52 percent, are fully vaccinated, according to *The New York Times*. Mississippi and Alabama currently rank last, with less than 38 percent. The Sunshine State is 25th among states in vaccination rate.

MMA Airlift Update

- USA: The forecast for domestic scheduled non-stop air seats to Hawai'i for September-November 2021 will increase by +31.3 percent compared to the same period in 2019, based on flights appearing in Diio Mi. The constant fluidity of seats and flights will continue as the COVID-19 pandemic evolves. An overall increase of flights is expected for U.S. West (+29.6%) and U.S. East (+46.6%).
- Canada: Carriers are currently offering nearly 161,000 seats throughout the second half of 2021, 82% of which are scheduled for Q4. WestJet and Air Canada have increased its number of seats and launched new non-stop routes from Canada.
- Japan: There were a total of 43 flights (11,214 seats) from Japan to Hawai'i in the month of August.
- Korea: Korean Air has announced it will resume regularly scheduled services to Honolulu three times a week starting November. Hawaiian Airlines currently fly three times a week from ICN to HNL.

2. MMA Contract Status

- USA: Current contract for USA MMA ends on December 31, 2021, with no options to extend. Staff is working on an RFP for the USA MMA for 2022 and intends to release the RFP in September.
- Japan: Current contract for Japan MMA ends on December 31, 2021, with no options to extend. A new one-year contract covering calendar year 2022 using fiscal year 2021 funds has been fully executed. Through August, HTJ has been on a fixed cost payment schedule.
- Canada: Current contract for Canada MMA ends on December 31, 2021, with no options to extend. A new one-year contract covering calendar year 2022 using fiscal year 2021 funds has been fully executed. Through July, HTCAN has been on a fixed cost payment schedule.
- Oceania: Current contract for Oceania MMA ends on December 31, 2023, with two one-year options to extend. A supplemental contract covering calendar year 2022 using fiscal year 2021 funds has been fully executed. Through July, HTO has been on a fixed cost payment schedule.
- Korea: Current contract for Korea MMA ends on December 31, 2022, with two one-year options to extend. A supplemental contract covering calendar year 2022 using fiscal year 2021 funds has been fully executed. Through June, HTK has been on a fixed cost payment schedule. Starting in

July, HTK utilized some program funds approved for the social media program “Aloha Report” as well as Mālama Hawai‘i promotions and market education.

- China: Due to the COVID-19 pandemic and through no fault of the contractor, the contract for China MMA was terminated on December 31, 2020. A new one-year contract covering calendar year 2022 using fiscal year 2021 funds has been fully executed.

3. 2022 MMA RFP and BMP Outlines

The brand team is finalizing the RFP for Hawai‘i Tourism Destination Brand Marketing Services in the USA MMA for 2022 and continues to work on the two RFPs for Global MCI and Global Support Services. Concurrently, the team is finalizing the Brand Marketing Plan Outlines for 2022.

4. MMA Brand Marketing Highlights

HTA’s Global Marketing Team (GMT) has been directed to pivot towards visitor and industry education and focus brand marketing to attract high-spending, positive-impact prospects with programs aligned with responsible and regenerative tourism.

- USA: The Mālama Hawai‘i brand campaign continued to gain momentum in August, supported by public relations, paid social and search media, travel trade training and education, and a coordinated promotion with the Hawai‘i travel industry to entice travelers with a trip that gives back – to both Hawai‘i and to visitors. Strong traction for the Mālama Hawai‘i promotion with industry partners continues to materialize. To date, more than 100 travel industry and community organizations are participating on a statewide basis. With expressed interest from even more industry partners who are expected to collaborate and contribute to a truly destination-wide effort, it is proving to be the largest public-private partnership that the Hawai‘i industry has collectively supported.
- Japan: Hawai‘i Tourism Japan (HTJ) collaborated with travel trade partners to distribute the Mālama Hawai‘i message. In the month of August, major wholesalers like JTB, HIS, KNT-CT placed Mālama Hawai‘i messaging, banners and video footage in their pamphlets and on their websites. HTJ also worked with JCB International Credit Card to display the mālama message on the Waikīkī Trolley Pink Line starting from August 19.
- Canada: The Mālama Hawai‘i campaign continues to be the main focus of Hawai‘i Tourism Canada’s (HTCAN) efforts to promote sustainable tourism and volunteer opportunities by educating the Canadian market (consumer and trade) about Hawai‘i as a destination, its culture and the need for a more responsible/respectful traveler that will embrace the value of mālama. HTCAN is also proactively working on sharing information regularly with the tourism industry and listening to travel advisors’ feedback about consumer behavior and booking trends.

- Oceania: In a positive sign, Australia and New Zealand are talking about future travel, and that when travel does reopen it will be for local residents who are vaccinated. The reopening will also begin with relatively safe destinations such as Hawai'i. Imagery and messaging that showcases nature, outdoor spaces, beauty and culture helps keep Hawai'i at the top of the aspiration list for Aussies and Kiwis to visit when the borders reopen.
- Korea: HTK successfully carried out the Mālama Hawai'i video campaign on Instagram and Facebook by releasing video clips including a teaser, focused on Aquaculture, Sustainable Farming, Reforestation, and Habitat Stewardship every Wednesday. In each post, in-depth content was provided to educate Koreans on what Mālama Hawai'i is about and how they can travel while caring for the islands. Prior to the campaign launch, HTK translated and added subtitles to all videos.

5. *Collaborations and Communications*

- HTA staff continues to communicate with its industry partners to exchange information on market and business development.
- The brand team continues to conduct teleconference meetings with the GMT members to get regular updates on market trends, marketing activities, Hawai'i messaging, airlift development, and visitor and industry education efforts. During these meetings, HTA also conducts financial reviews with the GMT members.
- Brand team members attended several internal Destination Management Action Plan (DMAP) planning meetings.
- HTA staff met with DBEDT and its Taipei executive director on August 11 to discuss the next steps in pursuing a "travel bubble" between Hawai'i and Taiwan.
- HTA staff coordinated and sent a 20-minute video message, "Hawai'i Tourism Reimagined" from John De Fries to be shared at the Bo'au Tourism Development Forum held in Hainan, China from September 10-12.
- HTA staff attended meetings for island-specific MCI updates on August 17 for Kaua'i and August 19 for Maui.
- HTA staff attended a status update meeting on August 27 with the organizers for the Travel Weekly Hawai'i Leadership Forum.

VI. TOURISM RESEARCH

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

TRB issued the July 2021 monthly visitor statistics on August 30, 2021, including monthly arrivals by country, category expenditures for major markets, and monthly visitor characteristics for each major market area. The press release was issued by DBEDT, distributed by HTA, and the files were posted on HTA's and DBEDT's websites.

TRB posted Seat Outlook data tables for September through November 2021-2019 to the Infrastructure Research Section of the HTA website and the Air Seats Capacity Outlook page of the DBEDT website. This report also includes flight information. Updates to air seat schedules were also published during the month.

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

TRB issued the July 2021 Hawai'i Hotel Performance Report on August 23, 2021. The report and related July 2021 data tables were posted to the Infrastructure Research section of the HTA website. The Hawai'i Hotel Performance Report is produced using hotel survey data compiled by STR, Inc., the largest survey of its kind in Hawai'i.

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

TRB published the August 2021 YouGov Coronavirus Travel Sentiment report prepared by HVCB. This report focuses on the impact of COVID-19 on U.S. Avid Travelers and provide travel planning trends, attitudes, and demographics.

TRB continued publishing the weekly Hawai'i YouGov Destination Brand Index for U.S., Japan, and Canada and the weekly Responsible Traveler Segment for the U.S. The report currently features the U.S. market and presents trends on a by-island basis. Other markets will be added as data becomes available. These reports utilize data from YouGov's Brand Index and are posted on the Other Research Section of the HTA website.

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

TRB is assisting with the State's mandatory 10-day quarantine, including posting of daily transpacific passenger arrival data derived from data provided through the Office of Enterprise Technology Service's Safe Travels Program, providing air service schedules for the Safe Travels Program, and supporting State and county law enforcement and prosecutors.

TRB 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.

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

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

VII. PLANNING DIVISION

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

Below is an update on activities undertaken to support the implementation of the various DMAPs.

- Meeting with Pūlama Lānaʻi: A meeting between HTA, MVCB, County of Maui staff and Pūlama Lānaʻi, Rodney Ito, was held to review the Lānaʻi DMAP, and see where collaboration could take place with Pūlama Lānaʻi.
- Maui Destination Manager: Supported with HTA funding, MVCB hired Meagan DeGaia as Maui Nui's Destination Manager. Caroline Anderson met with Meagan a number of times throughout the month to onboard her and bring her up to date with the Maui Nui DMAP and her roles and responsibilities.
- Oʻahu DMAP – Released to the Public: Staff worked with SMS Research and Anthology Marketing Group to finalize the Oʻahu DMAP for public distribution. It was released to the public on August 31.

CSFRF TOURISM RECOVERY PLAN

As one of the state Budget & Finance requirements for ARPA funds to be released to the HTA, a Coronavirus State Fiscal Recovery Funds (CSFRF) Tourism Recovery Plan is needed. As such the Planning Division worked with the Chief Administrative Officer to prepare the Tourism Recovery Plan.

EDA NON-COMPETITIVE TOURISM GRANT

HTA is designated by Governor Ige as the state agency to receive the EDA's non-competitive Tourism Grant to support the travel, tourism, and outdoor recreation sectors. \$14, 024,372 has been allotted to the State of Hawai'i as part of EDA's implementation of the American Rescue Plan Act. Internal staff meetings were held to brainstorm potential projects. Meetings were also arranged with DBEDT's Deputy Director and DLNR. HTA and DLNR are working together to develop proposals for the EDA funding. HTA will ensure that the projects help move the DMAPs forward. The Planning Division is preparing the proposal, which is due to EDA on September 26, 2021.

VIII. ARPA UPDATE

Following is an update on activity related to the American Rescue Plan Act (ARPA) funds that were provided to HTA during the 2021 Legislative Session.

During the month of August, the team continued to be focused on following Budget & Finance's (B&F) process to access and utilize the \$60 million in ARPA funds. The team met twice with B&F to ensure we are aligned and meeting their expectations. B&F requested that HTA prepare a CSFRF Tourism Recovery Plan in order to move forward with releasing the funds to HTA. This document was completed and provided to B&F.

CSFRF forms submitted during the month of July were rescinded for HTA's operational expenses. The operational expenses CSFRF form in the amount of \$1,000,500 was submitted on July 22 and B&F, in August, requested that HTA pull back the submittal. The direction from B&F was to submit one master CSFRF for the remaining balance of the funds. This included the funds to support the \$28.5 million request for funding to support the USA MMA, Global MCI, and Global Support RFPs which were under development during the month of August.

IX. ADMINISTRATIVE

Contracts List: Pursuant to Hawai'i Revised Statutes §201B-7 (9), please note that there were no contracts executed during the month of August 2021.

August 2021						
Contract No.	Contractor	Description	Contract Amount	Total Contract Value	Start Date	End Date

Contract Type: • Sole Source † Procurement Exemption

APPENDICES

Monthly Leisure Marketing Report

August 2021

Hawai'i Tourism United States

2021 Monthly Leisure Marketing Report – August

Market Intelligence/Market Conditions

Economy

- Economic data released this week was positive but was met by weaker-than-expected jobs numbers for August. The data is consistent with expectations of a step-down in real GDP for the third quarter, after a strong +6.6 percent gain in Q2. The unemployment rate fell to +5.2 percent in August. The labor force expanded by +190,000 in August. “We cannot tie COVID-19 directly to the weaker-than-expected jobs numbers because the jobs data do not tell us why industries are gaining or shedding jobs. But COVID-19 appears to have been a factor in August,” according to Robert Dye of Comerica Economics.
- Demand for goods is holding at high levels while the services sector continues to improve. Home sales continued in positive territory. Labor market conditions were little changed. Nominal personal income increased by +1.1 percent in July after a modest +0.2 percent gain in June. Wages improved as hiring picked up for the month.
- The Conference Board *Consumer Confidence Index* fell to the lowest level since February.
 - The *Index* now stands at 113.8 (1985=100), down from 125.1 in July.
 - The *Present Situation Index* based on consumers’ assessment of current business and labor market conditions fell to 147.3 from 157.2 last month.
 - The *Expectations Index* based on consumers’ short-term outlook for income, business and labor market conditions fell to 91.4, from 103.8 last month.
- “Consumer confidence retreated in August to its lowest level since February 2021 (95.2),” said Lynn Franco, Senior Director of Economic Indicators at The Conference Board. “Concerns about the Delta variant—and, to a lesser degree, rising gas and food prices—resulted in a less favorable view of current economic conditions and short-term growth prospects. Spending intentions for homes, autos, and major appliances all cooled somewhat; however, the percentage of consumers intending to take a vacation in the next six months continued to climb. While the resurgence of COVID-19 and inflation concerns have dampened confidence, it is too soon to conclude this decline will result in consumers significantly curtailing their spending in the months ahead.”

Outbound Travel Market

- *Wholesale Partner* - We are seeing cancellations and a lot of questions from customers asking if they should go, cancel, rebook for a later date or rebook elsewhere. The bulk are for August – December 2021, but for 2022 we’re seeing NCL Pride of Aloha cancels. Groups are moving as well.
- *Wholesale Partner* - We are experiencing cancellations since the Governor’s statements earlier in the week. Our reservations and sales staff are doing a great job communicating that nothing has changed for entry or on-island protocols, but we’re seeing more cancels and rebooking than normal. It’s mostly for closer bookings in 2021 - September/October/November.
- *Airline Wholesale Partner* - For the past month we have been experiencing a decrease in production – slightly, week after week. Cancellations increasing and new bookings slowing down for Hawai'i and for other regions due to the surge of the variant. Hawai'i may start to lag other destinations going forward due to Governor Ige’s request to delay travel to Hawai'i. It may be too early to tell. We’ve experienced a bigger step back than in the past month. That would have me think that the Governor’s announcement is indeed impacting our business to Hawai'i. We are

experiencing cancellations for 2022 travel too now. Cancellations started with close-in/fall bookings but for the past couple of weeks it also has started to impact 2022.

Competitive Environment

- *Fiji Readies to Reopen in December.* Fiji is readying to welcome visitors once again toward the end of the year after a successful vaccine campaign among tourism workers reaches 100 percent. As the country nears reopening, Tourism Fiji is working with airlines to streamline protocols for entry, which will be for fully vaccinated visitors with rapid testing at the airport before departure. Visitors will also need to have travel insurance for COVID-19 in case there is any reason for quarantine, hospitalization or evacuation. Testing will also be offered at resorts for those returning to countries where a test is needed.
- *Mexican Tourism Ministers Looking to Add COVID-Related Requirements.* State tourism ministers in Mexico are asking the federal government to implement new coronavirus-related health and safety protocols. According to the country's association of tourism ministers is looking for federal officials to require incoming international travelers to present a COVID-19 vaccination certificate or a negative test result before entry.
- *Netherlands Imposes Quarantine Mandate on U.S. Travelers.* As of Sept. 1, the Netherlands has designated the U.S. a "very high-risk area" for Covid-19. Travelers now must be fully vaccinated to enter, plus they are required to quarantine for 10 days on arrival and show a negative Covid-19 test result.

Consumer Trends

According to *Market Insider Group Reporting of Accenture Data:*

- *Hybrid View of Shopping.* The pandemic has changed the way people are shopping, but not in the cut-and-dry way you might think. The future of shopping won't be as simple as a switch to online while brick-and-mortar stores become the stuff of nostalgia. In fact, 46 percent of consumers still prefer in-person shopping because they can see and feel products, and even those who prefer online shopping indicate that they don't do it exclusively.
- *Convenience.* Brands have had to get creative in a time when business models were turned upside down due to social distancing precautions. The past year saw upscale sit-down restaurants offering takeout, retailers adding curbside pickup options, and hygiene-motivated measures like cashless payment and contactless delivery gaining momentum. Consumers are unlikely to want to let go of these conveniences going forward.
- *Homes Become Hubs.* Home used to be where people went when they weren't doing other things. Now? It's where we can do just about everything. Home is where we eat and sleep, but it's also where we work. Where we shop. Where we exercise. Homes have become hubs for our life's most important activities, and that isn't going away any time soon. What we do in our homes has permanently changed. Accenture found that 47 percent of people plan to work remotely more frequently going forward. Sales of expensive in-home gym equipment like treadmills and stationary bikes grew exponentially in 2020 as people worked out at home.
- *Customers Want Value-In More Ways than One.* Quality products and customer experiences aren't the only places consumers are seeking value. Consumers today want to buy from brands that also align with them personally. This Accenture survey of nearly 30,000 consumers worldwide found that a significant majority of consumers feel that a company's values and social stances are important.

Media Trends

According to Emarketer:

- *First-Party Data Will Reign.* Increasing restrictions on data collection and death of the third-party cookie will mean that winning brands will place a greater focus on first-party data and owned channels. In short, more direct-to-consumer (D2C) marketing and less advertising.
- *“Brandstanding” Will Become the New Normal.* Many brands remain skittish about taking a stand on controversial sociopolitical issues. But in 2021, they’ll face pressure to weigh in. The tumultuous events of 2020—including the global pandemic, recession, and Black Lives Matter protests—have exposed deep flaws in U.S. society and disillusioned many consumers, especially younger ones. Facing a lack of confidence in government and traditional institutions, these consumers now expect the private sector to confront today’s pressing crises and advocate for change.
- *Social Entertainment is Here to Stay.* A multiplatform social strategy focused on short videos will be essential for brands looking to maintain relevance. In 2020, the traditional use cases for social media—reading or writing status updates and sharing news and information—have been plagued by misinformation and disinformation, resulting in increasingly negative sentiment toward social platforms.

Airlift

HTA Airline Seat Capacity Outlook for September-November 2021 was released on September 8th. The forecast for domestic scheduled nonstop air seats to Hawai‘i during this period will increase by +31.3 percent compared to the same period in 2019. This projection is based on flights appearing in *Dio Mi*. The constant fluidity of seats and flights will continue as the COVID-19 pandemic evolves. An overall increase of flights is expected from all major market areas: U.S. West (+29.6%) and U.S. East (+46.6%). The situation is being monitored daily and the forecast adjusted accordingly. Note: Beginning in June, HTA began benchmarking airline seat capacity against 2019.

Market Intelligence/Market Conditions Impact on Hawai‘i Travel

- On Aug. 23, Gov. David Ige called upon Hawai‘i residents and visitors to delay all non-essential travel through the end of October 2021 due to the recent, accelerated surge in COVID-19 cases that is now overburdening the state’s health care facilities and resources. Gov. Ige made the announcement at a media briefing, noting that, “Our hospitals are reaching capacity and our ICUs are filling up. Now is not a good time to travel to Hawai‘i.” Gov. Ige added, “It will take six to seven weeks to see significant change in the number of COVID cases. It is a risky time to travel right now. Everyone, residents and visitors alike, should reduce travel to essential business activities only.”
- U.S. West
 - As the COVID-19 Delta variant surges across the country, cases are rising in several western states, like Nevada, where vaccinations lag and the Delta variant is spreading. It now accounts for more than three-quarters of all of U.S. West cases. Mask mandates vary widely not only from each state but each county within each state.

- U.S. East
 - Florida is currently experiencing the worst surge of the pandemic. The state leads others in the number of hospitalizations and deaths per capita. About half of Florida residents, 52 percent, are fully vaccinated, according to the *New York Times*. Mississippi and Alabama currently rank last, with less than 38 percent. The Sunshine State is 25th among states in vaccination rate.

Leisure Activity Update

Consumer

- On-line

Digital Campaign August – Estimated Impressions

PARTNERS	Impressions
AdTheorent	3,342,418
<i>Buzzfeed</i>	955,401
Complex	1,168,264
<i>Condé Nast</i>	4,631,717
Matador	9,420,289
Ogury	308,877
Programmatic	2,828,904
Search	100,000
Tremor	1,088,180
<i>Facebook</i>	8,472,526
<i>Instagram</i>	3,750,102
<i>YouTube</i>	9,307,101
<i>Pinterest</i>	1,827,090
Total	47,200,869

- *Mālama Hawai'i* Brand Campaign
 - The *Mālama Hawai'i* brand campaign continued to gain momentum in August, supported by public relations, paid social and search media, travel trade training and education, and a coordinated promotion with the Hawai'i travel industry to entice travelers with a trip that gives back – to both Hawai'i and to visitors.
 - Strong traction for the *Mālama Hawai'i* promotion with industry partners continues to materialize. To date, more than 100 travel industry and community organizations are participating on a statewide basis. With expressed interest from even more industry partners who are expected to collaborate and contribute to a truly destination-wide effort, it is proving to be the largest public-private partnership that the Hawai'i industry has collectively supported.
 - Proactive earned media pitching efforts continued to communicate the *Mālama Hawai'i* message to mindful travelers with the inclusion of volunteer opportunities for all visiting content developers. Travel trade efforts also continued to actively educate travel sellers across the country on the benefits their customers will reap by experiencing a deeper connection with Hawai'i.

- Consumer Paid Media
 - A national flight of paid digital media resumed in August to reach the Hawai'i target audience and to share the new leisure brand campaign messaging - *Mālama Hawai'i* – with four *mālama* videos distributed in various lengths on vetted paid digital and paid social media.
 - OTT/CTV/Advanced Television streaming media partners include Amazon, Roku, Hulu to distribute *mālama* videos in 30-second length versions.
 - Video Distribution media partners include AdTheorent, *BuzzFeed*, Complex, Tremor, Ogury, OMD programmatic to distribute *mālama* videos in 15-second and 30-second length versions (optimized for video completion metrics).
 - The leisure consumer paid media strategy also includes partnering with trusted travel partners to help tell the *Mālama Hawai'i* story in their own voice that resonates with their own audience - who align well with a Mindful Traveler. Partnerships with *Condé Nast Traveler* and *Matador* resulted in the August launch of custom-made videos for digital and social media distribution, as well as accompanying written story articles, which will be promoted digitally through October.

Travel Trade

- Paid Trade Media
 - The Travel Trade campaign continued in August with a flight of digital media that shares the *Mālama Hawai'i* brand messaging with travel advisors, directs them to get the latest updates and learn more about the current destination entry requirements, and invites them to become certified Hawai'i Destination Specialists. Paid travel media partners include Northstar and TravAlliance and paid social media partners *Facebook* and *Instagram*. Total estimated digital gross impressions – Aug: 222,000

Public Relations

- Hawai'i Tourism USA (HTUSA)
 - The HTUSA PR team secured a visit for *Forbes* contributor, Judy Koutsky, to Kaua'i, Maui, and Hawai'i Island July 26-Aug. 6 with the intent to produce multiple stories for the remainder of the year on *Mālama Hawai'i*, accommodations, activities, family and sustainable travel. During her trip she experienced several activities that fit her focus such as: Haleakalā from helicopter, tour of Honokahua with Clifford Nae'ole, Holo Holo Charters Nāpali cruise, Fairmont's *Mālama Hawai'i* activity and talk story with Waikoloa Dry Forest Initiative, Anelakai Adventures, and a guided hike at Hawai'i Volcanoes National Park.
 - In an effort to inspire mindful travel, the HTUSA PR team pitched and hosted several top-tier journalists focused on *Mālama Hawai'i*. As a result, multiple stories featuring *Mālama Hawai'i* went live this month. Sunny Fitzgerald (*Travel + Leisure*) wrote "6 Expert Tips on How to Be a Responsible Traveler in Hawaii" which included industry partners and Native Hawaiian voices such as Douglas Chang, general manager of The Ritz-Carlton Residences, Waikīkī Beach, Ekolu Lindsey, president of Maui Cultural Lands, "Aunty" Wendy Tuivaioe, cultural ambassador at the Four Seasons Resort Maui at Wailea, and HTA's Kalani Ka'anā'anā. Jesse Ashlock (*Condé Nast Traveler*) produced an in-depth story titled, "Why We Should Apply the Hawaiian Mindset of 'Malama' to All Our Travels" about his personal transformative experience on O'ahu, and Hawai'i Island, and included partners O.K. Farms, Kō Hana, MW Restaurant, Brandon Lee, chef Keoni Regidor, and Kaunamano Farm. Kim Westerman (*Forbes*) produced a story titled, "10 Rules For Visiting Hawaii Responsibly & Still Having The Best Vacation Ever" to inspire respectful mindset and travel behavior. Another *Forbes* story titled, "Why You'll Never

Forget This Hawaiian Vacation” by Judy Koutsky shared how impactful participating in *Mālama Hawai‘i* was and how others should do the same.

- With Governor Ige’s announcement to curtail all non-essential travel through October, the PR team canceled September and October media visits, and suspending proactive pitching. The team is working to reschedule some of those visits to later this winter or early next year.
- Media coverage highlights:
 - “Travel: What it’s like to visit Kauai right now” – *Los Angeles Daily News/OC Register* – David Dickstein – Aug. 4
 - “10 Underrated Marriott Beach Hotels in the U.S.” – *Nerd Wallet* – Ramsey Quebin – Aug. 9
 - “6 Expert Tips on How to Be a Responsible Traveler in Hawaii” – *Travel + Leisure* – Sunny Fitzgerald – Aug. 9

The image shows a screenshot of a web article from Travel + Leisure. The article title is "6 Expert Tips on How to Be a Responsible Traveler in Hawaii". The author is Sunny Fitzgerald, and the date is August 09, 2021. The article features a video player with a play button and a thumbnail image of a beach. The video title is "6 Expert Tips on How to Be a Responsible Traveler in Hawaii". The article text begins with "With tropical temperatures, world-renowned surf breaks, and idyllic beaches, it's easy to see why Hawaii is a top vacation destination. But the islands are much more than a destination; they are home to approximately".

- “Why We Should Apply the Hawaiian Mindset of ‘Malama’ to All Our Travels”– *Condé Nast Traveler* – Jesse Ashlock – Aug. 9
- “Rugged, remote Lanai is perfect for exploring by jeep” – *Matador Network* – Sue King – Aug. 12
- “As a tourist, Maui reflects the tension of what it means to travel responsibly” – *Seattle Times* – Colleen Stinchcombe – Aug. 14
- “Time To Revisit Magical Kauai” – *Instinct* – JR Pratts – Aug. 19
- “6 blissful boutique hotels in Maui you can still book this summer and fall” – *Matador Network* – Alex Bresler – Aug. 19

- "10 Rules For Visiting Hawaii Responsibly & Still Having The Best Vacation Ever" – *Forbes* – Kim Westerman – Aug. 21
- "Why You'll Never Forget This Hawaiian Vacation" – *Forbes* – Judy Koutsky – Aug.23

Why You'll Never Forget This Hawaiian Vacation

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- "9 of the Best U.S. Adventure Destinations" – *TravelAge West* – Bill Fink – Aug. 23
- "Hawaii's ultimate farm road trips for the best coffee, fruit, nuts, and chocolate" – *Matador Network* – Guenevere Neufeld – Aug. 24
- "9 unique things to do in Honolulu" – *Lonely Planet* – Sarah Sekula – Aug. 25

- Kaua'i Visitors Bureau (KVB)

- Kaua'i was featured in:

- "Travel: What it's like to visit Kauai right now" – *The Orange County Register* (uvpm: 1,000,400) – David Dickstein – Aug. 4
- "Time To Revisit Magical Kauai" – *Instinct Magazine* – (uvpm: 614,302) – JR Pratts – Aug. 19
- "Why You'll Never Forget This Hawaiian Vacation" – *Forbes* (uvpm: 33,730,000) – Judy Koutsky – Aug. 23

- Coverage resulting from the Kaua'i Golf FAM in June 2021:

- "Golf Bounces Back in Kauai, Hawaii" – *PGA Magazine* (circ: 34,000 PGA Professionals) – Don Jozwiak – August 2021

- “Top 100 Value Courses You Can Plan in the U.S: The best course you can play for \$150 or less” – *Golf.com* (uvpm: 681,569) and *GOLF Magazine* (circ. 1.4 million) – John Ledesma – Aug. 10
- Concluded a media visit for freelance writer Judy Koutsky, *Forbes*, July 29-Aug. 2 for confirmed coverage highlighting responsible/mindful travel, Safe Travels program, *Mālama Hawai‘i*, and unique outdoor experiences on Maui, Kaua‘i, and Island of Hawai‘i. Provided HVCB assistance with coordinating accommodations, ground transportation, and activities on behalf of HVCB’s program budget.
- Drafted and distributed in coordination with True Golf Solutions “*Golf Magazine Ranks Kauai’s Wailua & Puakea Golf Courses Among ‘Top 100 Value Courses You Can Play in the U.S.’*” news release to national golfers, golf media and golf industry insiders on Aug. 12.
- Liaised with 21 media in August:
 - Jeanne Cooper, *San Francisco Chronicle*
 - Keyla Vascinellos, *Darling Magazine*
 - Julie Bielenberg, *Rachel Ray*
 - JR Pratts, *Instinct Magazine*
 - Amanda Woods, *The Points Guy*
 - Carrie Bell, *TripSavvy*
 - Tovin Lapan, *Travel Weekly*
 - Kylie Ruffino, *Budget Travel*
 - Dane McMillan, *Thrillist*
 - Samantha Livingston, *ForLiving.com*
 - Gabi & Shanna, *@27Travels*
 - Thomas Dorsey, *Soul of America*
 - Ravi Roth, *Ravi Around the World*
 - Monique Cordier, *My Perfect Itinerary*
 - Al Lundsford, *Links Magazine*
 - Don Jozwiak, *Chicago District Golfer* and *Carolinas Golf Magazine*
 - Jason Deegan, golf writer
 - Brodie Smith, golf influencer
 - Kelsey Lowrance, golf influencer
 - Sam “Riggs” Boznian, *Barstool Sports*
 - Bill Pennington, *New York Times*
- O‘ahu Visitors Bureau (OVB)
 - O‘ahu was featured in:
 - *Travel + Leisure* (uvpm: 2,005,222). Coverage resulted from media requested assistance from Sunny Fitzgerald in July 2021. Her article “6 Expert Tips on How to Be a Responsible Traveler in Hawaii” features Fete, Heyday, Surfjack Hotel & Swimclub, Kaimana Beach Hotel, Kualoa Ranch, Bishop Museum, Highway Inn, Merriman’s, The Ritz Carlton Residences Waikīkī Beach, Kalani Ka’anā’anā with HTA, Surfrider Foundation, and Sustainable Coastlines.
 - *Club Traveler Magazine* (uvpm: N/A). Coverage resulted from media requested assistance from Sunny Fitzgerald in May 2021. Her article “Make a Splash in Oahu” features Kapakahi Tours, Hawaii Nautical, Grand Islander by Hilton Grand Vacations, Hilton Hawaiian Village and Hokulani Waikīkī by Hilton Grand Vacations.

- *Orange County Register* (uvpm: 1,037,780). Coverage resulted from an individual media visit from David Dickstein in July 2021. His article “Travel: What it’s like to visit Kauai right now” features ‘Alohilani Resort, Outrigger Waikīkī, Kūhiō Ave. Food Hall, White Sands Hotel and International Marketplace
- *Thrillist* (uvpm: 3,607,069). Coverage resulted from media requested assistance from Lizbeth Scordo in August 2021. Her article “How to Make a Simple and Fresh Hawaiian Poke Bowl” features chef Mark Noguchi.
- *The Points Guy* (uvpm: 2,056,788). Coverage resulted from media requested assistance from Amanda Woods in August 2021. Her article “Where to find the best shave ice in Hawaii” features Matsumoto Shave Ice, Shimazu, Uncle Clay’s and Island Vintage.
- Individual Media Visits
 - Karen Cicero, *Parents* (uvpm: 1,670,325). O’ahu and Maui visit Aug. 8-17.
- Liaised with 11 media in July:
 - Elena Murzello, *Thrive Global, Bella Magazine*
 - Zahrah Farmer, *Days with Zahrah*
 - Michelle Winner, *Freelance*
 - Benjamin Setiawan, *Forbes*
 - Lizbeth Scordo, *Thrillist*
 - Sarah Sekula, *Marin Living Magazine*
 - Tovin Lapan, *Travel Weekly*
 - Karen Cicero, *Parents*
 - Rachel Ng, *AAA Hawaii*
 - Nicholas DeRenzo, *Hemispheres*
 - Amanda Woods, *The Points Guy*
- Maui Visitors and Convention Bureau (MVCB)
 - Individual Media Visits:
 - Robert Kaufman, freelance, *Golf Tips Magazine* (circ: 129K) *Napa Valley Register* (uvpm: 662K). Maui Visit Aug. 14-22.
 - Ben Davidson, freelance, *AAA Encompass Magazine* (circ: 400K) and *Diablo* (uvpm 49K). Maui and Lana’i visit Aug. 8-17.
 - Bianca Palumbo, blogger and social media influencer, *Bianca Blogs/Uncorked Corner* (uvpm 2.5K). Assisting with activities for Maui visit Aug. 20-24.
 - Liaised with and/or provided information or image(s) assistance to the following media:
 - Rachel Jean-Fichau, blogger, *RachelOffDuty* (uvpm: 35K). Setting up itinerary for Maui visit Sept. 7-12.
 - Colleen Stinchcombe, *Seattle Times* (uvpm 5.8Mil). Provided cultural/*mālama* ambassador contacts for article “As a tourist Maui reflects the tension of what it means to travel responsibly.”
 - Brad Japhe and Jared Ranahan, *Forbes* (uvpm 201Mil) *Travel + Leisure* (uvpm 8.5Mil), *Thrillist* (uvpm 13Mil). Setting up itinerary for Maui visit November dates TBA.
 - Tim Ebner, *Thrillist* (uvpm 13Mil) and *Edible DC* (circ: 30K). Worked on setting up itinerary for October Maui visit during Hawai’i Food & Wine Festival which was cancelled due to Governor’s Ige’s directive on Aug. 23.
 - Kai Oliver-Kurtin, *Marie Claire* (uvpm 8.3Mil). Worked on setting up itinerary for October Maui visit during Hawai’i Food & Wine Festival. Trip cancelled due to Governor Ige’s directive on Aug. 23.

- Island of Hawai'i Visitors Bureau (IHVB)
 - IHVB was featured in:
 - *Golf Tips* (audience: 30,2016), "Kohala Coast Waterfront Wonders," September/October 2021; coverage resulting from assisting Robert Kaufman in June 2021.
 - Liaised with 9 media in August:
 - Cheryl Tsutsumi, *AAA Explorer*
 - Dan Empfield, *Slowtwitch*
 - Kristy Alpert, *Men's Health*
 - Adrienne Jourdan, *AFAR*
 - Fern Gavelek, *Ke Ola Magazine*
 - Colleen Kelly and Megan Kudla, *Freelancers for PBS, Travel + Leisure, and National Geographic*
 - Claudia and Kaan, *Social Media Influencers*
 - August Media Visits:
 - Judy Koutsky, *Forbes*
 - Crisis Communications Support:
 - Monitored tsunami watch and Waimea brush fires

Travel Trade Activities

Trade Meetings, Trade Shows, Training Events

	Airline/Wholesaler/TA/TO/OTA/Other
HTUSA	13
KVB	1
OVB	2
MVCB	4
IHVB	2

Summary of Key Activities

- HTUSA
 - For the month of August, there were 13 travel trade activities consisting of nine hosted educational webinars/virtual training sessions for a total of 414 participants, four industry partner meetings with a total of three partners, plus 65 virtual travel advisor appointments. HTUSA and the Island Chapters continue to communicate with industry partners and travel advisors regarding updates and changes to the Safe Travels Program; lifted restrictions for those who have been vaccinated and sharing all the important links via the travel agent website, linking to *gohawaii.com* and the DOH accordingly.
 - The team fielded all inquiries received from travel advisors across the United States via the *agents.gohawaii.com* site who required assistance to plan their clients' trips and navigating the Safe Travels program.
 - HTUSA presented at the MAST Summer Workshops in Palos Hills and Glen Ellyn, IL, on Aug. 3 and Valparaiso, IN, on Aug. 4 to a total of 122 advisors. The presentation covered updated travel protocols to Hawai'i, *Mālama Hawai'i*, and island updates.
 - HTUSA partnered with Outrigger Hotels & Resorts to conduct two 'Imi 'Ike dinner trainings on Aug. 3 and 4 in Downers Grove and South Barrington, IL, for a total of 34 advisors. HTUSA also partnered with Four Seasons Resorts Lāna'i for an 'Imi 'Ike breakfast training on Aug. 5 in

Northbrook, IL. The trainings covered updated travel protocols to Hawai'i, the current visitor experience in Hawai'i, *Mālama Hawai'i*, and island updates.

- Virtuoso hosted HTUSA's second immersion webinar on Aug. 18 reaching 50 travel advisors.
 - HTUSA participated in Virtuoso Travel Week Virtual from Aug. 9-13 and met with a total of 65 advisors for private virtual appointments. In addition to the appointments, HTUSA conducted a Jumpstart presentation to 302 attendees, as well as a destination training webinar viewed by 98 advisors which was available on-demand during Virtuoso Travel Week, and for six months thereafter.
 - ASTA Global Convention was held Aug. 23-25 in Chicago, IL. HVCB was honored as the 2021 Domestic Destination Partner of the Year. As a sponsor, HVCB conducted a presentation to 100 attendees, exhibited at the two-day trade show reaching 500 travel advisors, conducted appointments, and attended general sessions and networking events.
 - Travel agent website *agents.gohawaii.com* update: There were 591 online graduates who completed the Hawai'i Destination Specialist and/or Island Specialist educational courses online, and 653 new registrants signed up for access to online resources. The overall travel agent database numbers are now at 141,767 email contacts, which includes 34,900 active U.S. travel advisor profile records.
- KVB
 - Recorded update webinar for Master Specialist Agents unable to attend previous webinar, Aug. 4. Emailed to 10 agents.
 - OVB
 - OVB attended Global Travel Marketplace in Fort Lauderdale, FL, on July 8-10. There were a select number of top-performing travel advisers/agents who were invited to participate in GTM (Advisers all have \$1 million in annual sales to qualify for GTM). OVB attended networking sessions and had one-on-one meetings with 52 travel agents.
 - Mailpound webinar, Aug. 9 (80 advisors). The webinar was titled, Mahalo Monday: What's New on O'ahu & Destination Updates
 - Pleasant Holidays webinar, Aug. 19 (11 travel advisors). *Mālama* O'ahu /Conscious Traveler.
 - MVCB
 - Webinar with Travel Leaders East and West, Aug. 10 & 17.
 - Webinar with American Vacations Agents Dallas Fort Worth, July 28.
 - IHVB
 - Travel Leaders / Lynwood, WA on Aug 4. Destination education (12 advisors)
 - AAA / Lakewood, WA, Bellevue, WA on Aug 25. Destination education (18 advisors)

Key Performance Indicators - Leisure Market

Consumer

Digital Campaign July Actual Impressions

PARTNERS	Impressions
Search	212,006
<i>Facebook</i>	8,069,668
<i>Instagram</i>	2,740,972
<i>YouTube</i>	7,411,006
<i>Pinterest</i>	1,731,187
Total	20,164,839

Public Relations

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

Impressions and Publicity Values for July

JULY	Impressions	Publicity Values
Print	66,065,704	\$16,638,234
Online	53,856,543,290	\$17,938,367
Broadcast	504,426,356	\$20,781,467
Total	54,427,035,350	\$55,358,068

Countermeasures

- Hawai'i Visitors and Convention Bureau's call/email team and staff continued to respond to inquiries about requirements for travel and Safe Travels program details, and communicate with the airlines, OTAs, media, travel trade industry, MCI clients/potential clients, and Hawai'i partners. This included fielding and responding to questions about Governor David Ige's August 23 announcement that now is not a good time to travel to or from Hawai'i.
- HVCB's 1-800-GoHawaii call center fielded nearly 22,000 calls in August. In addition, HVCB staff and call center agents responded to almost 9,000 Safe Travels inquiries to info@gohawaii.com.

Responsible Tourism Update

- Hawaiian Culture & Natural Resources
 - HTUSA – The consumer and travel trade enewsletters focused on ways to experience Hawaiian aquaculture opportunities in the *Mālama* program.
 - KVB/OVB/MVCB – Webinars and presentations include components of Hawaiian history and culture.
 - IHVB – All leisure educational activities include Hawaiian history and culture components; provided support for cultural ambassador Micah Kamohoali‘i, New York Fashion Week, week of Sept. 9.
- Community
 - HTUSA
 - Smaller community cultural events were promoted in the consumer and travel trade enewsletters.
 - KVB
 - In response to the current pandemic, executive director Sue Kanoho continued to work regularly with the Kaua‘i Emergency Management Agency Office in cooperation with the County of Kaua‘i’s Mayor and Mayor’s office, Kaua‘i Police Department and other state and county officials and organizations.
 - KVB provided an updated list of properties open for quarantine travelers to be posted on the County of Kaua‘i’s website, *kauaiforward.com*, and Safe Travels contractor, Roberts Hawai‘i.
 - KVB continues to provide a weekly update of Activities open or closed for the County of Kaua‘i’s website, *kauaiforward.com*.
 - Worked with Visitor Aloha Society of Kaua‘i (VASK) to assist a visitor who needed to quarantine (due to being COVID-19 positive) find a hotel room during a time of high hotel occupancy.
 - OVB
 - Participated in a virtual reconnect meeting with the Hawaiian Airlines team on Aug. 2.
 - MVCB
 - Supporting Maui County’s *Mālama* Maui County Pledge promotion with distribution of a rack card to hotel and activity partners. Continuing to showcase video on social media channels in August 2021. Also showcasing *Mālama Hawai‘i* videos on social media channels.
 - MVCB is partnering with Pacific Media Group on a digital marketing program starting in September to promote the *Mālama* Maui County Pledge video and *Mālama Hawai‘i* video to the local community through *MauiNow.com* and to the west coast market through *Google* Search.
 - IHVB
 - Continued to support the County cohort team overseeing Pono Communications action plans/steps for the County of Hawai‘i’s (COH) Tourism Strategic Plan.

“Coming Attractions” for Leisure Market

*In compliance with Governor David Ige’s August 23rd announcement, no Hawai’i based staff will be traveling in September and October 2021. Only HVCB mainland-based staff will attend in-person events.

	What	When	Where
HTUSA*	Gifted Travel Network Vendor Presentation	Sept. 7	Virtual
	Midwest ‘Ohana Webinars	Sept. 8-9	Virtual
	Affluent Traveler Collection Symposium	Sept. 19-21	Marco Island, FL
	Global Travel Marketplace	Sept. 17-19	Tucson, AZ
	Travel Agent Forum	Sept. 26-29	Las Vegas, NV
	Cruise Planners Conference	Oct. 2-6	Cancun, Mexico
	Long Island Travel Agents Association (LITAA) Meeting – Hawai’i Night	Oct. 5	Farmingdale, NY
	Midwest ‘Ohana Webinars	Oct. 6-7	Virtual
	Association of Central Jersey Travel Professionals (ACT) New Jersey Training	Oct. 7	Point Pleasant, NJ
	Working in Travel Services (WITS) Hawai’i Night	Oct. 12	Latham, NY
	Apple Leisure Group Ascend Conference	Oct. 14-17	Cancun, Mexico
	Travel Leaders National Meeting	Oct. 18-21	Orlando, FL
	Association of Westchester Travel Advisors (AWTA) Trade Show	Oct. 25	New Rochelle, NY
	New Jersey ASTA Trade Show	Oct. 27	Totowa, NJ
	Travel Agents of Suffolk County (TASC) Trade Show	Oct. 28	Holtsville, NY
	Signature Travel Network Conference	Nov. 9-12	Las Vegas, NV
	Cruise World	Nov. 10-12	Miami, FL
	ASTA Destination Showcase	Nov. 14-16	Savannah, GA
	Delaware Valley Pittsburg ASTA Lunch & Learn	Nov. 16	Pittsburgh, PA
KVB	None to report		
OVB	Mailpound Webinar	Oct. 7	Virtual
	MidWest ‘Ohana Webinar	Oct. 7	Virtual
	IMEX America	Nov. 9-11	Las Vegas, NV
	Signature Travel Network Conference	Nov. 9-12	Las Vegas, NV
MVCB	None to report		
IHVB	Q3 Consumer Opt-In E-mail	Sept. 22	Online
	Signature Travel Network Conference	Nov. 9-12	Las Vegas, NV

Hawai'i Tourism Japan

2021 Monthly Leisure Marketing Report – August

Market Intelligence/Market Conditions

Economy

- Japan's economy rebounded more than expected in the second quarter after slumping in the first three months of this year, a sign that consumption and capital expenditure were recovering from the coronavirus pandemic's initial hit.
 - Consumption: +0.8% in Q2 from the previous quarter
 - Capital expenditure: +1.7% (domestic demand contributed 0.6% point to GDP growth)
 - Exports: +2.9% in Q2 from the previous quarter
- Japan government announced the extension of special employment subsidy until November and added special funds to protect Food & Beverage and Tourism industry. ([source](#))

Outbound Travel Market

- According to Japan National Tourism Organization (JNTO), the number of outbound travelers in July decreased by 97.4% from same month in 2019, however gained 112.9% from 2020 with 43,200 people. January to July YTD was 97.8% less than 2019, 92% less than 2020 to 242,300 people.

Destination	Category	Details
Korea	Event	<ul style="list-style-type: none"> • Online Korea Summer Festival & SNS campaign
Taiwan	Event	<ul style="list-style-type: none"> • Taiwan promotion event held (8/5-10) in Tokyo
Hong Kong	Ease Restriction	<ul style="list-style-type: none"> • Accepting entry with vaccine passport from 8/9
	Travel Trade efforts	<ul style="list-style-type: none"> • Shorten the quarantine period to 7 days
		<ul style="list-style-type: none"> • Tourism support funds (\$3.79 Mil HKD) to Hong Kong travel industry
Guam	Tourism Recovery	<ul style="list-style-type: none"> • 80% adults completed vaccination
		<ul style="list-style-type: none"> • Operating complementary trolley in Tumon area as tourism recovery initiative
		<ul style="list-style-type: none"> • Conducting support campaign for PCR testing fee until September 26. It is the first time as tourism bureau supporting the visitors from Japan. They will support 20,000 yen per person. It applies to Japanese residence departing Japan by September 30. (source)
Australia	Event	<ul style="list-style-type: none"> • B2B Online Olympic event (meet with Olympian)
		<ul style="list-style-type: none"> • "Australia My Bucket List" special site launch and SNS campaign
New Zealand	Tourism Reopen plan	<ul style="list-style-type: none"> • Government expressed inbound tourism recovery from early 2022

Consumer Trend

- **2021 Summer travel trend survey:** As of June 2021, 30% of the people in their 20s have searched the word "Travel". The most visited site was Jalan net followed by Rakuten Travel, JR East Japan, ANA, and JAL. ([source 1](#))

- Aera Style Magazine web conducted a survey about summer vacation. For the question “What do you want to do the most when the pandemic is over?”, 59% have answered that they would like to go to overseas travel while 18% answered domestic travel.[\(source\)](#)
- **Survey on the relationship between vaccination and economic activity:** 54.7% of the consumer feels that vaccination will allow eating out in crowds and go to domestic travel as before. Vaccination is expected to become a major factor in improving both food industry and tourism industry that are greatly affected by long term.[\(source\)](#)

Digital Marketing Trend

- **Usage of Instagram and YouTube grows while Clubhouse decreases:** SNS is for young people not only a communication tool but also has various functions such as shopping and live performances. Researcher found SNS’s penetration rate has increased to 80% recently. Usage of Instagram has increased 36.7% followed by YouTube with 34.6%. The reason for usage rate increased for Instagram was because of 1) shop function with rich information source of products and 2) opportunity to shop. Reasoning of less usage of Clubhouse was because of lack of interest and less popularity as SNS media. [\(source\)](#)
- **Olympic SNS effect:** Despite of the hurdle of opening Olympic under COVID19 condition, SNS was the great media channel to deliver positive message of the Tokyo Olympic. There were 5 million tweets on the day of the opening ceremony. HTJ would like to utilize Twitter for events like Hōkūle‘a movie screenings in 2022. [\(source\)](#)

Media Trends

- Impress, internet media developer and service business has acquired shares of Ikaros Publications and will make it a wholly owned subsidiary. By developing the media mix, it will work on building a fan community, electronic publishing, web services and business for corporations. [\(source\)](#)
- Yahoo has launched a special page with information and news about “vaccination passport” which started accepting applications from July 26. The number of tweets with keyword “vaccine passports” is increasing. [\(source\)](#)

Travel Trends

- **Vaccination passport:** The vaccination passport that started to get accepted from July 26 has now expanded to 33 countries/regions. 31 countries will also start to exempt or ease quarantine measures upon entry. According to announcement on August 19, part of United States (Guam and Northern Mariana Islands) was added to the list.[\(source\)](#)
- **Travel industry support request:** Japan Association of Travel Agents (JATA) and All Nippon Travel Agents Association (ANTA) submitted a request for travel industry support to the government. Requested for:
 - Compensation for regional revitalization temporary grants of travel agency loss
 - Appropriation for cancellation fees due to cancellation or postponement of school trips
 - Utilization of vaccine passports both domestically and overseas
 - Local tourism business support and early resumption of Go To travel business
 - Extension of special measures for employment adjustment subsidy, payment of rent support benefits, additional payment of sustainable benefits, and to increase monthly support fees

In the past, the Ministry of Education, Culture, Sports, Science and Technology issued a notice to each prefecture to respond to the cancellation fee of the cancellation or postponement of school trips caused by the declaration of emergency. In addition, on August 20, the government announced to utilize the additional regional revitalization temporary grant (300 billion yen) for the business affected by the cancellation or postponement of travel.

- Expedia conducted the research and announced the results on how people value and expect for travel changes. Many people have positive opinion about vaccination passports and despite the situation of COVID-19, travel budget has increased, and when making reservations, they emphasized on safety and money-back guarantee. 34% of the research participants wanted to spend money on travel and has increased their budget compared to previous year. [\(source\)](#)

– **Major wholesalers package tour stop-sell**

Wholesalers	Stop-sell until
HIS	10/15
ANA Sales, Hankyu, JALPAK, JTB, KNT-CT	10/31
Club-Tourism	11/30

Airlift :

- In August, there were 43 flights with 11,214 air seats from Japan to Hawai'i. ANA resumed two flights of Flying Honu from Narita. In September, it is expected that 41 flights will operate with 10,572 air seats. From October, Zipair will be adding one flight and Japan Airlines will be operating two additional flights. There will be a total of 43 flights operating with 10,518 air seats in October.

• **Airline operations & suspensions**

Operation	Details
All Nippon Airways (ANA)	2 flights/week from Haneda until 10/31
Hawaiian Airlines (HA)	3 flights/week from Narita & 1 flight from Kansai (total 4 flights per week) until 9/30
Japan Airlines (JAL)	2 flights/week from Haneda until 9/30, from 10/1 total 4 flights/week
ZIPAIR	Resumed 1 flight/week from Narita starting 7/21, additional flight from 10/1 (total 2 flights/week)
Suspension	
<ul style="list-style-type: none"> – Delta Airlines: Haneda until 10/31 & Kansai & Nagoya: until further notice – Korean Air: until 9/30 – United Airlines: until 10/31 – AirAsia: Until further notice 	

ANA A380 Flying Honu: ANA has operated airbus A380 “FLYING HONU” in August during Obon. With the flight resumption, HTJ acquired Governor Ige’s welcome back message for the A380 and ANA posted the message on the website. There were total of 534 passengers [\(source\)](#). Half of the passengers traveled for leisure while others traveled to visit their relatives, study abroad, or stay at their residence.

- **Fuel Surcharge:** JAL and Delta announced to increase fuel surcharge from 4400 yen to 6600 yen from October 1.

Market Intelligence/Market Conditions Impact on Hawai'i Travel

- **Extension of State of Emergency:** Due to the increased number of COVID-19, Japan government announced extension of the state of emergency until September 30. With 6 additional prefectures, total 19 prefectures including Metro Tokyo and Osaka area were under the state of emergency.
- **Vaccination progress:** As of September 7, 76 million people (60%) are vaccinated once, and 61.21 million people (48.3%) are fully vaccinated. It is predicted that by end of August, half of the population will be fully vaccinated and by end of September, 60% of the population will be fully vaccinated. ([source](#))
- **Digital vaccination certificate:** Japan will issue online COVID-19 vaccination certificates from December according to Nikkei. The government plans to issue the certificates which will be intended for overseas travel rather than domestic use - via a QR scan code through a smartphone app from around mid-December, the Nikkei said. PM Suga and other Cabinet members are slated for a council meeting on the promotion of a digital society where they will decide on the government's policy for digital vaccine passports, the report said. According to Nikkei, the project will be a priority for Japan's new Digital Agency, which was launched last week to focus on bringing central and local government infrastructure online. ([source](#))

Leisure Activity Update

Public Relations

- **Media Exposures & Press Releases:** In August, total 145 media exposures, 6,142,164,731 impressions and \$9,746,658.07 AVE were earned through Public Relations. HTJ country director interview with Kansai TV's news program aired on August 17 and she explained the reasons why visitors are attracted to Hawai'i and how Japan and Hawai'i have deep relationship through rich history and culture similarities with Mālama Hawai'i message.



HTJ released 1 press release and obtained 37 exposures, 1,786,974,265 impressions, and 137,640 AVE. With August 23 being the Ukulele Day, HTJ issued the news release to share the history of the instrument in Hawai'i and tying up with the SNS campaign. The release also shared the survey result from Aloha Program in which member's interests towards Hawaiian music and 'ukulele ranked the top 5.

- **Media Assistance:** During the month of August, HTJ communicated with 43 medias to respond to for their inquiries and to pitch HTJ's activities.
- **Mālama Hawai'i Initiatives:** With PR effort, there were total of three exposures that related to Hawai'i's efforts towards SDGs. Also, HTJ worked with local media to introduce surfing and Hōkūle'a website.
- **Hawai'i Public Radio interview:** Country director, Mitsue Varley had the interview on how HTJ has focused strongly on diffusing information relating to COVID-19 to Japan market and how it shifted to providing virtual and online tours so that the Hawai'i lovers can feel and enjoy Hawai'i in Japan.

Aloha Program

- **Members:** In August, there were 179 new members registered and 294 became Hawai'i Specialists.

- **Webinar:**
 - **August:** Two live seminars were conducted with 239 live listeners.
 - 8/13 Hawaiian plant myths & legends: 126 participants
 - 8/27 Live tour from Kauai Museum: 113 participants

In August, HTJ distributed 44,858 mail magazines to Aloha Program members with the open rate of 35.2%.

- **Mālama Hawai'i Video in Japanese:** Japanese subtitles of Mālama Hawai'i videos were completed. HTJ will be distributing press release on September 7. HTJ will diffuse the information through owned media such as SNS and YouTube in September. Also, with collaborations with airline and travel agency, HTJ will pre-educate travelers and increase number of Pono travelers from Japan.
- HTJ Certified (Konin) Annual Hawai'i Menu of McDonald (MD) launched on July 28. Hawai'i menu has become a standard summer menu with a wide lineup of 8 products from burgers to sweets. With MD marketing efforts, 1 print, 23 digital, and 283 web exposures were generated.

Digital Media Impression	TV CM	AVE
380,776,919	1,500 GRP (Gross Rating Point)	\$1,827,638

To commemorate the sale, HTJ conducted questionnaire campaign on SNS and 1,257 people participated. Many of the participants have responded that they would like to visit Hawai'i as soon they can. As for the timing, many responded that once the quarantine is lifted and the case count decreases in Japan.

- HTJ conducted WEAR ALOHA, SAVE ALOHA (WASA) SNS campaign from 8/8 to 8/22 with the theme to promote Hawai'i's food culture with hashtag Mālama Hawai'i. Many Hawai'i fans shared their wish to pass on traditional Hawaiian food such as poi and laulau to next generation.

	Participants	Impression
TW	552	107,977
IG	690	69,898
FB	93	18,965
TOTAL	1,335	196,840

- **Surfing promotion:** HTJ conducted SNS campaign to promote surfing during the surfing competition for Olympics. What surfing is called in Hawaiian was posted on SNS platforms and linked to Surfing in Hawai'i website for the answer.

	Participants	Impression
TW	676	83,342
IG	915	94,517
FB	128	34,731
TOTAL	1,719	212,590

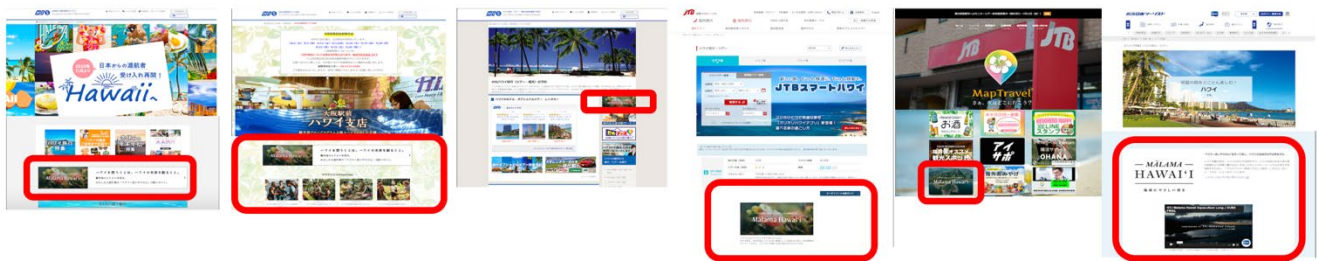
- **Consumer E-mail Magazine:** On August 13, consumer mail magazine was distributed to 370,193 people. Hawai'i Tsushin Zemi, Hōkūle'a information, WASA campaign, McDonalds HTJ Certified

(Konin) menu, NPO's online program, and HTJ's past videos from YouTube were included in the mail magazine.

- Crowdfunding by Valtra's initiative began for Japan Voyaging Association (JVA) which prepares and supports Hōkūle'a's Japan visit for Moananuiākea voyaging in 2022-2026. HTJ introduced Valtra to JVA for this project.

Travel Trade Activities: In August, HTJ's major activities were panel discussions conducted by JATA and JOTC, holding seminars for the industry, communicating with airlines and major travel agencies to diffuse the Mālama Hawai'i message. ANA X, Hankyu, HIS, JALPAK, JTB, KNT, KNT-CT, NTA and other major travel agencies will start to distribute Mālama Hawai'i message from end of August and September. Also, HTJ has been coordinating to broadcast the Mālama Hawai'i videos during the silver week (3rd week of September) in every partner store location especially Aloha Program Satellite Offices.

- **Mālama Hawai'i diffusion:** To expand pre arrival education, HTJ created tool kits with information and guidelines on usage of Mālama Hawai'i message videos and website banners and distributed to travel agencies. It will be posted on JTB, HIS, KNT-CT's website and pamphlets.



- **JOTC Conference:** On August 5, at the Japan Outbound Travel Committee (JOTC) conference, HTJ shared the current situation in Hawai'i and future plans including inspection trip and explained about Mālama Hawai'i initiatives. There were 40 participants including JATA members, major travel agencies (JTB, HIS, JALPAK, KNT, KNT-CT, NTA, Hankyu, ANA X), airlines (JATA, ANA, HA), and Epidemiologist Dr. Okada. Discussions were held with each company regarding the inspection tour in December during Honolulu marathon with certain conditions. In addition, Dr. Okada updated about COVID-19 and the spread of delta variant in Hawai'i and each company shared their own updates. HTJ asked for support to diffuse Mālama Hawai'i message.
- **Online Education**
 - **Hawai'i Tsushin Zemi:** HTJ's major online education initiative "Hawai'i Tsushin Zemi" started in July and 3 new education seminars were conducted which include nature conservancy, Polynesian Voyaging and Hawaiian history. Over 6,200 viewed the 3 webinars and some viewers expressed their support of Hōkūle'a voyaging.
 - **Travel Trade website:** Total 25 columns were created and posted on Travel Trade website in the month of August. The contents include travel preparation under COVID-19, Hawai'i's COVID-19 situation, Governor's announcement, and Mālama Hawai'i initiatives.
- **Monthly Mail Magazine:** Total 3 mail magazines were distributed to over 9,800 members. In these mail magazines, HTJ diffused travel information that travel agents wished to know and resulted

open rate of 48%. Since the mail magazine contents were informative, travel trade media featured the articles and created 3 media coverage with 149,700,000 impression and \$11,160 AVE.

- **Networking with Travel Trade media:** HTJ met with 2 major travel trade media, Wing Travel and Travel vision in August. In the meeting, HTJ was able to acquire the marketing conditions, travel industry recovery plans as well as competitive destination initiatives. Also, HTJ approached new travel trade channel, “Infini forest” who has over 20,000 travel trade members, to discuss future promotions. (Infini forest: 400,000 PV per month)
- **SNS reach:** HTJ posted total 29 columns on Travel Trade member Twitter and resulted 55,874 impressions. The posts consisted of Hōkūle‘a site launch announcement and Hawai‘i’s coral reef protection efforts. These SNS efforts led to increase in Travel Trade site traffic.
- **Satellite office activities:**
 - **Mālama Hawai‘i Promotion:** HTJ is working with satellite offices to increase the awareness of Mālama Hawai‘i among their customers. By providing materials, some of the satellite offices started implementing the banners and footages on their websites.
 - **Satellite office’s article:** In the month of August, total 24 Satellite office related articles were posted. Even though they were facing some challenge under the state of emergency in Japan, satellite office staff were trying to promote Hawai‘i by working with hotel partners.
- **Wholesaler support:**
 - **JTB Online Tour:** HTJ was invited as the guest speaker of the JTB LOOK online tour on 8/19 (JST) and reached 102 consumers. In the online tour, HTJ updated current Hawai‘i situation as well as Mālama Hawai‘i concept and ask them to become Pono travelers.

Travel Trade Calls

Airline	Wholesaler/TA/TO/OTA	Other	Total
11	16	22	49

Partners Relations

- **Japan Hawai‘i Wedding Association:** HTJ conducted a presentation and shared the current Hawai‘i tourism situation and education program “Mālama Hawai‘i” to JHWA member (close to 20 attendees).
- **Partner Initiatives showcase:** HTJ created 2 partner initiative columns on Mālama Hawai‘i website:
 - Four Seasons Hualalāi: [\(Link\)](#)
 - The Kahala Hotel & Resort: [\(Link\)](#)

COVID-19

- **Hawai‘i Trusted Testing Partners:** To increase the Hawai‘i’s TTP (currently 84 facilities) in Japan to close to 200 facilities by early October, HTJ exchanged conversations with medical facilities in Japan. The purposes are 1) increase the TTP in regional areas, 2) lower the cost of PCR (currently \$300-400 per test), 3) create possible PCR test inclusive package for wholesalers.
- **Update COVID-19 information:** HTJ continued updating the information on COVID-19 website daily (71,570 UU, 104,781 PV) in the month of August. Also, with the City & County of Honolulu

Mayor Blangiardi's announcement of Safe Access O'ahu, HTJ immediately translated in Japanese and posted online.

- **Inquiry:** HTJ received 138 inquiries (general consumers: 120; travel trade partners: 18) in the month of August. Major inquiry categories for August were 1) how to upload negative test on Safe Travels system, 2) Neighbor Island visit, and 3) transit to mainland from Japan.

Government relation

HTJ assisted Governor's office on August 10th for the meeting with Minister Koichi Hagiuda (Minister of Education, Culture, Sports, Science and Technology and Delegation) and his delegation. The purpose of Japan delegation was to discuss with Governor Ige and First Lady about student and educator exchange program with Japan.



Mālama Hawai'i Initiatives

Hawaiian Culture

- **PVS-Support Hawai'i:** HTJ presented donation from the participants to Polynesian Voyaging Society on August 2. The donation event report page and mahalo message from PVS staff to the donors were posted on Allhawaii.jp ([Donation report column](#)) ([PVS Staff Mahalo Message](#))
- **Mālama awareness research:** HTJ surveyed via Twitter about the meaning of "Mālama" to the audience. 78% (over 615 respondents) answered "thoughtful" and "consideration for others". Compared with the survey in April, the awareness of "Mālama" increased through HTJ's SNS and owned media. HTJ will continue improve the recognizability of Mālama as well as Mālama Hawai'i messages.
- **Surfing articles:** Because of the Tokyo Olympics Surfing game, the surfing related article by Asahi Shinbun's & Travel was published on 8/31. It featured Bishop Museum's Mai Kinohi Mai exhibit, interview of Moniz family's history and legacy, and Ralph Goto about Ocean Safety and Lifeguard Services.
- **'Ōlelo Hawai'i SNS efforts:** The 'ōlelo Hawai'i content on Mālama Hawai'i microsite were posted on HTJ Facebook on 8/18 and reached to 18,388 people. On August 1st, the Water Day in Japan, HTJ informed many Hawai'i places named with Wai through SNS.
- **Ukulele Promotion:** On 8/23, Ukulele Day, HTJ started special SNS (Twitter and Instagram) sweepstake campaign (winner receive ukulele with Mr. Jake Shimabukuro's autograph). HTJ received close to 2,600 applications and earned 230,197 impressions from the campaign.



Natural Resources

- Three media featured Hawai'i's efforts on SDGs. Web media that supports working women of all ages "Nikkei x Women" featured Hawai'i's declaration towards 100% renewable energy. Web media "Cuisine Kingdom" featured Hawai'i's plastic bags regulation. Popular travel guidebook web "Chikyu no Arukikata Report" featured SDGs efforts by Hawai'i's businesses and Aloha + Challenge.
- **SNS efforts:** With zero waste efforts in Hawai'i, HTJ featured zero waste store on Facebook on 8/13. HTJ also posted the number of endemic species and how visitors can be cautious when viewing these animals on Facebook on 8/5 which reached 15,202 people.

Community

- **PR efforts of local NPOs:** HTJ featured Surfing in Hawai'i website on 8/1 and Hōkūle'a website on 8/16 on local free newspaper "Lighthouse" which has a circulation of 20,000. On the 8/1 issue, history of surfing and information about Duke Kahanamoku, Duke's Ocean Fest were featured. On the 8/16 issue, HTJ featured Hōkūle'a's mission and their upcoming voyage from 2022 and past Moananuiākea voyage.



- **Kaua'i Museum:** Through Aloha Program LIVE webinar on 8/27, HTJ showcased Kaua'i Museum as unique place to visit in Kaua'i. 113 Aloha Program Hawai'i Specialists participated.
- HTJ approached major 10 wholesalers to utilize the Mālama Hawai'i materials for Hawai'i promotion and distribute messages to their target audiences.
- **JCB Trolley Bus Mālama Hawai'i messaging:** HTJ collaborated with JCB International Credit Card company to diffuse the message through the display on Waikīkī Trolley Pink Line starting from August 19.



Island Chapters Engagement Update

- **Hawaiian Island message distributions:** On each SNS, HTJ introduced the beauty and attractiveness of O'ahu, Island of Hawai'i, Maui, and Kaua'i. there are a total of 21 posts in August with total 607,867 reach.

Islands	Reach	# posts	Featured contents
O'ahu	302,722	10	i.e. signature spot in O'ahu: Diamond Head, Waikīkī Beach
Island of Hawai'i	139,939	5	i.e. Made in Hawai'i message; beautiful sunset and its unique climate
Maui	158,984	5	i.e. local farms; Maui pineapple
Kaua'i	6,222	1	i.e. dynamic view of Napali Coast

"Coming Attractions" for Leisure Marke

What	When	Where
POOLO Seminar	9/4 JST	Online
JATA JOTM	9/7 JST	Online
Aloha Program webinar (Queen Liliuokalani)	9/17 JST	Online
Instagram Live with Outrigger Hotels	9/18 JST	Online
Aloha Program webinar (Hōkūle'a)	9/24 JST	Online
Hawai'i Promotion Committee Japan Meeting	9/28 JST	Online
Kawaguchi Jr. Collage Seminar	10/13 JST	Online
Hawai'i Promotion Committee Japan Meeting	10/21 JST	Online
JATA Online Travel mart	11/10-12 JST	Online
Nagano Kenritu University	11/29 JST	Online

**Hawai'i Tourism Canada
2021 Monthly Leisure Marketing Report – August**

Market Intelligence/Market Conditions

Economy

- With about 68% of its population fully vaccinated against COVID-19, Canada's economy could be positioned better than some others to cope with a fourth wave of the virus.
- Still, the economy surprisingly shrank in the second quarter, when lockdowns were in place, and likely had far less momentum than had been expected heading into the summer.
- The Bank of Canada had expected second-quarter growth of 2%, so the data could cause it to raise its estimate of the economy's spare capacity.
- The Bank of Canada has pledged to keep interest rates on hold until slack is absorbed, which would occur in the second half of 2022 according to the central bank's latest forecast.
- Canadian election has been called for Sept. 20 but analysts see little difference between the major parties on fiscal and economic policy and doubt it will have much lasting impact on the currency.
- The median forecast of 36 strategists, polled Aug. 30-Sept. 2, was for the Canadian dollar to strengthen around 1.6% in three months to 1.2350 per U.S. dollar, or 80.97 U.S. cents, compared to 1.2250 in last month's poll.
- It was then expected to rise further to 1.22 in a year's time. In August, the forecast was 1.21.
- The currency has gained 1.4% since the start of the year, the best performance among G10 currencies, helped by higher commodity prices. Canada is a major producer of commodities, including oil.
- The loonie posted an average value of USD \$0.80 throughout the first seven months of 2021, a 9.1% increase over 2020.

Outbound Travel Market

- Similar to May, 146 thousand Canadians returned from overnight trips in June. While overseas activity jumped 19% from the previous month, transborder trips fell 10%. Overall, 914 thousand trips were recorded throughout the first half of 2021, compared to 8.1 million last year and 16.7 million in 2019. Compared to the first half of 2019, overseas activity has declined 94% and transborder trips have fallen 95%. The first two months of the summer travel season (May-June) saw 293 thousand Canadians return from an outbound trip, compared to almost 4.15 million in 2019. Of the recorded activity, 62% of trips were to the U.S. destinations, a similar share as recorded in 2019 (63%).
- Just 85 thousand Canadians returned from an overnight transborder trip in June 2021, which is down 10% over May 2021. Much like the previous month, the level of activity in

June was just 5.8% of pre-pandemic volume. Compared to the first half of 2019, overnight auto trips have declined 93%, while travel by other modes has decreased 96%. The national ADR averaged CAD\$135 throughout the first half of 2021, a 22% drop compared to the same period in 2019 (\$174).

Competitive Environment

- With just 99 thousand arrivals reported, destinations in the Caribbean, Mexico, and Central America saw a 97% decline in activity throughout the first half of 2021. As restrictions started to ease, the first two months of the 2021 summer travel season recorded 28 thousand arrivals in the region, compared to 3,500 last summer and 516 thousand in 2019.
- The first half of 2021 saw just over 42 thousand Canadian arrivals in the Asia-Pacific region, a 94% decline compared to 2020, and a 98% drop over 2019. The first two months of the 2021 summer season saw just 11 thousand arrivals, compared to almost 4 thousand last summer and 510 thousand in 2019.

Consumer Trends

- As the number of COVID-19 cases—driven mainly by the delta variant—picked up again across the country, many Canadians started to worry about the future, especially on the economic impact of potential restrictions to curb the fourth wave. Positive sentiments deteriorated on all four survey questions, resulting in a drop in the overall index for the first time since April. During the month, the index retreated 7.7 points to 113.5, dropping back below its pre-pandemic rating. Consumers remain cautious about their finances and spending; however, relatively high vaccination rates will allow provinces to employ more lenient restrictions this fall than in previous waves, which suggests a smaller negative impact on consumer confidence and spending in the near term.
- As pandemic-related restrictions on both locals and travellers begin to ease globally, short-term travel intentions have gained some traction. While still subdued, 59% of Canadians have taken or are planning to take an overnight leisure trip between May-October. This share is up slightly from the start of the season (52%) but is reflective of an increase in domestic travel plans. Similar to a few months ago, just one-in-ten Canadians intend to take an outbound trip. But, as the mid-point of the season typically sees travel plans firm up, which is generally reflected in a decline in outbound activity, it is notable that the share of travellers with outbound intentions did not decline compared to the beginning of the season.
- While 1/5 of respondents of the CBoC survey with travel plans recently reported that they have already taken an overnight leisure trip this summer, almost all of this activity was domestic (95%). In comparison, at the mid-point of the 2019 season, not only had a higher share of planned trips already occurred but 62% of the activity was domestic. With just one-in-ten travellers currently planning an outbound trip, intentions to vacation outside of Canada remain low. However, compared to last summer, when vaccines were still under development and many countries were closed to visitors, the distribution of travel destinations has shifted slightly. While a similar proportion of travellers plan to vacation in the U.S., intentions to visit Europe/UK and the Asia/Pacific region have declined and plans including the Caribbean and Mexico have increased.

Travel Trends (direct to Hawai'i)

- Following the arrival of just 5 thousand Canadian visitors throughout the first half of 2021, the month of July saw 2 thousand arrivals.
- Two-thirds of visits so far this year occurred in January, before increased travel restrictions were implemented, and in July, when some of the rules were eased.
- Compared to 2019, direct arrivals have declined by 99%, while indirect arrivals have fallen 94%
- Jan-July 2021 saw indirect arrivals decline 94% compared to 2019. A little more than 4 thousand indirect arrivals were counted during the period, compared to almost 29 thousand in 2020 and almost 77 thousand in 2019.
- Independent travellers represented 94% of all visitors so far in 2021, a much higher share than previous years.
- During the period, 7 thousand independent travellers were counted (-95%), while package trip volumes fell 98%.
- Compared to 2019, stays in hotels (-97%) registered a smaller decline than stays in condos/timeshares (-99%) and rental homes (-99%).
- With travel activity starting to pick up and expected to continue to show signs of improvement for the remainder of the year, total visitation is currently projected to reach 128 thousand arrivals, or about one-quarter of the volume recorded in 2019 (-76%).
- As travel restrictions start to ease, visitor activity is picking up compared to previous months. Current estimates point to 34 thousand visitors from May-Oct 2021.

Media Trends

- TikTok, Instagram make their platforms more shoppable

Shopify is piloting integrations with TikTok while Instagram brings ads to its shopping interface.

E-commerce is the focus of new introductions from Instagram and TikTok with both platforms adding new features that make it easier for their user to discover brands and shop from their platforms.

TikTok has expanded its partnership with Shopify, first announced last October, to launch TikTok Shopping with a pilot for select Shopify merchants in Canada, U.S. and U.K.

Shopify merchants with a TikTok For Business account will be able to add a new Shopping tab to their TikTok profiles and sync their product catalogs to create mini storefronts on their profile. In addition, Shopify merchants can use product links to tag products in their TikTok

videos. The tags allow TikTok users to click the tagged product to take them to the merchant's storefront for checkout.

Meanwhile, Instagram is letting brands get closer to consumers with the launch of advertising in the Instagram Shop tab, a shopping interface the platform introduced last year.

The ads appear as single image or carousel format tiles on the Shop tab home page. Clicking on an ad takes users to the Product Details Page to learn more about the item and browse additional products from the brand. Products can be saved to wishlists or shared.

All advertisers are able to run ads in Instagram Shop, regardless of whether they have an Instagram Shop or not.

- Corus promises brand opportunities with ET's weekend expansion

The one-hour ET Canada Weekend debuts Sept. 18 with Sangita Patel tackling hosting duties.

After 16 years of dishing out celebrity gossip, news stories and interviews, ET Canada is expanding its brand into the weekend with ET Canada Weekend.

The new hour-long format debuts Sept. 18 with ET Canada entertainment reporter Sangita Patel as host.

According to Corus Entertainment, the expansion presents new brand integration opportunities, building on the current show's "full-service suite of innovative integration opportunities with an in-house creative hub, massive reach, top talent, industry-leading insights, and next generation data." Further details on what those new opportunities are were not available at this time.

Like the mothership, the expansion show continues to deliver celebrity interviews and exclusive features aimed at women viewers ages 25 to 54. Episodes drop each Saturday at 7:30 p.m. ET on Global and will then stream live and on demand with STACKTV and on the Global TV App.

ET Canada also returns next month, kicking off Season 17 on Tuesday, Sept. 7 with host Cheryl Hickey.

"ET Canada is an entertainment powerhouse, with continued ratings success and a robust following on digital platforms," said Lisa Godfrey, SVP of original content and Corus Studios. "This show has been championing Canadian and international artists for the past 16 seasons and with this new space will have the opportunity to bring even more content to Canadian audiences with ET Canada Weekend with Sangita at the helm."

In addition to helming this expansion series, Patel will continue her previous role with ET Canada.

- Canadian ad spend recovery outpacing other markets

SMI's Q2 data shows spending was up 77% in Q2, suggesting the country is back into growth mode.

Ad spending in Canada is not only on track to surpass pre-pandemic levels before the end of the year, but it is getting there faster than other English-speaking countries.

Using data from agencies that are part of its Canadian data pool, Standard Media Index (SMI) has determined that ad spending is up 77% from Q2 last year.

That's ahead of every other English-speaking market, including New Zealand (65%), U.K. (54%), Australia (53%) and U.S. (50%).

That's also a major acceleration of the 5% growth in spend in Canada in Q1. While the Q2 numbers are being compared to a weak baseline from 2020, a three-month period where spending declines were at their largest, but SMI CEO James Fennessy says that, on any measure, it's clear that the market has returned to growth mode.

SMI's data corroborates predictions others have made about ad spending in Canada bouncing back faster than other markets, with most expecting it to surpass pre-pandemic levels by the end of the year. SMI's previous analysis showed that digital spending has already well surpassed both 2020 and pre-pandemic levels, predicting that it would be the biggest driver of further recovery.

Airlift

- Carriers offered almost 15 thousand direct seats throughout Jan-July 2021, compared to 183 thousand in 2020 and 324 thousand in 2019.
- After offering seats in January, Air Canada suspended service until August.
- So far this year, WestJet has offered a little more than 11 thousand seats, a -90% reduction compared to 2020.
- Carriers are now offering 151 thousand seats throughout the second half of 2021, 88% of which are scheduled for Q4.
- Carriers are now offering 165 thousand direct seats in 2021. This is almost 25 thousand fewer seats than available throughout 2020 and a little more than one-third of the service offered in 2019.
- After suspending air service in summer 2020, Air Canada and WestJet are currently offering 34 thousand direct seats throughout the summer travel season, a 69% decline compared to 2019.

Market Intelligence/Market Conditions Impact on Hawai'i Travel

- As of Sep 8, more than 54,096,894 doses of approved COVID-19 vaccines have been administered across Canada. 63,600,294 doses have been distributed to the provinces, 28,236,559 people (85% of the population ages 12+) have received their first doses and at least 25,860,335 people (77% of the population ages 12+) have been fully vaccinated. Canada's inoculation rate is 1st amongst G7 countries.
- There have been 292,041 confirmed COVID-19 cases involving more transmissible variants, across all provinces.

- More than 267,867 cases of the B117 variant first detected in the U.K.
- 2,413 cases of the B1351 variant first detected in South Africa.
- 21,389 cases of the P1 variant first detected in Brazil.
- 60,875 cases of the Delta B.1.617 variant first detected in India.
- While some countries are already committed to providing COVID-19 booster shots to their populations, Canada has not yet released a third dose plan and some experts say it's still too early to tell if a booster is necessary for the general population.
- September 7 - The Canadian border will reopen to fully vaccinated travellers from all countries on this date. Fully vaccinated travellers no longer have to do on-arrival and day eight testing, but they may be subject to random testing at the border.
- August 9 - Land Border & Hotel Quarantine Updates

Canada begins accepting fully vaccinated U.S. citizens and permanent residents on August 9. That same day, Canada will also be getting rid of the hotel quarantine for all travellers.

Starting August 9, unvaccinated dependents of fully vaccinated travellers will no longer have to complete the full 14-day quarantine. Instead, they will have to follow public health measures for that amount of time, such as avoiding group settings such as school and daycare in the two-weeks following their arrival to Canada.

- Air Canada: Sep 7 - Air Canada Rouge resumed flying to Las Vegas and Orlando from Toronto. Later in September, the airline will also add direct flights to Cancun and Tampa.
- Sunwing: Sep 7 - Sunwing is expanding its flight network from Quebec City to the Caribbean this winter, flying to the Dominican Republic, Mexico and Cuba.
- Air Transat: Sep 9 - Transat AT Inc. has seen steady customer demand since resuming flights earlier this summer, but the travel company said it still doesn't expect to return to its pre-pandemic level before 2023.
- WestJet: Sep 9 - WestJet will require all of its employees to be fully vaccinated against COVID-19 by Oct. 30, the Calgary-based airline announced. Full vaccination will also be a requirement for new hires going forward. The company said the requirement will ensure a safe travel and work environment.

Leisure Activity Update




Consumer

- Air Canada: a cooperative campaign will be launched in November including the insertion of one of the Mālama videos in two landing pages one with AC and the other with Expedia.
- WestJet Vacations HTCAN has been in contact with the tour operator to resume in November the promotional campaign that was paused at the beginning of the year. WestJet




flights bound to Hawai'i in September and October will show the "Stewardship of the Land" Mālama video on the inflight service.

- HTCAN has a digital and social network campaign running in September, October and November encouraging responsible travel with the Mālama messaging.




TOP PERFORMING POSTS FOR THE MONTH – INSTAGRAM:

POST IMAGE	POST TEXT	IMPRESSIONS	ENGAGEMENT ▼	APPLAUSE	AMPLIFICATION	CONVERSATION	POST CLICKS
	UGC: Hanauma Bay (Oahu) "It is almost impossible to watch a sunset and not dream" – Bernard Williams	2,837	250	235	0	2	0
	Waianapanapa State Park (Maui) From another point of view. → #VisitMaui ** All out-of-state visitors will need	2,421	171	165	0	1	0
	UGC: Beach Nap (Kauai) Currently on island time. 🌴 #VisitKauai 📷: kira.canadian.girl #AlohaNorth	2,028	154	151	0	1	0

TOP PERFORMING POSTS FOR THE MONTH – FACEBOOK:

POST IMAGE	POST TEXT	IMPRESSIONS	ENGAGEMENT ▼	APPLAUSE	AMPLIFICATION	CONVERSATION	POST CLICKS
	UGC: Hanauma Bay (Oahu) "It is almost impossible to watch a sunset and not dream" – Bernard Williams	23,353	298	171	14	10	103
	UGC Windward Coast (Oahu) Something beautiful is on the horizon. 🌅 #VisitOahu	7,312	249	154	9	8	78
	UGC: Beach Nap (Kauai) Currently on island time. 🌴 #VisitKauai www.gohawaii.com/islands/kauai?	7,556	238	117	6	7	108

TOP PERFORMING POSTS FOR THE MONTH – TWITTER:

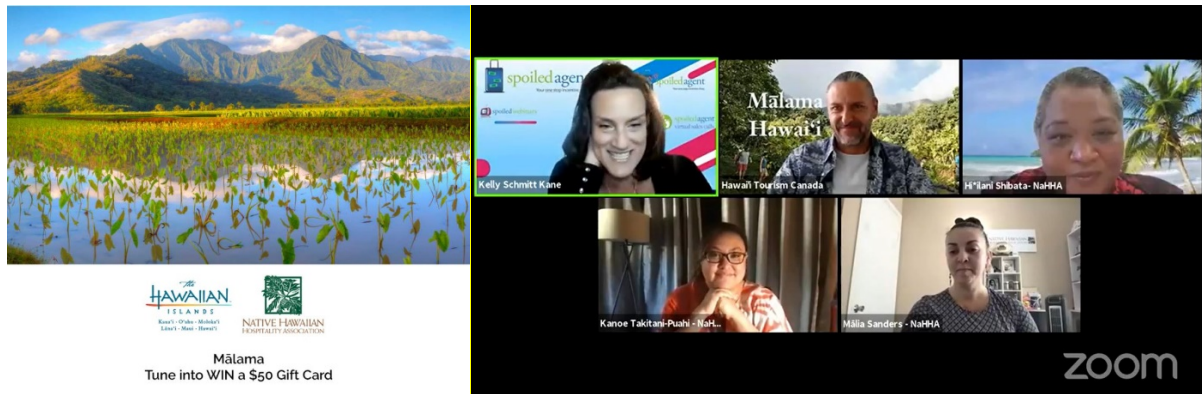
POST IMAGE	POST TEXT	IMPRESSIONS	ENGAGEMENT ▼	APPLAUSE	AMPLIFICATION	CONVERSATION	POST CLICKS
	UGC: Hanauma Bay (Oahu) "It is almost impossible to watch a sunset and not dream" – Bernard Williams	N/A	44	13	2	1	28
	UGC: Beach Nap (Kauai) Currently on island time. 🌴 #VisitKauai www.gohawaii.com/islands/kauai?	N/A	19	10	0	1	8
	Couple at Kulaniapia Falls (Island of ...) Falling in love with the Island of Hawaii. ❤️ #VisitIslandofHawaii	N/A	15	10	0	0	5

Note: The bolded text under 'post text' was not deployed.

Travel Trade

- Air Canada Vacations: HTCAN has been in contact with the tour operator to resume in November the promotional campaign that was paused at the beginning of the year. HTCAN is looking at the possibility of including one of the Mālama videos on the ACV website as well as the inflight service.
- Mālama Advocate incentive with Spoiled Agent

Hawai'i Tourism Canada is encouraging travel professionals to become Mālama Advocates by completing certification one & two of the Hawaii Destination Specialist Program and automatically be entered for your chance to win a \$200CDN gift card. The incentive is only for new enrollment and started on August 1, 2021. The contest has been promoted in partnership with the travel dedicated website Spoiled Agent.



Successful Spoiled Agent Mālama Webinar with The Native Hawaiian Hospitality Association

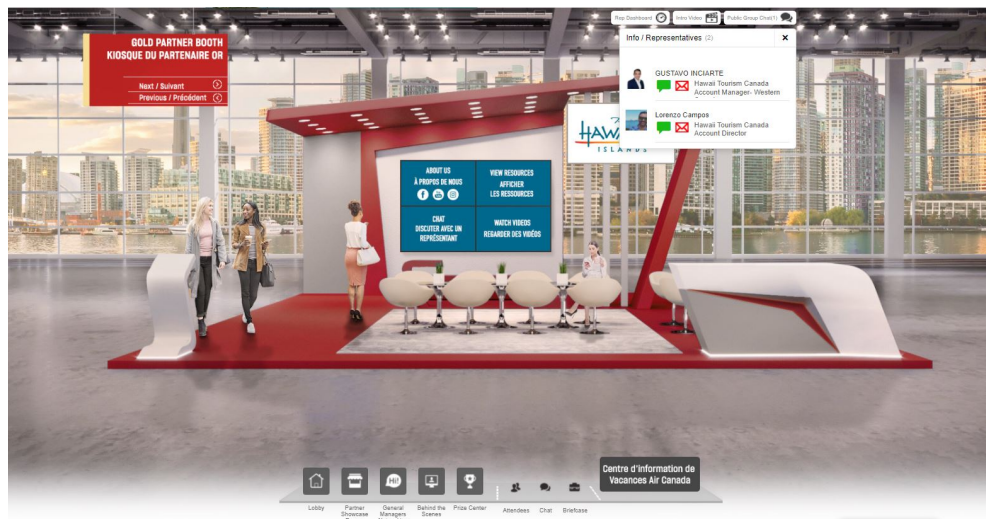
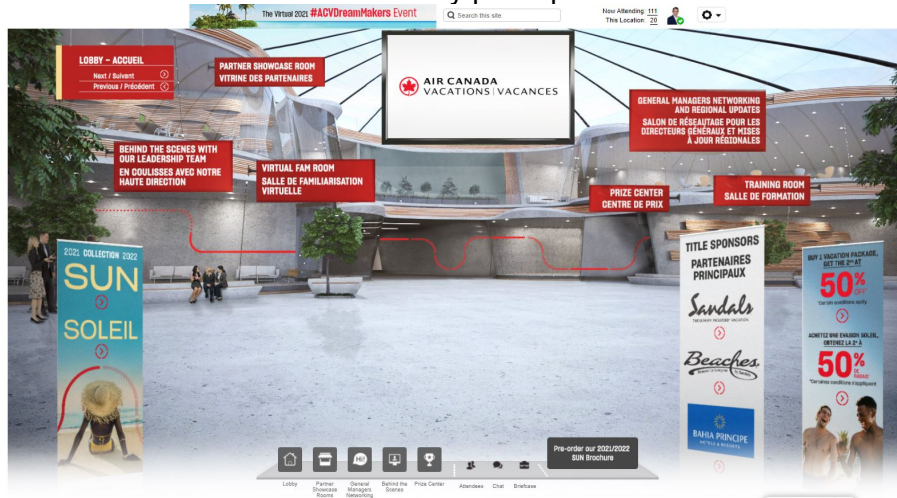
On September 09, NaHHA's Executive Director Mālia Sanders, Lead Cultural Trainer Hi'ilani Shibata, and Director of Programs Kanoë Takitani-Puahi joined Hawai'i Tourism Candi account Director Lorenzo Campos in this special webinar to highlight the concept and value of Mālama, to take care of something.

Pulling from the work of one of NaHHA's founding board members and inspired by Senator Kenny Brown's Mālama speech given in 1973, the value of mālama acknowledges the need to feel rooted, connected, and responsible for our places of origin or the places we call home.

More than 40 Travel advisors across Canada attended the webinar on zoom and had a chance to win a \$50 gift card. More than 20 travel professionals joined the presentation on Facebook Live.

- Successful Air Canada Vacations Dream Makers Event.

On September 09, Hawai'i Tourism Canada participated in Air Canada Vacations virtual event for travel advisors. The event was focused on the promotion of ACV Product Launch for 2021/2022's Sun Collection brochure. Throughout the day, many agents had the opportunity to chat directly with HTCAN preventatives, watch videos, download the Hawaiian Islands Travel guides, and learn more about Hawai'i's Safe Travels program. More than 900 Travel advisories across the country participated in the event.



- WestJet and WestJet Vacations virtual showcase

Hawai'i Tourism Canada will participate in the upcoming Westjet virtual showcase on September 28, 2021. Account Manager Gustavo Inciarte has pre-recorded a 5-minute video that will be featured at the upcoming event. The video invites Travel Agents to become Hawai'i Mālama Advocates by visiting the travel professional dedicated website agents.gohawaii.com and completing the Hawaii specialist program. The video also encourages mindful travel through the Mālama Hawaii campaign. During WestJet virtual showcase, there will be a live chat log where attendees can ask questions and interact during Hawai'i's breakout session. Attendee visits to the breakout sessions will be tracked

and we will receive a list of attendee contacts. Travel agents will be able to view the video for 30-days post-event

- Aloha Canada 2021 preparations continue

Hawaii Tourism Canada is working on the preparations for the upcoming Aloha Canada virtual event on October 28, 2021. The team has contacted industry partners and a 'Save the day' communication was sent out to more than 1000 Hawaii specialists in Canada. The public relations team is also working on appointments with trade media. The virtual platform will include virtual booths, cultural sessions, videos, and the opportunity to communicate via chat. Participants are encouraged to show their Hawaiian spirit by sharing photos in Hawaiian attire or virtual backgrounds for a chance to win prizes. Travel Advisors are excited about attending Aloha Canada 2021.

Public Relations

- Proactive and reactive pitching with prior approvals from the HTA. Pitching themes include virtual experiences for families during summer break to keep Hawaii top of mind.
- In regular conversation with media to ensure they are updated on all regulations and safety protocols pertaining to COVID testing.
- In discussion with journalists for potential visits to Hawaii in 2022, waiting for media to provide dates and timing. Themes include outdoor adventure, culture, and responsible travel.
- Previously received requests from influencers already traveling to Hawaii for support on activities and meals. Originally traveling in October but are now looking to delay their visits to later in the year or early 2022.
- In discussion with Air Canada to send one journalist each from Toronto, Montreal, Vancouver, and Calgary on the new routes launching in the winter. Journalists will not be on the inaugural flights. HTCanada will work with Air Canada on selecting tier A journalists.

Sales Activities

- Travellers have decided to postpone their trips to Hawai'i in the upcoming weeks

Agents expressed disappointment after clients have decided to postpone or canceled their trip to the Hawaiian Islands due to the announcement by Hawai'i Gov. David Ige urging international visitors to delay all non-essential travel through the end of October 2021. Most Canadians have followed the advice from the Governor and decided to postpone their trips for Christmas and the beginning of 2022. Travel advisors spent time canceling trips for clients, worked to secure changes with extra fees, credit vouchers, and organize paperwork for travel insurance.

Travel Advisors reported that they still receive new inquiries to Hawai'i almost daily. There is a lot of travel interest for Hawaii and thanks to the state's Covid-19 testing protocols, border restrictions, shifting airline schedules, rental car scarcity, and limited hotel inventory, even the most confident travellers in Canada are turning to professional travel advisors for help.

- Safe Access O'ahu impacts travel intentions

The announcement of the Safe Access O'ahu program has triggered confusion among travelers and has impacted the number of new inquiries. In the beginning, it was reported that vaccines administered outside the United States were not acceptable. Many Travellers and Travel advisors reached out to Hawai'i Tourism Canada to clarify the information.

Some travel advisors reported cancellation due to the fact the travelers will prefer not to visit the island if they are not allowed in restaurants, fitness centers, movie theaters, museums, indoor portions of botanical gardens, aquariums, zoos, sea life attractions, commercial recreational boating, public and private commercial pools, and other commercial attractions. Since then, the information on oneoahu.org has changed. Currently proof of a US FDA approved or US FDA EUA vaccination (Modern, Pfizer, and Johnson & Johnson) administered outside the United States is acceptable for employees and patrons/customers. Travellers welcome the good news with a sense of relief.

- Travellers urge Hawai'i Tourism Canada to approve new trusted testing partners across the country

Canadian travellers can get a Covid19 test from a trusted testing and travel partner in the provinces of Ontario, Quebec, New Brunswick, Alberta, and British Columbia. Travellers from the rest of the provinces have reached out to Hawai'i Tourism Canada to express their frustration for the lack of testing partners in their regions. Significant travel arrangements are needed to fly to a different province only to get tested and wait for the result before departing to Hawai'i. Travellers from Saskatchewan, Manitoba, and Nova Scotia are discouraged to travel to Hawai'i due to the complications in the Covid-19 testing protocol and the increment in the budget that implies travel across provinces.

Currently, Canadians travelling by private charter (many are Hawai'i investors and property owners) must first stop in the US en route to Hawaii from hubs within Canada to acquire a NAAT Covid Test from an approved lab. This segment of tourism is a key financial contributor to Hawaii's tourism industry. Travellers and industry partners have contacted Hawaii Tourism Canada and asked to certify a Lab that is accessible to the Canadian business aviation community in general and not just to air carriers WestJet and Air Canada.

Responsible Tourism Update

- Mālama Hawai'i Campaign
The Mālama Hawai'i campaign continues to be the main focus of HTCAN's efforts to promote sustainable tourism and volunteer opportunities.



- Hawaiian culture is the center of the promotion.
- An effort has been made to create awareness in the travel advisors to pass along the message to their clients about visitors being respectful of the communities, traditions, environment, etc. when visiting Hawai'i.
- HTCAN is continuously looking for “greener” partners to engage with.
- Mālama Advocate incentive with Spoiled Agent (Travel Trade section).

Island Chapters Engagement Update

- HTCAN is in communication with the Island Chapters. The design of the social posting calendars has been sent for their approval.
- HTCAN has set the calendar for the Spoiled Agent series and is working with them to produce the e-bast previous to its webinar

“Coming Attractions” for Leisure Market

What	When	Where
Educational campaign with Spoiled Agent	August to January	Canada-wide
Digital advertising campaign	August September October	Canada-wide
Air Canada coop campaign	Nov-Dec-Jan	Canada-wide
Air Canada Vacations campaign	TBD	Canada-wide
WestJet campaign	Nov-Dec	Canada-wide
Aloha Canada	October	Canada-wide
Trade campaign with Open Jaw	November December	Canada-wide
TDC Virtual tradeshow	November	Canada-wide with focus in Quebec

Hawai'i Tourism Oceania 2021 Monthly Leisure Marketing Report – August

Market Intelligence/Market Conditions

Australia & New Zealand

The month of August saw an increase in positivity around the re-opening of borders. This was largely due to a change in rhetoric from local government moving from a former elimination approach to one designed about re-opening borders.

With the record levels of vaccinations taking place in Australia and New Zealand the positive outlook includes the following:

- Australia looks on track to reach the 80% vaccination threshold by November which will subsequently allow international travel to re-start for vaccinated travelers
- New Zealand is likely to reach their threshold by December, with a relaxing of restrictions for vaccinated New Zealanders starting in the new year

The re-start of travel to approved countries will be part of a gradual opening, but USA has been highlighted as one of the priority countries.

Qantas has seen searches on their website triple following their announcement that they plan to re-start overseas travel mid-December

The exchange rates of both currencies remain strong against the USD (AUD.75cents & NZD.72cents).

Outbound Travel Market

Australia & New Zealand

- Qantas chief executive Alan Joyce has reiterated that the airline will ban unvaccinated passengers from international flights when borders re-open and hopes this will happen in December.

Competitive Environment

Australia & New Zealand

- Lock-down has seen a number of virtual training events for the travel industry including events organized by the tourist boards of Switzerland and Ireland.

Consumer Trends

Australia & NZ

- The increase in searches experienced by Qantas following their re-start announcement is reflective across the market. In particular New South Wales which has been the most progressive around moving to a more open environment. We have seen this interest through our office with an increase in inquiries from the industry.

Travel Trends

Australia & New Zealand

- The travel industry continue to be hit hard in both Australia and New Zealand, but it has been pleasing to hear a little more from them as they field more inquiries from consumers who are starting to plan around a re-opening of borders.

Media Trends

Australia & New Zealand

- Nothing new to report this month

Airlift

Australia & New Zealand

- The current airline schedules continue to reflect a tentative re-start in December for Australia and January for New Zealand. This is subject to progress around the vaccination rates and the government changing restrictions around travel.

Market Intelligence/Market Conditions Impact on Hawai'i Travel

Australia & NZ

- August was a month dominated by the return to lockdowns for many areas, including New South Wales, Victoria and New Zealand. While on the surface this could be seen as being a negative, the lockdowns served to add urgency to both vaccination rates and also government approaches towards re-opening tourism.

Leisure Activity Update

Consumer

- **Social media:** This continues to be the key consumer activity, aimed to keep the brand warm and also consistent with a regenerative tourism approach. During the month of August over 100,000 impressions were gained via HTO's facebook and Instagram audience.

Travel Trade

- **Visit USA** – HTO participated in a wrap-up meeting following the July Visit USA travel trade event in NZ. Over 170 travel agents attended virtually as well as 15 key product managers and media at the physical venue. The event received excellent feedback and was deemed a success with a possible replica event to take place before the end of the year.

Public Relations

HTO continues to maintain relationships with the trade and consumer press and also assist with destination and industry information where relevant and appropriate.

While consumer media coverage has tended to be more locally focused, we have seen good pick-up of industry news in the travel trade press,

Travel Trade Activities

Travel Trade Calls (Please list # of calls only without company names)

Airline	Wholesaler/TA/TO/OTA	Other	Total
3	-	1	4

Meetings (mix between virtual and physical) with the following partners:
United Airlines, US Consulate, Hawaiian Airlines, Air NZ

Responsible Tourism Update

Mālama Hawai'i themed posts featured in the social media schedule during the month of August.

Island Chapters Engagement Update

HTO continues to liaise with the IC's as required.

"Coming Attractions" for Leisure Market

HTO is beginning to plan for re-start activities scheduled for November and December.

These include:

Travel agent training workshops

Consumer Digital campaign

Mālama Hawai'i launch

Hawai'i Tourism Korea

2021 Monthly Leisure Marketing Report – August

Market Intelligence/Market Conditions

Economy

- Moody's, an international credit rating agency, raised Korea's real GDP growth forecast for this year from 3.5% to 4.0%. It mentioned that the production growth of Korea has already surpassed the pre-COVID-19 peak due to the strong exports and raised its forecast for 2022 economic growth from 3% to 3.2%.
- Korea's export prices rose for the 8 consecutive months due to the expectations of a global economic recovery in July. The export price index rose 3.5% to 111.19 in July over the previous month, and it is the highest since September 2013 (111.38).
- The composite consumer sentiment index (CCSI) came in at 102.5 for August, down 0.7 points from the previous month as people look forward to easing social distancing measures soon due to vaccinations, while it had decreased 7.1 points in July from June.
- Korea's real GDP in the second quarter grew 0.8% comparing with the previous quarter as consumption, which had been suppressed since the breakout of COVID-19, has recovered. Private and government consumption contributed significantly to GDP growth this time and made this year's target of 4.2% more visible.
- The average USD/WON exchange rate in August was 1,161.48 won, slightly depreciated from the previous rate of 1,145.66 won in July.

Outbound Travel Market

- The number of outbound travelers from Korea in July recorded 101,963, 54.6% year-on-year increase.

Competitive Environment

- Switzerland launched a platform specialized for sustainable trips providing travel information and reservation services. A new sustainable campaign called 'Swisstainable' was launched to introduce "experience the nature, discover traditional culture, consume locally produced items and stay longer to indulge in one region".
- Mauritius will exempt quarantine to fully vaccinated travelers from October 1 including Koreans. Also, starting from September 1, 'resort bubble' program will be launched which will allow vaccinated visitors to stay at a government-approved resort/hotel for the duration of 7 days before traveling freely in Mauritius.
- Italy announced to open up borders to fully vaccinated Korean travelers with PCR negative test result issued within 72 hours of departure exempting 5-day quarantine starting from August 31.

Consumer Trends

- According to a recent survey conducted by KB Financial Group, MZ generation is more favorable to paying additional costs for purchasing eco-friendly products than the X's and baby-boomers. In particular, the younger generation Z most preferred sustainable spending. According to the survey, 54.3% of respondents said they are willing to purchase eco-friendly products by paying an additional cost within '10%' for eco-friendly/sustainable products. Specifically, an average of 18.9% of all respondents were willing to pay additional costs. Generation Z was the highest at 21.6%, followed by millennials (18.7%) and baby boomers (18.4%). Generation X was 17.4%. One-third of the respondents answered that the company's eco-friendly activities 'always affect' their choice of products or services. Only 55.9% of respondents answered 'Sometimes' and 12.5% answered 'Never.'

Travel Trends

- According to Interpark's booking data from June to July 2021, the most preferred destination for next year was Hawai'i for clean environmental conditions and well-established accommodation and tourism infrastructure. And Guam, Bangkok, Singapore, and Maldives were also ranked as the next preferred destinations. From the survey, Koreans preferred destinations with proven infrastructures over unfamiliar, undiscovered destinations as the environment of travel including safety would be the most important factor.
- Despite the prolonged pandemic and the 4th wave of COVID-19, interest in domestic travel in the first half of this year was the highest since 2015. It may be from restrictions against overseas travel and desensitization of risk caused by the prolonged COVID-19 situation. (*source: Consumer Insight, August 2021*)

Media Trends

- According to a survey, 40% said that they enjoyed online travel by consuming travel content more than ever as they would cancel or adjust their travel schedules considering social distancing measures. The main content to consume was video (57%, YouTube), followed by images (51%, Instagram) and text (43%, blog). When asked what they do while consuming content, most respondents said that they prepare for future travel (57%), followed by reminding past travel (39%) and just watching with no purpose (39%). (*source: Good Choice, no. of respondents: 1,115 pax*)

Airlift

- Korean Air announced to resume 3 weekly flights from ICN to HNL from November. Asiana Airlines is also discussing the opportunity on flight operation to the Hawaiian Islands.
- Hawaiian Airlines is operating three weekly flights (HA 460) from ICN to HNL.

Market Intelligence/Market Conditions Impact on Hawai'i Travel

- The Korean government is requiring a PCR test result with negative confirmation for all arrivals from any country, regardless of nationality including Korea, from July 15.
- From August 30, Korean travelers departing immediately after vaccination can be exempted from quarantines upon returning to Korea as long as they stay more than 2 weeks in the overseas countries. Previously, quarantine exemption was only applicable for Korean travelers departing 2 weeks after inoculation.
- Fully vaccinated Koreans can get a Certificate of Immunization from Korea Disease Control and Prevention Agency. The certificate includes personal information (first & last name, gender,

address, date of birth), vaccination series, the date given, vaccine product name, date of vaccine inoculated, and place where the vaccine was inoculated. All information will be provided in English for overseas use.

- YouTubers specializing in travel content have recently resumed their trips to overseas countries after completing vaccinations and are getting popular, reached the top ranks on the Korean YouTube chart 'skyrocketing popular video.' One of the popular YouTubers departing to the U.S. and posting travel content videos achieved more than a 20% increase in subscribers in August and the search volume of the YouTuber doubled compared to July.

Leisure Activity Update

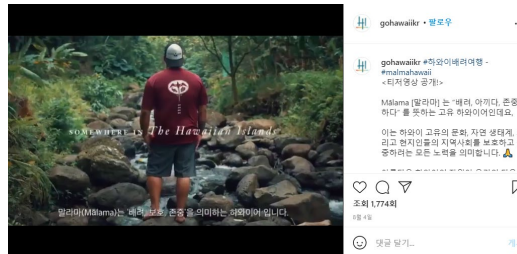
- **Korea TTP Program:** Following the ICN COVID-19 Test Center at Terminal 2's addition to TTP partners of the State on July 15, HTK is following up with DOH after submitting signed TTP agreements and sample result forms from Korea University Hospital and Koshin University. HTK is also waiting for ICN COVID-Test Center in Terminal 1 to submit their signed TTP agreement.

Consumer

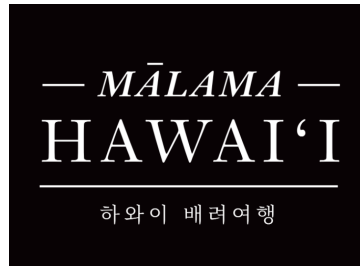
- **Consumer Promotion with Everland:** Through integrated consumer co-op promotion in partnership with Caribbean Bay, HTK successfully reached out to a great volume of consumers and secured meaningful engagement with them to offer inspiration to those who are greatly missing the Hawaiian Islands.
 - **Online Consumer Event (June 25 to July 25):** a webpage was created in the official website of Everland to remind travelers of the Hawaiian Islands and also introduce the concept of Mālama Hawai'i. It also included a consumer event with 1st prize of a 3-night voucher with breakfast included sponsored by Ala Moana Hotel by Mantra. Over 2,000 people participated in the event and 50 people shared their participation on their own social channels generating more social buzz overall.
 - **Aloha Photoshoot Event (July 11 to August 22):** Aloha Photoshoot was launched at the center of Caribbean Bay by its main pool decorated with colorful surf boards and standing banners featuring Mālama Hawai'i and six islands of Hawai'i. On the banners, QR code linking to HTK Instagram posting on Mālama Hawai'i video was also embedded to increase views and reach. The participants took photos at the photoshoot spot and uploaded on their personal IG account with hashtag 'TraveltoHawaii' and 'AlohaPhotoshoot.' Approximately 200 people participated in this offline event, and a total of 11 winners were selected. For the 1st winner, HTK sponsored travel coupon to Hawai'i in the amount of \$2,000 and eco-bags and pouches for the other 10 winners. The event was especially meaningful as HTK was able to see how much Korean travelers love Hawai'i and that they are longing to visit Hawai'i through the shared social posts.
 - **HTK Instagram Sweepstake Event:** Aiming to remind the travelers of the Hawaiian Islands and increase social engagement of HTK's official Instagram channel alongside with Everland co-op campaign, a simple Instagram event was conducted to tag their friends in the comment who they wish to visit the Hawaiian Islands with. The event secured over 10.5K likes and 134 participants. For the prize, Caribbean Bay Tickets sponsored by Everland were delivered.



- Mālama Hawai'i Video Campaign:** Following HTA's key initiative, Mālama Hawai'i, HTK successfully carried out Mālama Hawai'i video campaign by releasing 5 video clips including a teaser, Aquaculture, Sustainable Farming, Reforestation, and Habitat Stewardship. In each post, in-depth content was provided to educate Korean travelers what Mālama Hawai'i is and how they can travel while Mālama Hawai'i. Also, before the campaign launch, HTK translated and inserted video subtitles which will be utilized in all future activities.



- Mālama Hawai'i Logo Production:** HTK developed Mālama Hawai'i Korean logo including Korean words meaning 'Travel with Mālama Hawai'i' at the bottom of original logo with a design agency.



- B2C Newsletter Distribution:** HTK distributed B2C newsletter in August to announce Hawai'i's new TTP partner, Incheon Airport COVID-19 Test Center effective of July 15. It also shared updates on step-by-step entry requirements and guides on Safe Travels, Mālama Hawai'i Social Campaign, relaunch of Aloha Report, and local industry partner updates in alignment with Mālama Hawai'i.

Travel Trade

- Online Consumer Promotion with Korean Air (KE):** as a part of airline co-op with KE, HTK will launch an online consumer promotion with KE starting September prior to its ICN-HNL route resumption in November. KE will develop a consumer event page on their website and the page will include Mālama Hawai'i video as well as its logo and images to deliver care for Hawai'i message to potential passengers of its ICN-HNL route. The consumers will leave a comment about their expectation about future Hawai'i trip and HTK will provide a mobile coffee coupon to the randomly chosen participants. The event will be run for a month and promoted through various communication channels of KE.

Travel Trade Activities

Travel Trade Calls

Airline	Wholesaler/TA/TO/OTA	Other	Total
3	5	1	7

• Summary of Key Travel Trade Activities

- **Airlines:**
 - Meeting with KE to discuss online consumer promotion plan
 - Meeting with HA to share current airlift market situation
 - Meeting with OZ to provide general market update
- **Industry partner:**
 - Meeting with Brand USA Korea to discuss upcoming training seminar plan
- **Travel Agencies:**
 - Meeting with Hana Tour to share the latest destination information
 - Meeting with Mode Tour to discuss market and consumer trend
 - Meeting with Interpark Tour to discuss further promotion opportunities
 - Meeting with Tidesquare to discuss honeymoon sales opportunities
 - Meeting with Hyundai Dream Tour to update latest destination information

Responsible Tourism Update

- **HTK has promoted responsible tourism and Mālama Hawai'i through below activities:**
 1. Consumer e-newsletter
 2. Social media posts
 3. Mālama Hawai'i campaign with key wholesalers

Coming Attractions for Leisure Market

What	When	Where
Travel agent training seminar with Brand USA	3 rd week of Sept.	Online



Group Sales Status Report – August 2021 Revised

OVERVIEW

Overall, confidence in travel has declined, due to the recent surge of COVID-19 delta variant cases. Planners are cancelling or rescheduling events up 18 percent in July according to latest PULSE survey. A positive indicator from PULSE survey, most planners will stay the course for their upcoming events. The August Recovery Dashboard results shows 47 percent of planners, and 42 percent of suppliers were “anxious about the future”. With the rise in Delta variant, plans for in-person and hybrid has changed, with 11 percent cancelling in- person events opting for digital only, 41 percent will take a wait and see approach in the coming months. The survey showed the recent surge of delta variant cases has not caused events to change to online only as hybrid events will still move forward as scheduled.

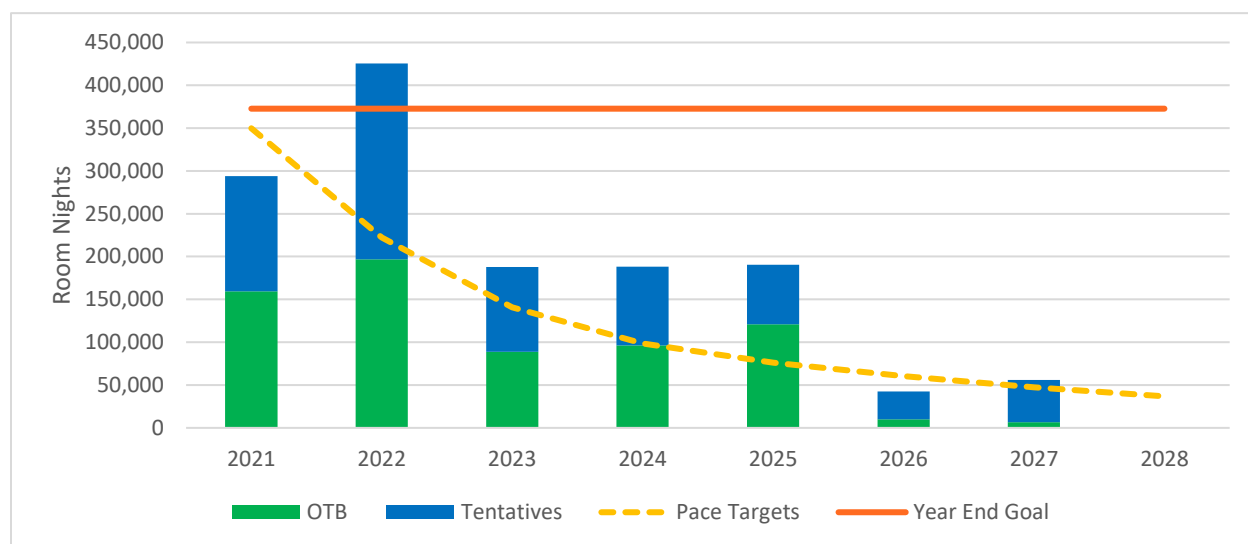
Recently, the CDC has reversed their decision, regardless of vaccination status to wear a mask indoors due to the rise in new COVID cases. According to Destination Analyst, with COVID cases climbing, 60 percent of American travelers say the delta variant is making them less interested in traveling (up from 54.3% the week of August 9). American travelers say the delta variant is causing them to reschedule trips. Yet, 80 percent of American travelers still have trips planned, 24.4 percent planning a trip in September and 23.4 percent planning a trip in October from the survey results. As summer comes to a close, many American travelers are still planning to travel in the fall.

CONSUMPTION

The FuturePace Reports on the next page show the number of events and room nights on the books for each year 2021-2028 against a 3-Year Average Year-End Goal.

Table 1: FuturePace Report: Hawai'i 8-year Pace (citywide and single property)

Period Ending: August 31, 2021



Room Nights

Year	OTB	Pace Targets	Variance	Variance %	LTB	Tentatives	Year End Goal
2021	159,520	349,833	(190,313)	-54%	213,190	134,338	372,710
2022	196,919	222,317	(25,398)	-11%	175,791	228,452	372,710
2023	88,988	140,771	(51,783)	-37%	283,722	99,005	372,710
2024	96,277	98,457	(2,180)	-2%	276,433	92,022	372,710
2025	121,100	75,957	45,143	59%	251,610	69,500	372,710
2026	9,977	60,573	(50,596)	-84%	362,733	32,588	372,710
2027	6,508	47,434	(40,926)	-86%	366,202	49,410	372,710
2028	0	36,861	(36,861)	-100%	372,710	0	372,710

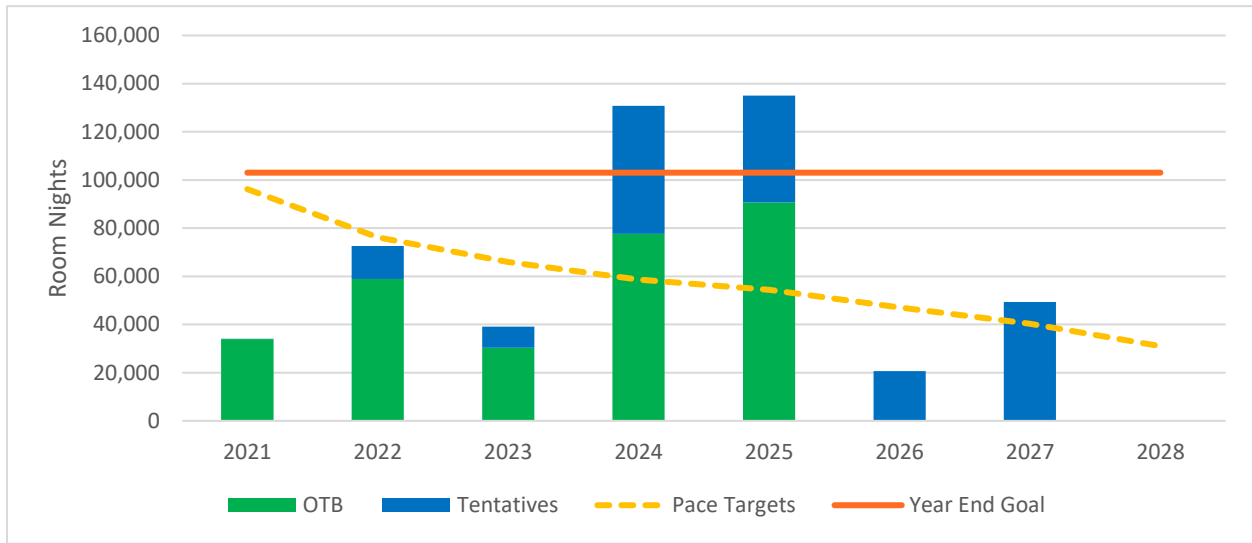
Events

Year	OTB	Pace Targets	Variance	Variance %	LTB	Tentatives	Year End Goal
2021	154	534	(380)	-71%	449	282	603
2022	109	173	(64)	-37%	494	302	603
2023	40	64	(24)	-37%	563	88	603
2024	20	31	(11)	-35%	583	30	603
2025	17	16	1	7%	586	19	603
2026	5	9	(4)	-46%	598	8	603
2027	2	5	(3)	-62%	601	2	603
2028	0	3	(3)	-100%	603	0	603

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

Period Ending: August 31, 2021



Room Nights

Year	OTB	Pace Targets	Variance	Variance %	LTB	Tentatives	Year End Goal
2021	33,901	96,183	(62,282)	-65%	69,140	150	103,041
2022	58,968	76,243	(17,275)	-23%	44,073	13,600	103,041
2023	30,325	65,999	(35,674)	-54%	72,716	8,848	103,041
2024	77,650	58,654	18,996	32%	25,391	53,084	103,041
2025	90,687	54,344	36,343	67%	12,354	44,345	103,041
2026	0	47,136	(47,136)	-100%	103,041	20,700	103,041
2027	0	40,256	(40,256)	-100%	103,041	49,410	103,041
2028	0	31,017	(31,017)	-100%	103,041	0	103,041

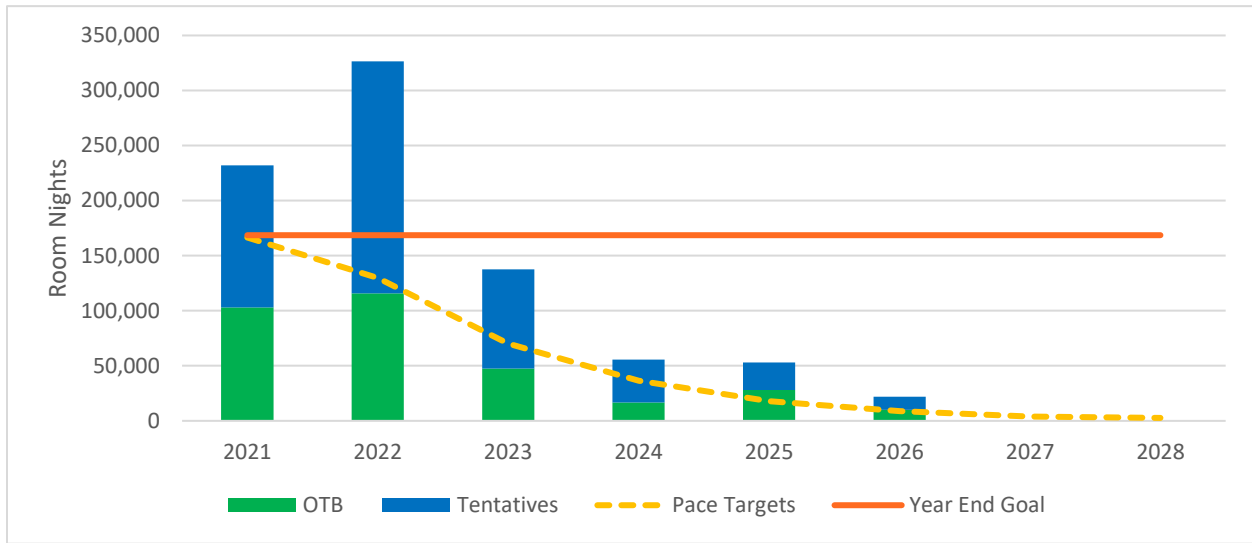
Events

Year	OTB	Pace Targets	Variance	Variance %	LTB	Tentatives	Year End Goal
2021	4	25	(21)	-84%	24	1	28
2022	9	12	(3)	-25%	19	1	28
2023	6	8	(2)	-28%	22	3	28
2024	7	7	1	8%	21	4	28
2025	5	5	(0)	-6%	23	4	28
2026	0	4	(4)	-100%	28	2	28
2027	0	3	(3)	-100%	28	2	28
2028	0	2	(2)	-100%	28	0	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.

Table 3: FuturePace Report: Single Property 8-year Pace (HTUSA only)

Period Ending: August 31, 2021



Room Nights

Year	OTB	Pace Targets	Variance	Variance %	LTB	Tentatives	Year End Goal
2021	102,996	166,513	(63,517)	-38%	65,616	129,094	168,612
2022	115,858	129,793	(13,935)	-11%	52,754	210,614	168,612
2023	47,432	70,193	(22,761)	-32%	121,180	90,157	168,612
2024	16,629	36,584	(19,955)	-55%	151,983	38,938	168,612
2025	27,981	17,819	10,162	57%	140,631	25,155	168,612
2026	9,977	8,984	993	11%	158,635	11,888	168,612
2027	0	3,827	(3,827)	-100%	168,612	0	168,612
2028	0	2,683	(2,683)	-100%	168,612	0	168,612

Events

Year	OTB	Pace Targets	Variance	Variance %	LTB	Tentatives	Year End Goal
2021	105	258	(153)	-59%	165	266	270
2022	69	139	(70)	-50%	201	293	270
2023	27	53	(26)	-49%	243	85	270
2024	11	24	(13)	-53%	259	26	270
2025	11	10	1	8%	259	15	270
2026	5	5	0	3%	265	6	270
2027	0	2	(2)	-100%	270	0	270
2028	0	1	(1)	-100%	270	0	270

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.

SALES PRODUCTION (in the month for any year)

Table 4: Total Sales Production – August 2021

Room Nights	2021 Actual Month	2019	Variance to 2019	2021 Year-to-Date	2019	Variance to 2019
Definite & Assist-Definite	5,147	8,077	-36%	46,200	156,484	-70%
Tentative & Assist-Tentative	59,121	124,300	-52%	414,387	756,491	-45%

Definites and Tentatives generated by HTUSA plus definites, assist-definites, tentatives and assist-tentatives generated by the international GMTs. Production measured to 2019, the last normal production year for more relevant comparison.

Table 5a: Hawai'i Tourism USA (HTUSA) Sales Production August 2021

Room Nights	2021 Actual Month	2019	Variance to 2019	2021 Year-to-Date	2019	Variance to 2019	Annual Goal	YTD as % of Annual Goal
Citywide								
Definite	3,911	0	N/A	3,911	22,520	-83%	40,000	10%
New to Hawai'i	0	0	N/A	0	11,805	-100%	15,000	0%
Tentative	31,570	71,420	-56%	94,123	241,402	-61%	190,000	50%
Single Property								
Definite	1,236	4,298	-71%	41,092	90,069	-54%	125,000	33%
New to Hawai'i	565	2,559	-78%	25,321	37,402	-32%	65,000	39%
Tentative	27,551	46,117	-40%	315,600	458,972	-31%	200,000	158%

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

COMMENTS

Sales Production vs. Goals Analysis

The Delta variant has eroded confidence with MCI customers with the results of cancelling or rescheduling of MCI group business. Customers remain anxious due to changing government COVID-19 travel mandates (restrictions) and the financial risk and penalty of cancelling current or future meetings.

Year-to-date citywide production is only at 10 percent of annual goal with a small definite booking in August. A positive glimmer of hope is in being able to report citywide booking in this month's report. Year-to-date single property is at 33 percent of annual goal. New business is at 39 percent year-to-date to annual goal and the optimistic story in single property is tentative business at 158 percent of annual goal. This establishes strong desire by customers for Hawai'i for future single property business over the next 24 months (2022 and 2023).

Highlights of Any Key Definites

Citywide

- Sports – sports group, January 2022 (67 room nights)
- Convention – medical, healthcare association, January 2023 (3,844 room nights)

Single Property

- Incentive – confidential group, January 2021 (565 room nights)

- Meeting – educational association, January 2022 (671 room nights)

Highlights of Any Key Tentatives

Citywide

- Convention – scientific association, January 2022 (13,600 room nights)
- Convention – engineering association, January 2029 (7,097 room nights)
- Convention – scientific association, January 2023 (3,663 room nights)
- Convention – medical association, healthcare, January 2027 (7,210 room nights)

Single Property

- Incentive – automotive corporation, January 2022 (7,319 room nights)
- Convention – high tech corporation, January 2022 (4,000 room nights)
- Convention – confidential group, January 2022 (4,000 room nights)
- Convention – high tech corporation, January 2022 (1,600 room nights)
- Incentive – business services, consulting corporation, January 2023 (1,146 room nights)

Marketing Efforts

- Activity highlights include:
 - Bid Book: Continued content development and digital production work with SendSites.
 - Meeting Planner Guide: New content development and digital production work with DigiDeck.

Advertising Efforts

- Meetings, conventions and incentives (MCI) Paid Media Recap
 - None to report for the month.

Public Relations Efforts

- Activity highlights include:
 - Due to Governor Ige’s announcement encouraging the cancelation of all non-essential travel to the islands, proactive PR outreach has been paused through October.
 - Anthology drafted a letter on behalf of Mayor Rick Blangiardi in support of the ASLO Ocean Sciences Meeting in 2022. The letter will be posted on the conference’s website to ease attendee concerns about the environmental impact of convening in Honolulu.
 - Anthology drafted and submitted a personnel announcement for review, introducing introduce Lynn Whitehead as Meet Hawai’i’s Senior Director, Citywide. Distribution planned for September.
- Media Coverage Highlights:
 - None to report for the month.

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

July	July
<u>Impressions</u>	<u>Publicity Values</u>
Print: 658,193	Print: \$\$199,421.44
Online: 159,221,555	Online: \$42,142.15
Broadcast: 6,813,058	Broadcast: \$35,926.27
Total: 166,692,806	Total: \$277,489.86

**Table 5b: Hawai'i Tourism Canada Single Property Sales Production
August 2021**

Room Nights	2021 Actual Month	2019	Variance to 2019	2021 Year-to- Date	2019	Variance to 2019	Annual Goal	YTD as % of Annual Goal
Definite & Assist-Definite	0	0	N/A	1,197	1,305	-8%	2,000	60%
New to Hawai'i	0	0	N/A	1,197	1,305	-8%	1,000	120%
Tentative & Assist-Tentative	0	2,828	-100%	4,604	6,262	-26%	10,000	46%

COMMENTS

Market Conditions

- On August 9, Canada began accepting fully vaccinated U.S. citizens and permanent residents and got rid of the hotel quarantine for all travelers. In addition, unvaccinated dependents of fully vaccinated travelers are no longer required to complete the full 14-day quarantine.
- On September 7, the Canadian border reopens to fully vaccinated travelers from all countries. Fully vaccinated travelers are no longer required to do on-arrival and day eight testing but may be subject to random testing at the border.
- August came to a halt for any new MCI inquiries. Even some previous tentative groups have gone silent due to the increasing spikes of the Delta variant of COVID-19. No groups have cancelled yet, but clients are hesitant on international travel and may continue keep their programs within Canada.

Sales Production Analysis

Hawai'i Tourism Canada (HTCanada) has no production to report for the month amid the COVID-19 pandemic.

Advertising and PR Activity

- None to report for the month.

**Table 5c: Hawai'i Tourism Japan Single Property Sales Production
August 2021**

Room Nights	2021 Actual Month	2019	Variance to 2019	2021 Year-to- Date	2019	Variance to 2019	Annual Goal	YTD as % of Annual Goal
Definite & Assist-Definite	0	3,132	-100%	0	29,891	-100%	5,000	0%
New to Hawai'i	0	1,136	-100%	0	18,216	-100%	3,600	0%
Tentative & Assist-Tentative	0	3,132	-100%	60	28,970	-100%	7,000	1%

COMMENTS

Market Conditions

- The vaccine passport will be the key to resume international exchange as it will lift restrictions on behavior in Japan, and demand for those socio-economic activities will return to pre-pandemic levels. Japan Association of Travel Agents (JATA) believes that international travel will resume in 2022.
- According to the Japan National Tourism Organization (JNTO), contents that incorporate safety and security initiatives such as team building, sustainability, outdoor perspectives and experiences unique to the region was a high interest for corporate companies, which aligns with the Mālama Hawai'i initiative.

Sales Production Analysis

Hawai'i Tourism Japan (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 5d: Hawai'i Tourism Korea Single Property Sales Production
August 2021**

Room Nights	2021 Actual Month	2019	Variance to 2019	2021 Year-to-Date	2019	Variance to 2019	Annual Goal	YTD as % of Annual Goal
Definite & Assist-Definite	0	230	-100%	0	8,522	-100%	0	N/A
New to Hawai'i	0	80	-100%	0	4,799	-100%	0	N/A
Tentative & Assist-Tentative	0	550	-100%	0	8,452	-100%	0	N/A

COMMENTS

Market Conditions

- **Extension of special travel advisory:** the Ministry of Foreign Affairs again extended the special travel advisory for Koreans to avoid non-essential overseas trips until September 13, 2021.
- **Airlift updates:** Korean Air has announced to operate three weekly flights from Incheon to Honolulu starting from this November. Hawaiian Airlines (HA 460) is maintaining its three weekly flights since August.
- **Exchange rate/fuel surcharges:** The average USD/WON exchange rate in July was KRW 1,161.48 won, slightly appreciated compared to the previous rate of 1,145.66 won in July. Hawaiian Airlines is applying fuel surcharges of KRW 34,800 on ICN-HNL routes.

Sales Production Analysis

Hawai'i Tourism Korea (HTK) has no production to report for the month amid the COVID-19 pandemic.

Advertising and PR Activity

- None to report for the month.

**Table 5e: Hawai'i Tourism Oceania Single Property Sales Production
August 2021**

Room Nights	2021 Actual Month	2019	Variance to 2019	2021 Year-to-Date	2019	Variance to 2019	Annual Goal	YTD as % of Annual Goal
Definite & Assist-Definite	0	417	-100%	0	4,177	-100%	250	0%
New to Hawai'i	0	417	-100%	0	3,553	-100%	0	N/A
Tentative & Assist-Tentative	0	253	-100%	0	12,433	-100%	1,000	0%

COMMENTS

Market Conditions

- The Delta variant of COVID has proven much more difficult for Australia and New Zealand to contain under their previously successful elimination strategy. In New South Wales and Victoria, the community cases have risen to a level that the respective state governments have advised that the elimination strategy is no longer realistic and instead, the easing of restrictions will be linked primarily on vaccination rates. This has been seen by the travel industry as good news as the projected date for the targeted 80 percent of fully vaccinated adults could well be reached by the end of October. This level has been stated by the government as the threshold that would allow the recommencement of overseas travel for vaccinated travellers.
- In New Zealand, while it looks like the recent outbreak of COVID will likely be contained, it has similarly fast-tracked the level of vaccinations which will help lift the restrictions around overseas travel.
- Overall there appears to be a growing level of confidence that airlift will return to Hawai'i early in the new year, or possibly sooner. Qantas has been quite vocal in their plans around a December restart to prioritized countries including the US.
- After a recent dip, both local currencies have recovered to once again be above pre-COVID levels against the USD (AUD 0.75 & NZD 0.72).

Sales Production Analysis

Hawai'i Tourism Oceania (HTO) has no production to report for the month amid the COVID-19 pandemic. HTO has targeted Q3 and Q4 for the return to tentative and definite leads. This is in line with the expected reopening of borders, a largely vaccinated population and the return to confidence around overseas travel. This will be needed for corporate travel in particular.

Advertising and PR Activity

- None to report for the month.

**Table 6: Island Distribution of HTUSA Single Property Sales – Year-to-Date
August 2021**

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	217,941	0	0	17,811	0	0%	8%
Kaua‘i	97,695	0	0	0	0	0%	0%
Maui County	245,672	0	0	17,206	0	0%	7%
Hawai‘i	153,051	0	1,236	6,075	0	0%	4%
Total	714,359		1,236	41,092			

*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

Meetings and updates for the month from Deborah Zimmerman, ‘Elele Program Director from New Millennium Meetings (NMM):

Assistance with Tentative Groups

- Through ‘Elele, Hawai‘i learned that a new citywide tentative group was having concerns about placing their June 2022 annual meeting in Hawai‘i due to the recent Delta variant spike. Adele Tasaka and the ‘Elele Director have been working diligently to save this business for the Hawai‘i Convention Center.

Assistance with Definite Groups

- The ‘Elele Director organized a zoom call between staff members of a scientific association and Southwest Airlines. With its meeting schedule for May 2022 with 4,000 attendees, the association was thrilled to learn about the group discounts and services the carrier provided. In light of the pandemic, many attendees are dealing with budget cuts.
- At the request of an ‘Elele, Meet Hawai‘i’s Senior Director of Sales and the ‘Elele Director met with the meetings director for a medical association, which has their board meeting booked in Hawai‘i next February. Meet Hawai‘i provided ideas on how to make the event special. Hopefully, this small board meeting will lead to the larger annual meeting or a global conference.

New Connections

- The ‘Elele Director had a zoom call with the new executive director of the Hawai‘i Medical Association, Marc Alexander. They discussed engaging local physicians in pursuit of medical meetings. Moreover, they reviewed how to capitalize on the medical association meeting scheduled for Hawai‘i in December of 2022.

LOST BUSINESS

**Table 7a: HTUSA Citywide Lost Business
August 2021**

Market	Vertical Market Segment	Total Room Nights	Total Attendees	Meeting Dates	Competing Destinations	Reason for Lost Business
Convention (19462)	Government	3,500	1,800	08/18/2024 - 08/23/2024	Initially, Hawai'i only	Program lost due to cost.
Convention (19631)	Manufacturing, Distrib.	4,890	1,000	04/01/2022 - 04/08/2022	Vancouver, San Diego, Arizona, Singapore, Seattle, Las Vegas	Program cancelled due to COVID-19.

**Table 7b: HTUSA Single Property High Profile Lost Business
August 2021**

Market	Vertical Market Segment	Total Room Nights	Total Attendees	Meeting Dates	Competing Destinations	Reason for Lost Business
Incentive (19610)	Confidential	792	425	10/19/2021 - 10/25/2021	Miami, Napa, Hamptons	Program cancelled due to COVID-19.
Incentive (19698)	Entertainment, Media	632	200	12/13/2022 - 12/15/2022	Initially, Hawai'i only	Program cancelled.
Meeting (19807)	Confidential	735	240	02/01/2022 - 02/04/2022	Initially, Hawai'i only	Client is no longer considering Hawai'i due to distance/time away for European delegation.
Meeting (19835)	Medical, Pharm	678	150	01/24/2022 - 01/28/2022	Initially, Hawai'i only	Client is no longer considering Hawai'i.
Meeting (19837)	Confidential	450	205	08/16/2021 - 08/18/2021	Initially, Hawai'i only	Program cancelled.
Meeting (19853)	Finance, Banking	535	150	01/30/2022 - 02/04/2022	Initially, Hawai'i only	Program lost to Los Angeles.

**Table 7c: International Single Property Lost Business
August 2021**

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 8a: HTUSA Citywide New to Hawai'i Definite Bookings
August 2021**

Market	Vertical Market Segment	Total Room Nights	Total Attendees	Meeting Dates	Competing Destinations
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 8b: HTUSA Single Property High Profile New to Hawai'i Definite Bookings
August 2021**

Market	Vertical Market Segment	Total Room Nights	Total Attendees	Meeting Dates	Competing Destinations
Incentive (19727)	Confidential	565	109	10/29/2021 - 11/07/2021	Initially, Hawai'i only

**Table 8c: International Single Property New to Hawai'i Definite Bookings
August 2021**

Market	Vertical Market Segment	Total Room Nights	Total Attendees	Meeting Dates	Competing Destinations
None to report for the month.					
TOTAL NEW TO HAWAI'I SINGLE PROPERTY BOOKINGS FOR THE MONTH					2
TOTAL ROOM NIGHTS FOR NEW TO HAWAI'I SINGLE PROPERTY BOOKINGS					686

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 for the month:

- 1 client promotional event
 - HTUSA
 - American Chemical Society (ACS) Fall 2021 Resilience of Chemistry, Atlanta, GA, August 22-24

- 3 educational events
 - HTUSA
 - CVB Reps 2021 Summer Splash Event, Washington, DC, August 10
 - American Society of Association Executives (ASAE) Annual Meeting, Virtual, August 14
 - Maritz Global Events NEXT& Conference, Seattle, WA, August 16-20

- 8 major site visits and familiarization (FAM) tours with clients and potential clients
 - HTUSA
 - 4 site visits, island of Hawai'i
 - 3 site visits, O'ahu
 - 1 site visit, Maui

FUTURE SALES AND MARKETING ACTIVITIES

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

None to report for September 2021.			
None to report for October 2021.			
November 2021			
Nov. 9-11	IMEX America, Las Vegas, NV	Trade Show	HTUSA

*In compliance with Governor David Ige's August 23rd announcement, no Hawai'i based staff will be traveling in September and October 2021. Only HTUSA mainland-based staff will attend in-person events.

CONVENTION CENTER PERFORMANCE

Table 9: Convention Center Performance – July 31, 2021 Year-to-Date

PERFORMANCE MEASURE	YTD	TARGET	VARIANCE
Occupancy	17%	20%	-3%
Total Events	66	31	35
Total Attendance	98,291	11,450	86,841
Visitor Spending	\$0	\$0	\$0
Tax Revenue	\$0	\$0	\$0
Revenue per Attendee	\$29.58	\$238.63	-\$209.05

COMMENTS

The Department of Labor and Industrial Relations (DLIR), Department of Health (DOH) and Hawai'i Housing and Finance Development Corporation (HHFDC) continue to use the facility for unemployment calls and claims, contract tracing and housing rent relief. Effective March 11, 2021, the City & County of Honolulu (C&C) eased COVID-19 restrictions. Since then, the Hawai'i Convention Center (HCC) has experienced an increase in local event bookings that meet these guidelines. One event in particular, a digital artwork exhibit, returned some very positive numbers in July 2021, both financially and in attendance, and had planned to extend its time in the facility through September 26, 2021. However, with the recent surge locally in the COVID delta variant, on August 23, 2021, the C&C implemented Emergency Order 2021-10 restricting large gatherings to 10 indoors/25 outdoors, including structured events, from August 25 to September 22, 2021. This order may be extended if necessary. With this news the art exhibit concluded its last public showing on August 24, 2021. Revenue per attendee has been diluted due to the influx of patrons of the art exhibit.

Visitor spending and tax revenue remain at \$0 until the return of offshore events. All other performance metrics are a function of the local events.

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 HTUSA 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.

8

Presentation by the Hawai'i Convention Center and Rider Levett Bucknall on the Rooftop Repair Project. The Presentation will Include an Update on the State of the Current Rooftop and Recommended Options to Repair the Rooftop. The Board May Discuss and Take Action on this Agenda Item

HAWAII CONVENTION CENTER ROOFTOP TERRACE DECK



UPDATE – SEPTEMBER 2021



ROOFTOP TERRACE BACKGROUND

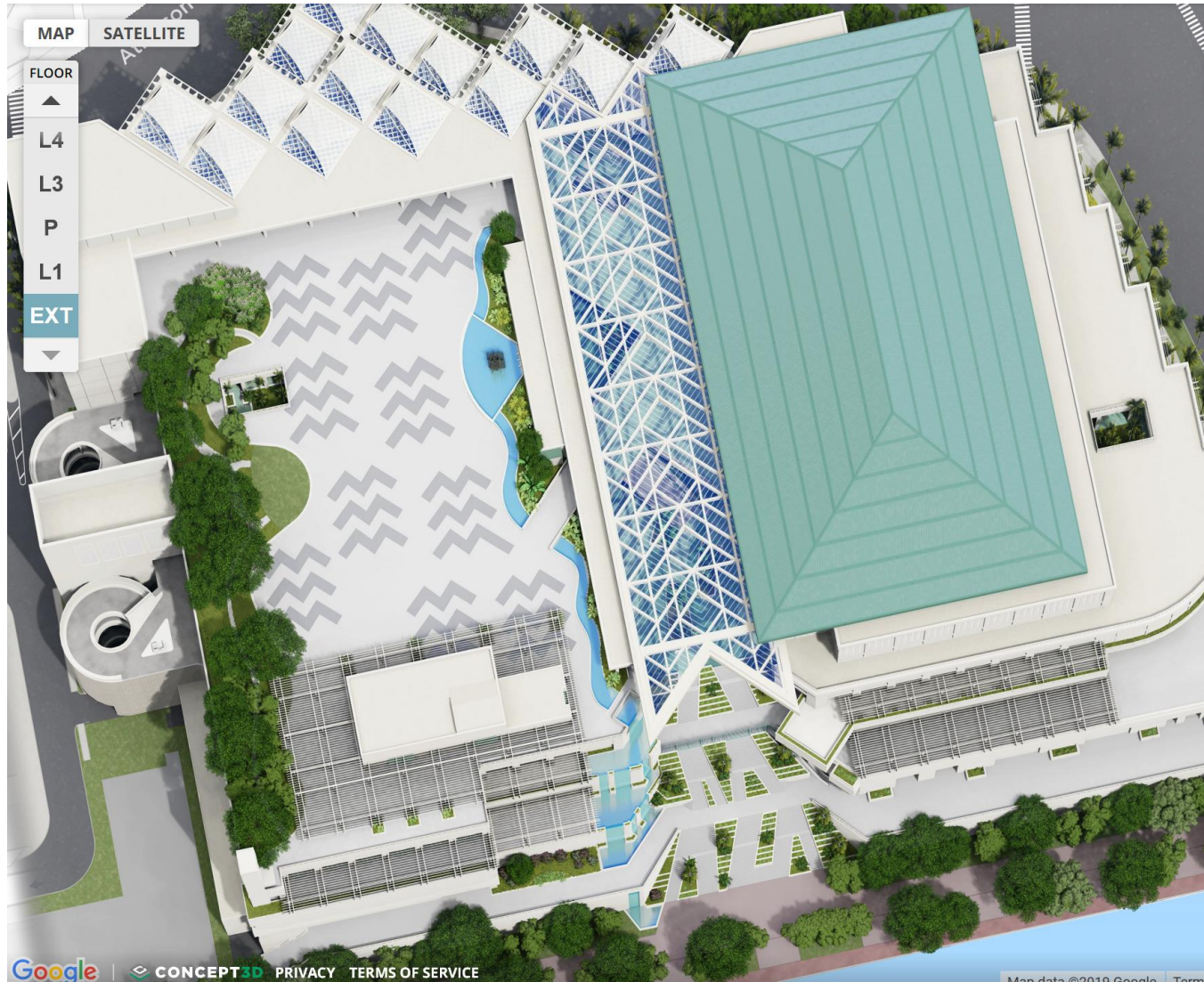
Among the design criteria established by the CCA was the importance of creating a Hawaiian sense of place and Nordic/PCL's response to this included the creation of the rooftop terrace:

“The roof garden will offer a uniquely Hawaiian marketing tool, providing a beautiful outdoor landscape setting for a sidewalk café, special shows, luaus, and light exhibits during the day or under the stars at night”

Nordic/PCL RFP response, Volume 1, Page 1-1-3

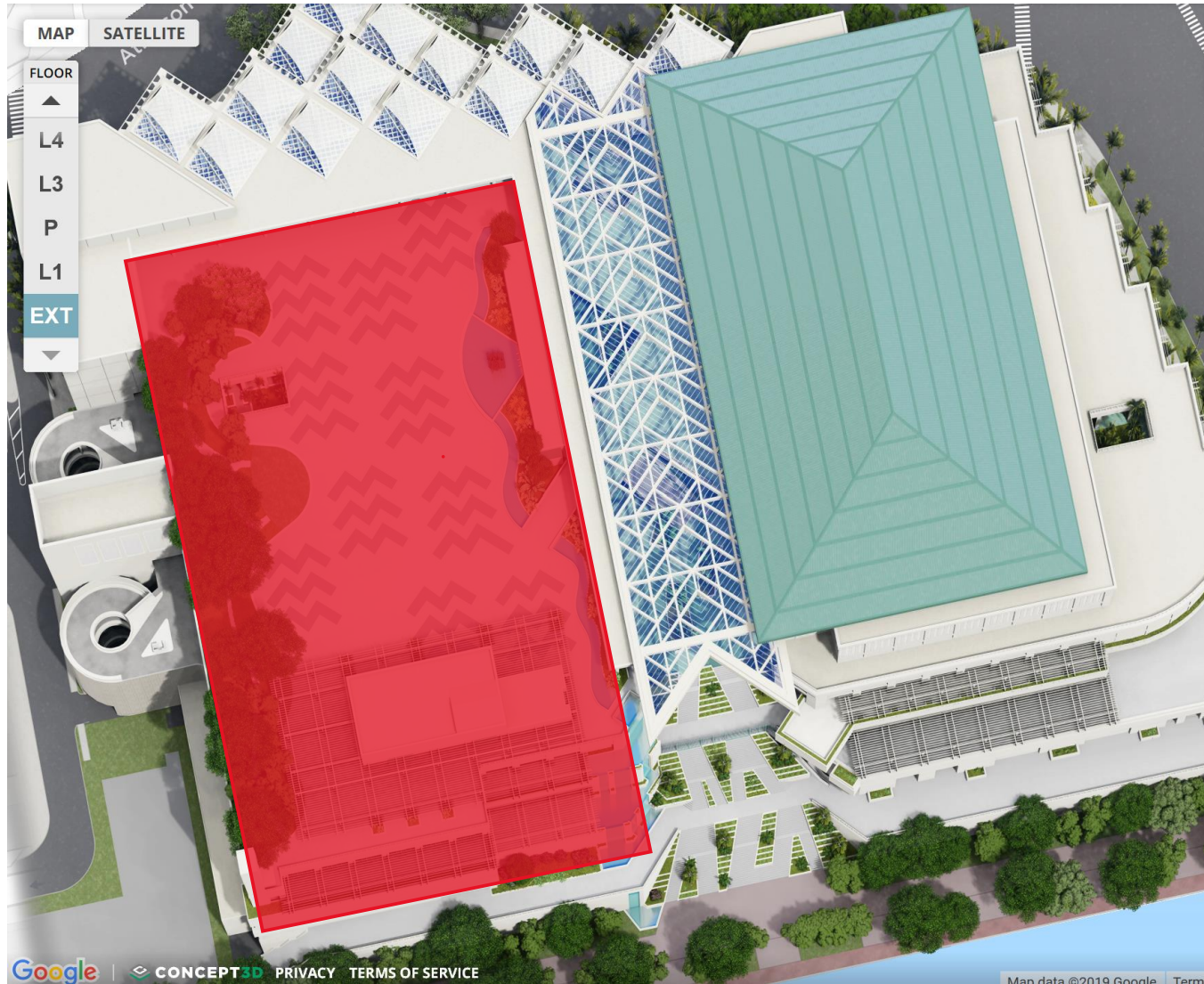
Another design criterion established by the CCA was the ability to expand the facility in the future. Nordic/PCL met this criterion by proposing that the rooftop terrace deck could be replaced in the future with either a 50,000 sf meeting room expansion or a 100,000 sf exhibition hall expansion. The additional cost of designing and constructing the work to facilitate these expansions was an additive alternate of \$4,150,000, which was accepted by the State as a change order.

HAWAII CONVENTION CENTER



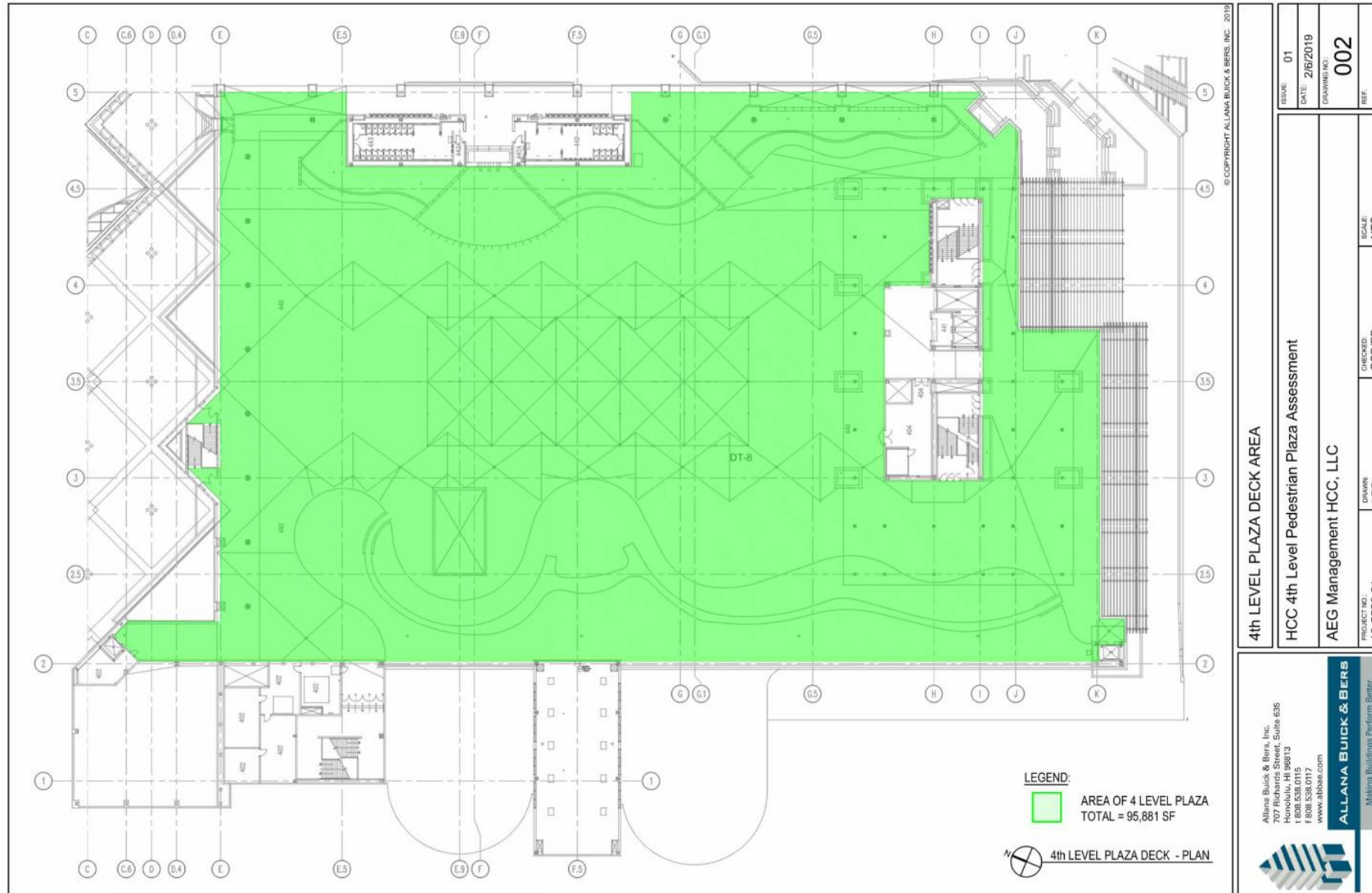
Update – September 2021

HAWAII CONVENTION CENTER

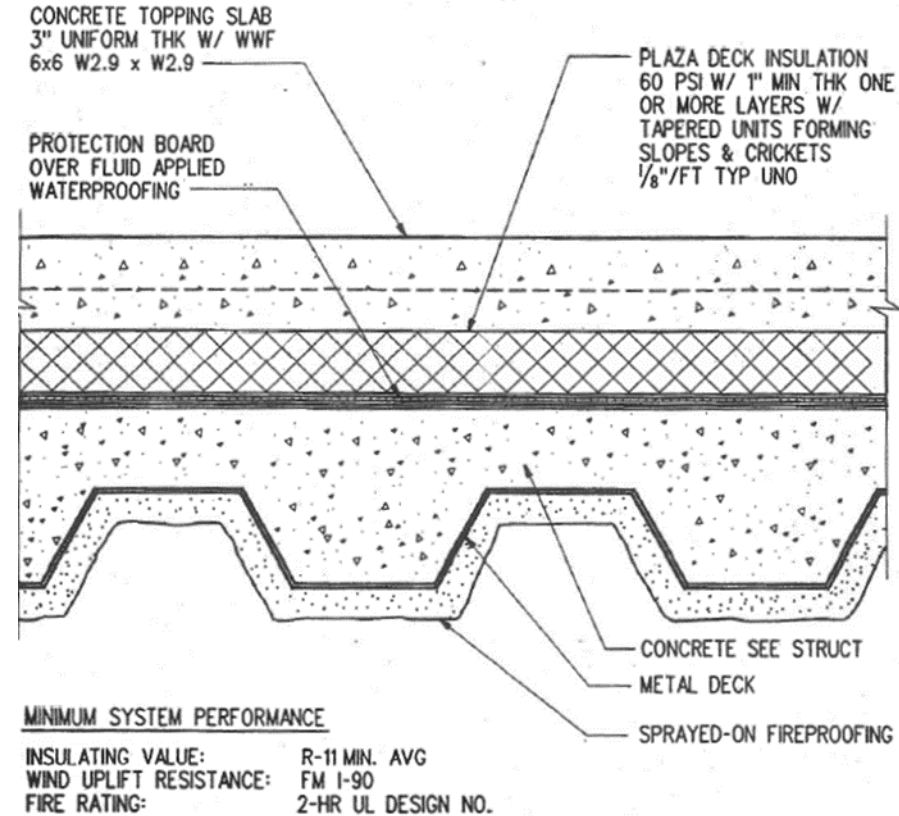


Update – September 2021

HAWAII CONVENTION CENTER



THE DECK AS DESIGNED (cross-section)



ROOF TERRACE DECK

3" = 1'-0"



ANTICIPATED LONGEVITY

Volume 3, Section 13 of Nordic / PCL's response to the Design / Build RFP (refer Appendix 'A') states that **“Replacing all the built-up roofing system is anticipated during years fifteen to twenty. Most built-up roofing systems are supplied with a 15- to 20-year guarantee”**.

HAWAII CONVENTION CENTER

WHAT RLB FOUND IN DECEMBER 2018

1. Localized evidence of rust to the metal pan as well as water leaks in the storage rooms on the makai side of Level 3;



HAWAII CONVENTION CENTER

WHAT RLB FOUND IN DECEMBER 2018

2. Localized evidence of rust to the metal pan associated with leaks related to drains and plumbing;



HAWAII CONVENTION CENTER

WHAT RLB FOUND IN DECEMBER 2018

3. Evidence of water in the slab assembly exiting the deck assembly at the Children's Courtyard;



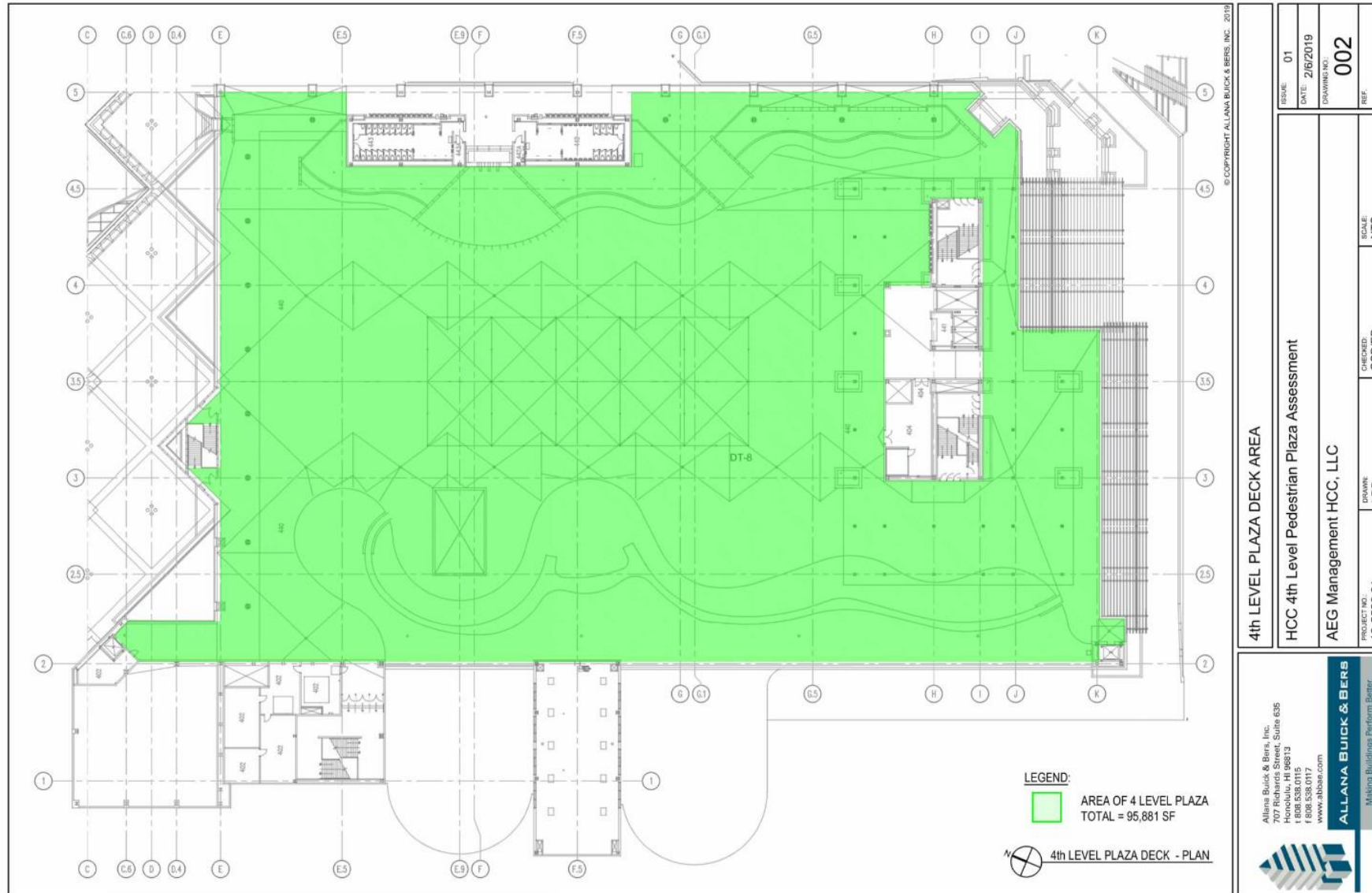
HAWAII CONVENTION CENTER

WHAT RLB FOUND IN DECEMBER 2018

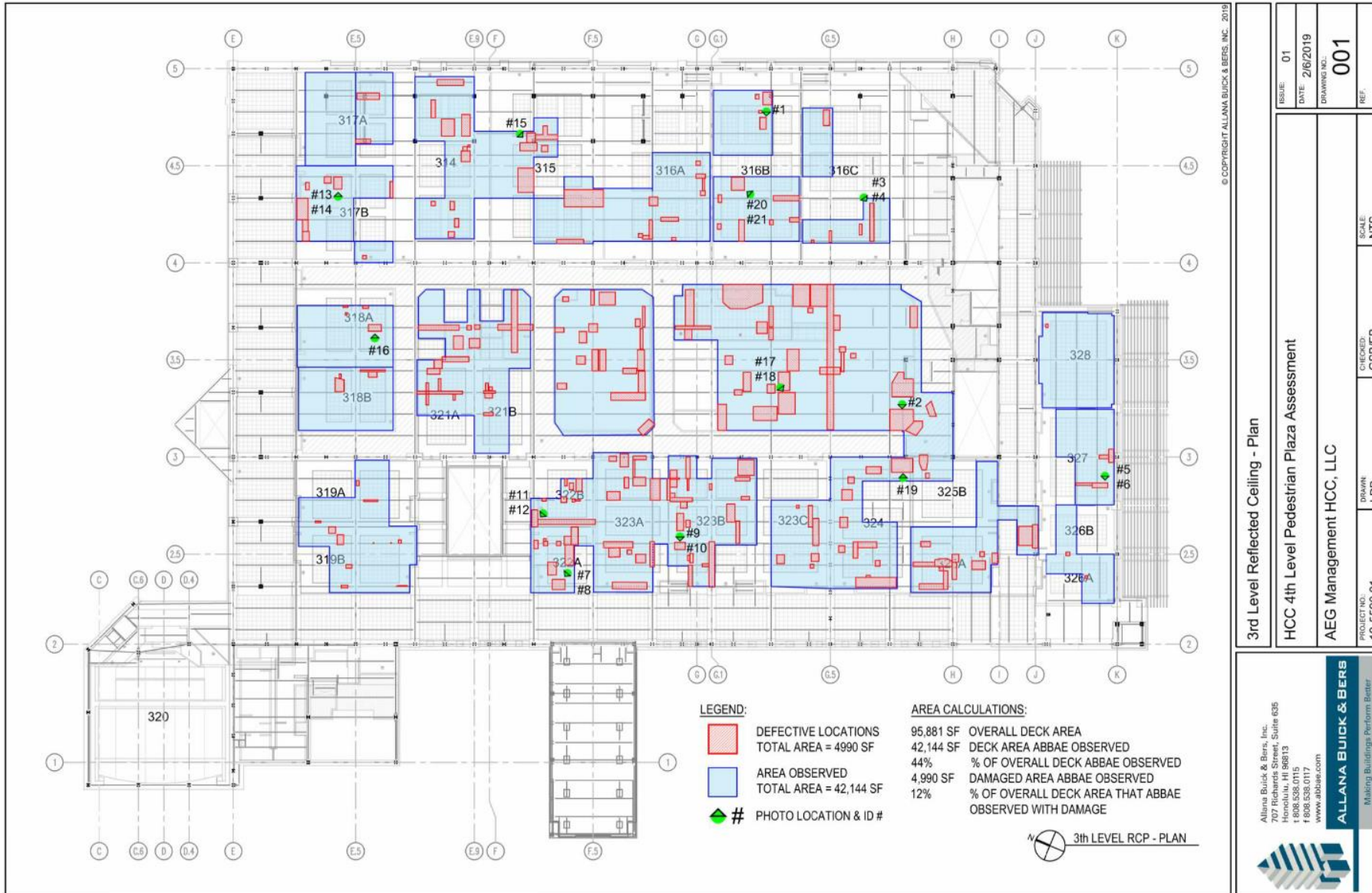
5. Stairwells 5 & 6 have significant degradation of structure, which may require all portions of the building that rely on those stairwells for fire exiting, would be closed; and
6. The capacity of some structural steel members in the stairwells has been compromised by rust.



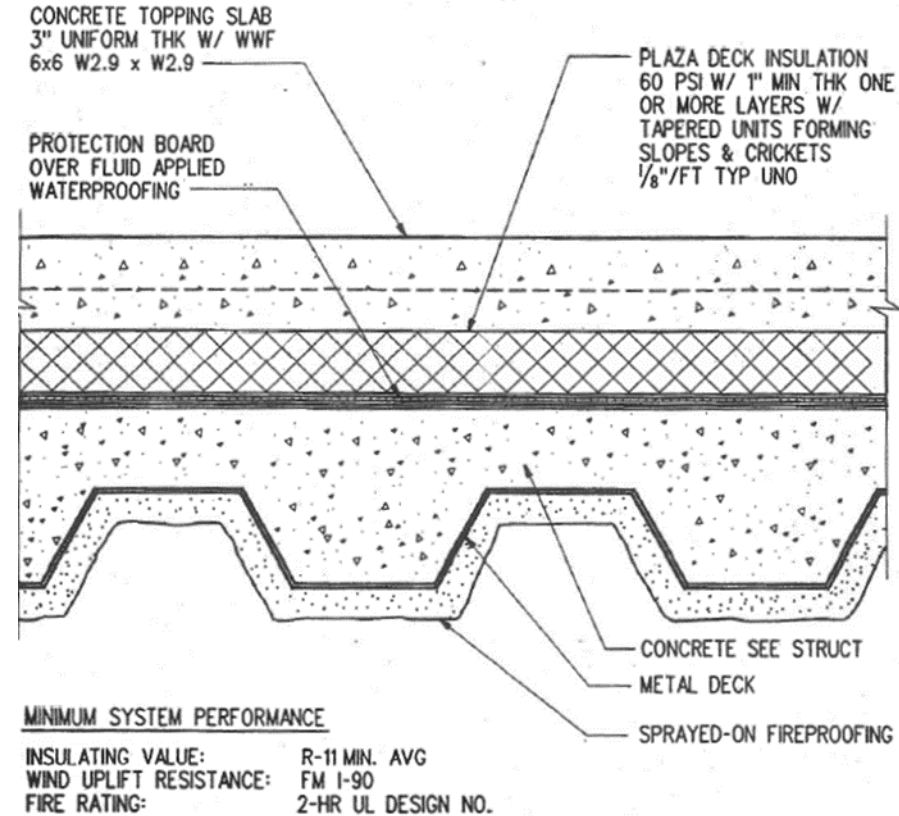
HAWAII CONVENTION CENTER



HAWAII CONVENTION CENTER



THE DECK AS DESIGNED (cross-section)



ROOF TERRACE DECK

3" = 1'-0"



HAWAII CONVENTION CENTER

ABB INVESTIGATION JANUARY 2019



Photo 17: An observable dark area of fireproofing is located at the ceiling of Storage Room 339. Please refer to the infrared image in Photo 17 to view the moisture above the metal decking in this area.



Photo 18: An infrared image of the area depicted in Photo 17 shows the moisture above the slab or the underlying fireproofing in this location of Storage Room 339.

ABB KEY FINDINGS

“ABBAE’s interior structural deck survey identified approximately 239 unique locations where the existing steel structural deck has visible corrosion. We believe that each of these damaged areas are associated with a failure in the overlying waterproofing membrane. Importantly, we were only able to visually assess about 44% the entire plaza steel deck. Therefore, **we project that many more leak locations are present**”.

ABB KEY FINDINGS

“Given the large number of failures in the waterproofing membrane, missing membrane protection and appropriate drainage provisions, and currently observed damage to the underlying concrete/steel structural roof deck, we have established that **the existing waterproofing membrane and associated appurtenance assemblies are no longer serviceable and require replacement at the earliest opportunity**”.

ABB KEY FINDINGS

“The existing waterproofing membrane for the 4th level pedestrian plaza has reached the end of its serviceable life and is no longer preventing rainwater from entering the structure below. **We know of no remedial repair, short of complete removal and replacement that can effectively mitigate the ongoing leakage”.**

HAWAII CONVENTION CENTER

KAI HAWAII UPDATED REPORT STAIRWELLS 5 & 6 – AUGUST 2021



Photo 8(2021) – Ewa end of Stairwell 5 at corroded W8 (GL H) and decking atop W40x431.

KAI HAWAII UPDATED REPORT STAIRWELLS 5 & 6 – AUGUST 2021



Photo 9(2021) – Diamond head end of Stairwell 6 (intersection of GL 3.4/l) at corroded W18x76.

HAWAII CONVENTION CENTER

KAI HAWAII UPDATED REPORT STAIRWELLS 5 & 6 – AUGUST 2021



Photo 10(2021) – Diamond head end of Stairwell 6 at corroded W8 (GL I) & decking over W18x76.

HAWAII CONVENTION CENTER

KAI HAWAII UPDATED REPORT STAIRWELLS 5 & 6 – AUGUST 2021



Photo 12(2021) – Stairwell 5 landing framing corrosion at lower landing levels.



Photo 13(2021) – Stairwell 5 step pans and landing framing corrosion at lower landing levels(1of2).
Temporary shoring below is recommended. Suggest sealing stairs water tight, remove surface rust, and coat.

KAI HAWAII UPDATED REPORT – AUGUST 2021

- Structural field condition surveys were performed by KAI Hawaii on August 3rd & 4th, 2021, to compare structural field conditions surveyed by KAI Hawaii, Inc. between May 24th and June 18th, 2019.
- **“Based on our latest findings, we believe that the structural system (concrete topping over metal deck) can still adequately support the original design loads.** While not exhaustive, our surveys and previous analysis of the metal deck still suggests that the level of section loss due to corrosion still ranges from superficial to less than 5%, and that the suspect areas remain near roof penetrations (i.e. drains)”.

KAI HAWAII UPDATED REPORT – AUGUST 2021

- Other than around the drains, and along Grid 4.4 at Stairwell 5, the water damage locations that KAI Hawaii observed, and measured, currently have little impact on the deck's capacity (but there could be other contributors that KAI Hawaii cannot see). Around the drains where there is more damage, the decking needs to be strengthened or replaced.
- Caveat: The edge around the Children's Courtyard and Rooftop Terrace Deck edge above the Lobby may be similar conditions to conditions in Stairwell 5 & 6 (inspection would be required).

KAI HAWAII UPDATED REPORT STAIRWELLS 5 & 6 – AUGUST 2021

STAIRWELL 5 RECOMMENDATIONS

- Girder Recommendations – “We recommend opening up the wall below the girder and providing temporary shoring...”
- Secondary Framing Recommendations – “Temporary shoring is recommended...”

STAIRWELL 6 RECOMMENDATIONS

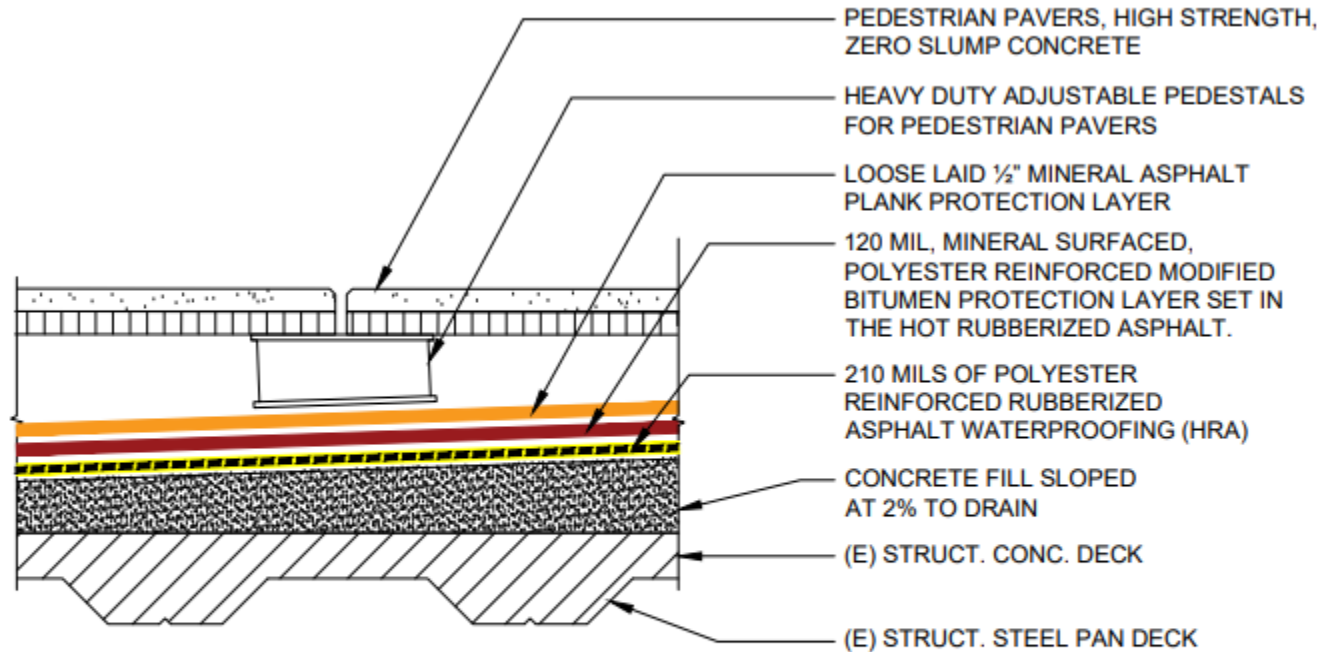
- Girder Recommendations – “We recommend opening up the wall below the girder so the remainder of the member can be observed.....”
- Secondary Framing Recommendations – “Temporarily shore the sides/edges of the steel deck... further investigation shall occur”.

STAIRWELL 5 LANDING RECOMMENDATIONS

- Stair riser/tread strengthening may be achieved by welding steel plates under sections with section loss.

HAWAII CONVENTION CENTER

DECK REPAIR USING PEDESTAL PAVERS



NOTE:
REINFORCED, FLUID APPLIED,
PMMA VERTICAL FLASHING SYSTEM

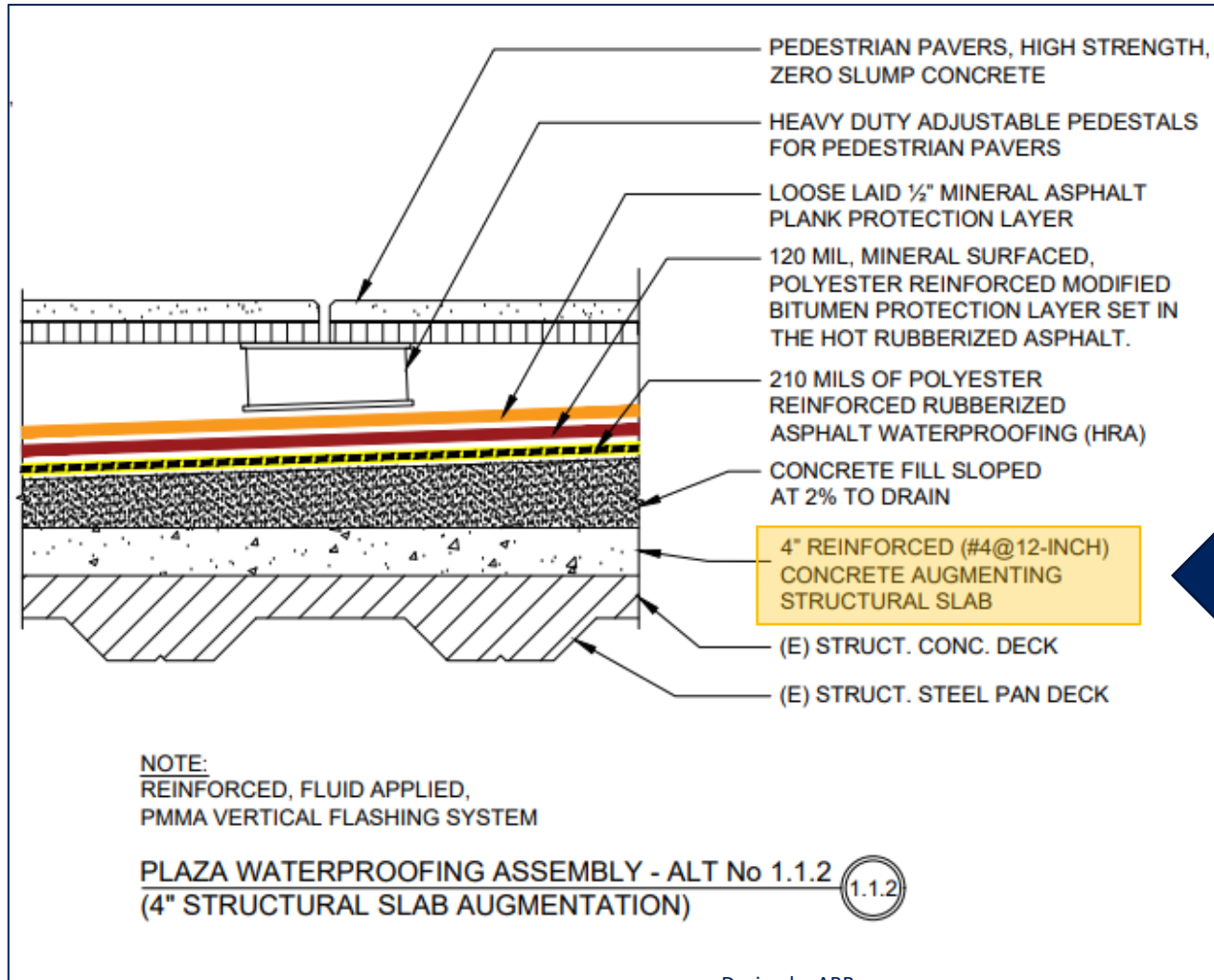
PLAZA WATERPROOFING ASSEMBLY - ALT No 1.1.1

1.1.1



Design by ABB

DECK REPAIR WITH STRUCTURAL AUGMENTATION



STRUCTURAL AUGMENTATION

The existing structural deck may require a reinforced concrete overlay to increase its loading capacity and resist future cracking. This will need to be as prescribed by the project's structural engineer.

DECK IMPROVEMENT OPTIONS

The following options are offered for consideration:

1. Repair the deck, adding structural augmentation (if required), with pedestal pavers as the finished wearing surface;
2. Ditto but install additional Eco-Shade so that, together with the existing Eco-Shade currently being installed, approximately 50% of the total deck area would be covered; and
3. Repair the deck and construct a new Ballroom which would cover approximately 50% of the total deck area.

Note: HCC recommends Option 2 because the Eco-Shade provides shelter from sun and rain and so frees up the Ballroom (currently held as back-up space for a rain event) to be booked.

DECK IMPROVEMENT COSTS – CURRENT ESTIMATES

OPTIONS	\$ millions
Repair the deck, adding structural augmentation (if required), with pedestal pavers as the finished wearing surface, and repair Stairs 5 & 6.	54
Ditto and install additional Eco-Shade so that, together with the existing Eco-Shade currently being installed, approximately 50% of the total deck area would be covered.	64
Repair the deck, construct a new Ballroom which would cover approximately 50% of the total deck area, and repair Stairs 5 & 6. (Cost excludes Ballroom FF&E).	122

HAWAII CONVENTION CENTER

DECK IMPROVEMENT COSTS – SCHEDULE

OPTIONS	TOTAL PROJECT WEEKS	CONSTRUCTION WEEKS
Repair the deck, adding structural augmentation (if required), with pedestal pavers as the finished wearing surface, and repair Stairs 5 & 6.	76	29
Ditto but install additional Eco-Shade so that, together with the existing Eco-Shade currently being installed, approximately 50% of the total deck area would be covered.	76	29
Repair the deck and construct a new Ballroom which would cover approximately 50% of the total deck area, and repair Stairs 5 & 6.	120	67

CONSIDERATIONS AND IMPLICATIONS

1. Temporary shoring and repairs within Stairs 5 & 6 should be done as a matter of urgency, including shoring the treads and risers. Without this, the Rooftop Terrace Deck will not have enough emergency egress to allow the Deck to be used for events.
2. The water that infiltrates Stairs 5 & 6 makes its way into other areas of the building (including the Level 3 Meeting Rooms and the Intermediate Levels).
3. Deck leaks, especially from planters and around drains, are impacting rentable space, forcing some to be taken out of inventory.
4. 2023 would be a good year for the Deck repair work to be undertaken due to light event bookings.

CONSIDERATIONS AND IMPLICATIONS

5. This is an issue that has existed since the building was designed.
6. Repair is not optional, replacement is required.
7. Local failures of the deck, especially around roof drains, will render the Deck unusable.
8. If work is not done, the amount of damage will continue to increase and more rentable space will be taken out of inventory (especially makai-side meeting rooms, Children's Courtyard and some Lobby areas) and will need significant repair & refurbishment in the future.
9. There is also the impact of reputational damage to future sales.
10. Makai-side meeting rooms will not be saleable during construction.

QUESTIONS?

BRIEF HISTORY OF DECK CRACKING ISSUE

1. Cracking of wearing slab first noted in 1996 / 1997 (was considered then to be mainly a cosmetic issue).
2. RLB reported Nordic / PCL repair options to HTA and DAGS in 1999.
3. RLB Report of 2001 discussing the issue and recommended a repair.
4. Sports Court installed per State's settlement with Nordic / PCL 2003.
5. ABB Report 2011 / 2012.
6. RLB Inspection December 2018.
7. ABB Report & KAI Hawaii Report, February 2019.
8. KAI Hawaii Update, August 2021.

ABB REPORT OF MARCH 2012

1. “Scope that is anything less than full demolition, repair, and replacement of deck layers will not eliminate the fundamental problem...”;
2. **“DAGS’s engineers have stated that the deck is still safe to hold public functions on, but repair is highly recommended in the short-term of 5 years”;**
3. **“If left unrepaired the water will continue to collect in the sub-layers of the deck and compromise the structural reinforced concrete slab** that provides stability and foundation for the 4th floor....”;
4. “A phased approach is possible but not recommended...”;
5. “Interim drainage of the standing water is possible, but not feasible to encompass all areas...the port mechanism to drain the roof would prohibit use of the deck for safety reasons...”; and
6. “Bottom line – the less footprint that is included in the scope...the more increased the risk is present for future leaks and problems to continue”.

9

Presentation and Discussion of Current Market Insights and Conditions in Hawai'i and Key Major Tourism Markets



Market Insights – August 2021

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

Report on Economic Impact

In August 2021, passengers arriving from out-of-state could bypass the State's mandatory 10-day self-quarantine if they were fully vaccinated in the United States or with a valid negative COVID-19 NAAT test result from a Trusted Testing Partner prior to their departure through the Safe Travels program. On August 23, 2021, Hawai'i Governor David Ige urged travelers to curtail non-essential travel until the end of October 2021 due to a surge in Delta variant cases that has overburdened the state's health care facilities and resources. The U.S. Centers for Disease Control and Prevention (CDC) continued to enforce restrictions on cruise ships through a "Conditional Sail Order", a phased approach for the resumption of passenger cruises to mitigate the risk of spreading COVID-19 onboard.

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

- Total visitor spending: \$7.98 billion. There is no comparative visitor spending data available for the first eight months of 2020. Visitor spending declined 33.8 percent from \$12.06 billion in the first eight months of 2019.
- Visitor Arrivals: 4,353,794, a 98.5 percent growth compared to the first eight months of 2020. Total arrivals decreased 38.6 percent compared to 7,092,809 visitors in the first eight months of 2019.
- For FY2022 through August 2021, the state collected \$132.5 million in TAT, a 1,279.3 percent increase compared to \$9.61 million collected in FY 2021 through August 2020 (Preliminary data from Dept of Taxation).
- Flights: 32,347, Seats: 6,663,513; 17,566 flights and 3,898,808 seats in the first eight months of 2020, versus 41,879 flights and 9,217,268 seats in the first eight months of 2019.

Table 1: Overall Key Performance Indicators – Total (Air + Cruise) – YTD Aug. 2021 vs. YTD Aug. 2020

	YOY Rate	2020 YTD	2021 YTD	2021 Annual Forecast*
Visitor Spending (\$mil)	N/A	N/A†	7,978.8	11,131.6
Daily Spend (\$PPPD)	N/A	N/A†	189.0	184.3
Visitor Days	95.4%	21,601,778	42,207,629	60,386,010
Arrivals	98.5%	2,192,803	4,353,794	6,636,723
Daily Census	96.2%	88,532	173,694	165,441
Airlift (scheduled seats)	71.9%	3,857,409	6,629,981	11,527,465

NA = August year-to-date 2020 visitor spending statistics were not available, as there was no fielding between April through October 2020 due to COVID-19. DBEDT 2021 annual forecast (Quarter 3, 2021). 2021 seats forecast based on Diio Mi flight schedules as of July 26, 2021, subject to change.

Table 2: Overall Key Performance Indicators – Total (Air + Cruise) – YTD Aug. 2021 vs. YTD Aug. 2019

	YOY Rate	2019 YTD	2021 YTD	2021 Annual Forecast*
Visitor Spending (\$mil)	-33.8%	12,055.8	7,978.8	11,131.6
Daily Spend (\$PPPD)	-2.8%	194.6	189.0	184.3
Visitor Days	-31.9%	61,961,974	42,207,629	60,386,010
Arrivals	-38.6%	7,092,809	4,353,794	6,636,723
Daily Census	-31.9%	254,988	173,694	165,441
Airlift (scheduled seats)	-27.6%	9,153,498	6,629,981	11,527,465

DBEDT 2021 annual forecast (Quarter 3, 2021). 2021 seats forecast based on Diio Mi flight schedules as of July 26, 2021, subject to change.

Figure 1: Monthly Visitor Expenditures (\$mil) – 2021 vs. 2020

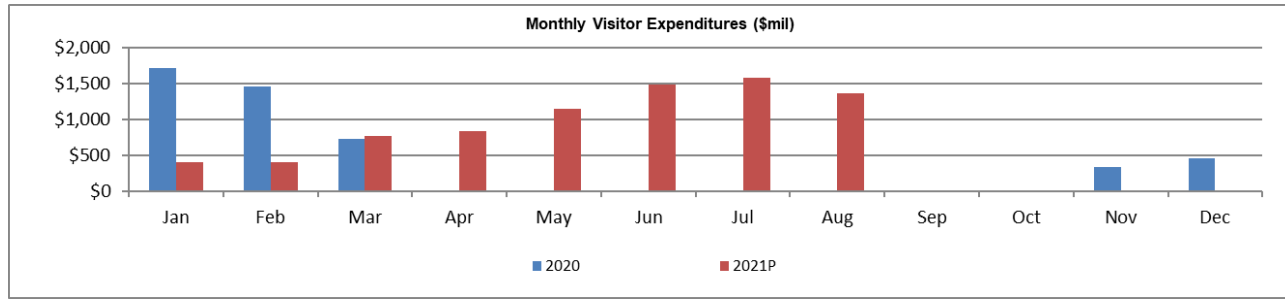
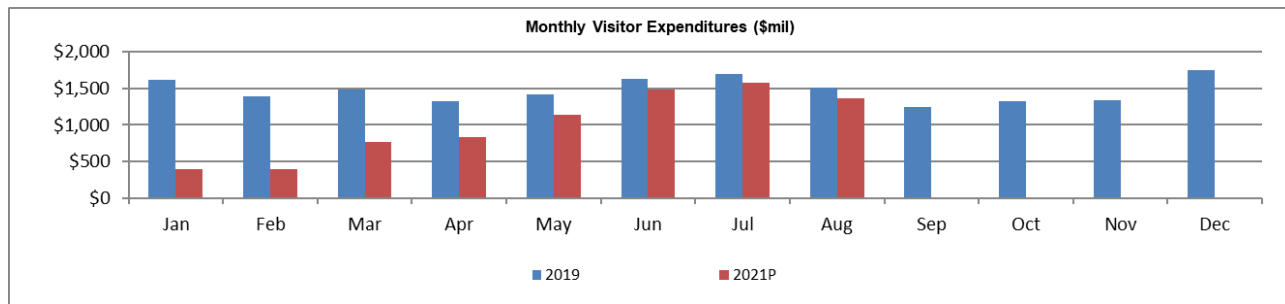


Figure 2: Monthly Visitor Expenditures (\$mil) – 2021 vs. 2019



Major Market Areas (MMAs)

USA

Table 3: Key Performance Indicators - U.S. Total (YTD Aug. 2021 vs. YTD Aug. 2020)

	YOY Rate	2020 YTD	2021 YTD	2021 Annual Forecast*
Visitor Spending (\$mil)	N/A	N/A	7,631.5	10,212.4
Daily Spend (\$PPPD)	N/A	N/A	188.8	182.7
Visitor Days	162.3%	15,414,531	40,430,413	55,888,148
Arrivals	181.8%	1,496,403	4,217,574	6,132,332
Daily Census	163.4%	63,174	166,380	153,118
Airlift (scheduled seats)	119.6%	2,929,167	6,433,477	10,528,567

NA = August year-to-date 2020 visitor spending statistics were not available, as there was no fielding between April through October 2020 due to COVID-19.
DBEDT 2021 annual forecast (Quarter 3, 2021). 2021 seats forecast based on Diio Mi flight schedules as of July 26, 2021, subject to change.

Table 4: Key Performance Indicators - U.S. Total (YTD Aug. 2021 vs. YTD Aug. 2019)

	YOY Rate	2019 YTD	2021 YTD	2021 Annual Forecast*
Visitor Spending (\$mil)	-4.4%	7,984.9	7,631.5	10,212.4
Daily Spend (\$PPPD)	1.3%	186.3	188.8	182.7
Visitor Days	-5.6%	42,851,073	40,430,413	55,888,148
Arrivals	-11.6%	4,771,257	4,217,574	6,132,332
Daily Census	-5.6%	176,342	166,380	153,118
Airlift (scheduled seats)	-2.7%	6,611,400	6,433,477	10,528,567

DBEDT 2021 annual forecast (Quarter 3, 2021). 2021 seats forecast based on Diio Mi flight schedules as of July 26, 2021, subject to change.

- The unemployment rate fell to 5.2 percent in August with an improvement in wages as hiring picked up for the month.
- The Conference Board Consumer Confidence Index fell to the lowest level since February. The Index now stands at 113.8 (1985=100), down from 125.1 in July. The Present Situation Index based on consumers' assessment of current business and labor market conditions fell to 147.3 from 157.2 last month. The Expectations Index based on consumers' short-term outlook for income, business and labor market conditions fell to 91.4, from 103.8 last month.
- The forecast for domestic scheduled nonstop air seats to Hawai'i for September - November 2021 will increase by 31.3 percent as compared with the same time period in 2019. The projection is based on flights appearing in Diio Mi airline schedules. Due to COVID-19, the constant fluidity in scheduled air seats is expected to continue for both the U.S. West (+29.6%) and U.S. East (+46.6%). The situation is being monitored and the forecast adjusted accordingly.
- On Aug. 23, Gov. David Ige called upon Hawai'i residents and visitors to delay all non-essential travel through the end of October 2021 due to the recent, accelerated surge in COVID-19 cases that is now overburdening the state's health care facilities and resources.
- Wholesaler partners are seeing a lot of questions from customers about whether they should rebook their Hawai'i vacations to a later date. Airline partners have been seeing a decrease in production and an increase in cancellations.

US WEST

Table 5: Key Performance Indicators - U.S. West (YTD Aug. 2021 vs. YTD Aug. 2020)

	YOY Rate	2020 YTD	2021 YTD	2021 Annual Forecast*
Visitor Spending (\$mil)	N/A	N/A	4,958.8	6,731.4
Daily Spend (\$PPPD)	N/A	N/A	183.6	173.2
Visitor Days	188.3%	9,369,994	27,010,653	38,865,836
Arrivals	204.2%	957,826	2,913,707	4,406,784
Daily Census	189.5%	38,402	111,155	106,482
Airlift (scheduled seats)	119.3%	2,567,394	5,629,031	9,240,552

NA = August year-to-date 2020 visitor spending statistics were not available, as there was no fielding between April through October 2020 due to COVID-19.

*DBEDT 2021 annual forecast (Quarter 3, 2021). 2021 seats forecast based on Diio Mi flight schedules as of July 26, 2021, subject to change.

Table 6: Key Performance Indicators - U.S. West (YTD Aug. 2021 vs. YTD Aug. 2019)

	YOY Rate	2019 YTD	2021 YTD	2021 Annual Forecast*
Visitor Spending (\$mil)	5.8%	4,685.8	4,958.8	6,731.4
Daily Spend (\$PPPD)	6.1%	173.0	183.6	173.2
Visitor Days	-0.3%	27,089,212	27,010,653	38,865,836
Arrivals	-7.3%	3,141,739	2,913,707	4,406,784
Daily Census	-0.3%	111,478	111,155	106,482
Airlift (scheduled seats)	-2.6%	5,777,523	5,629,031	9,240,552

DBEDT 2021 annual forecast (Quarter 3, 2021). 2021 seats forecast based on Diio Mi flight schedules as of July 26, 2021, subject to change.

- In August 2021, 469,181 visitors arrived from the U.S. West, well above the 13,190 visitors (+3,457.1%) in August 2020 and exceeding the August 2019 count of 420,750 visitors (+11.5%). U.S. West visitors spent \$810.0 million in August 2021, which surpassed the \$579.3 million (+39.8%) spent in August 2019. Higher average daily visitor spending (\$202 per person, +20.7%) and a longer average length of stay (8.54 days, +3.9%) also contributed to the increase in U.S. West visitor expenditures compared to 2019.
- Through the first eight months of 2021, there were 2,913,707 visitors from the U.S. West compared to 957,826 visitors (+204.2%) in the first eight months of 2020, versus 3,141,739 visitors (-7.3%) in the first eight months of 2019. Total visitor spending was \$4.96 billion, a 5.8 percent increase from \$4.69 billion in the first eight months of 2019.

US EAST

Table 7: Key Performance Indicators - U.S. East (YTD Aug. 2021 vs. YTD Aug. 2020)

	YOY Rate	2020 YTD	2021 YTD	2021 Annual Forecast*
Visitor Spending (\$mil)	N/A	N/A	2,672.7	3,481.0
Daily Spend (\$PPPD)	N/A	N/A	199.2	204.5
Visitor Days	122.0%	6,044,538	13,419,760	17,022,311
Arrivals	142.1%	538,578	1,303,867	1,725,548
Daily Census	122.9%	24,773	55,225	46,636
Airlift (scheduled seats)	122.4%	361,773	804,446	1,288,015

NA = August year-to-date 2020 visitor spending statistics were not available, as there was no fielding between April through October 2020 due to COVID-19.
DBEDT 2021 annual forecast (Quarter 3, 2021). 2021 seats forecast based on Diio Mi flight schedules as of July 26, 2021, subject to change.

Table 8: Key Performance Indicators - U.S. East (YTD Aug. 2021 vs. YTD Aug. 2019)

	YOY Rate	2019 YTD	2021 YTD	2021 Annual Forecast*
Visitor Spending (\$mil)	-19.0%	3,299.0	2,672.7	3,481.0
Daily Spend (\$PPPD)	-4.8%	209.3	199.2	204.5
Visitor Days	-14.9%	15,761,860	13,419,760	17,022,311
Arrivals	-20.0%	1,629,517	1,303,867	1,725,548
Daily Census	-14.9%	64,864	55,225	46,636
Airlift (scheduled seats)	-3.5%	833,877	804,446	1,288,015

DBEDT 2021 annual forecast (Quarter 3, 2021). 2021 seats forecast based on Diio Mi flight schedules as of July 26, 2021, subject to change.

- There were 223,124 visitors from the U.S. East in August 2021, compared to 7,668 visitors (+2,809.7%) in August 2020, and 199,659 visitors (+11.8%) in August 2019. U.S. East visitors spent \$482.2 million in August 2021 compared to \$379.1 million (+27.2%) in August 2019. Higher average daily visitor spending (\$223 per person, +8.5%) and a longer length of stay (9.68 days, +4.9%) also contributed to the growth in U.S. East visitor expenditures.

- Through the first eight months of 2021, there were 1,303,867 visitors from the U.S. East compared to 538,578 visitors (+142.1%) in the first eight months of 2020, versus 1,629,517 visitors (-20.0%) in the first eight months of 2019. Total visitor spending was \$2.67 billion, a decrease of 19.0 percent from \$3.30 billion in the first eight months of 2019.

CANADA

Table 9: Key Performance Indicators – Canada (YTD Aug. 2021 vs. YTD Aug. 2020)

	YOY Rate	2020 YTD	2021 YTD	2021 Annual Forecast*
Visitor Spending (\$mil)	N/A	N/A	44.4	258.1
Daily Spend (\$PPPD)	N/A	N/A	175.6	185.4
Visitor Days	-88.0%	2,103,029	253,156	1,391,683
Arrivals	-91.5%	158,965	13,586	112,824
Daily Census	-87.9%	8,619	1,042	3,813
Airlift (scheduled seats)	-82.6%	164,881	28,662	164,506

NA = August year-to-date 2020 visitor spending statistics were not available, as there was no fielding between April through October 2020 due to COVID-19. DBEDT 2021 annual forecast (Quarter 3, 2021). 2021 seats forecast based on Diio Mi flight schedules as of July 26, 2021, subject to change.

Table 10: Key Performance Indicators – Canada (YTD Aug. 2021 vs. YTD Aug. 2019)

	YOY Rate	2019 YTD	2021 YTD	2021 Annual Forecast*
Visitor Spending (\$mil)	-94.1%	750.1	44.4	258.1
Daily Spend (\$PPPD)	5.6%	166.3	175.6	185.4
Visitor Days	-94.4%	4,510,009	253,156	1,391,683
Arrivals	-96.3%	371,146	13,586	112,824
Daily Census	-94.4%	18,560	1,042	3,813
Airlift (scheduled seats)	-91.6%	341,447	28,662	164,506

DBEDT 2021 annual forecast (Quarter 3, 2021). 2021 seats forecast based on Diio Mi flight schedules as of July 26, 2021, subject to change.

- In August 2021, 6,154 visitors arrived from Canada, compared to 102 visitors (+5,926.1%) in August 2020, versus 28,672 visitors (-78.5%) in August 2019. Visitors from Canada spent \$14.7 million in August 2021 compared to \$57.2 million (-74.3%) in August 2019.
- Through the first eight months of 2021, there were 13,586 visitors from Canada compared to 158,965 visitors (-91.5%) in the first eight months of 2020, versus 371,146 visitors (-96.3%) in the first eight months of 2019. Total visitor spending was \$44.4 million, a drop of 94.1 percent from \$750.1 million in the first eight months of 2019.
- Effective August 9th, 2021 all travelers, regardless of vaccination status, were required to have a negative pre-arrival COVID-19 molecular test result taken no more than 72 hours before arriving in Canada. Fully vaccinated travelers did not need to take a post-arrival test but must submit their travel information and proof of vaccination using ArriveCAN within 72 hours before arriving. Unvaccinated travelers must submit their travel and contact information via ArriveCAN, pass all testing requirements (pre-arrival, upon arrival/day-1 and on day 8) and must quarantine for 14-days.
- Canada's economy is projected to expand by 6.7 percent this year and 4.4 percent in 2022. This represents an upgrade from the spring update and partly reflects the generally successful rollout of vaccines that has led to a gradual reopening of the economy and a boost in confidence.
- As the number of COVID-19 cases—driven mainly by the delta variant—picked up again across the country, many Canadians started to worry about the future, especially on the economic impact of potential restrictions to curb the fourth wave. During the month, the index

retreated 7.7 points to 113.5, dropping back below its pre-pandemic rating. Consumers remain cautious about their finances and spending. However, relatively high vaccination rates will allow provinces to employ more lenient restrictions this fall than in previous waves, which suggests a smaller negative impact on consumer confidence and spending in the near term.

- The loonie posted an average value of USD \$0.80 2021 year-to-date, a 9.1 percent increase over 2020.
- The Canadian border reopened to fully vaccinated travelers from all countries on September 7, 2021. Fully vaccinated travelers no longer have to do on-arrival and day eight testing, but they still have to show a negative PCR test to enter the country (regardless of vaccination status).
- As of Sep. 8, 2021 more than 54,096,894 doses of approved COVID-19 vaccines have been administered across Canada. 63,600,294 doses have been distributed to the provinces, 28,236,559 people (85% of the population ages 12+) have received their first doses and at least 25,860,335 people (77% of the population ages 12+) have been fully vaccinated.

JAPAN

Table 11: Key Performance Indicators – Japan (YTD Aug. 2021 vs. YTD Aug. 2020)

	YOY Rate	2020 YTD	2021 YTD	2021 Annual Forecast*
Visitor Spending (\$mil)	N/A	N/A	48.4	203.1
Daily Spend (\$PPPD)	N/A	N/A	213.9	241.1
Visitor Days	-86.6%	1,686,320	226,279	842,321
Arrivals	-95.4%	286,716	13,271	146,008
Daily Census	-86.5%	6,911	931	2,308
Airlift (scheduled seats)	-83.7%	466,630	75,911	505,887

NA = August year-to-date 2020 visitor spending statistics were not available, as there was no fielding between April through October 2020 due to COVID-19. DBEDT 2021 annual forecast (Quarter 3, 2021). 2021 seats forecast based on Diio Mi flight schedules as of July 26, 2021, subject to change.

Table 12: Key Performance Indicators – Japan (YTD Aug. 2021 vs. YTD Aug. 2019)

	YOY Rate	2019 YTD	2021 YTD	2021 Annual Forecast*
Visitor Spending (\$mil)	-96.7%	1,455.9	48.4	203.1
Daily Spend (\$PPPD)	-10.1%	237.8	213.9	241.1
Visitor Days	-96.3%	6,121,180	226,279	842,321
Arrivals	-98.7%	1,029,549	13,271	146,008
Daily Census	-96.3%	25,190	931	2,308
Airlift (scheduled seats)	-94.3%	1,326,446	75,911	505,887

DBEDT 2021 annual forecast (Quarter 3, 2021). 2021 seats forecast based on Diio Mi flight schedules as of July 26, 2021, subject to change.

- There were 3,005 visitors from Japan in August 2021, compared to 334 visitors (+799.4%) in August 2020, versus 160,728 visitors (-98.1%) in August 2019. Visitors from Japan spent \$9.5 million in August 2021 compared to \$236.9 million (-96.0%) in August 2019.
- In August 2021, the Japan government required proof of a negative PCR test for all entry into Japan. In addition, all travelers, including returning Japanese nationals were required to quarantine for 14 days.
- Through the first eight months of 2021, there were 13,271 visitors from Japan compared to 286,716 visitors (-95.4%) in the first eight months of 2020, versus 1,029,549 visitors (-98.7%) in the first eight months of 2019. Total visitor spending was \$48.4 million, a 96.7 percent decrease from \$1.46 billion in the first eight months of 2019.

- Japan's economy grew an annualized 1.3 percent in April-June after a revised 3.7 percent slump in the first quarter, preliminary gross domestic product data showed, beating a median market forecast for a 0.7 percent gain.
- The current the state of emergency was extended until September 30. With six additional prefectures, total 19 prefectures including Metro Tokyo and Osaka area were under the state of emergency.
- As of September 13, 2021, 79.8 million people (63%) were vaccinated once, and 64.4 million people (50.9%) were fully vaccinated. It is predicted that by end of September, 60 percent of the population will be fully vaccinated.
- Japan's Vaccine Certificate (VC) program for overseas travelers started July 26. By end of August, about 33 countries/regions have accepted the Japan issued VC. Japan will issue online COVID-19 vaccination certificates from December.
- According to Japan National Tourism Organization (JNTO), Japanese outbound travel for August 2021 was 66,100 passengers (-96.9% vs 2019).

OCEANIA

Table 13: Key Performance Indicators – Oceania (YTD Aug. 2021 vs. YTD Aug. 2020)

	YOY Rate	2020 YTD	2021 YTD	2021 Annual Forecast*
Visitor Spending (\$mil)	N/A	N/A	6.3	82.6
Daily Spend (\$PPPD)	N/A	N/A	238.4	270.3
Visitor Days	-94.3%	469,309	26,532	305,677
Arrivals	-96.6%	50,360	1,728	33,184
Daily Census	-94.3%	1,923	109	837
Airlift (scheduled seats)	-100.0%	95,737	0	27,706

NA = August year-to-date 2020 visitor spending statistics were not available, as there was no fielding between April through October 2020 due to COVID-19. DBEDT 2021 annual forecast (Quarter 3, 2021). 2021 seats forecast based on Diio Mi flight schedules as of July 26, 2021, subject to change.

Table 14: Key Performance Indicators – Oceania (YTD Aug. 2021 vs. YTD Aug. 2019)

	YOY Rate	2019 YTD	2021 YTD	2021 Annual Forecast*
Visitor Spending (\$mil)	-98.9%	587.3	6.3	82.6
Daily Spend (\$PPPD)	-9.9%	264.5	238.4	270.3
Visitor Days	-98.8%	2,220,599	26,532	305,677
Arrivals	-99.3%	234,869	1,728	33,184
Daily Census	-98.8%	9,138	109	837
Airlift (scheduled seats)	-100.0%	331,065	0	27,706

DBEDT 2021 annual forecast (Quarter 3, 2021). 2021 seats forecast based on Diio Mi flight schedules as of July 26, 2021, subject to change.

- There were 114 visitors from Australia in August 2021 who came on domestic flights. Direct flights from Australia continued to be suspended. In comparison there were 14 visitors in August 2020, versus 23,995 visitors in August 2019. All arrivals in August 2021, including residents returning to Australia must show a negative PCR test taken within 72 hours before departure, before boarding. On arrival, all travelers must quarantine for 14 days at a designated facility at their own expense.
- Through the first eight months of 2021, there were 476 visitors from Australia, compared to 41,220 visitors (-98.8%) in the first eight months of 2020, versus 183,883 visitors (-99.7%) in the first eight months of 2019.
- There were 293 visitors from New Zealand in August 2021 who arrived on domestic flights. Direct flights from New Zealand continued to be suspended. In comparison, there were 27

visitors in August 2020, versus 7,565 visitors in August 2019. Residents returning to New Zealand in August 2021 were required to complete 14 days of quarantine and test negative for COVID-19 (PCR or antigen) before entering the community.

- Through the first eight months of 2021, there were 1,252 visitors from New Zealand, compared to 9,139 visitors (-86.3%) in the first eight months of 2020, versus 50,987 visitors (-97.5%) in the first eight months of 2019.
- The month of August 2021 saw an increase in positivity around the re-opening of borders. This was largely due to a change in rhetoric from local government moving from a former elimination approach to one designed about re-opening borders.
- Australia looks on track to reach the 80 percent vaccination threshold by November 2021, which will subsequently allow international travel to re-start for vaccinated travelers.
- New Zealand look likely to reach their threshold by December 2021, with a relaxing of restrictions for vaccinated New Zealanders starting in the new year.
- The re-start of travel to approved countries will be part of a gradual opening, but USA has been highlighted as one of the priority countries.
- The exchange rates of both currencies remain strong against the USD (AUD.75cents & NZD.72cents).

EUROPE

Table 15: Key Performance Indicators – Europe (YTD Aug. 2021 vs. YTD Aug. 2020)

	YOY Rate	2020 YTD	2021 YTD	2021 Annual Forecast*
Visitor Spending (\$mil)	N/A	N/A	19.0	40.6
Daily Spend (\$PPPD)	N/A	N/A	174.9	158.3
Visitor Days	-60.2%	272,779	108,497	256,384
Arrivals	-68.0%	20,574	6,581	19,910
Daily Census	-60.1%	1,118	446	702
Airlift (scheduled seats)	N/A	N/A	N/A	N/A

NA = August year-to-date 2020 visitor spending statistics were not available, as there was no fielding between April through October 2020 due to COVID-19.
 *DBEDT 2021 annual forecast (Quarter 3, 2021).

Table 16: Key Performance Indicators – Europe (YTD Aug. 2021 vs. YTD Aug. 2019)

	YOY Rate	2019 YTD	2021 YTD	2021 Annual Forecast*
Visitor Spending (\$mil)	-89.7%	184.4	19.0	40.6
Daily Spend (\$PPPD)	9.6%	159.6	174.9	158.3
Visitor Days	-90.6%	1,155,110	108,497	256,384
Arrivals	-92.7%	89,559	6,581	19,910
Daily Census	-90.6%	4,754	446	702
Airlift (scheduled seats)	N/A	N/A	N/A	N/A

*DBEDT 2021 annual forecast (Quarter 3, 2021).

- In August 2021, there were 1,536 visitors from the United Kingdom, France, Germany, Italy and Switzerland. In comparison, 97 visitors came in August 2020, versus 18,525 visitors who came in August 2019. In Germany, all persons who do not hold a vaccination certificate or medical proof that indicates that they recovered from the disease, need to undergo COVID-19 testing before entering Germany. the PCR test result must be taken within 72 hours before entering Germany, whereas the rapid antigen test must be taken within 48 hours before arrival. In the United Kingdom, fully vaccinated U.K. nationals did not have to quarantine but were required to provide proof of a negative COVID-19 PCR or antigen test within 72 hours

of departure, proof of vaccination status, and complete a U.K. passenger locator form. Those who were unvaccinated must take a pre-departure test, quarantine for 10 days upon arrival, and test on days two and eight of quarantine.

- Through the first eight months of 2021, there were 6,581 visitors from Europe, compared to 20,574 visitors (-68.0%) in the first eight months of 2020, versus 89,559 visitors (-92.7%) in the first eight months of 2019.

OTHER ASIA

Table 17: Key Performance Indicators – Other Asia (YTD Aug. 2021 vs. YTD Aug. 2020)

	YOY Rate	2020 YTD	2021 YTD	2021 Annual Forecast*
Visitor Spending (\$mil)	N/A	N/A	38.1	NA
Daily Spend (\$PPPD)	N/A	N/A	248.0	NA
Visitor Days	-73.5%	581,204	153,753	NA
Arrivals	-85.8%	66,480	9,460	NA
Daily Census	-73.4%	2,382	633	NA
Airlift (scheduled seats)	-80.4%	86,695	16,958	117,842

NA = August year-to-date 2020 visitor spending statistics were not available, as there was no fielding between April through October 2020 due to COVID-19.
DBEDT 2021 annual forecast is not available. 2021 seats forecast based on Diio Mi flight schedules as of July 26, 2021, subject to change

Table 18: Key Performance Indicators – Other Asia (YTD Aug. 2021 vs. YTD Aug. 2019)

	YOY Rate	2019 YTD	2021 YTD	2021 Annual Forecast*
Visitor Spending (\$mil)	-93.2%	560.6	38.1	NA
Daily Spend (\$PPPD)	-14.2%	289.2	248.0	NA
Visitor Days	-92.1%	1,938,104	153,753	NA
Arrivals	-96.1%	242,458	9,460	NA
Daily Census	-92.1%	7,976	633	NA
Airlift (scheduled seats)	-100.0%	331,035	0	117,842

DBEDT 2021 annual forecast is not available. 2021 seats forecast based on Diio Mi flight schedules as of July 26, 2021, subject to change

- In August 2021, there were 2,023 visitors from Other Asia (China, Hong Kong, Korea, Singapore, Taiwan) compared to 139 visitors in August 2020, versus 28,853 in August 2019.
- Through the first eight months of 2021, there were 9,460 visitors from Other Asia, compared to 66,480 visitors in the first eight months of 2020, versus 242,458 visitors in the first eight months of 2019.

KOREA

Table 19: Key Performance Indicators – Korea (YTD Aug. 2021 vs. YTD Aug. 2020)

	YOY Rate	2020 YTD	2021 YTD	2021 Annual Forecast*
Visitor Spending (\$mil)	N/A	N/A	22.8	44.3
Daily Spend (\$PPPD)	N/A	N/A	242.0	290.3
Visitor Days	-76.0%	391,882	94,113	152,700
Arrivals	-90.1%	46,471	4,596	19,910
Daily Census	-75.9%	1,606	387	418
Airlift (scheduled seats)	-76.2%	71,175	16,958	111,416

NA = August year-to-date 2020 visitor spending statistics were not available, as there was no fielding between April through October 2020 due to COVID-19.
*DBEDT 2021 annual forecast (Quarter 3, 2021). 2021 seats forecast based on Diio Mi flight schedules as of July 26, 2021, subject to change.

Table 20: Key Performance Indicators – Korea (YTD Aug. 2021 vs. YTD Aug. 2019)

	YOY Rate	2019 YTD	2021 YTD	2021 Annual Forecast*
Visitor Spending (\$mil)	-92.8%	315.5	22.8	44.3
Daily Spend (\$PPPD)	-11.1%	272.2	242.0	290.3
Visitor Days	-91.9%	1,159,169	94,113	152,700
Arrivals	-96.9%	148,233	4,596	19,910
Daily Census	-91.9%	4,770	387	418
Airlift (scheduled seats)	-92.2%	218,242	16,958	111,416

DBEDT 2021 annual forecast (Quarter 3, 2021). 2021 seats forecast based on Diio Mi flight schedules as of July 26, 2021, subject to change.

- There were 1,059 visitors from Korea in August 2021. Of that number, 740 arrived on direct flights from Korea and 319 came on domestic flights. In comparison, there were 67 visitors in August 2020, versus 18,527 visitors in August 2019. In August 2021, all travelers, including returning Korean nationals, must have a negative PCR test result 72 hours prior to travel, in order to board flights for Korea. Returning Korean nationals who completed full vaccination and tested negative for COVID-19 were exempted from the mandatory 14-day quarantine.
- Through the first eight months of 2021, there were 4,596 visitors from Korea, compared to 46,471 visitors (-90.1%) in the first eight months of 2020, versus 148,233 visitors (-96.9%) in the first eight months of 2019.
- Moody's, an international credit rating agency, raised Korea's real GDP growth forecast for this year from 3.5 percent to 4.0 percent. It mentioned that the production growth of Korea has already surpassed the pre-COVID-19 peak due to the strong exports and raised its forecast for 2022 economic growth from 3 percent to 3.2 percent as well.
- Korea's real GDP in the second quarter grew 0.8 percent compared with the previous quarter as consumption, which had been suppressed since the breakout of COVID-19, has recovered. Private and government consumption contributed significantly to GDP growth.
- The average USD/WON exchange rate in August was 1,161.48 won, slightly depreciated from the previous rate of 1,145.66 won in July.
- Korean Air is planning to resume 3 weekly flights for ICN-HNL route (KE053) from November 2021.
- Asiana Airlines is planning to resume ICN-HNL route in November 2021.

LATIN AMERICA

Table 21: Key Performance Indicators – Latin America (YTD Aug. 2021 vs. YTD Aug. 2020)

	YOY Rate	2020 YTD	2021 YTD	2021 Annual Forecast*
Visitor Spending (\$mil)	N/A	N/A	11.5	NA
Daily Spend (\$PPPD)	N/A	N/A	188.4	NA
Visitor Days	-12.9%	70,063	60,991	NA
Arrivals	-92.6%	66,480	4,936	NA
Daily Census	-12.6%	287	251	NA
Airlift (scheduled seats)	N/A	N/A	N/A	N/A

NA = August year-to-date 2020 visitor spending statistics were not available, as there was no fielding between April through October 2020 due to COVID-19.
DBEDT 2021 annual forecast is not available.

Table 22: Key Performance Indicators – Latin America (YTD Aug. 2021 vs. YTD Aug. 2019)

	YOY Rate	2019 YTD	2021 YTD	2021 Annual Forecast*
Visitor Spending (\$mil)	-71.5%	40.3	11.5	NA
Daily Spend (\$PPPD)	-13.1%	216.8	188.4	NA
Visitor Days	-67.2%	185,792	60,991	NA
Arrivals	-71.7%	17,441	4,936	NA
Daily Census	-67.2%	765	251	NA
Airlift (scheduled seats)	N/A	N/A	N/A	N/A

DBEDT 2021 annual forecast is not available.

- There were 985 visitors from Mexico, Brazil and Argentina in August 2021, compared to 66 visitors in August 2020, versus 1,833 visitors in August 2019. In Argentina, all ports of entry remained closed to most non-resident foreign nationals. Legal residents authorized to travel were required to complete a health affidavit within 48 hours before returning to Argentina, provide a negative COVID-19 PCR test result within 72 hours before travel, and self-quarantine for seven days. In Mexico, the land border between the U.S. and Mexico continued to be closed until at least October 21, 2021 to non-essential crossings, but not commerce. Returning Mexican nationals who traveled by air were subject to temperature checks and health screening. Those exhibiting symptoms may be subject to additional health screening and/or quarantine. A negative COVID-19 test is not required for entry to Mexico.
- Through the first eight months of 2021, there were 4,936 visitors from Latin America, compared to 5,298 visitors (-6.8%) in the first eight months of 2020, versus 17,441 visitors (-71.7%) in the first eight months of 2019.

ISLAND VISITATION:

- **Oahu:** There were 369,870 visitors to O’ahu in August 2021, compared to 16,917 visitors in August 2020, versus 575,070 visitors in August 2019. Visitor spending was \$623.1 million, a decrease of 14.9 percent from \$732.0 million in August 2019.

As measured by the average daily census, there were 92,051 visitors on O’ahu in August 2021, compared to 14,703 visitors in August 2020, versus 126,206 visitors in August 2019.

Through the first eight months of 2021, there were 2,143,397 visitors to O’ahu compared to 1,268,669 visitors (+68.9%) in the first eight months of 2020, versus 4,199,292 visitors (-49.0%) in the first eight months of 2019. Total visitor spending of \$3.48 billion was a 36.8 percent drop from \$5.51 billion in the first eight months of 2019.

- **Maui** There were 232,208 visitors to Maui in August 2021, compared to 2,453 visitors in August 2020, versus 273,638 visitors in August 2019. Visitor spending was \$389.1 million, down 3.9 percent from the \$404.7 million spent in August 2019.

The average daily census on Maui was 60,187 visitors in August 2021, compared to 2,141 visitors in August 2020, versus 64,553 visitors in August 2019.

Through the first eight months of 2021, there were 1,499,078 visitors to Maui compared to 612,025 visitors (+144.9%) in the first eight months of 2020, versus 2,104,005 visitors (-28.8%) in the first eight months of 2019. Total visitor spending was \$2.48 billion, a decrease of 29.4 percent from \$3.52 billion in the first eight months of 2019.

- **Hawai'i Island:** There were 119,932 visitors to Hawai'i Island in August 2021, compared to 3,683 visitors in August 2020, versus 157,544 visitors in August 2019. Visitor spending was \$187.2 million, down 3.1 percent from \$193.1 million in August 2019.

The average daily census on Hawai'i Island was 32,195 visitors in August 2021, compared to 4,212 visitors in August 2020, versus 33,989 visitors in August 2019.

Through the first eight months of 2021, there were 755,166 visitors to Hawai'i Island compared to 403,331 visitors (+87.2%) through year-to-date 2020, versus 1,211,805 visitors (-37.7%) in the first eight months of 2019. Total visitor spending was \$1.11 billion, a drop of 29.6 percent from \$1.57 billion in the first eight months of 2019.

- **Kaua'i:** There were 98,663 visitors to Kaua'i in August 2021, compared to 1,342 visitors in August 2020, versus 120,030 visitors in August 2019. Visitor spending was \$154.4 million, a 2.9 percent decline from \$159.0 million in August 2019.

The average daily census on Kaua'i was 25,537 visitors in August 2021, compared to 1,489 visitors in August 2020, versus 26,865 visitors in August 2019.

Through the first eight months of 2021, there were 460,332 visitors to Kaua'i compared to 285,668 visitors (+61.1%) in the first eight months of 2020, versus 945,726 visitors (-51.3%) in the first eight months of 2019. Total visitor spending was \$828.7 million, a decrease of 37.4 percent from \$1.32 billion in the first eight months of 2019.

HTA Key Performance Indicators Dashboard

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

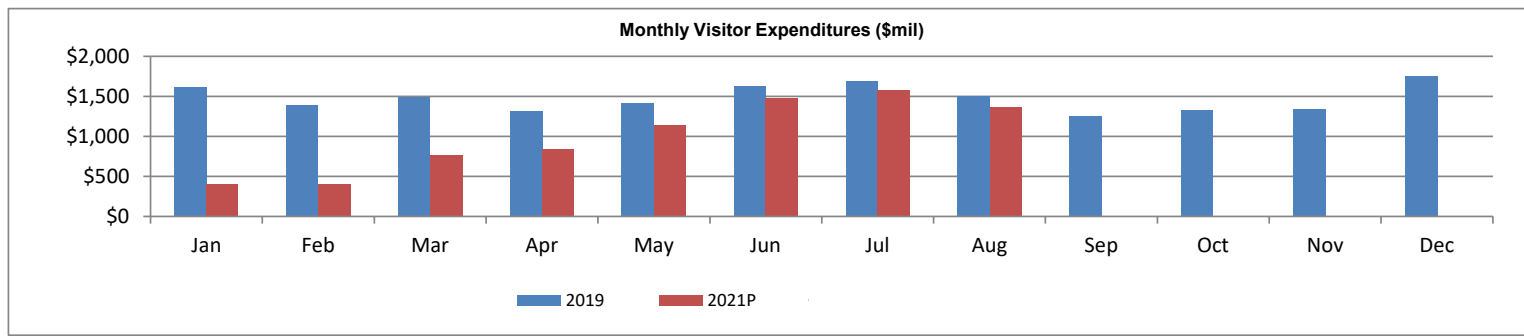
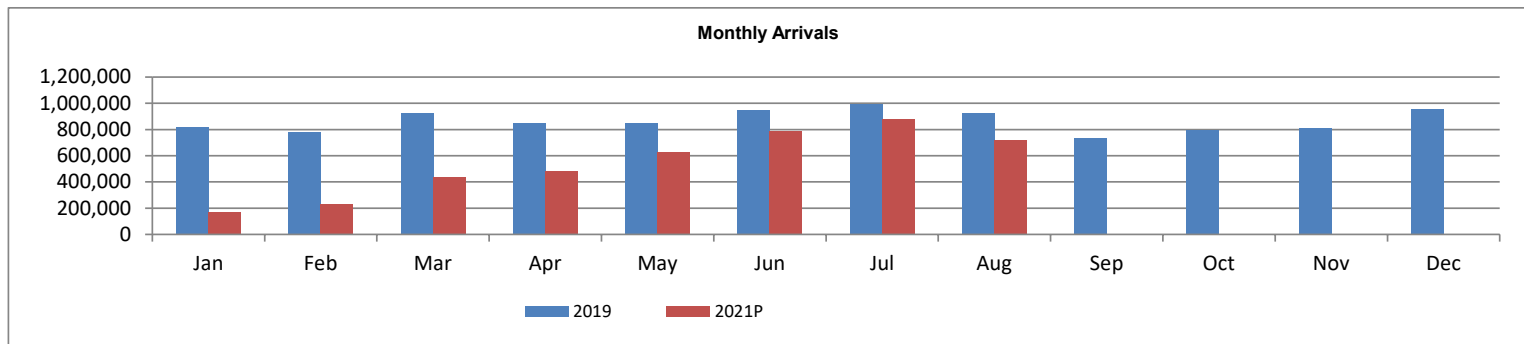
Visitor Industry Performance Measures

Market: **OVERALL**

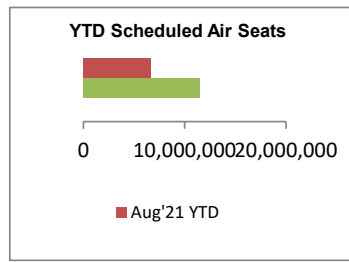
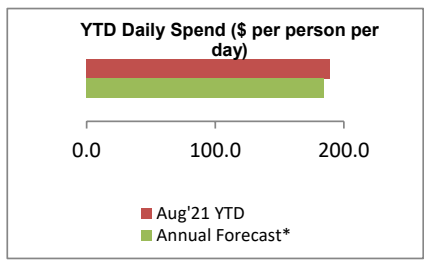
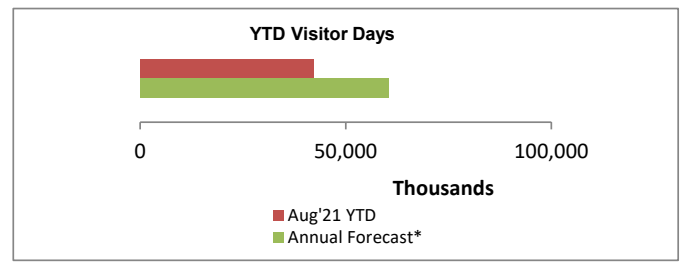
Key Performance Indicators					Key Performance Indicators		
	YOY Rate	Aug'19 YTD	Aug'21 YTD	Annual Forecast*	Arrivals	YOY Rate	YTD
Visitor Spending (\$mil) [†]	-33.8%	12,055.8	7,978.8	11,131.6	O'ahu	-49.0%	2,143,397
Daily Spend (\$PPPD) [†]	-2.8%	194.6	189.0	184.3	Mauī	-28.8%	1,499,078
Visitor Days	-31.9%	61,961,974	42,207,629	60,386,010	Moloka'i	-62.4%	16,093
Arrivals	-38.6%	7,092,809	4,353,794	6,636,723	Lāna'i	-50.4%	29,500
Daily Census	-31.9%	254,988	173,694	165,441	Kaua'i	-51.3%	460,332
Airlift (scheduled seats)	-27.6%	9,153,498	6,629,981	11,527,465	Hawai'i Island	-37.7%	755,166

* DBEDT Annual Forecast as of Q3 2021; 2021 seats forecast by HTA based on Diio Mi flight schedules as of July 26, 2021, subject to change.
 † January-July 2021 visitor spending statistics were revised.

Monthly Indicators



Annual Indicators



* Excludes Supplemental Business Expenditures

HTA Key Performance Indicators Dashboard

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

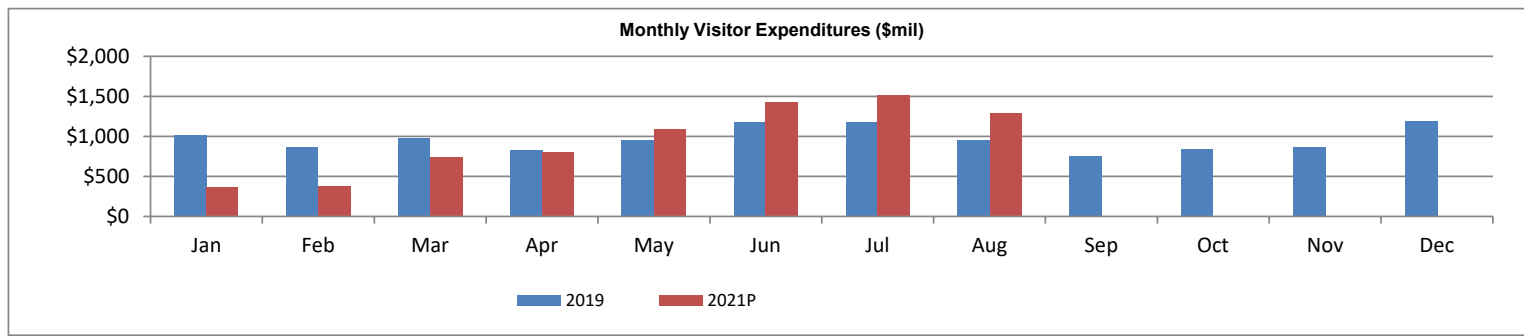
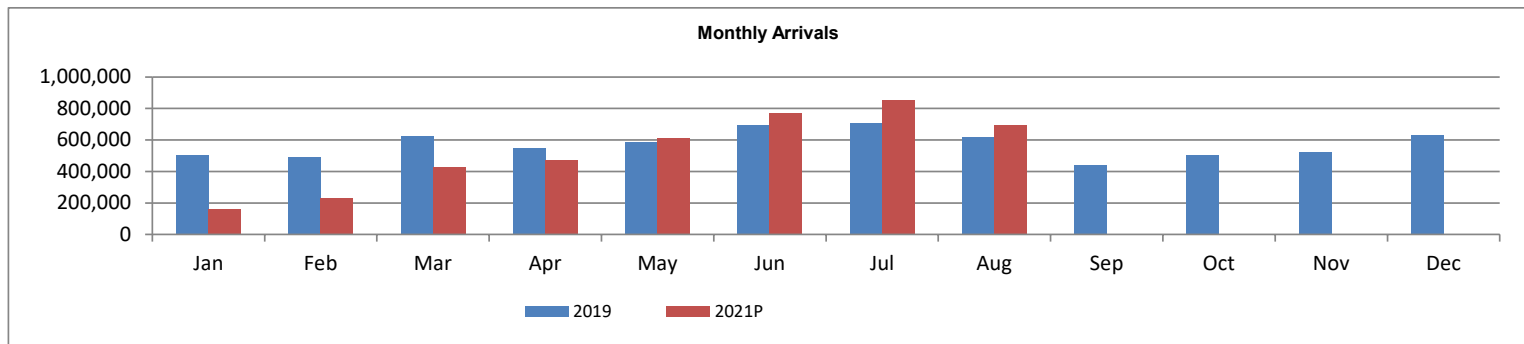
Visitor Industry Performance Measures

Market: **U.S. TOTAL**

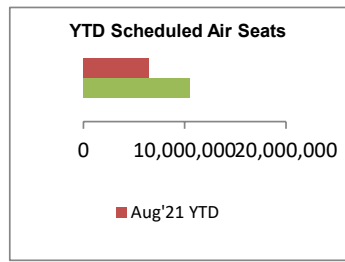
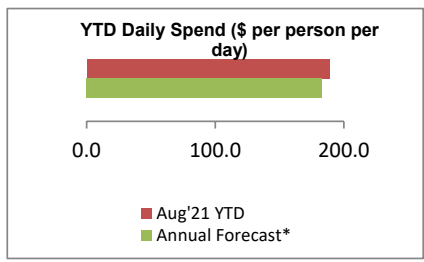
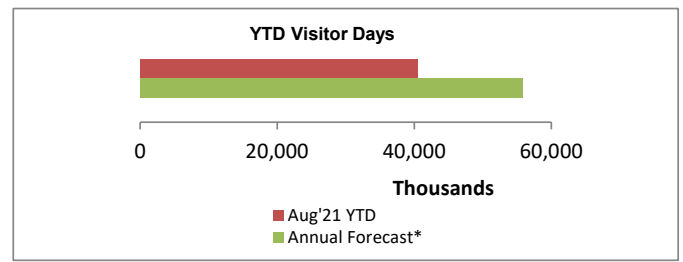
Key Performance Indicators					Key Performance Indicators		
	YOY Rate	Aug'19 YTD	Aug'21 YTD	Annual Forecast*	Arrivals	YOY Rate	YTD
Visitor Spending (\$mil) [†]	-4.4%	7,984.9	7,631.5	10,212.4	O'ahu	-11.2%	2,056,913
Daily Spend (\$PPPD) [†]	1.3%	186.3	188.8	182.7	Maui	#DIV/0!	1,462,490
Visitor Days	-5.6%	42,851,073	40,430,413	55,888,148	Moloka'i	-47.7%	15,477
Arrivals	-11.6%	4,771,257	4,217,574	6,132,332	Lāna'i	-31.6%	28,476
Daily Census	-5.6%	176,342	166,380	153,118	Kaua'i	-43.0%	449,273
Airlift (scheduled seats)	-2.7%	6,611,400	6,433,477	10,528,567	Hawai'i Island	-15.6%	736,048

* DBEDT Annual Forecast as of Q3 2021; 2021 seats forecast by HTA based on Diio Mi flight schedules as of July 26, 2021, subject to change.

Monthly Indicators



Annual Indicators



* Excludes Supplemental Business Expenditures

HTA Key Performance Indicators Dashboard

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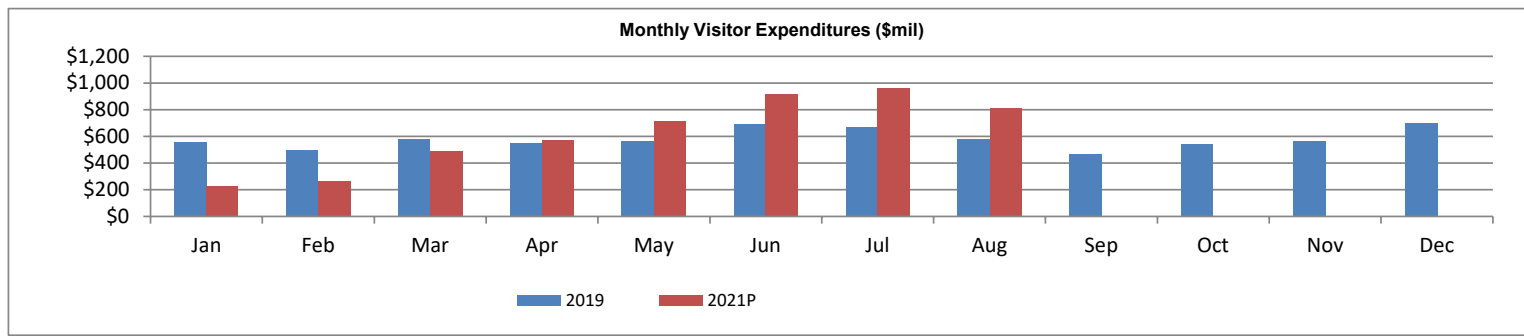
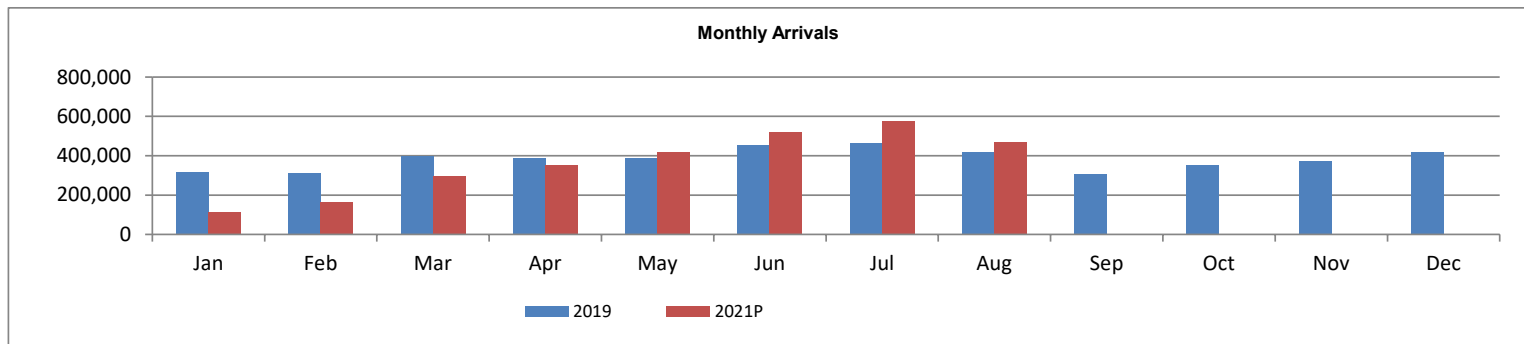
Visitor Industry Performance Measures

Market: **U.S. WEST**

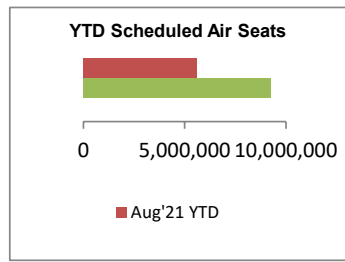
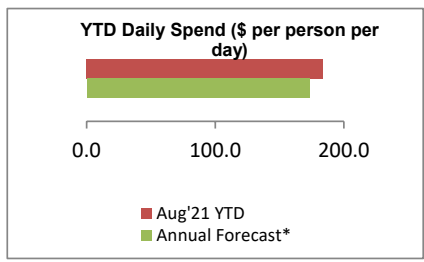
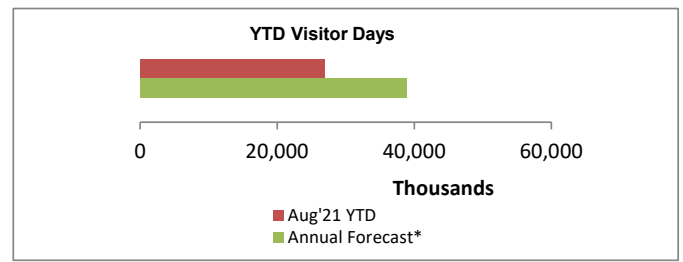
Key Performance Indicators					Key Performance Indicators		
	YOY Rate	Aug'19 YTD	Aug'21 YTD	Annual Forecast*	Arrivals	YOY Rate	YTD
Visitor Spending (\$mil) [†]	5.8%	4,685.8	4,958.8	6,731.4	O'ahu	-4.9%	1,307,133
Daily Spend (\$PPPD) [†]	6.1%	173.0	183.6	173.2	Maui	-6.7%	1,019,597
Visitor Days	-0.3%	27,089,212	27,010,653	38,865,836	Moloka'i	-43.2%	9,955
Arrivals	-7.3%	3,141,739	2,913,707	4,406,784	Lāna'i	-20.0%	16,775
Daily Census	-0.3%	111,478	111,155	106,482	Kaua'i	-37.9%	308,864
Airlift (scheduled seats)	-2.6%	5,777,523	5,629,031	9,240,552	Hawai'i Island	-7.8%	495,849

* DBEDT Annual Forecast as of Q3 2021; 2021 seats forecast by HTA based on Diio Mi flight schedules as of July 26, 2021, subject to change.

Monthly Indicators



Annual Indicators



* Excludes Supplemental Business Expenditures

HTA Key Performance Indicators Dashboard

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

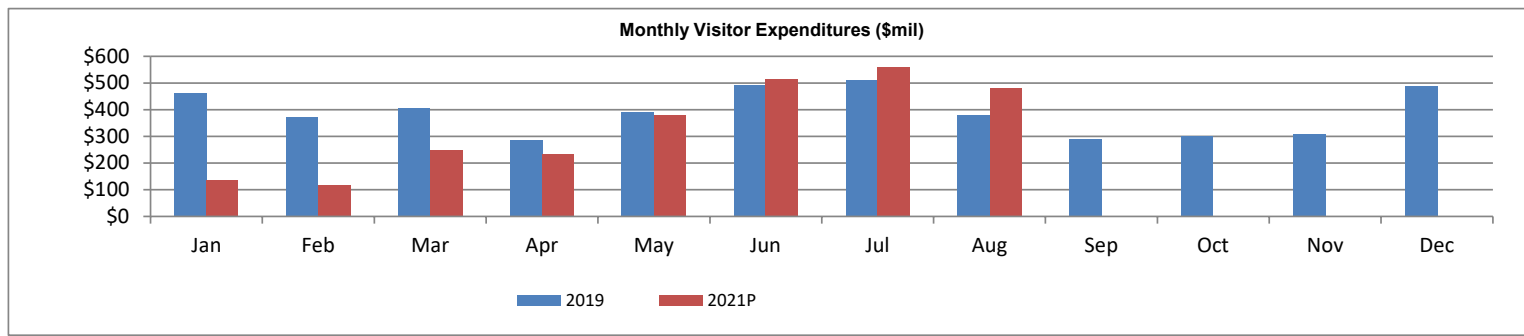
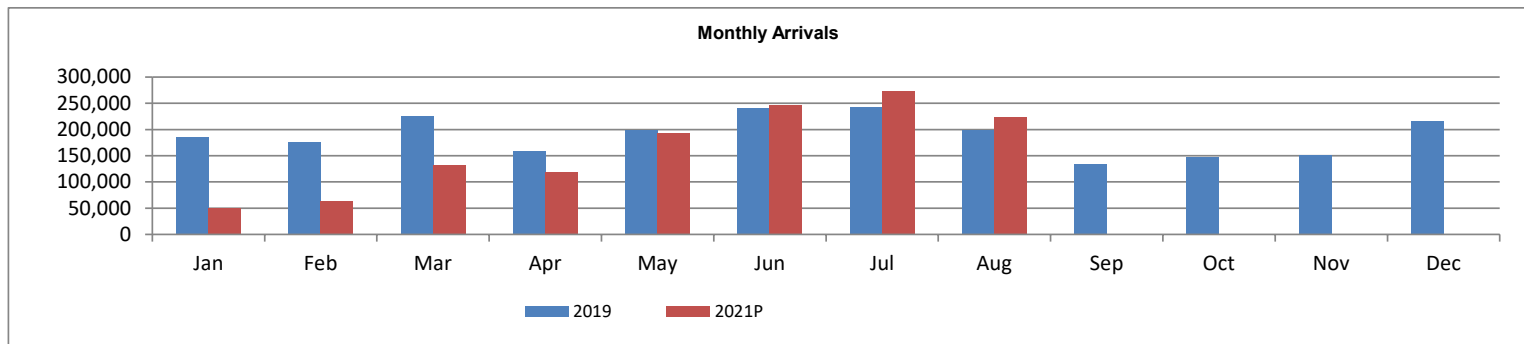
Visitor Industry Performance Measures

Market: **U.S. EAST**

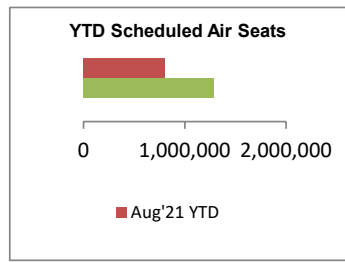
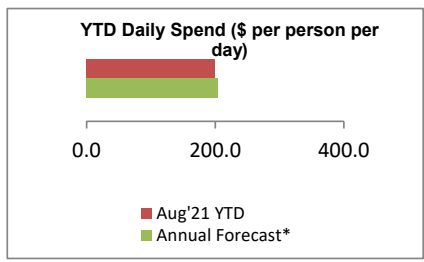
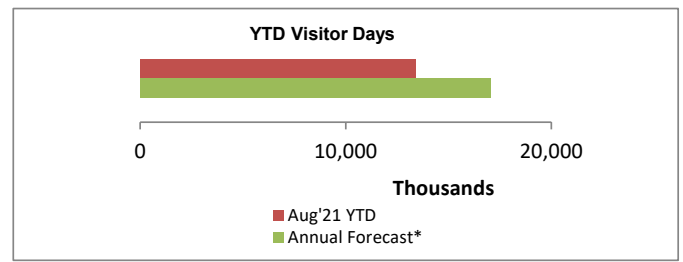
Key Performance Indicators					Key Performance Indicators		
	YOY Rate	Aug'19 YTD	Aug'21 YTD	Annual Forecast*	Arrivals	YOY Rate	YTD
Visitor Spending (\$mil) [†]	-19.0%	3,299.0	2,672.7	3,481.0	O'ahu	-20.5%	749,780
Daily Spend (\$PPPD) [†]	-4.8%	209.3	199.2	204.5	Mauī	-25.6%	442,893
Visitor Days	-14.9%	15,761,860	13,419,760	17,022,311	Moloka'i	-54.2%	5,522
Arrivals	-20.0%	1,629,517	1,303,867	1,725,548	Lāna'i	-43.3%	11,701
Daily Census	-14.9%	64,864	55,225	46,636	Kaua'i	-51.6%	140,409
Airlift (scheduled seats)	-3.5%	833,877	804,446	1,288,015	Hawai'i Island	-28.0%	240,199

* DBEDT Annual Forecast as of Q3 2021; 2021 seats forecast by HTA based on Diio Mi flight schedules as of July 26, 2021, subject to change.

Monthly Indicators



Annual Indicators



* Excludes Supplemental Business Expenditures

HTA Key Performance Indicators Dashboard

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

Visitor Industry Performance Measures

Market: **CANADA**

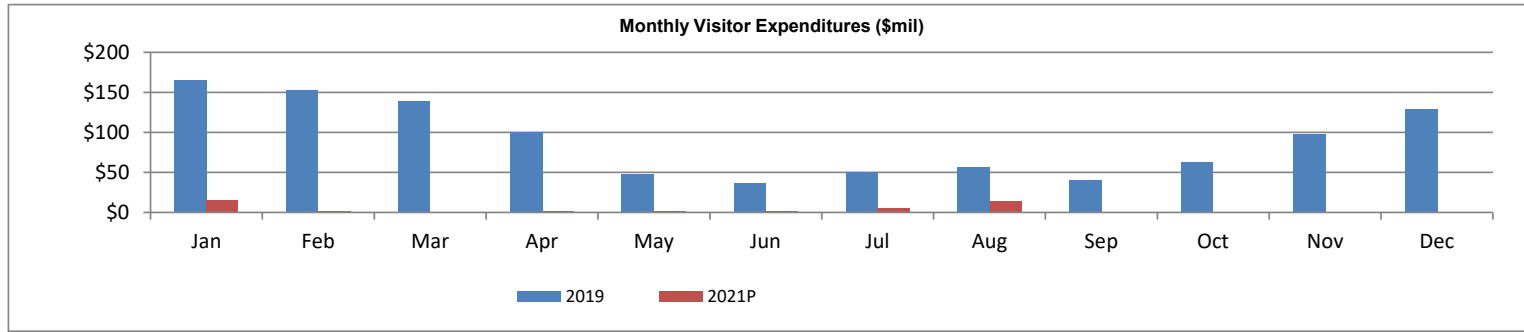
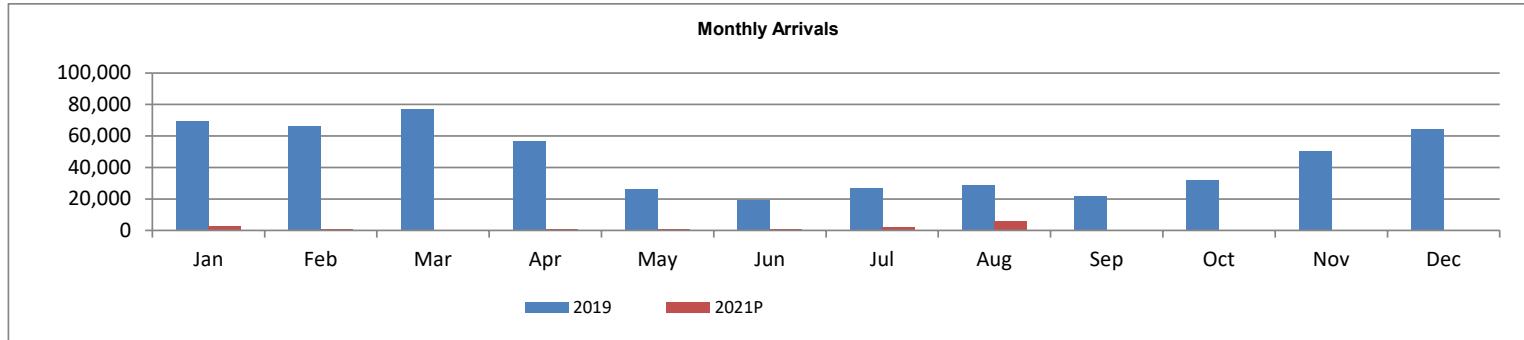
Key Performance Indicators

	YOY Rate	Aug'19 YTD	Aug'21 YTD	Annual Forecast*
Visitor Spending (\$mil) [†]	-94.1%	750.1	44.4	258.1
Daily Spend (\$PPPD) [†]	5.6%	166.3	175.6	185.4
Visitor Days	-94.4%	4,510,009	253,156	1,391,683
Arrivals	-96.3%	371,146	13,586	112,824
Daily Census	-94.4%	18,560	1,042	3,813
Airlift (scheduled seats)	-91.6%	341,447	28,662	164,506

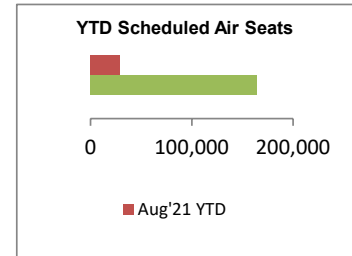
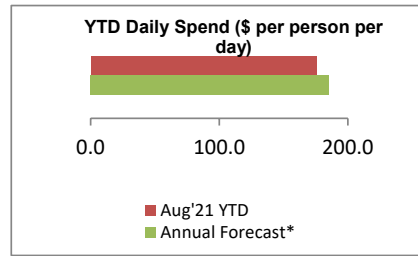
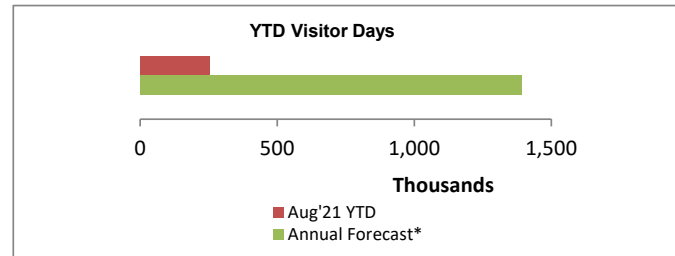
	YOY Rate	YTD
O'ahu	-96.2%	6,115
Maui	-96.6%	6,291
Moloka'i	-98.7%	47
Lāna'i	-97.4%	105
Kaua'i	-98.5%	789
Hawai'i Island	-96.9%	2,005

* DBEDT Annual Forecast as of Q3 2021; 2021 seats forecast by HTA based on Diio Mi flight schedules as of July 26, 2021, subject to change.

Monthly Indicators



Annual Indicators



* Excludes Supplemental Business Expenditures

HTA Key Performance Indicators Dashboard

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

Visitor Industry Performance Measures

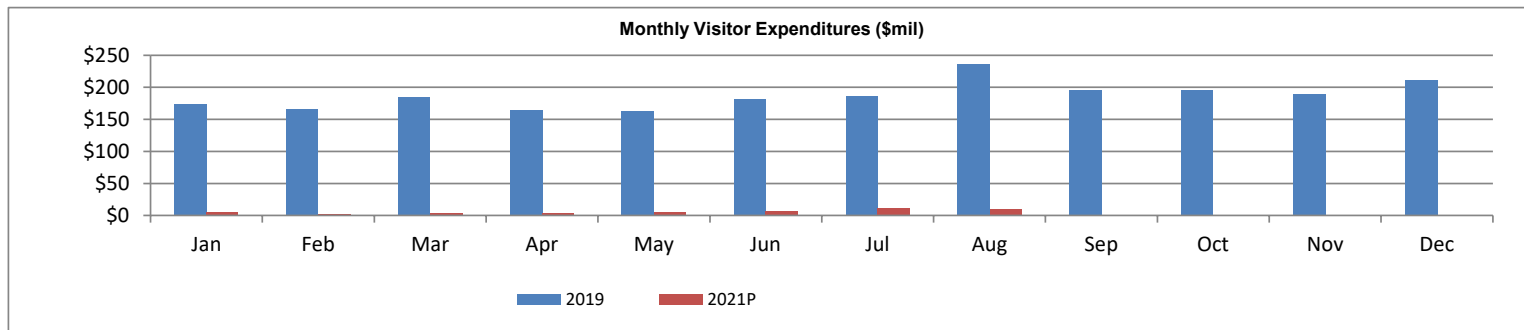
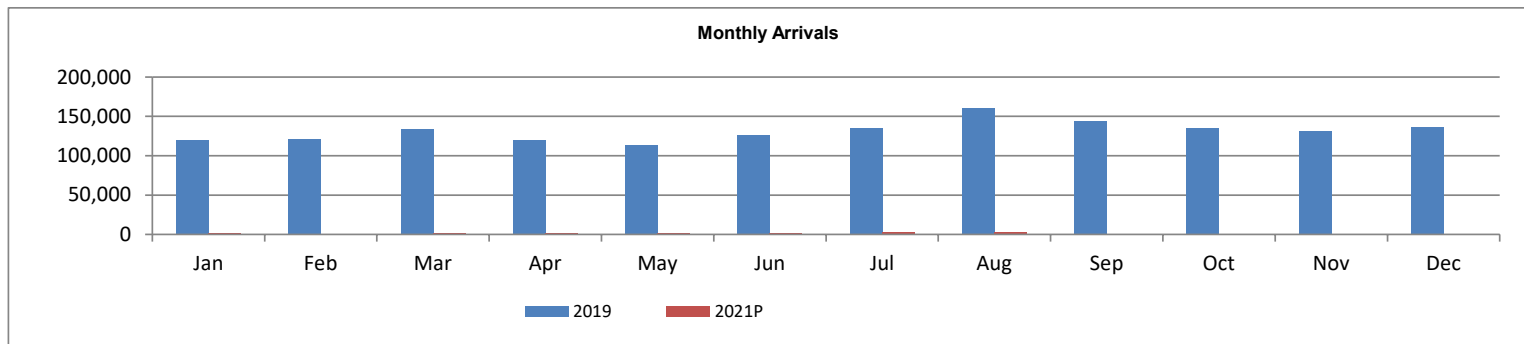
Market: **JAPAN**

Key Performance Indicators

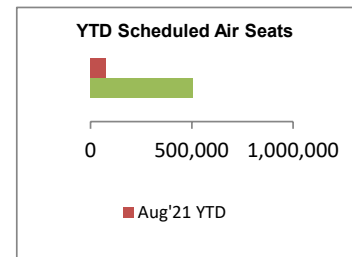
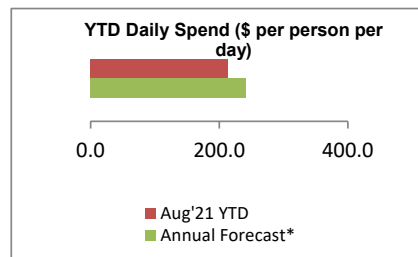
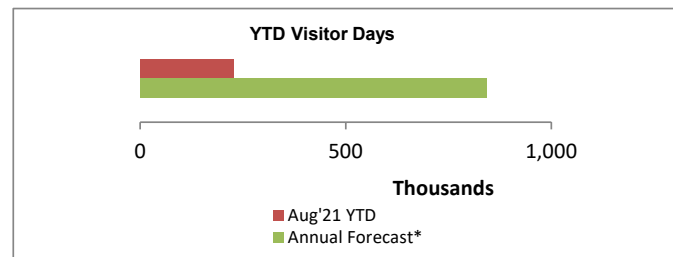
	YOY Rate	Aug'19 YTD	Aug'21 YTD	Annual Forecast*	Arrivals	YOY Rate	YTD
Visitor Spending (\$mil) [†]	-96.7%	1,455.9	48.4	203.1	O'ahu	-98.7%	12,750
Daily Spend (\$PPPD) [†]	-10.1%	237.8	213.9	241.1	Mauī	-98.8%	383
Visitor Days	-96.3%	6,121,180	226,279	842,321	Moloka'i	-98.7%	14
Arrivals	-98.7%	1,029,549	13,271	146,008	Lāna'i	-99.4%	10
Daily Census	-96.3%	25,190	931	2,308	Kaua'i	-98.9%	166
Airlift (scheduled seats)	-94.3%	1,326,446	75,911	505,887	Hawai'i Island	-99.6%	430

* DBEDT Annual Forecast as of Q3 2021; 2021 seats forecast by HTA based on Diio Mi flight schedules as of July 26, 2021, subject to change.

Monthly Indicators



Annual Indicators



* Excludes Supplemental Business Expenditures

HTA Key Performance Indicators Dashboard

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Visitor Industry Performance Measures

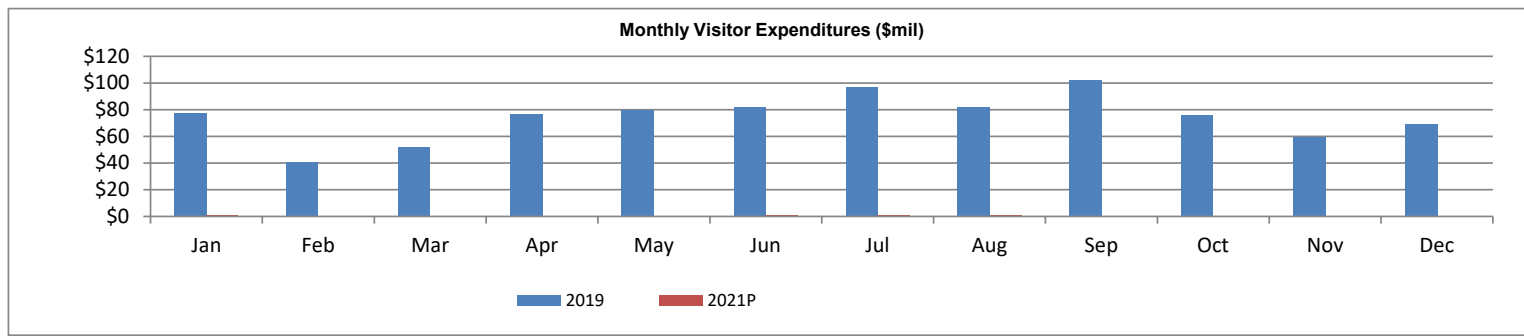
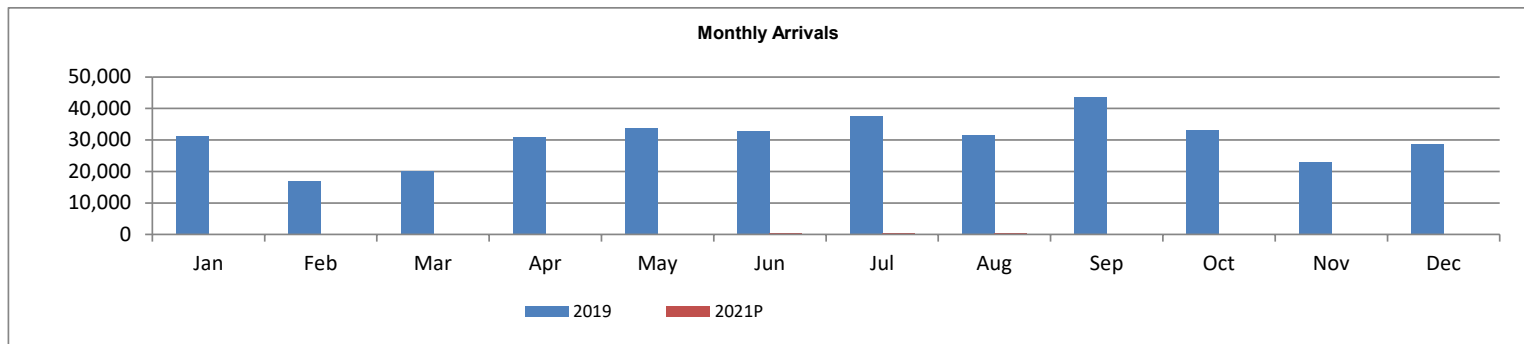
Market: **OCEANIA**

Key Performance Indicators

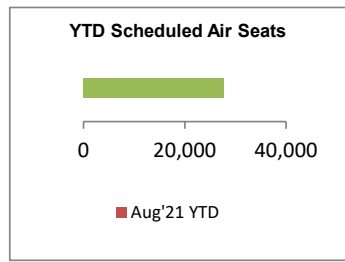
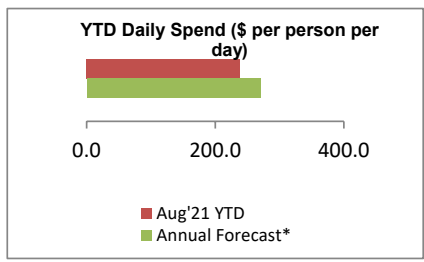
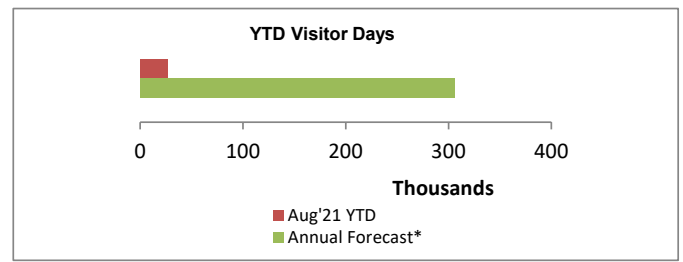
	YOY Rate	Aug'19 YTD	Aug'21 YTD	Annual Forecast*	Arrivals	YOY Rate	YTD
Visitor Spending (\$mil) [†]	-98.9%	587.3	6.3	82.6	O'ahu	-99.6%	982
Daily Spend (\$PPPD) [†]	-9.9%	264.5	238.4	270.3	Mauī	-98.8%	499
Visitor Days	-98.8%	2,220,599	26,532	305,677	Moloka'i	-99.5%	17
Arrivals	-99.3%	234,869	1,728	33,184	Lāna'i	-99.5%	20
Daily Census	-98.8%	9,138	109	837	Kaua'i	-98.8%	262
Airlift (scheduled seats)	-100.0%	331,065	0	27,706	Hawai'i Island	-98.9%	322

* DBEDT Annual Forecast as of Q3 2021; 2021 seats forecast by HTA based on Diio Mi flight schedules as of July 26, 2021, subject to change.

Monthly Indicators



Annual Indicators



* Excludes Supplemental Business Expenditures

HTA Key Performance Indicators Dashboard

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

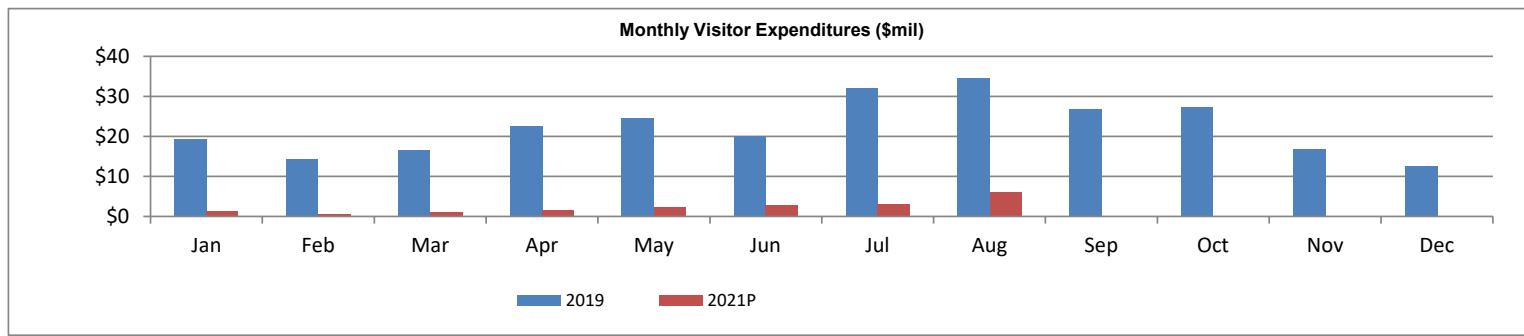
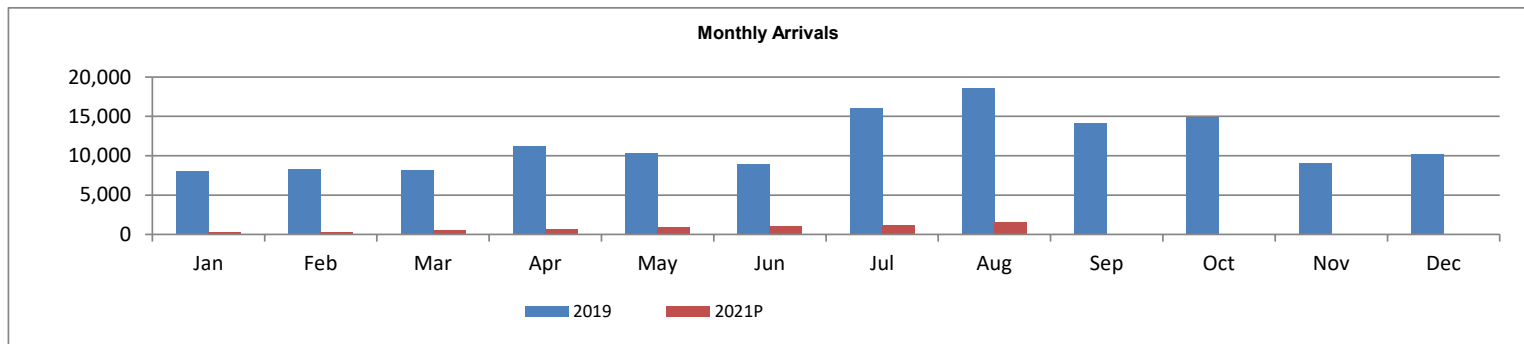
Visitor Industry Performance Measures

Market: **EUROPE**

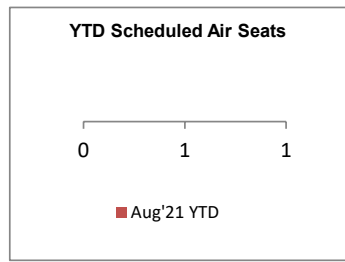
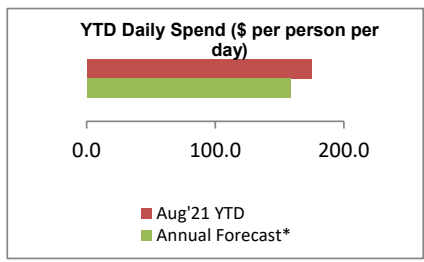
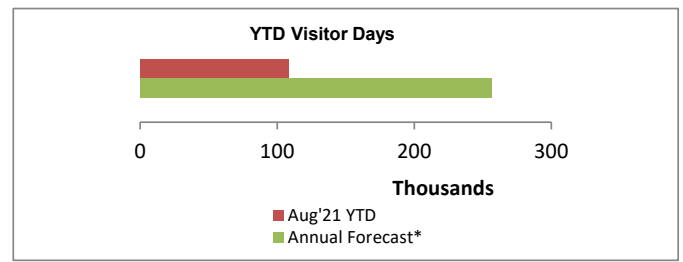
Key Performance Indicators					Key Performance Indicators		
	YOY Rate	Aug'19 YTD	Aug'21 YTD	Annual Forecast*	Arrivals	YOY Rate	YTD
Visitor Spending (\$mil) [†]	-89.7%	184.4	19.0	40.6	O'ahu	-94.4%	3,725
Daily Spend (\$PPPD) [†]	9.6%	159.6	174.9	158.3	Mauī	-94.9%	2,047
Visitor Days	-90.6%	1,155,110	108,497	256,384	Moloka'i	-94.0%	68
Arrivals	-92.7%	89,559	6,581	19,910	Lāna'i	-92.6%	85
Daily Census	-90.6%	4,754	446	702	Kaua'i	-96.1%	871
Airlift (scheduled seats)	N/A	N/A	N/A	N/A	Hawai'i Island	-94.8%	1,410

* DBEDT Annual Forecast as of Q3 2021; 2021 seats forecast by HTA based on Diio Mi flight schedules as of July 26, 2021, subject to change.

Monthly Indicators



Annual Indicators



* Excludes Supplemental Business Expenditures

HTA Key Performance Indicators Dashboard

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

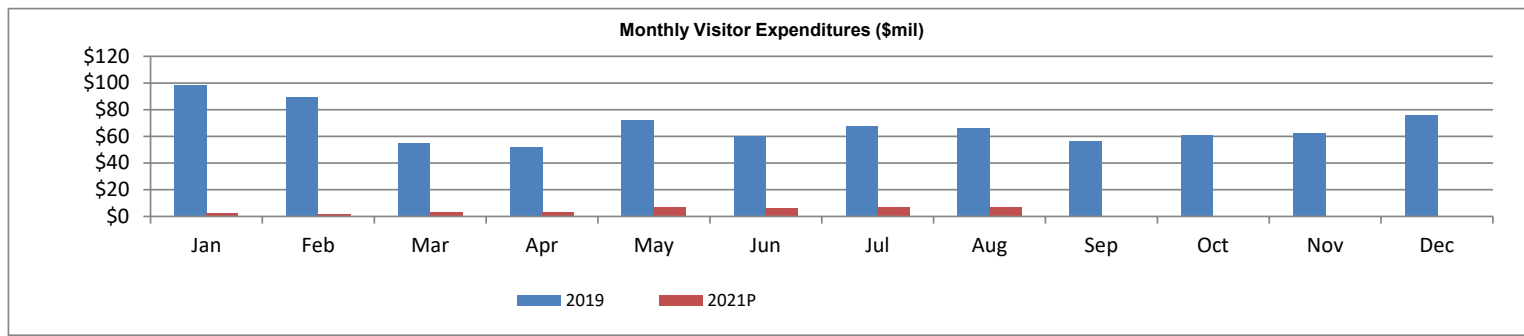
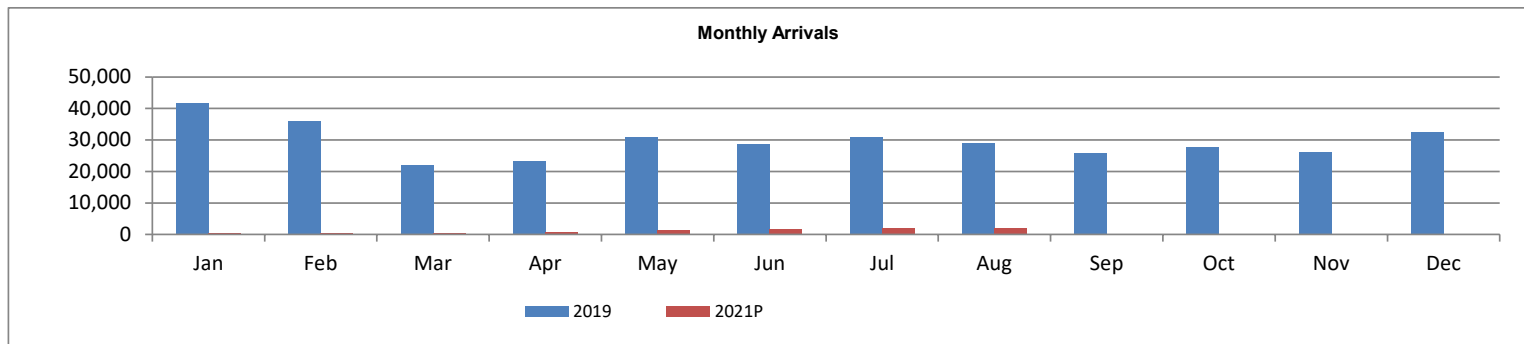
Visitor Industry Performance Measures

Market: **OTHER ASIA**

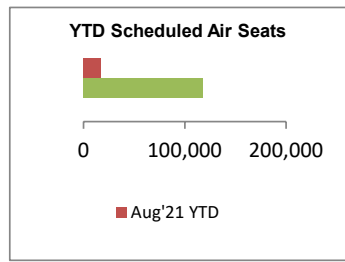
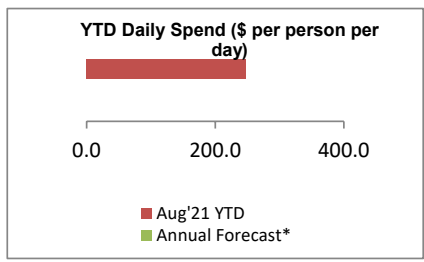
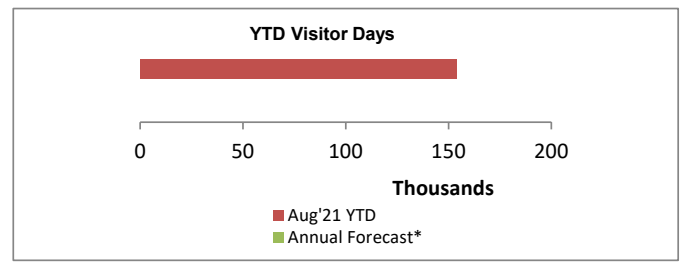
Key Performance Indicators					Key Performance Indicators		
	YOY Rate	Aug'19 YTD	Aug'21 YTD	Annual Forecast*	Arrivals	YOY Rate	YTD
Visitor Spending (\$mil) [†]	-93.2%	560.6	38.1	N/A	O'ahu	-96.8%	7,649
Daily Spend (\$PPPD) [†]	-14.2%	289.2	248.0	N/A	Mauī	-96.0%	1,538
Visitor Days	-92.1%	1,938,104	153,753	N/A	Moloka'i	-96.4%	35
Arrivals	-96.1%	242,458	9,460	N/A	Lāna'i	-94.0%	73
Daily Census	-92.1%	7,976	633	N/A	Kaua'i	-92.4%	664
Airlift (scheduled seats)	-94.9%	331,035	16,958	117,842	Hawai'i Island	-96.8%	1,600

* DBEDT Annual Forecast as of Q3 2021; 2021 seats forecast by HTA based on Diio Mi flight schedules as of July 26, 2021, subject to change. January-July 2021 visitor spending statistics were revised.

Monthly Indicators



Annual Indicators



* Excludes Supplemental Business Expenditures

HTA Key Performance Indicators Dashboard

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

Visitor Industry Performance Measures

Market: **KOREA**

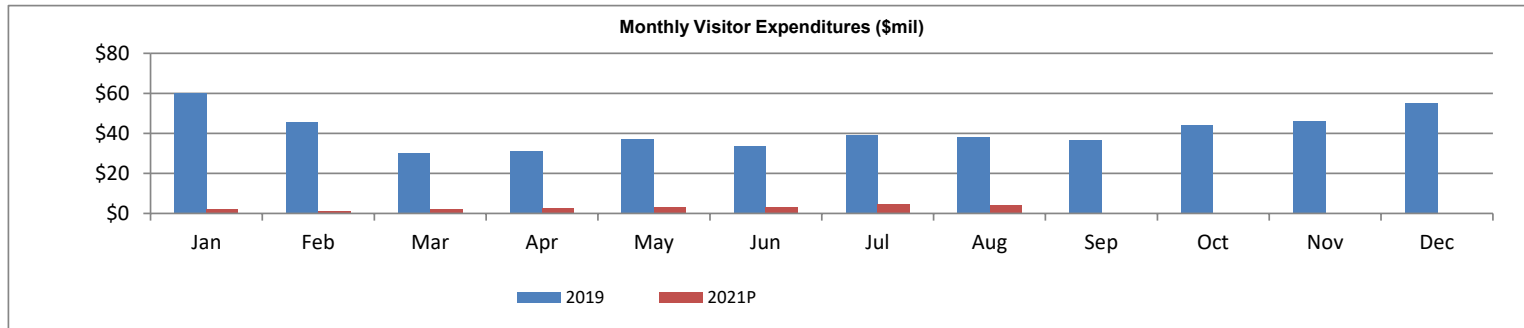
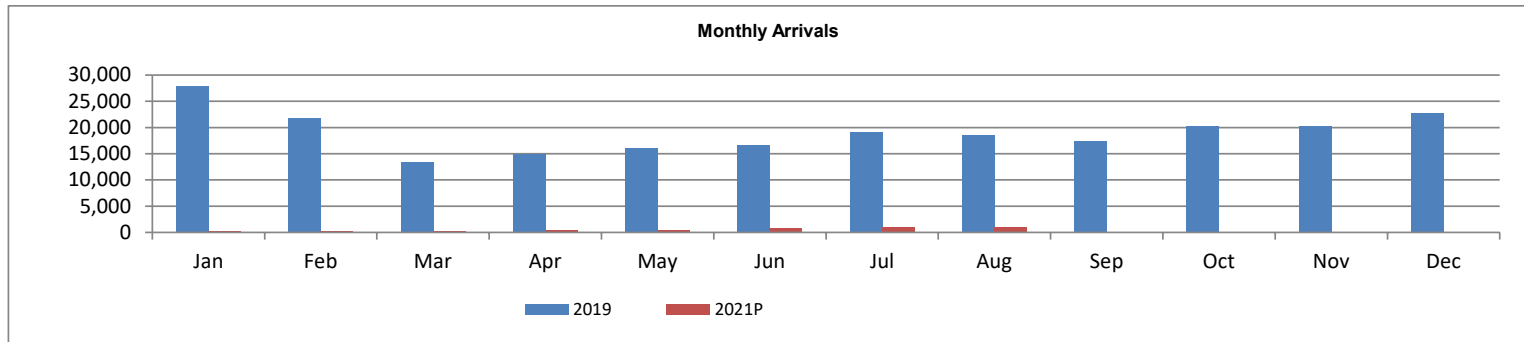
Key Performance Indicators

	YOY Rate	Aug'19 YTD	Aug'21 YTD	Annual Forecast*
Visitor Spending (\$mil) [†]	-92.8%	315.5	22.8	44.3
Daily Spend (\$PPPD) [†]	-11.1%	272.2	242.0	290.3
Visitor Days	-91.9%	1,159,169	94,113	152,700
Arrivals	-96.9%	148,233	4,596	19,910
Daily Census	-91.9%	4,770	387	418
Airlift (scheduled seats)	-92.2%	218,242	16,958	111,416

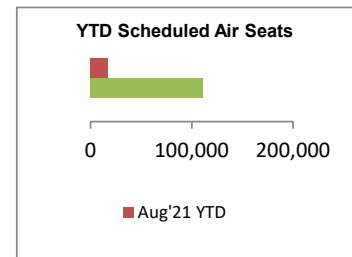
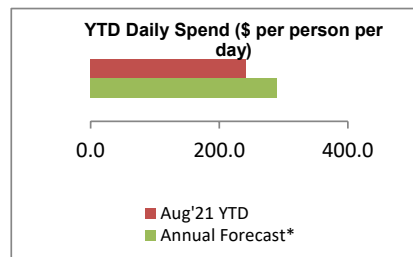
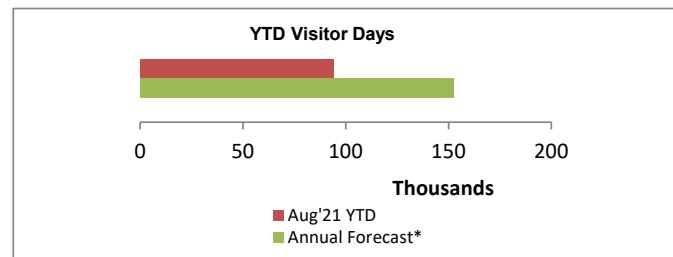
	YOY Rate	YTD
O'ahu	-97.2%	4,069
Mauī	-97.8%	423
Moloka'i	-99.1%	4
Lāna'i	-97.8%	8
Kaua'i	-96.5%	168
Hawai'i Island	-97.6%	433

* DBEDT Annual Forecast as of Q3 2021; 2021 seats forecast by HTA based on Diio Mi flight schedules as of July 26, 2021, subject to change.

Monthly Indicators



Annual Indicators



* Excludes Supplemental Business Expenditures

HTA Key Performance Indicators Dashboard

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

Visitor Industry Performance Measures

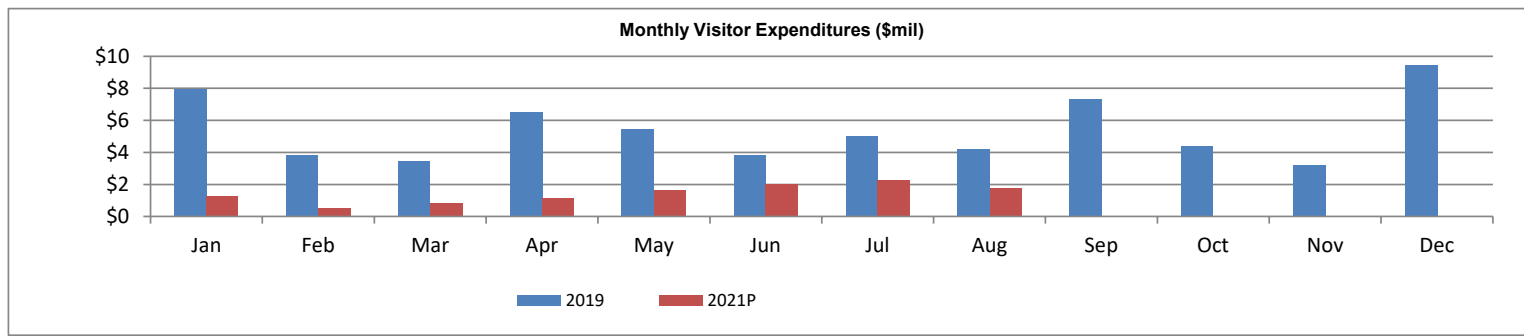
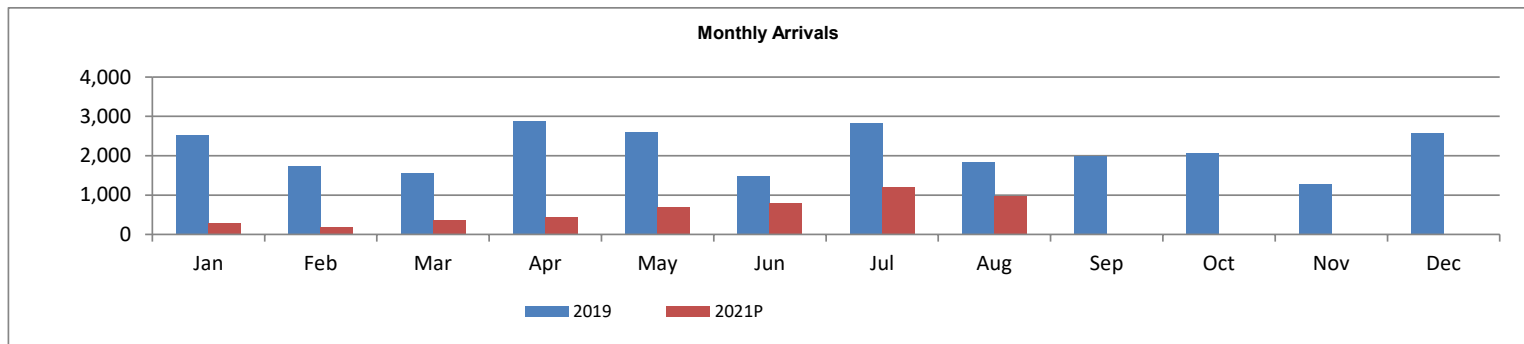
Market: **LATIN AMERICA**

Key Performance Indicators

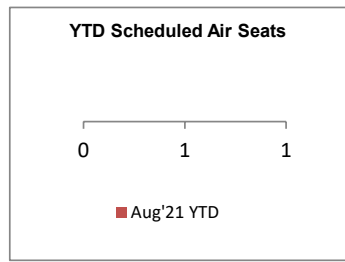
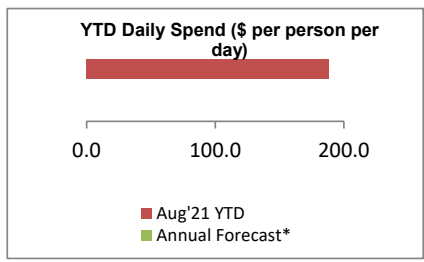
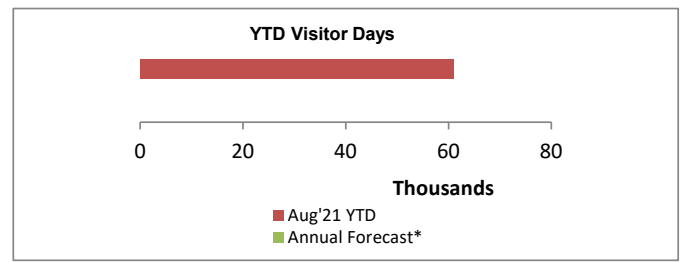
	YOY Rate	Aug'19 YTD	Aug'21 YTD	Annual Forecast*	Arrivals	YOY Rate	YTD
Visitor Spending (\$mil) [†]	-71.5%	40.3	11.5	N/A	O'ahu	-76.3%	3,159
Daily Spend (\$PPPD) [†]	-13.1%	216.8	188.4	N/A	Mauī	-69.7%	1,810
Visitor Days	-67.2%	185,792	60,991	N/A	Moloka'i	-72.7%	37
Arrivals	-71.7%	17,441	4,936	N/A	Lāna'i	-83.2%	60
Daily Census	-67.2%	765	251	N/A	Kaua'i	-82.8%	397
Airlift (scheduled seats)	N/A	N/A	N/A	N/A	Hawai'i Island	-70.8%	1,021

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Monthly Indicators



Annual Indicators



* Excludes Supplemental Business Expenditures

HTA Key Performance Indicators Dashboard

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

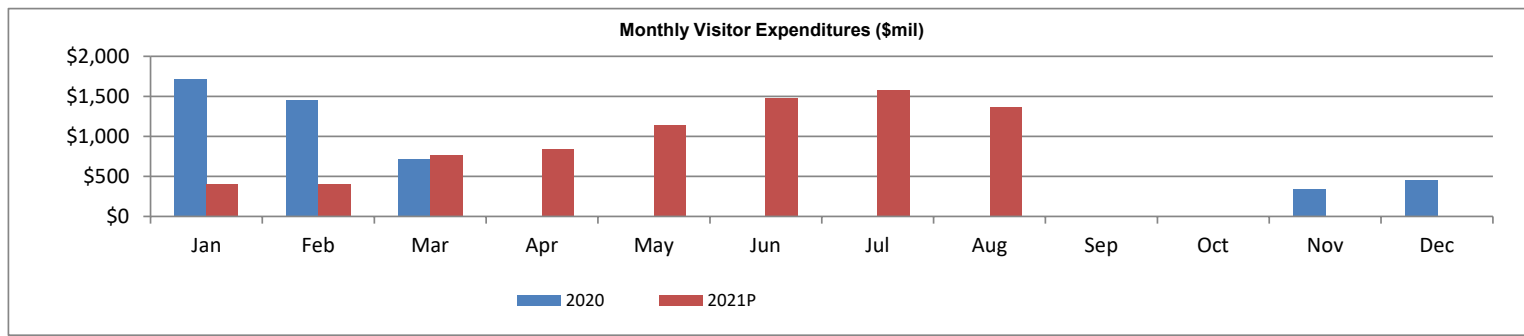
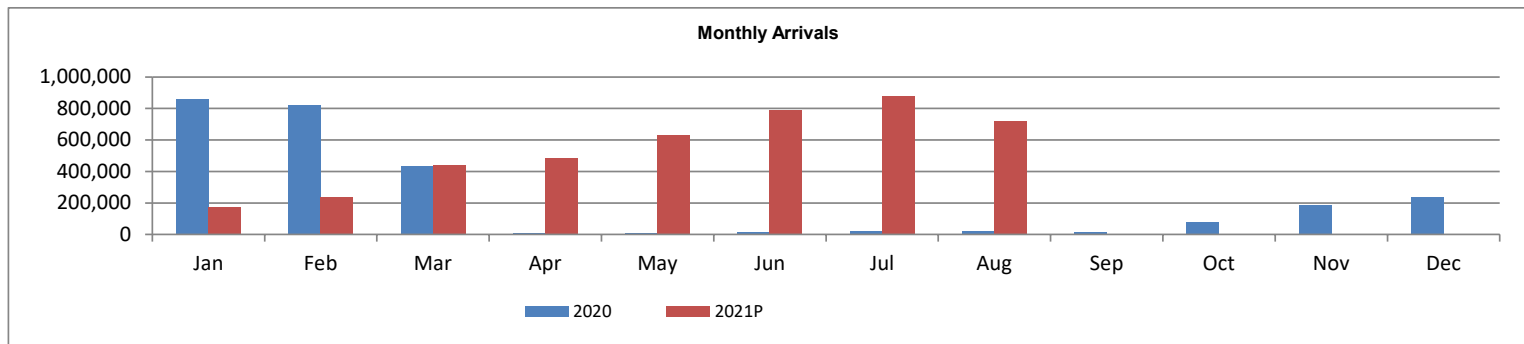
Visitor Industry Performance Measures

Market: **OVERALL**

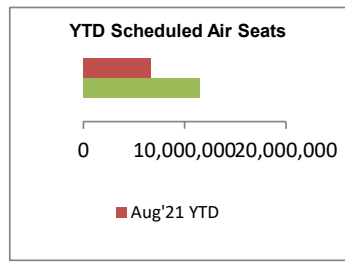
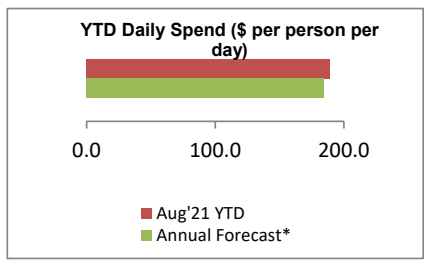
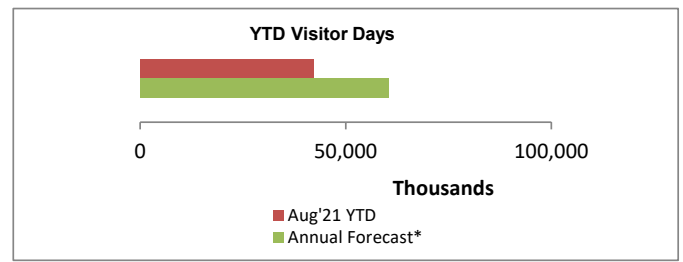
Key Performance Indicators					Key Performance Indicators		
	YOY Rate	Aug'20 YTD	Aug'21 YTD	Annual Forecast*	Arrivals	YOY Rate	YTD
Visitor Spending (\$mil) [†]	N/A	N/A	7,978.8	11,131.6	O'ahu	68.9%	2,143,397
Daily Spend (\$PPPD) [†]	N/A	N/A	189.0	184.3	Mauī	144.9%	1,499,078
Visitor Days	95.4%	21,601,778	42,207,629	60,386,010	Moloka'i	8.1%	16,093
Arrivals	98.5%	2,192,803	4,353,794	6,636,723	Lāna'i	95.0%	29,500
Daily Census	96.2%	88,532	173,694	165,441	Kaua'i	61.1%	460,332
Airlift (scheduled seats)	71.9%	3,857,409	6,629,981	11,527,465	Hawai'i Island	87.2%	755,166

* DBEDT Annual Forecast as of Q1 2021; 2021 seats forecast by HTA based on Diio Mi flight schedules as of July 26, 2021, subject to change.
 † August YTD 2020 visitor spending statistics were not available, as there was no fielding between April through October due to COVID19.
 January-July 2021 visitor spending statistics were revised.

Monthly Indicators



Annual Indicators



* Excludes Supplemental Business Expenditures

HTA Key Performance Indicators Dashboard

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

Visitor Industry Performance Measures

Market: **U.S. TOTAL**

Key Performance Indicators

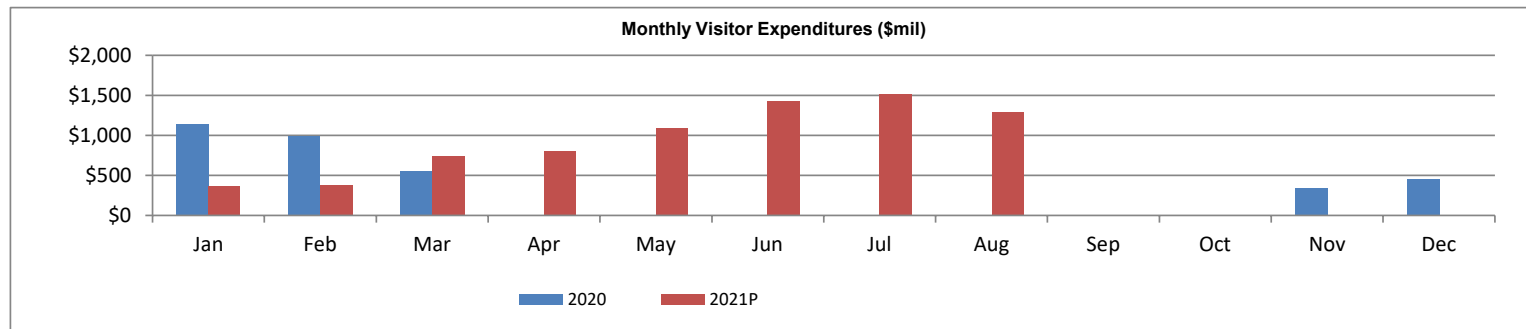
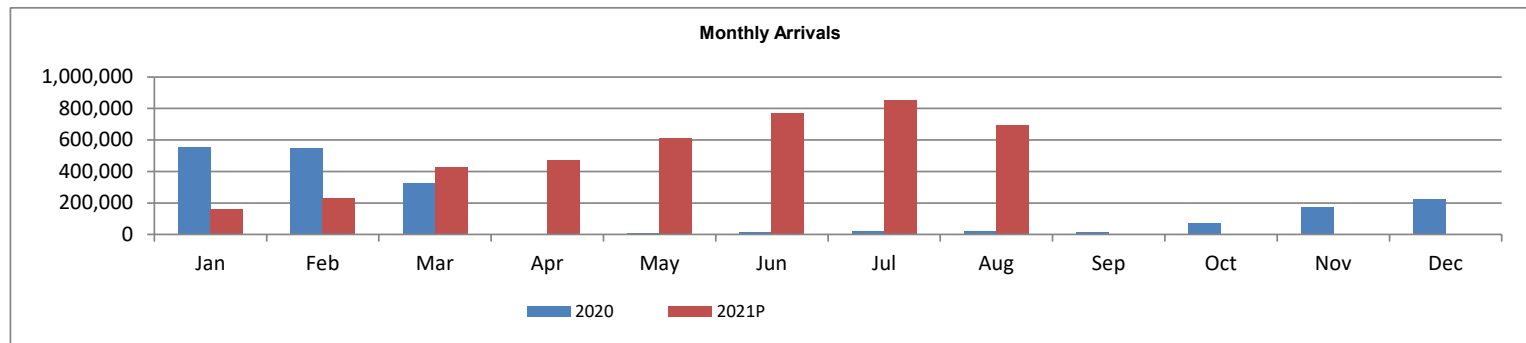
	YOY Rate	Aug'20 YTD	Aug'21 YTD	Annual Forecast*
Visitor Spending (\$mil) [†]	N/A	N/A	7,631.5	10,212.4
Daily Spend (\$PPPD) [†]	N/A	N/A	188.8	182.7
Visitor Days	162.3%	15,414,531	40,430,413	55,888,148
Arrivals	181.8%	1,496,403	4,217,574	6,132,332
Daily Census	163.4%	63,174	166,380	153,118
Airlift (scheduled seats)	119.6%	2,929,167	6,433,477	10,528,567

	YOY Rate	YTD
O'ahu	177.8%	2,056,913
Maui	200.9%	1,462,490
Moloka'i	52.3%	15,477
Lāna'i	141.0%	28,476
Kaua'i	89.2%	449,273
Hawai'i Island	152.2%	736,048

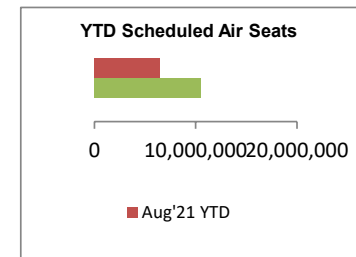
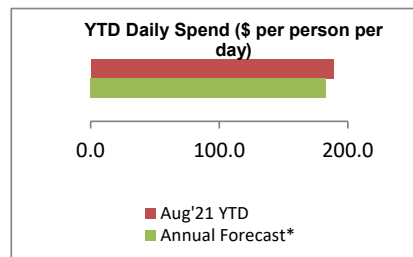
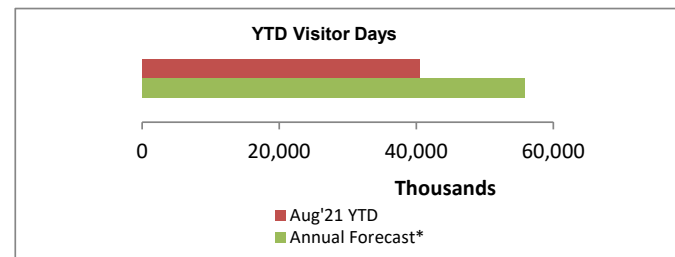
* DBEDT Annual Forecast as of Q3 2021; 2021 seats forecast by HTA based on Diio Mi flight schedules as of July 26, 2021, subject to change.

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Monthly Indicators



Annual Indicators



* Excludes Supplemental Business Expenditures

HTA Key Performance Indicators Dashboard

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

Visitor Industry Performance Measures

Market: **U.S. WEST**

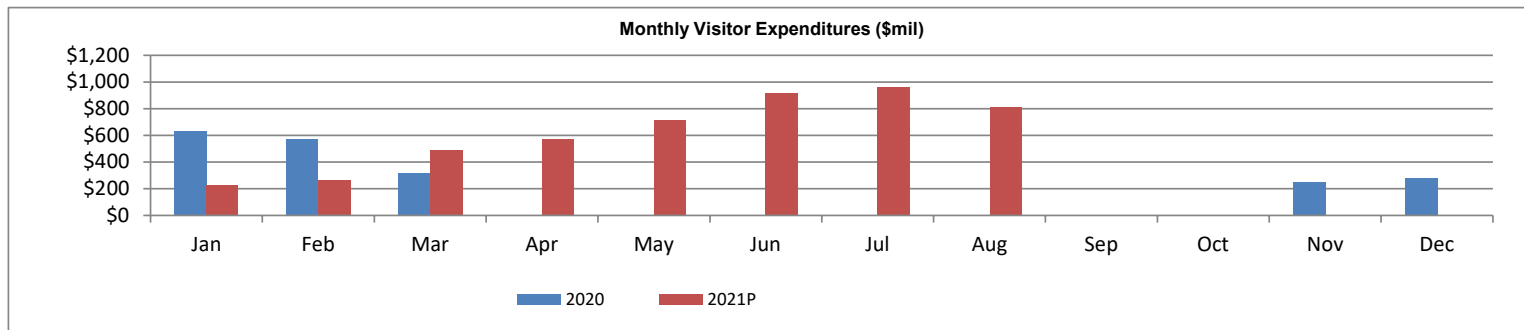
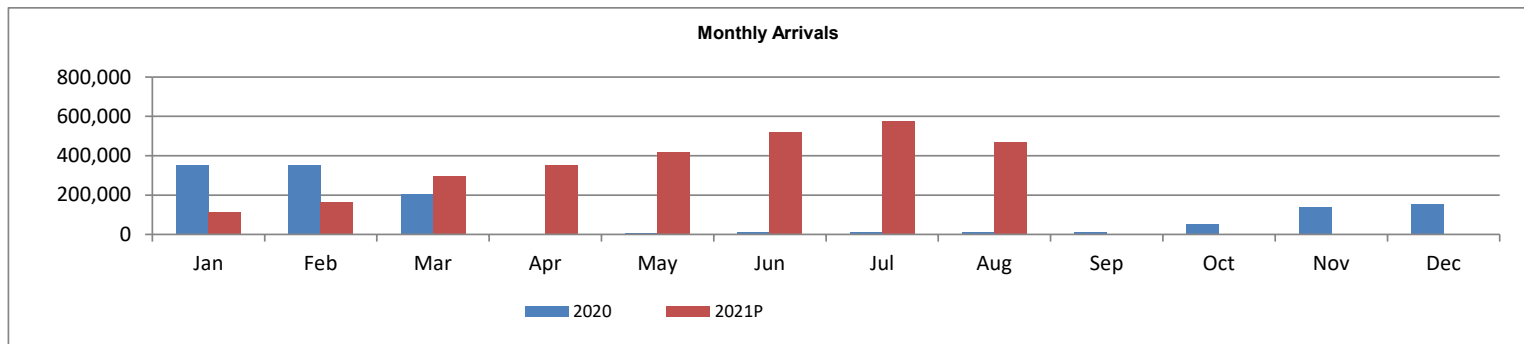
Key Performance Indicators

	YOY Rate	Aug'20 YTD	Aug'21 YTD	Annual Forecast*	Arrivals	YOY Rate	YTD
Visitor Spending (\$mil) [†]	N/A	N/A	4,958.8	6,731.4	O'ahu	201.5%	1,307,133
Daily Spend (\$PPPD) [†]	N/A	N/A	183.6	173.2	Maui	239.2%	1,019,597
Visitor Days	188.3%	9,369,994	27,010,653	38,865,836	Moloka'i	64.6%	9,955
Arrivals	204.2%	957,826	2,913,707	4,406,784	Lāna'i	166.4%	16,775
Daily Census	189.5%	38,402	111,155	106,482	Kaua'i	112.2%	308,864
Airlift (scheduled seats)	119.3%	2,567,394	5,629,031	9,240,552	Hawai'i Island	173.6%	495,849

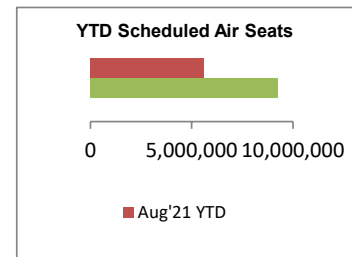
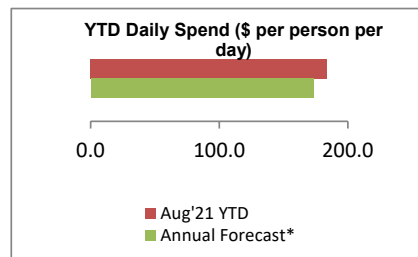
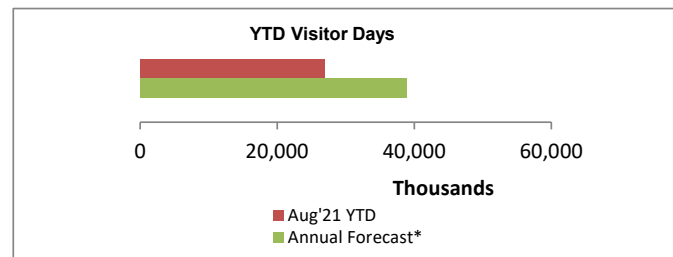
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Monthly Indicators



Annual Indicators



* Excludes Supplemental Business Expenditures

HTA Key Performance Indicators Dashboard

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

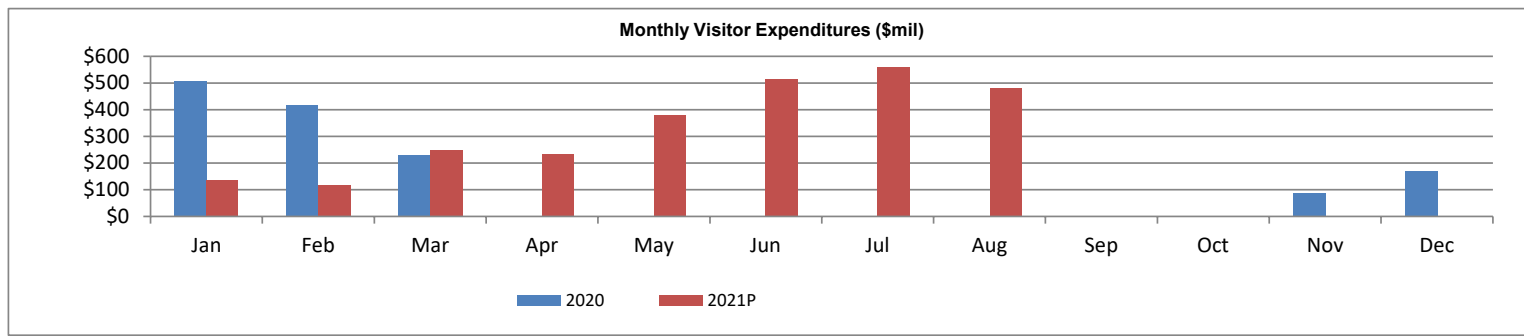
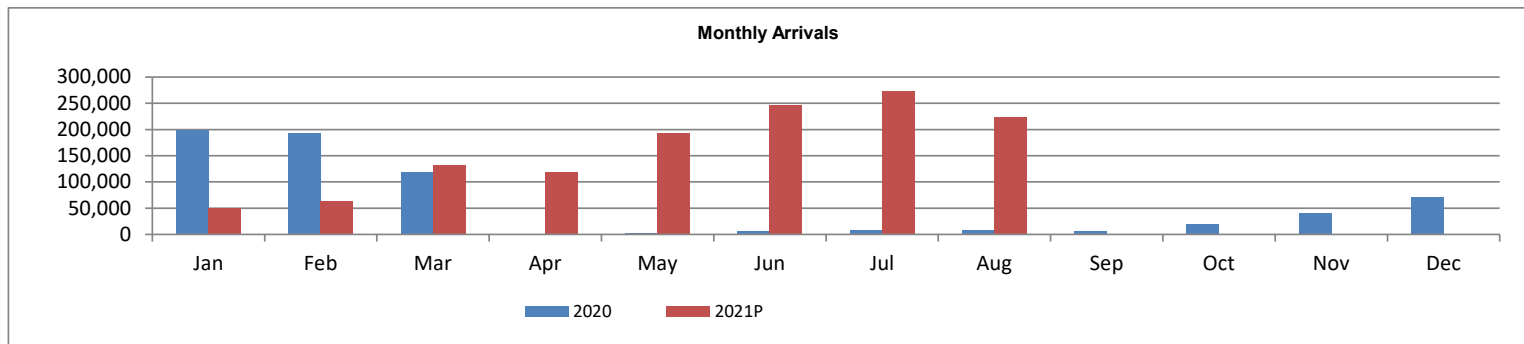
Visitor Industry Performance Measures

Market: **U.S. EAST**

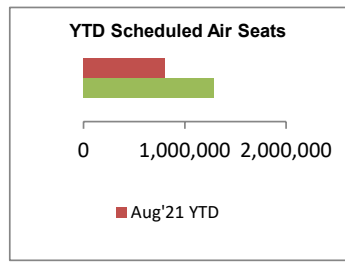
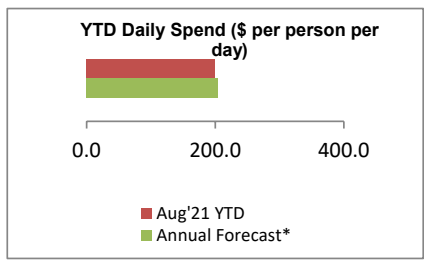
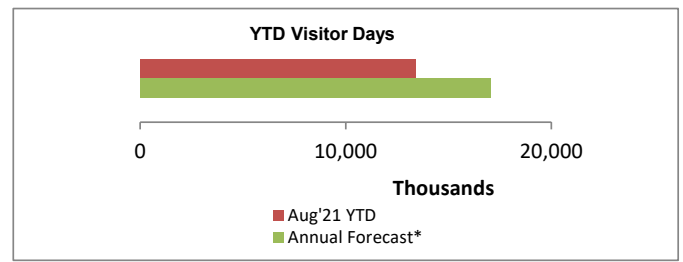
Key Performance Indicators					Key Performance Indicators		
	YOY Rate	Aug'20 YTD	Aug'21 YTD	Annual Forecast*	Arrivals	YOY Rate	YTD
Visitor Spending (\$mil) [†]	N/A	N/A	2,672.7	3,481.0	O'ahu	144.4%	749,780
Daily Spend (\$PPPD) [†]	N/A	N/A	199.2	204.5	Maui	138.8%	442,893
Visitor Days	122.0%	6,044,538	13,419,760	17,022,311	Moloka'i	34.3%	5,522
Arrivals	142.1%	538,578	1,303,867	1,725,548	Lāna'i	112.0%	11,701
Daily Census	122.9%	24,773	55,225	46,636	Kaua'i	52.8%	140,409
Airlift (scheduled seats)	122.4%	361,773	804,446	1,288,015	Hawai'i Island	117.1%	240,199

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[†] August YTD 2020 visitor spending statistics were not available, as there was no fielding between April through October due to COVID19.

Monthly Indicators



Annual Indicators



* Excludes Supplemental Business Expenditures

HTA Key Performance Indicators Dashboard

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

Visitor Industry Performance Measures

Market: **CANADA**

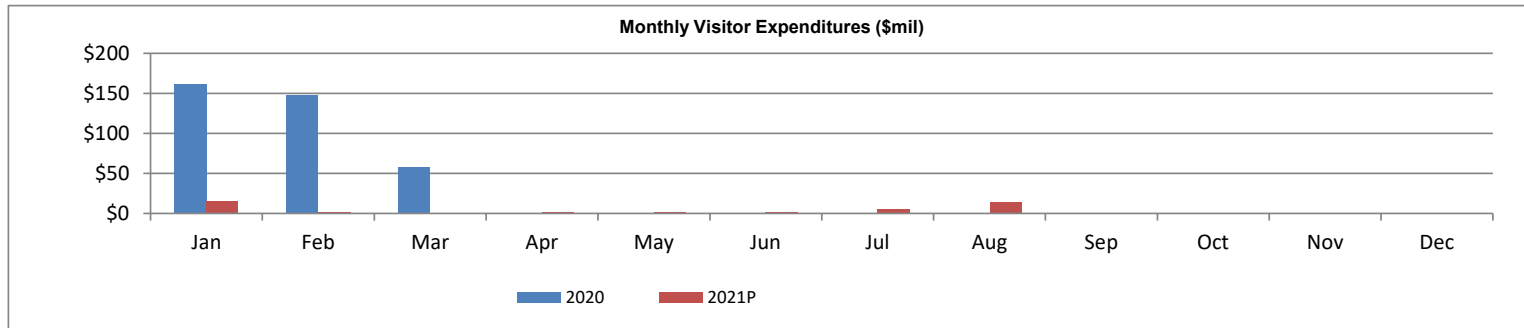
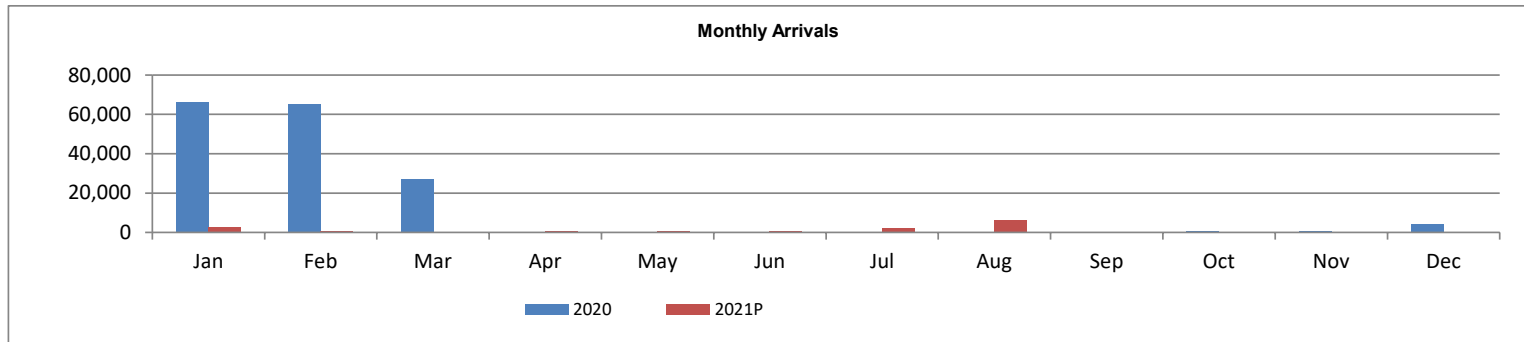
Key Performance Indicators

	YOY Rate	Aug'20 YTD	Aug'21 YTD	Annual Forecast*	Arrivals	YOY Rate	YTD
Visitor Spending (\$mil) [†]	N/A	N/A	44.4	258.1	O'ahu	-90.1%	6,115
Daily Spend (\$PPPD) [†]	N/A	N/A	175.6	185.4	Mau'i	-91.2%	6,291
Visitor Days	-88.0%	2,103,029	253,156	1,391,683	Moloka'i	-95.4%	47
Arrivals	-91.5%	158,965	13,586	112,824	Lāna'i	-93.3%	105
Daily Census	-87.9%	8,619	1,042	3,813	Kaua'i	-96.5%	789
Airlift (scheduled seats)	-82.6%	164,881	28,662	164,506	Hawai'i Island	-94.4%	2,005

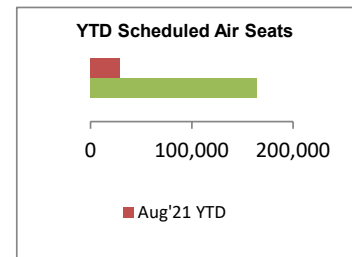
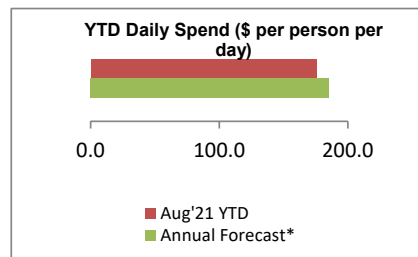
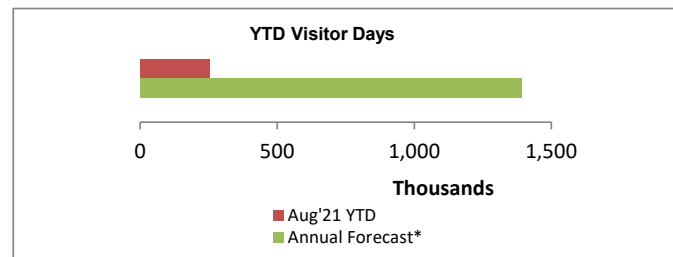
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Monthly Indicators



Annual Indicators



* Excludes Supplemental Business Expenditures

HTA Key Performance Indicators Dashboard

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

Visitor Industry Performance Measures

Market: **JAPAN**

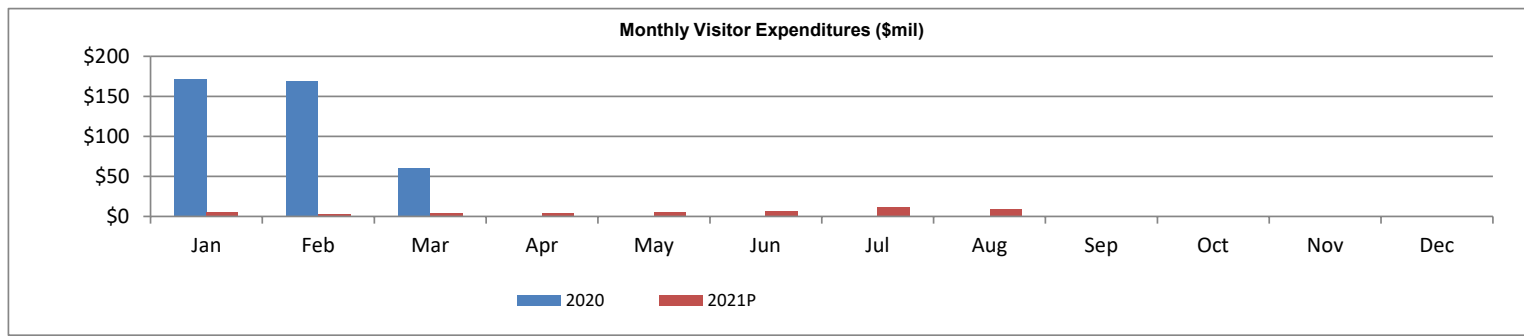
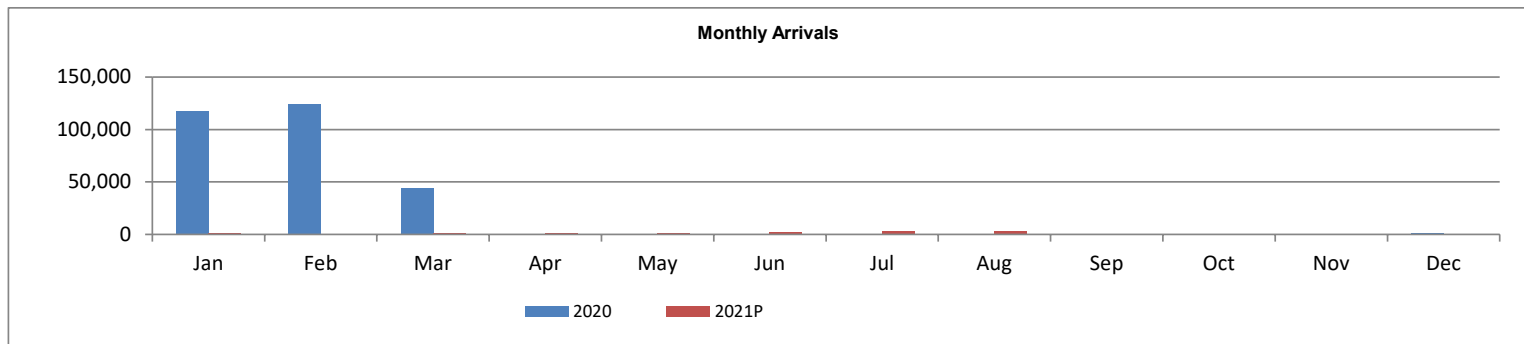
Key Performance Indicators

	YOY Rate	Aug'20 YTD	Aug'21 YTD	Annual Forecast*
Visitor Spending (\$mil) [†]	N/A	N/A	48.4	203.1
Daily Spend (\$PPPD) [†]	N/A	N/A	213.9	241.1
Visitor Days	-86.6%	1,686,320	226,279	842,321
Arrivals	-95.4%	286,716	13,271	146,008
Daily Census	-86.5%	6,911	931	2,308
Airlift (scheduled seats)	-83.7%	466,630	75,911	505,887

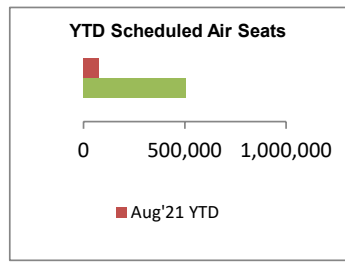
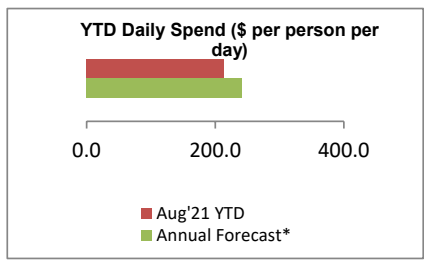
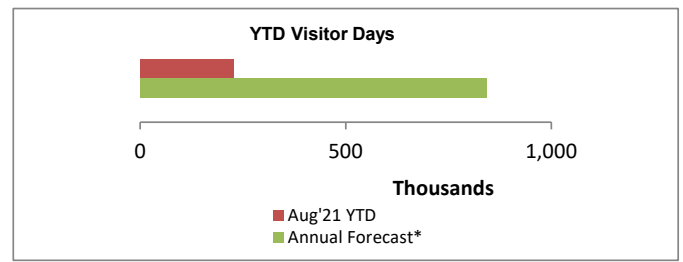
	YOY Rate	YTD
O'ahu	-95.4%	12,750
Maui	-95.3%	383
Moloka'i	-96.7%	14
Lāna'i	-92.6%	10
Kaua'i	-95.5%	166
Hawai'i Island	-98.8%	430

* DBEDT Annual Forecast as of Q3 2021; 2021 seats forecast by HTA based on Diio Mi flight schedules as of July 26, 2021, subject to change.
[†] August YTD 2020 visitor spending statistics were not available, as there was no fielding between April through October due to COVID19.

Monthly Indicators



Annual Indicators



* Excludes Supplemental Business Expenditures

HTA Key Performance Indicators Dashboard

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

Visitor Industry Performance Measures

Market: **OCEANIA**

Key Performance Indicators

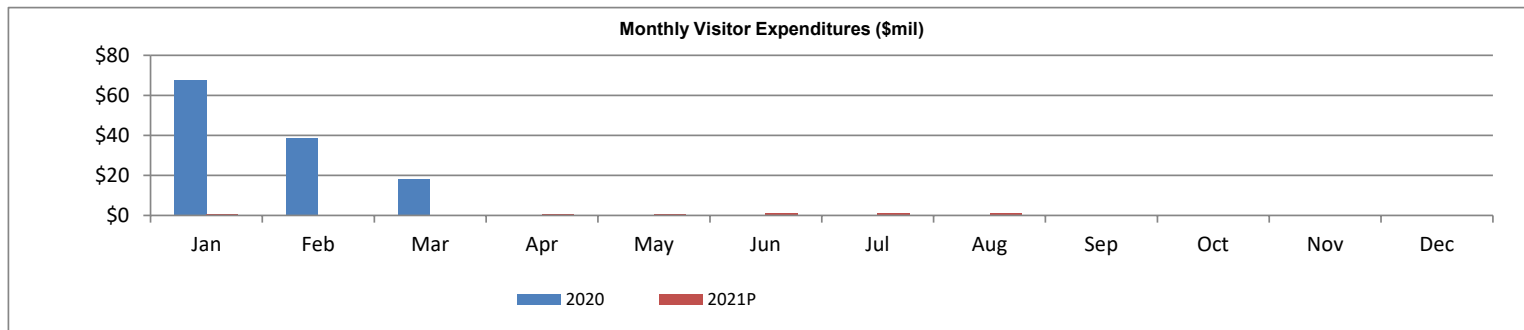
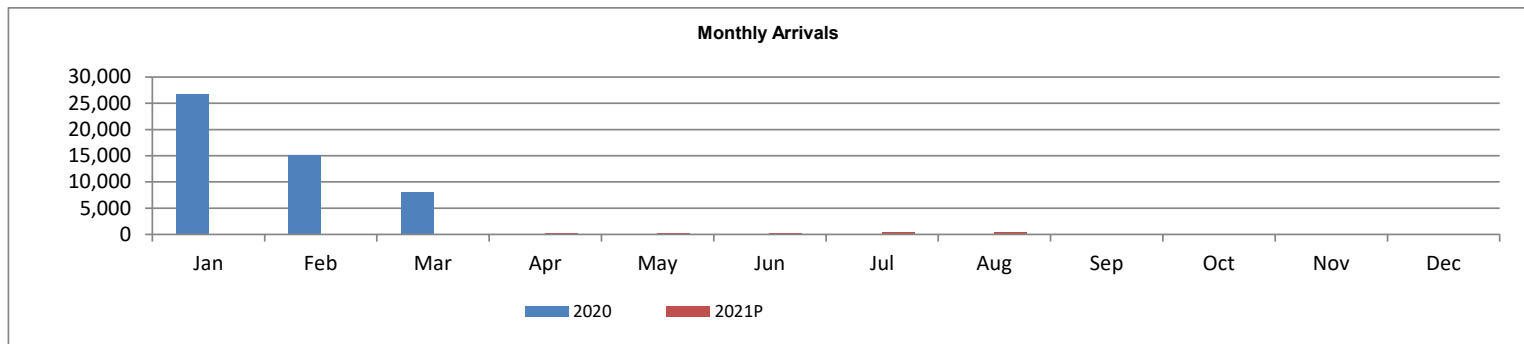
	YOY Rate	Aug'20 YTD	Aug'21 YTD	Annual Forecast*
Visitor Spending (\$mil) [†]	N/A	N/A	6.3	82.6
Daily Spend (\$PPPD) [†]	N/A	N/A	238.4	270.3
Visitor Days	-94.3%	469,309	26,532	305,677
Arrivals	-96.6%	50,360	1,728	33,184
Daily Census	-94.3%	1,923	109	837
Airlift (scheduled seats)	-100.0%	95,737	0	27,706

	YOY Rate	YTD
O'ahu	-98.4%	982
Maui	-94.2%	499
Moloka'i	-98.0%	17
Lāna'i	-97.6%	20
Kaua'i	-94.8%	262
Hawai'i Island	-95.8%	322

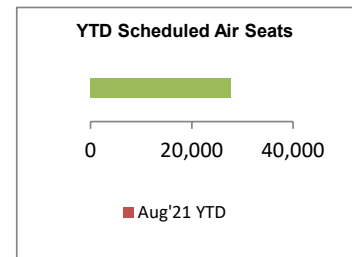
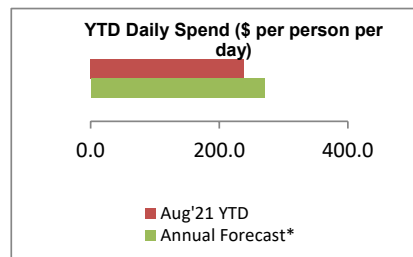
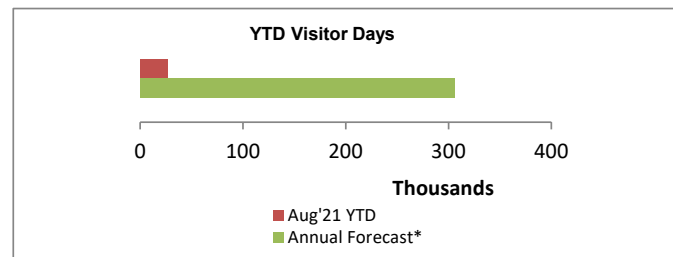
* DBEDT Annual Forecast as of Q3 2021; 2021 seats forecast by HTA based on Diio Mi flight schedules as of July 26, 2021, subject to change.

† August YTD 2020 visitor spending statistics were not available, as there was no fielding between April through October due to COVID19.

Monthly Indicators



Annual Indicators



* Excludes Supplemental Business Expenditures

HTA Key Performance Indicators Dashboard

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

Visitor Industry Performance Measures

Market: **EUROPE**

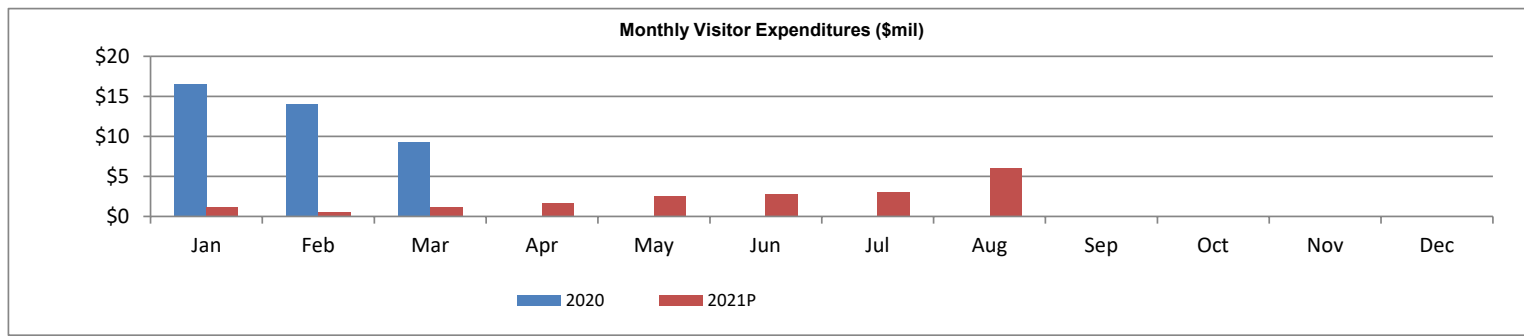
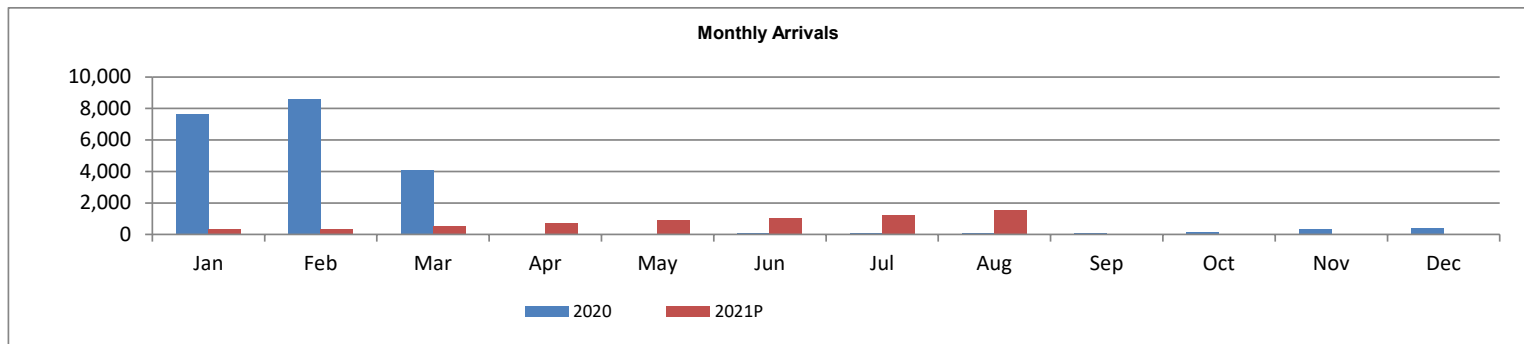
Key Performance Indicators

	YOY Rate	Aug'20 YTD	Aug'21 YTD	Annual Forecast*
Visitor Spending (\$mil) [†]	N/A	N/A	19.0	40.6
Daily Spend (\$PPPD) [†]	N/A	N/A	174.9	158.3
Visitor Days	-60.2%	272,779	108,497	256,384
Arrivals	-68.0%	20,574	6,581	19,910
Daily Census	-60.1%	1,118	446	702
Airlift (scheduled seats)	N/A	N/A	N/A	N/A

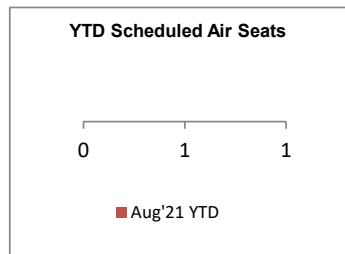
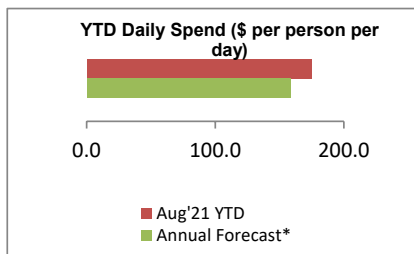
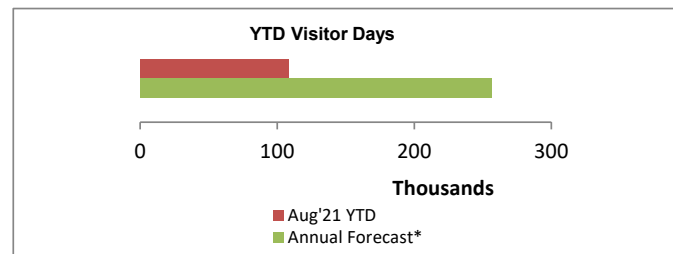
	YOY Rate	YTD
O'ahu	-75.0%	3,725
Maui	-75.5%	2,047
Moloka'i	-81.2%	68
Lāna'i	-65.3%	85
Kaua'i	-82.3%	871
Hawai'i Island	-78.5%	1,410

* DBEDT Annual Forecast as of Q3 2021; 2021 seats forecast by HTA based on Diio Mi flight schedules as of July 26, 2021, subject to change.
[†] August YTD 2020 visitor spending statistics were not available, as there was no fielding between April through October due to COVID19.

Monthly Indicators



Annual Indicators



* Excludes Supplemental Business Expenditures

HTA Key Performance Indicators Dashboard

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

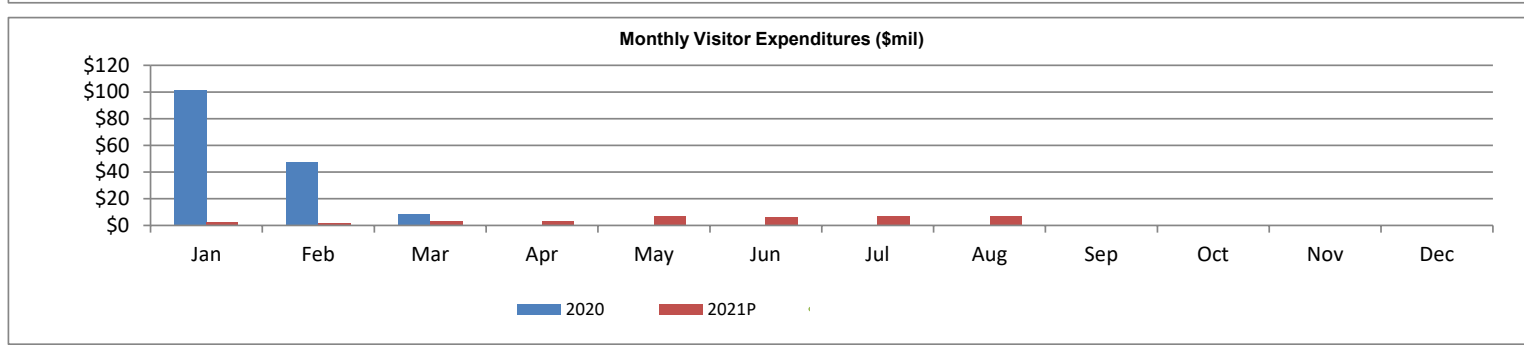
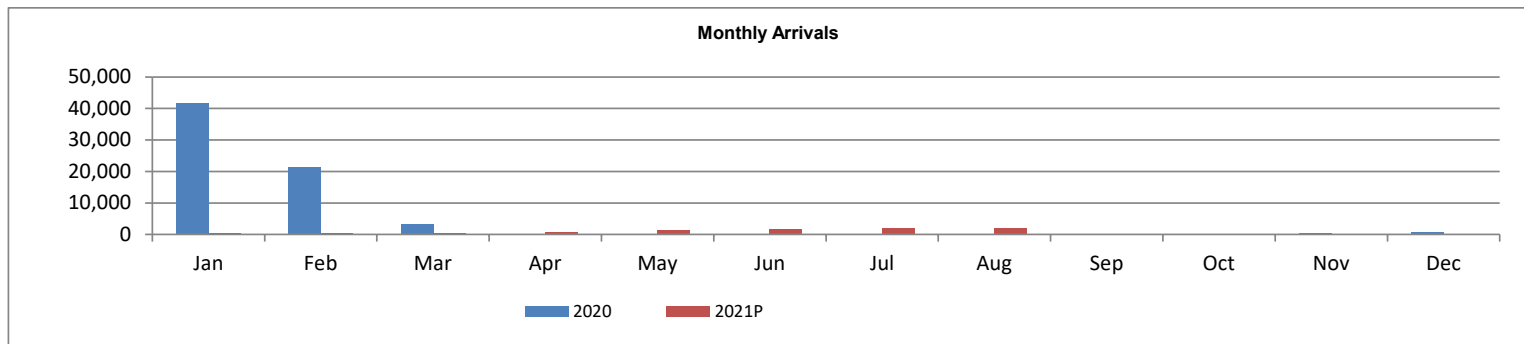
Visitor Industry Performance Measures

Market: **OTHER ASIA**

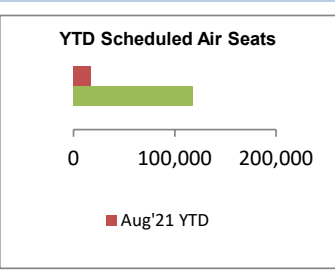
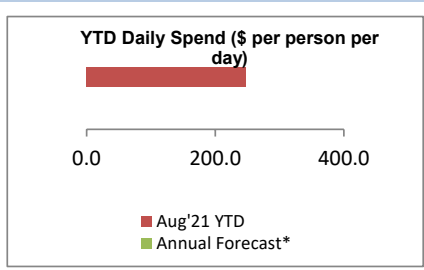
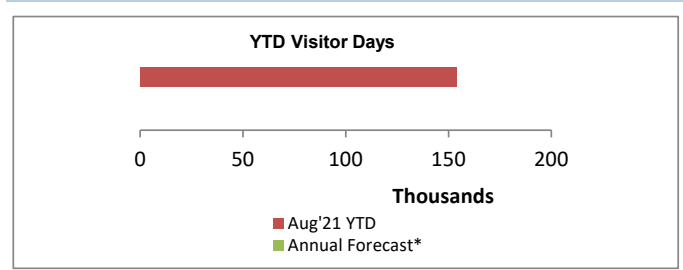
Key Performance Indicators					Key Performance Indicators		
	YOY Rate	Aug'20 YTD	Aug'21 YTD	Annual Forecast*	Arrivals	YOY Rate	YTD
Visitor Spending (\$mil) [†]	N/A	N/A	38.1	N/A	O'ahu	-86.3%	7,649
Daily Spend (\$PPPD) [†]	N/A	N/A	248.0	N/A	Mau'i	-80.6%	1,538
Visitor Days	-73.5%	581,204	153,753	N/A	Moloka'i	-78.7%	35
Arrivals	-85.8%	66,480	9,460	N/A	Lāna'i	-63.9%	73
Daily Census	-73.4%	2,382	633	N/A	Kaua'i	-67.9%	664
Airlift (scheduled seats)	-80.4%	86,695	16,958	117,842	Hawai'i Island	-86.2%	1,600

* DBEDT Annual Forecast as of Q1 2021; 2021 seats forecast by HTA based on Diio Mi flight schedules as of July 26, 2021, subject to change.
 † August YTD 2020 visitor spending statistics were not available, as there was no fielding between April through October due to COVID19.
 January-July 2021 visitor spending statistics were revised.

Monthly Indicators



Annual Indicators



* Excludes Supplemental Business Expenditures

HTA Key Performance Indicators Dashboard

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

Visitor Industry Performance Measures

Market: **KOREA**

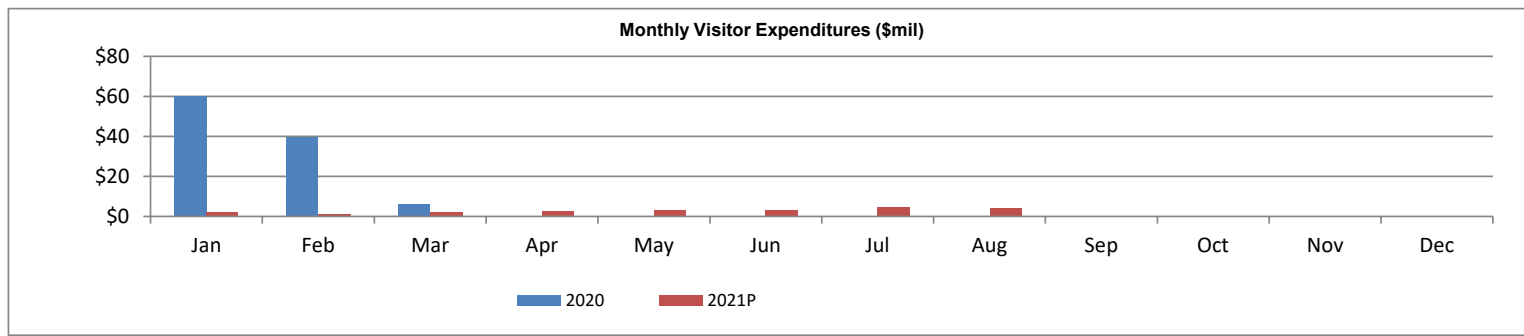
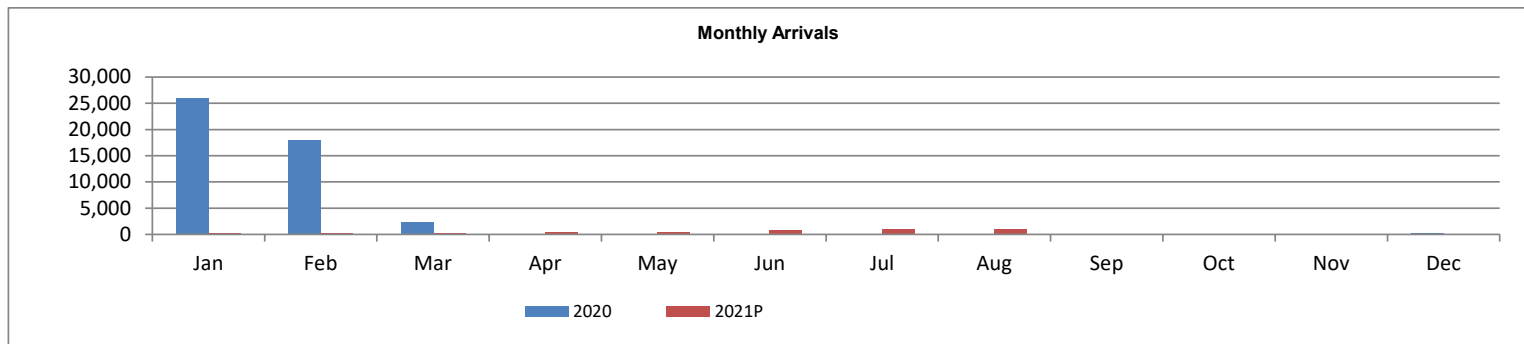
Key Performance Indicators

	YOY Rate	Aug'20 YTD	Aug'21 YTD	Annual Forecast*
Visitor Spending (\$mil) [†]	N/A	N/A	22.8	44.3
Daily Spend (\$PPPD) [†]	N/A	N/A	242.0	290.3
Visitor Days	-76.0%	391,882	94,113	152,700
Arrivals	-90.1%	46,471	4,596	19,910
Daily Census	-75.9%	1,606	387	418
Airlift (scheduled seats)	-76.2%	71,175	16,958	111,416

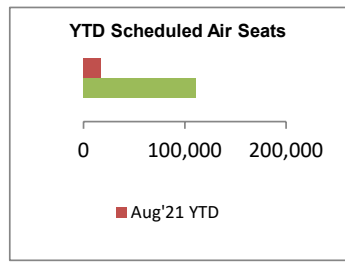
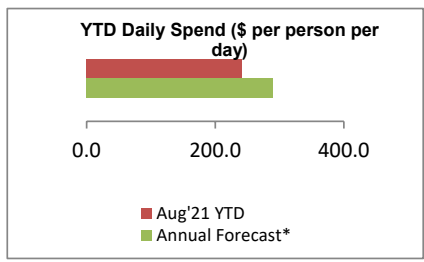
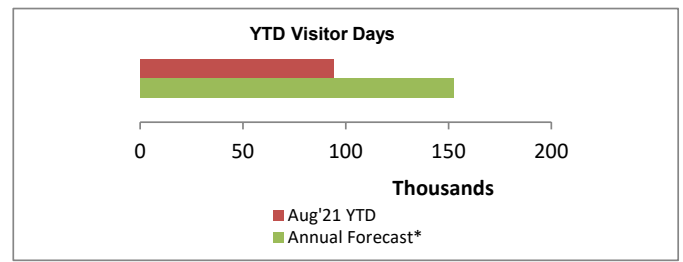
	YOY Rate	YTD
O'ahu	-90.1%	4,069
Maui	-89.9%	423
Moloka'i	-93.2%	4
Lāna'i	-91.0%	8
Kaua'i	-86.1%	168
Hawai'i Island	-92.9%	433

* DBEDT Annual Forecast as of Q3 2021; 2021 seats forecast by HTA based on Diio Mi flight schedules as of July 26, 2021, subject to change.
[†] August YTD 2020 visitor spending statistics were not available, as there was no fielding between April through October due to COVID19.

Monthly Indicators



Annual Indicators



* Excludes Supplemental Business Expenditures

HTA Key Performance Indicators Dashboard

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

Visitor Industry Performance Measures

Market: **LATIN AMERICA**

Key Performance Indicators

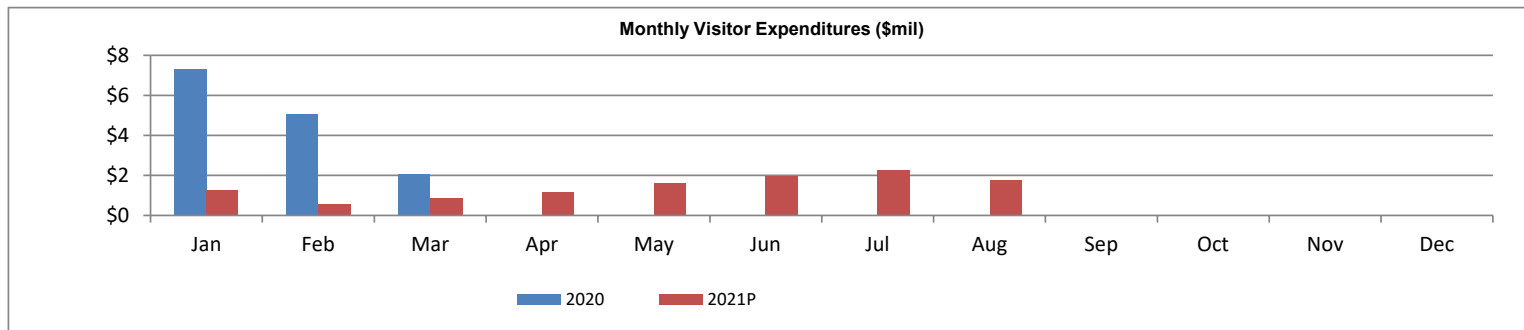
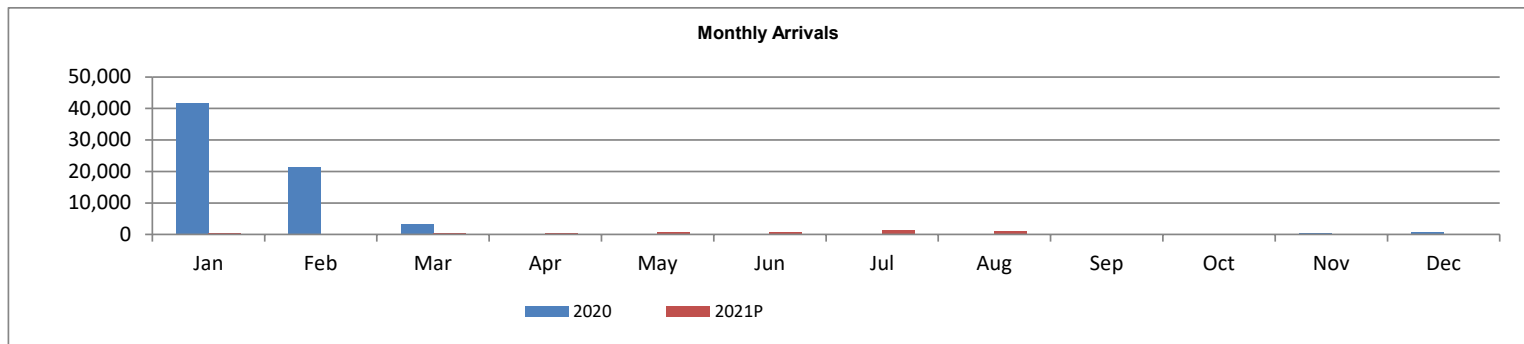
	YOY Rate	Aug'20 YTD	Aug'21 YTD	Annual Forecast*
Visitor Spending (\$mil) [†]	N/A	N/A	11.5	N/A
Daily Spend (\$PPPD) [†]	N/A	N/A	188.4	N/A
Visitor Days	-12.9%	70,063	60,991	N/A
Arrivals	-92.6%	66,480	4,936	N/A
Daily Census	-12.6%	287	251	N/A
Airlift (scheduled seats)	N/A	N/A	N/A	N/A

	YOY Rate	YTD
O'ahu	-20.2%	3,159
Maui	4.0%	1,810
Moloka'i	84.3%	37
Lāna'i	20.6%	60
Kaua'i	-31.0%	397
Hawai'i Island	17.1%	1,021

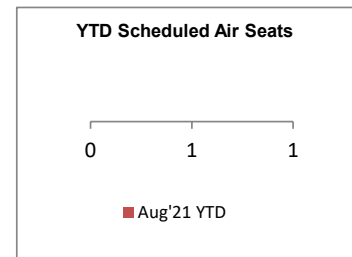
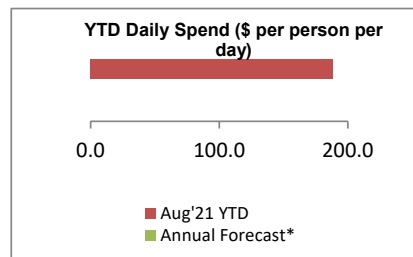
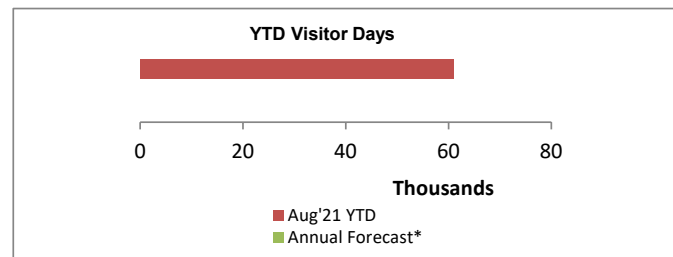
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Monthly Indicators



Annual Indicators



* Excludes Supplemental Business Expenditures

10

Report of the *Marketing Standing Committee* with the
Committee's Recommendations to Approve the
Amended Brand Management Plans for
Hawaii Tourism Japan



2021 BMP UPDATE

**HTA MARKETING STANDING COMMITTEE MEETING
9.29.2021**

Eric Takahata
Managing Director

MARKET SITUATION

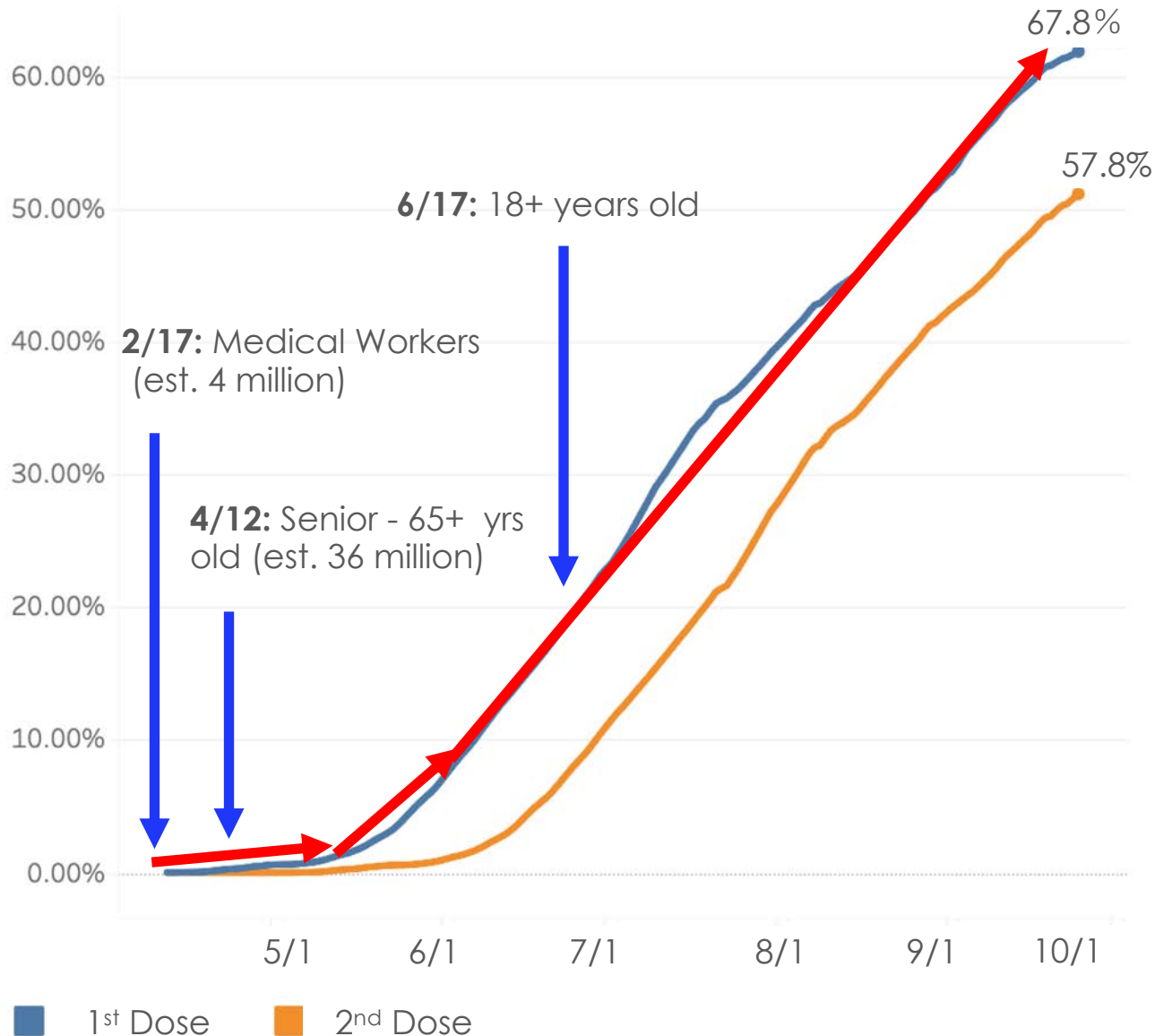


GENERAL ECONOMY



- Japan GDP rebounds in Q2 with 1.9% annualized growth (revised 9/8)
- Consumption rose 0.8% in April-June (vs Previous Qtr)
- Capital expenditure increased 1.7% (vs Previous Qtr)
- Domestic demand contributed 0.6% point to GDP growth
- Exports rose 2.9% in April-June (vs Previous Qtr) in a sign the global recovery continued to underpin Japan's economy

JAPAN VACCINATION PROGRESS



- State of emergency will be released on 9/30
- Japan government target 80% vaccination by December

Vaccination progress (as of Sept. 24)

	U.S.	Hawai'i	Japan
Initiated	64.2%	75.6%	67.8%
Completed	55.2%	67.2%	57.8%

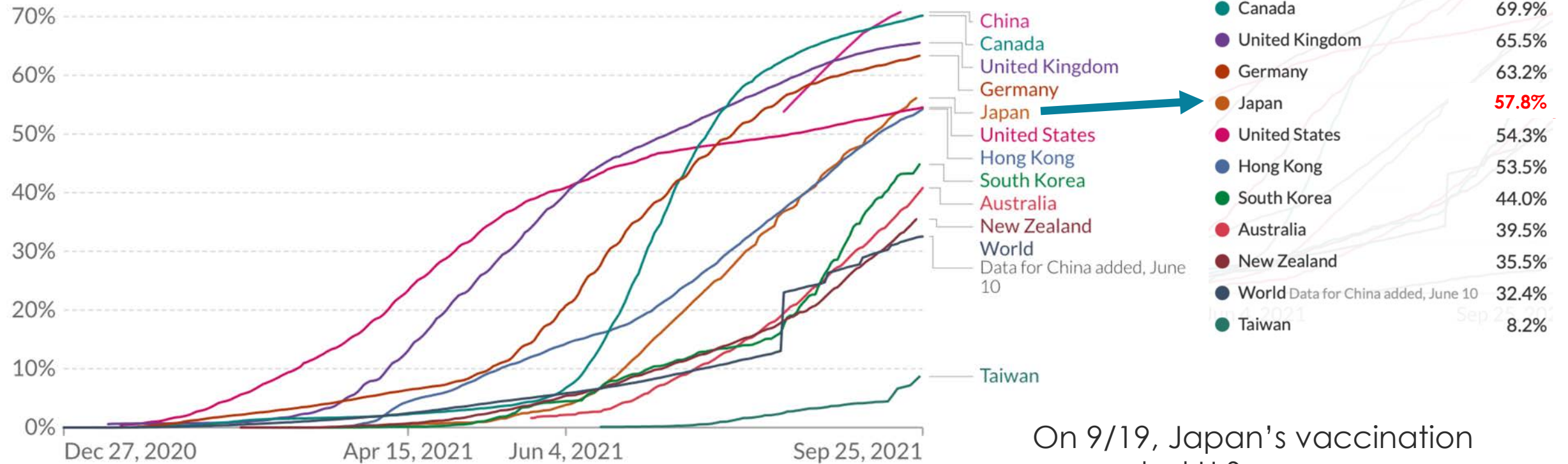
VACCINATION COMPARISON BY COUNTRY

Share of the population fully vaccinated against COVID-19

Total number of people who received all doses prescribed by the vaccination protocol, divided by the total population of the country.



+ Add country



On 9/19, Japan's vaccination exceeded U.S.

MARKET CONDITIONS ~AIRLIFT (SEPTEMBER/OCTOBER)~



September				
Op Airline Name	Flight #	Origin Code	Total Flights	Seats
All Nippon Airway	NH 186	HND	8	1,968
Hawaiian Airlines	HA 822	NRT	13	3,614
Hawaiian Airlines	HA 450	KIX	5	1,390
Japan Airlines	JL 74	HND	10	2,150
ZIPAIR Tokyo	ZG2	NRT	5	1,450
Total			41	10,572

Total Flights # by airport
 ❖ Haneda-18
 ❖ Narita-18
 ❖ Kansai-5
10 to 11 flights per week

October				
Op Airline Name	Flight #	Origin Code	Total Flights	Seats
All Nippon Airway	NH 186	HND	9	2,214
Hawaiian Airlines	HA 822	NRT	13	3,614
Hawaiian Airlines	HA 450	KIX	4	1,112
Japan Airlines	JL 784	NRT	4	744
Japan Airlines	JL 74	HND	9	1,674
ZIPAIR Tokyo	ZG2	NRT	4	1,160
Total			43	10,518

Total Flights # by airport
 ❖ Haneda-18
 ❖ Narita-21
 ❖ Kansai-4
10 to 11 flights per week

JAPAN RECOVERY INDICATORS

Keidanren Policy & Action

The Japan Business Federation (Keidanren) requested:

- to relax restrictions for fully inoculated arrivals as part of its proposals to resume international travel and revive the nation's economy
- to reduce the length of the quarantine for unvaccinated travelers to 10 days

The central government's coronavirus subcommittee proposal plan

As early as October:

- To ease attendance limits on large public events as long as they are fully vaccinated or test negative for Covid-19
- To restart the Go to Travel campaign domestic travel once most people have been vaccinated



JAPAN RECOVERY INDICATORS

CONSULATE - GENERAL OF JAPAN

1742 Nuuanu Avenue
Honolulu, Hawaii 96817
Telephone: (808) 543-3111
Facsimile: (808) 543-3172
Website: www.honolulu.us.emb-japan.jp/

September 13, 2021

Mr. Eric Takahata
Managing Director
Hawaii Tourism Japan
1600 Kapiolani Blvd., Ste. 723
Honolulu, HI 96814

Dear Mr. Takahata:

As vaccinations and other mitigation efforts to prevent the further spread of COVID move forward around the globe, Japan is currently considering what its future requirements will be, to restore foreign travel into the country.

One key component that will be necessary for entry into Japan, will be a vaccine card/proof of vaccination. With regards to the State of Hawaii, Japan will be looking to set forth the following requirements, for a vaccine card/proof of vaccination:

1. It must indicate that the traveler received one of the following Coronavirus vaccines:
 - a) Pfizer
 - b) Moderna
 - c) AstraZeneca(**The Johnson & Johnson vaccine is presently not recognized as an accepted vaccine, but it may be accepted in the future.)
2. It must contain the following information, in English:
 - a) Full name
 - b) Date of birth
 - c) Name of vaccine or vaccine maker
 - d) Dates of vaccination
 - e) Number of doses
3. Either a hard copy or digital copy of the vaccine card/proof of vaccination is acceptable.
4. It must indicate that the traveler has been fully vaccinated (received at least 2 doses of the vaccine, with at least 14 days having passed since receiving the 2nd dose, at the time of entry into Japan).

Page 2

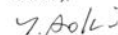
All travelers entering Japan from Hawaii with vaccine cards/proofs of vaccination that satisfy the above requirements will be allowed into Japan, under relaxed restrictions. Specifically, this will mean that quarantine restrictions will be reduced from 14 days to 10 days (Day 1 to be counted from the day after entering Japan, and a negative result from a PCR test taken on Day 10 will be required to exit quarantine).

So that Japan can begin planning for the eventual opening of travel from Hawaii, under reduced restrictions, we would like to request samples of all acceptable forms of proof of vaccination (those administered by government or public institutions, hard copy or digital formats accepted). Upon receipt, we will share this information with other government agencies in Japan.

Consul Aya Kumakura of my office will be in charge of this matter. Please kindly email her at aya.kumakura@mofa.go.jp in response to our request, and with any questions or concerns you may have.

Thank you very much.

Sincerely,



Yutaka Aoki
Consul General of Japan

Shorten the quarantine restrictions from October

14 days



10 days

OTHER DESTINATIONS TOURISM RECOVERY

Destination	Details
Thailand	<ul style="list-style-type: none"> -New International visitors' program "Sand Box Program" (exemption quarantine for fully vaccinated visitors) -2nd tourism reopen starting from October 1 area including Bangkok (1st : Phuket started in July) -Government approved special program (tax exemption and visa status) for long stay vacationer
Australia	<ul style="list-style-type: none"> -Implementation of Vaccine Passport test announced -Timing of the implementation: the residents' vaccination exceed 80% -Target countries: Singapore, Japan, South Korea, United Kingdom, United States and neighbor Pacific Islands
Guam	<ul style="list-style-type: none"> -Guam's vaccination 83.6% (as of 9/14) -Safe Travels Stamps (WTTC) implementation for stakeholders (approved 123 stakeholders) -FIT Tour & Travel Support Program 2021 (Japan: PCR test support max \$200 – 8/9-9/26) -SDGs initiatives "Marine tour operator certified program"

KEY CAMPAIGNS/PROGRAMS

REMAINING BUDGET: \$1,338,804



Objectives:

- Increase bookings for both leisure and MICE ASAP
- Reinforce Mālama Hawai'i (visitors pre-education) messaging and expand distribution

Strategies:

- Collaborate with top airline and wholesale partners to develop targeted campaigns
- Establish B to C initiatives with key industry partners
- Educate new travel trade industry personnel and expand virtual educational seminars and fam tour efforts
- Plan and secure additional co-op advertising and increase media tie-up opportunities

5 KEY CAMPAIGN/PROGRAMS

1

Airline Co-op

2

Wholesaler Co-op

3

Other Co-op Opportunities

4

Accelerate Future MICE Bookings

5

Mālama Hawai'i Message Distribution and Education

KEY CAMPAIGN/PROGRAMS

1. Airline Co-op: \$100,000

Media Tie-up

The top part of the image shows a screenshot of a Japanese website for Hawaii tourism. It features a map of Hawaii, a list of airlines (ANA, Delta, Hawaiian, HonoLulu, JAL, KLM, United, Virgin Atlantic), and various travel-related images. A large vertical text overlay reads "今こそ、待ち焦がれたハワイへ" (Now, to the long-awaited Hawaii). The bottom part of the image is a JAL advertisement with the headline "快適な空旅の先に 憧れの地が待っている" (In front of a comfortable flight, the land you long for is waiting). It includes the JAL logo and the website URL www.jal.jp.

Mileage Membership Promotion for Elite member

This advertisement is for an ANA promotion. The top section features an ANA airplane and the text "2021年8月-9月 搭乗分限定 ANA国際線特典航空券 東京⇄ホノルル線限定 最大10,000マイルバック キャンペーン". The bottom section features two young girls in Hawaii and the text "ハワイ旅行で eJALポイント プレゼント!" (Hawaii travel with eJAL points present!). It also includes a "Web予約限定!" (Web booking limited!) badge and a date range "2019年6月10日(月)~7月3日(水) お申し込みまで!".

SNS Promotion

The top part of the image shows a screenshot of the Hawaiian Airlines website with the "Travel Pono" campaign. The text on the website reads: "Travel Pono means to explore with care, offering your koha (help) to preserve our natural resources, cultures and communities. It's recognizing your responsibility while getting a deeper connection to Hawaii." The bottom part shows two Instagram posts. The first post is titled "Travel Pono" and features a photo of a sunset over a field. The second post is titled "Trek responsibly" and features a photo of people hiking on a trail.



393 Satellite offices



177 Branches



600 Branches

Perfect moments, always

B to C Trade Show



株式会社 令和トラベル

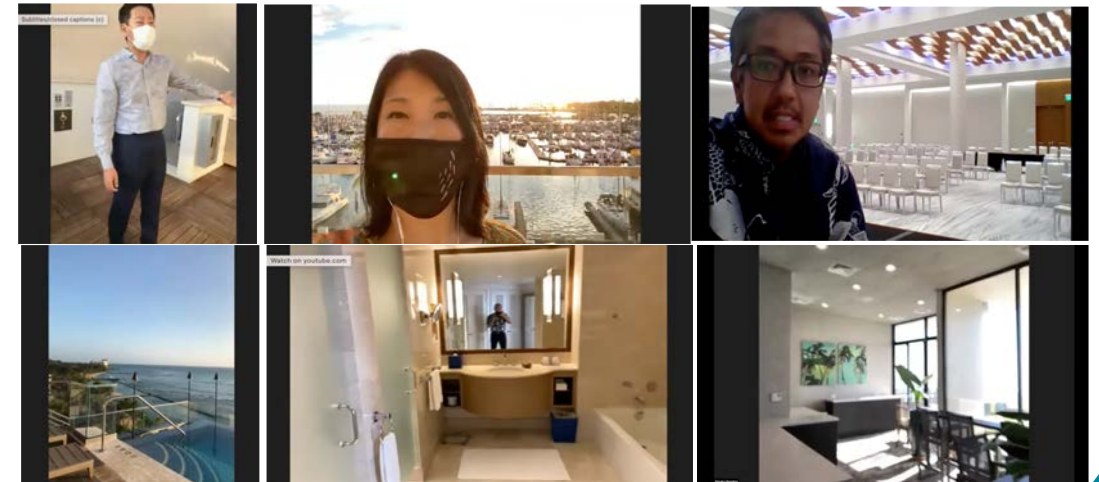


Education

Webinar



Virtual FAM tour



KEY CAMPAIGN/PROGRAMS

3. Other Co-op Opportunities: \$250,000



~美しいハワイを守るためにできること~

— MĀLAMA —
HAWAII

マラマハワイの活動をご存知ですか？

Mālama Hawai'i "マラマハワイ"は、ハワイを思いやる心、ハワイが持つ素晴らしい伝統文化や美しい自然環境を守っていくために、ハワイ州では様々な取り組みが行われています。

「Feel Aloha! ハワイ気分を楽しもう!キャンペーン」の主催者であるヒルトン・グランド・パケーションズでもこのマラマハワイの活動をサポートしています。

今回、ヒルトン・グランドパケーションズより「Feel Aloha! ハワイ気分を楽しもう!キャンペーン」の応募者様1名につき10円をマラマハワイの活動に寄付し、持続可能な観光と美しいハワイを守るための活動にお役立ていただきます。

キャンペーンで集まりました募金額は、キャンペーン終了後にヒルトン・グランド・パケーションズのホームページにてご報告いたします。

マラマハワイの活動について、詳しくはこちら

Credit Card Company



Membership

福利厚生代行サービスで従業員満足と顧客満足の上昇に貢献する「リロクラフ」の公式サイトです。

株式会社 **リロクラフ**

導入企業数 No.1※

福利厚生倶楽部

低コストで充実した福利厚生制度の構築・導入が可能に。

契約数は業界最多の14,800社超。

会員数638万人以上の福利厚生アウトソーシングサービス。

※「福利厚生倶楽部」2021.05月まで年間掲載データより

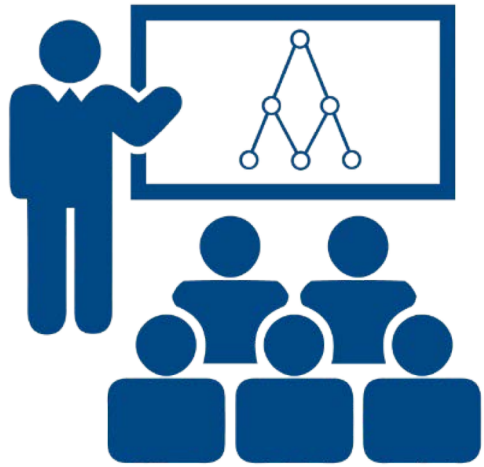
契約社数 14,800 以上

会員数 638万 以上



KEY CAMPAIGN/PROGRAMS

4. Accelerate Future MICE Bookings: \$150,000



● **キャッチコピー**
自然を、大地を、人間を
想いやる心、愛する心、
Mālama
ハワイが、そして世界が、
この言葉に、この優しさに包まれたなら、
この地球はもっと美しくなるはず。
この星のための合言葉

● **マラマハワイロゴ**
— MĀLAMA —
HAWAII
地球にやさしい旅を



Total Co-op Funds

	HTJ	Partners	Total	Matching Ratio
Total	\$ 900,000	\$ 5,450,000	\$ 6,350,000	1 : 6

FRAU SDGs



Instagram
投稿キャンペーン

九州での旅先の写真に /
#malama旅

のタグを付けて九州の再発見スポット写真を投稿して
素敵なプレゼントをGETしよう!

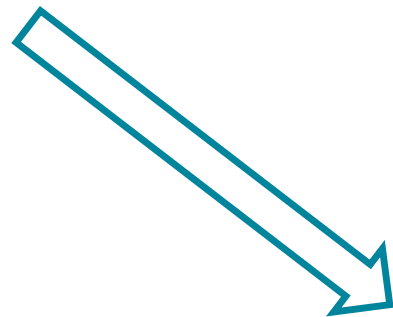
キャンペーン期間:
2020.9.1 (土) - 2021.2.28 (土)



FRAU
Malama Hawaii

「自然と共生したかったハワイで、
心算したエコライフ」

「MAMA」
「aloha」

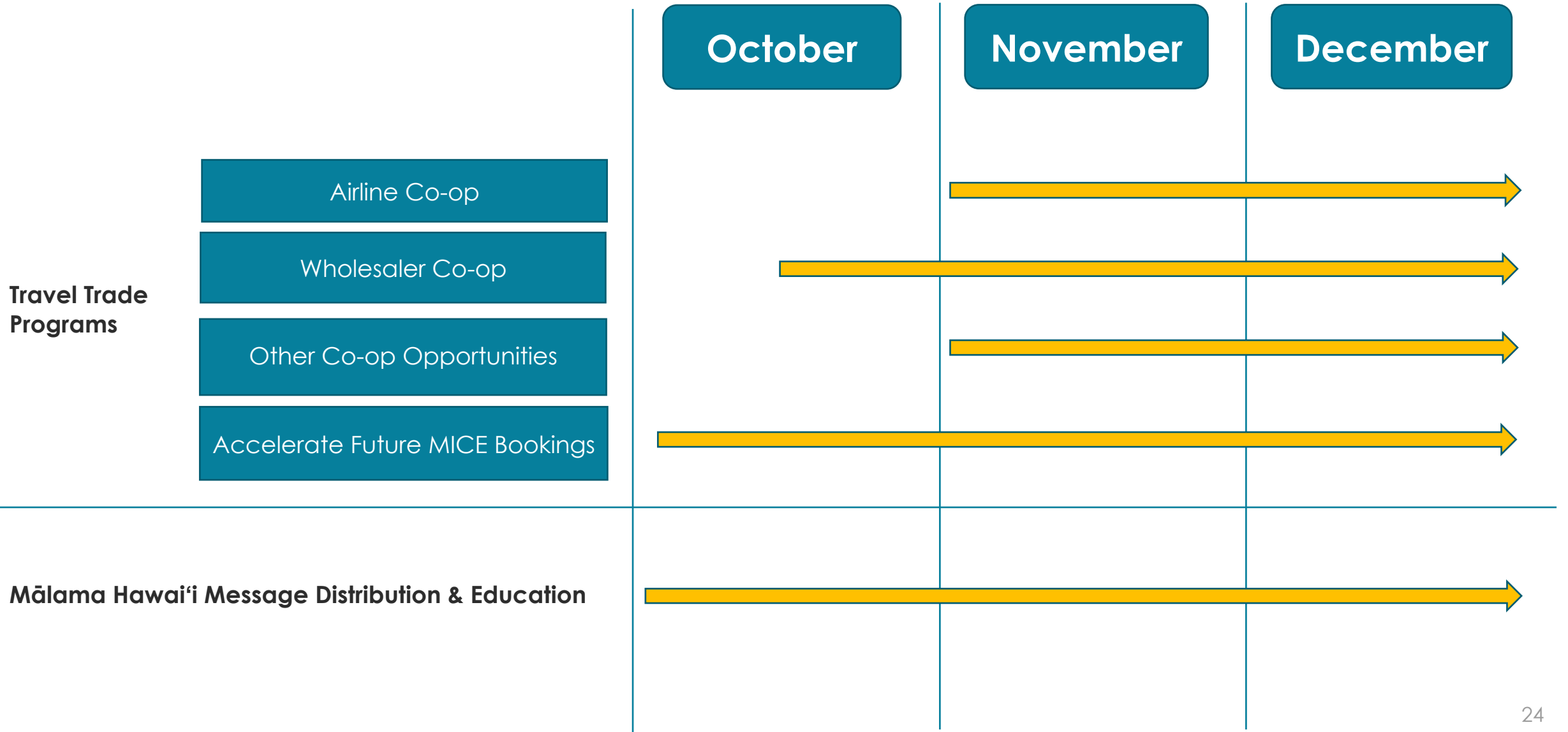


Mālama POINT 1

環境問題の解決策を模索する



CAMPAIGNS TIMELINES



PROPOSED BUDGET



PROPOSED BUDGET JULY - DECEMBER

	Annual Budget	Jan-Jun Actual	Bal for Jul-Dec	Jul	Aug	Sept	Oct	Nov	Dec
Fixed Costs	\$2,051,196	\$1,032,715	\$1,018,481	\$165,082	\$169,667	\$170,933	\$170,933	\$170,933	\$170,933
Program Budget	\$2,448,804	\$0	\$2,448,804	\$0	\$0	\$145,015	\$553,750	\$989,946	\$760,093
Total	\$4,500,000	\$1,032,715	\$3,467,285	\$165,082	\$169,667	\$315,948	\$724,683	\$1,160,879	\$931,026

PERFORMANCE MEASURES



PROPOSED PERFORMANCE MEASURES

	Annual Target Most Recent (REV 2/17)	Annual Target Updated on 9/26	Semi-Annual Targets Updated on 9/26	
			Jan-Jun	Jul-Dec
LEISURE MEASURES				
Consumer Ad Measures				
TV Reach	NA	13,739,722	NA	13,739,722
Print Reach	16,350,250	46,928,294	5,605,250	41,323,044
Digital Reach	214,497,272	118,672,163	-	118,672,163
Radio Reach	3,826,100	2,164,600	1,832,300	332,300
TV Gross Impressions	NA	33,891,993	NA	33,891,993
Print - Total Audited Circulation	4,671,500	13,408,084	1,601,500	11,806,584
Digital Gross Impressions - Total Audience	104,363,816	125,865,435	-	125,865,435
Radio Gross Impressions	9,450,467	5,346,562	4,525,781	820,781
Out of Home Gross Impressions	6,736,800	1,122,800	-	1,122,800
Public Relations Measures				
...Publicity Value				
Print	1,330,000	1,330,000	\$330,000	\$1,000,000
Online	3,699,600	3,809,600	\$1,599,600	\$2,210,000
Broadcast	10,180,000	13,500,000	\$3,200,000	\$10,300,000
...Number of Impressions				
Print	3,090,000	3,090,000	1,050,000	2,040,000
Online	18,350,000,000	26,000,000,000	6,600,000,000	19,400,000,000
Broadcast	274,000,000	352,000,000	74,000,000	278,000,000
Social Media Metrics				
INSTAGRAM				
Total Impressions Gained	3,556,536	5,581,536	1,036,536	4,545,000
Total Interactions Gained	265,440	315,440	97,440	218,000
Total Fan Count	148,200	149,700	141,200	149,700
Increase in Fans	12,800	14,300	5,600	8,700
Total Posts	215	240	95	145

11

Presentation, Discussion and Action on Results of the
2021 PGA Events and Associated Activities and
Recommendation to Approve FY22 Funds for CY22
Events and Activities



2021 PGA TOUR PARTNERSHIP

HTA MARKETING STANDING COMMITTEE MEETING

SEPTEMBER 29, 2021

PGA TOUR 2021 SUMMARY

		TOTALS
TOURNAMENT FUNDING		
SENTRY TOURNAMENT OF CHAMPIONS		
SONY OPEN IN HAWAI'I		
MITSUBISHI ELECTRIC CHAMPIONSHIP AT HUALĀLAI		
TOTAL		\$1,500,000
Visitor Development Funding (Marketing) (1)		\$501,489
PGA TOUR Royalties		\$150,932
Other		\$14,443
GROSS TOTAL		\$2,166,864
Minus Visitor Development Funding (Marketing)		-\$501,489
NET TOTAL (minus Marketing Fund)		\$1,665,375

1- Marketing Fund developed and administered but HVCB and billed back to the PGA TOUR

PGA TOUR 2021 RESULTS SUMMARY

EVENT	ATTENDANCE	COMMUNITY INVOLVEMENT & CHARITABLE DONATIONS (1)	MARKETING VALUE (2) (3)	PROGRAMMING HOURS (2) (3)	VISTOR SPENDING	ECONOMIC IMPACT (4) (1.81 MULTIPLIER)	TAX REVENUE GENERATED BY VISITOR SPENDING
SENTRY TOURNAMENT OF CHAMPIONS	1,000	\$526,760	\$11,236,352	81.5	\$2,116,997	\$3,831,021	\$247,108
SONY OPEN IN HAWAI'I	433	\$1,300,000	\$6,586,272	72.0	\$794,634	\$1,438,009	\$92,754
MITSUBISHI ELECTRIC CHAMPIONSHIP AT HUALĀLAI	400	\$185,000	\$1,333,308	18.0	\$846,799	\$1,532,408	\$98,843
		In-Kind Donations					
TOTAL	1,833	\$2,011,760	\$19,155,932	172 Hours	\$3,758,430	\$6,801,438	\$438,705

1- See Attachment 1 for specifics on Community Involvement and Charitable Donations

2- Based on 171.5 hours of programming on the Golf Channel and 2 hours on NBC (Sentry)

3- Tournament Marketing/Promotion (U.S. only)

4- Does not include visitors coming to the tournament not associated with the events.

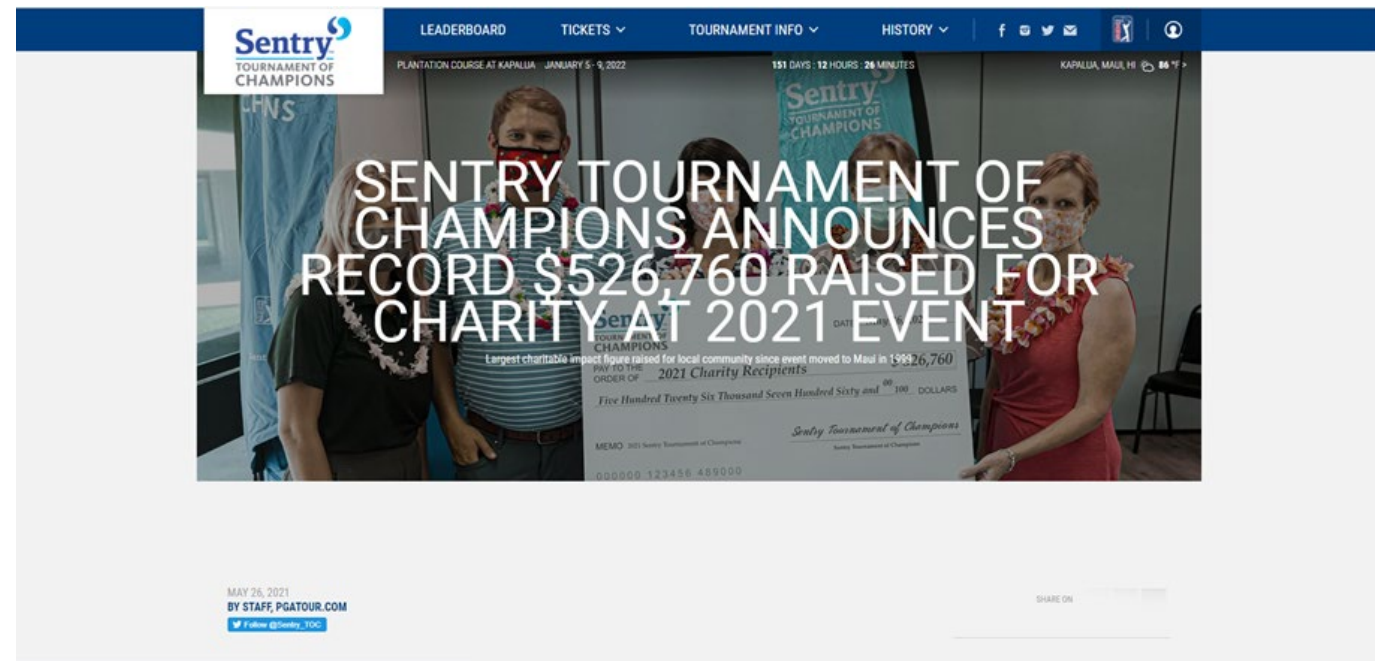
CHARITABLE DONATIONS SENTRY TOURNAMENT OF CHAMPIONS

2021 Sentry Tournament of Champions

Charitable Donations: \$526,760

Designated Beneficiaries:

- Boy Scouts of America
- Friends of the Children's Justice Center
- Hale Mākua Health Services
- J. Walter Cameron Center
- Ka Lima O Maui
- Lahainaluna High School Foundation
- Lahania Junior Golf



CHARITABLE DONATIONS SONY OPEN IN HAWAI'I



2021 GRANT RECIPIENTS

AccesSurf
Adult Friends for Youth
After-School All-Stars Hawaii
Aina Momona
ALEA Bridge
Aloha Harvest
Aloha Independent Living Hawaii
Aloha Medical Mission
Alzheimer's Association Aloha Chapter
Anaina Hou Community Park
Armed Services YMCA of Hawaii
Assets School
Assistance Dogs of Hawaii
Assistance League Hawaii
Assistive Technology Resource Centers of Hawaii
Big Brothers Big Sisters Hawaii
Bobby Benson Center
Boys & Girls Club of Hawaii - Windward
Boys & Girls Club of the Big Island
Camp Agape Hawaii
Center for Tomorrow's Leaders
Child & Family Service
Common Grace
Compassion for Cancer Caregivers
Domestic Violence Action Center
EPIC Foundation
Family Hui Hawaii
Family Promise of Hawaii
Food Basket, Inc., The
Friends of Waialua Robotics, Inc.
Girl Scouts of Hawaii
Goodwill Hawaii
H U G S for Hawaii's Seriously Ill Children and Their Families
Habitat for Humanity Hawaii Island
Hale Opio Kauai, Inc.
Hale Kipa
Hale Mahaolu Adult Personal Care Program

Haloalauniukea Early Learning Center
Hawaii Bone Marrow Donor Registry
Hawaii'i Care Choices
Hawaii'i Children's Action Network
Hawaii Cord Blood Bank
Hawaii Fi-Do
Hawaii Foodbank, Inc.
Hawaii Foodbank, Inc. - Kauai
Hawaii Health & Harm Reduction Center
Hawaii Island Adult Care
Hawaii Japanese School, The
Hawaii Literacy
Hawaii Meals on Wheels
Hawaii Mothers' Milk, Inc.
Hawaii Public Health Association
Hawaii State Coalition Against Domestic Violence
Hawaii Tax Help
Hawaii VA Foundation
Hawaiian Humane Society
Healthy Mothers Healthy Babies Coalition of Hawaii
Helping Hands Hawaii
Hilei Aloha LLC
Hoola Na Pua
Hua Aina o Makaha
HomeAid Hawaii
Honolulu Community Action Program, Inc.
Honolulu Habitat for Humanity
Ho omau Ke Ola, Inc.
HOPE Services Hawaii
HRA Educational Foundation
Hui o Hauula
I Ola Lahui, Inc.
IHS, The Institute for Human Services, Inc.
Imua Family Services
Jewish Community Services
K.E.L.I.I. Foundation

Kapiolani Medical Center for Women & Children
Kauai Independent Food Bank
Kukui Children's Foundation
Kupeke Ahupuaa
Lanai Community Health Center
Leadership in Disabilities & Achievement of Hawaii
Life's Bridges Hawaii Inc
Lunalilo Home
Make-A-Wish Hawaii
Malama Family Recovery Center
Malama I Na Keiki Hanai
Malama Pono Health Services
Maui Family Support Services, Inc.
Maui Farm, The
Maui Hui Malama
Mental Health Kokua
Mid-Pacific Institute
Na Hoaloha
Navian Hawaii (formerly Hospice Hawaii)
Nourish Kauai
Ohana Komputer
Pacific House of Mission
Pacific Region Baseball, Inc.
Pacific Survivor Center
Palolo Chinese Home
Pantry by Feeding Hawaii Together (The Pantry), The
Parents And Children Together PATCH
Pearlside Youth Outreach Community Center
Private Sector Hawaii, The
Project Vision Hawaii
Pua Foundation
Purple Maia Foundation
Read To Me International
Reading Is Fundamental
REHAB Foundation
Responsive Caregivers of Hawaii
River of Life Mission

Ronald McDonald House Charities Hawaii
Salvation Army Hawaiian & Pacific Islands Division, The
Samaritan Counseling Center Hawaii
SECOH
SEEQS: the School for Examining Essential Questions of Sustainability
Shriners Hospitals for Children-Honolulu
Special Olympics Hawaii
Surfing The Nations
Touch A Heart
U.S.VETS - Waianae
Ulu Ae Learning Center
United Cerebral Palsy Association of Hawaii
Waikiki Community Center
Waikiki Health
Waimanalo Health Center
Waipahu Aloha Club
West Hawaii Mediation Center
Women In Need (WIN Kauai)
Women in Need (WIN)
Yes Education
YWCA Oahu
YWCA of Kauai

... and other Hawaii charities



The Harry and Jeanette
Weinberg Foundation

2021 Sony Open in Hawai'i

Charitable Donations: \$1,300,000

Designated Beneficiaries:

- Friends of Hawai'i Charities primarily raised funds through Sony Open in Hawai'i with tournament charity partner Harry and Jeanette Weinberg Foundation
- 134+ charities supported in 2021

CHARITABLE DONATIONS

MITSUBISHI ELECTRIC CHAMPIONSHIP AT HUALĀLAI

2021 Mitsubishi Electric Championship at Hualālai

Charitable Donations: \$185,500

Designated Beneficiaries:

- Rotary Club of Kona
- Daniel R. Sayre Foundation
- Big Island Junior Golf Association
- Hualālai 'Ohana Foundation



**MITSUBISHI
ELECTRIC**

CHAMPIONSHIP

at Hualalai

PGA TOUR 2020 SUMMARY

		TOTALS
TOURNAMENT FUNDING		
SENTRY TOURNAMENT OF CHAMPIONS		
SONY OPEN IN HAWAI'I		
MITSUBISHI ELECTRIC CHAMPIONSHIP AT HUALĀLAI		
TOTAL		\$1,500,000
Visitor Development Funding (Marketing) (1)		\$498,864
PGA TOUR Royalties		\$143,745
Other		\$13,755
GROSS TOTAL		\$2,156,364
Minus Visitor Development Funding (Marketing)		-\$498,864
NET TOTAL (minus Marketing Fund)		\$1,657,500

1- Marketing Fund developed and administered but HVCB and billed back to the PGA TOUR

PGA TOUR 2020 RESULTS SUMMARY

EVENT	ATTENDANCE	COMMUNITY INVOLVEMENT & CHARITABLE DONATIONS (1)	MARKETING VALUE (2) (3)	PROGRAMMING HOURS (2) (3)	VISTOR SPENDING	ECONOMIC IMPACT (4) (1.81 MULTIPLIER)	TAX REVENUE GENERATED BY VISITOR SPENDING
SENTRY TOURNAMENT OF CHAMPIONS	11,948	\$459,743	\$14,812,216	83.1	\$22,059,930	\$39,920,719	\$2,574,960
SONY OPEN IN HAWAI'I	18,945	\$1,200,000	\$7,661,742	45.7	\$36,612,295	\$66,255,384	\$4,273,594
MITSUBISHI ELECTRIC CHAMPIONSHIP AT HUALĀLAI	8,450	\$319,078	\$1,225,504	18.0	\$15,629,470	\$28,283,847	\$1,824,360
		In-Kind Donations					
TOTAL	39,343	\$1,978,821	\$23,699,462	147 Hours	\$74,301,694	\$134,459,950	\$8,672,914

- 1- See Attachment 1 for specifics on Community Involvement and Charitable Donations
- 2- Based on 147 hours of programming on the Golf Channel and 2 hours on NBC (Sentry)
- 3- Tournament Marketing/Promotion (U.S. only)
- 4- Does not include visitors coming to the tournament not associated with the events.

PGA TOUR 2022 SUMMARY

		TOTALS
TOURNAMENT FUNDING		
SENTRY TOURNAMENT OF CHAMPIONS		
SONY OPEN IN HAWAI'I		
 MITSUBISHI ELECTRIC CHAMPIONSHIP AT HUALĀLAI		
TOTAL		\$1,500,000
Visitor Development Fund (Marketing) (1)		\$504,245
PGA TOUR Royalties		\$158,479
Other		\$15,165
GROSS TOTAL		\$2,177,889
Minus Visitor Development Fund (Marketing)		-\$504,245
NET TOTAL (minus Marketing Fund)		\$1,673,644

1- Marketing Fund developed and administered but HVCB and billed back to the PGA TOUR

MAHALO

12

Presentation, Discussion and Action on 2021
Activities Related to HTA's Cruise Consultant and
Recommendation to Approve FY22 Funds to Support
CY22 Activities

Access. Cruise

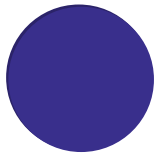
HAWAI'I TOURISM AUTHORITY

Hawai'i Tourism Authority
Hawai'i Cruise Industry Consultant Services
September 2021



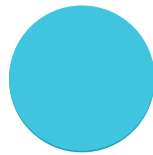
Benefits of Cruise

Cruise Lines traditionally book their itineraries 1 to 3 years in advance allowing Hawai'i to evaluate and manage the cruise capacity well in advance of FIT arrivals.



Sampling

Many cruisers are first-timers to Hawai'i. Cruise provides an introduction to Hawai'i through sampling



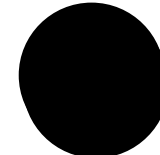
Sustainability

There is natural sustainability built into cruise through the existing infrastructure



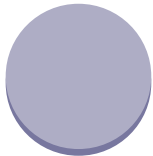
Promotion & Ambassadors

Cruise lines promote Hawai'i and are excellent ambassadors



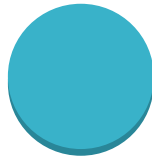
Small Footprint

Traditionally 30-80% of cruise guests take an organized ship tour. Others will arrange for private tours



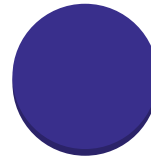
Primarily Shoulder Season

The high season for cruise lines in Hawai'i is during spring and fall when tourism is lower on the islands.



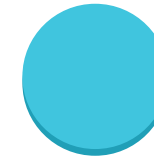
Education

Cruise lines help educate their guests on the Hawaiian culture and hire locals for onboard programming



Supports Local Community

Cruise lines support entrepreneurship and hiring local talent from Hawai'i to provide services



Distribution

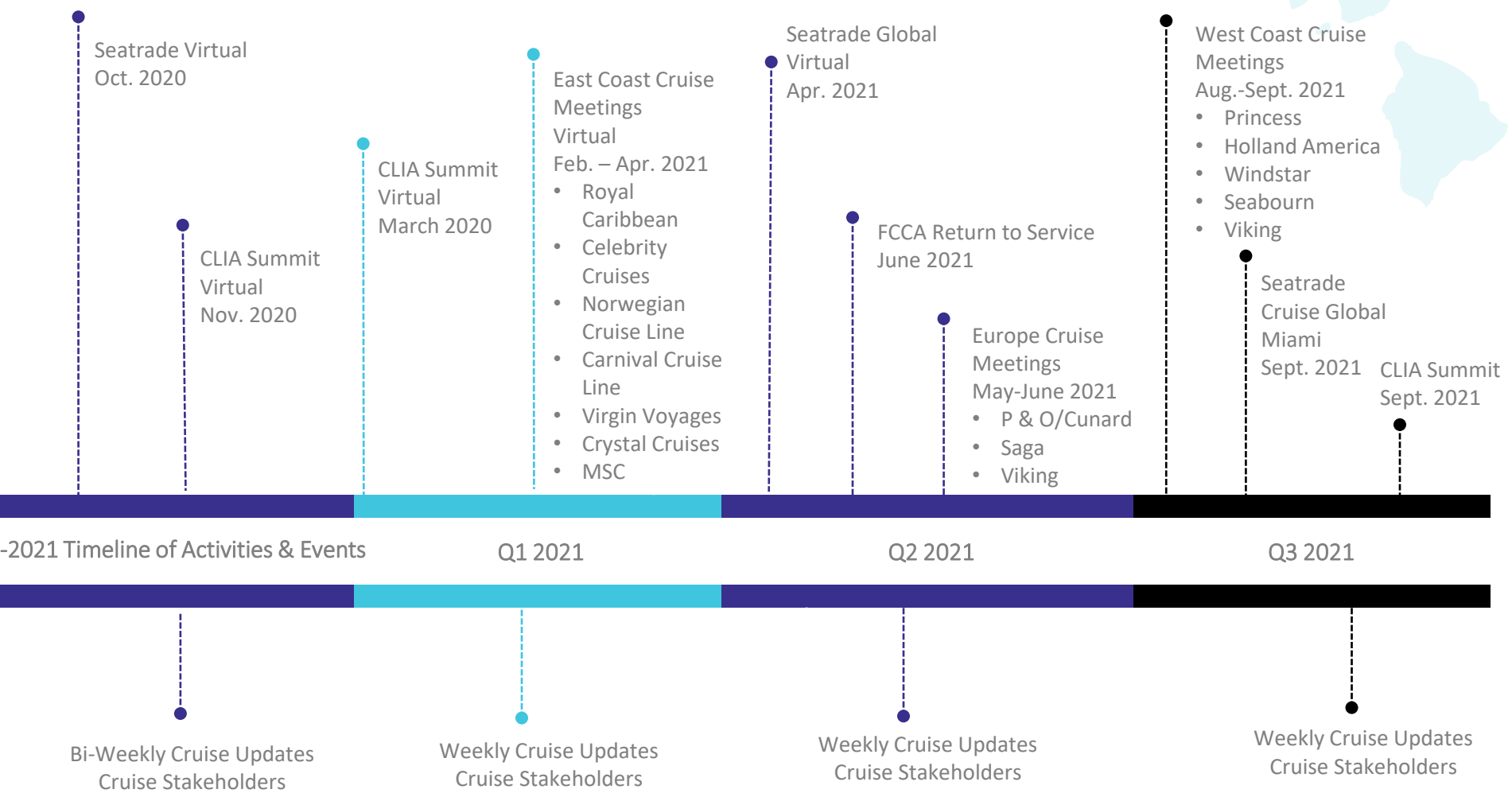
Cruise lines distribute guests among the major Hawaiian Islands





2020-2021 Timeline of Activities & Events

Individual touchpoints are continuous throughout the year through phone calls, video conferencing and events.



Target Markets

NCLA

42% Cruise Capacity
Considered Contemporary

NCLA's *Pride of America* traditionally supplies 40% of all cruise capacity to the Hawai'iian Islands. *Pride of America* is unique because she makes calls each week to each of the major ports (except Lāhainā).

Contemporary Brands

18% Cruise Capacity
60% if you include NCLA

The contemporary brands have the largest vessels at sea. These brands all frequent the Hawaiian Islands and Access Cruise will continue to nurture these relationships with the objective of maintaining the current cruise capacity while supporting their marketing and logistical needs. At any time, Access Cruise can shift their focus with the intent to attract more contemporary cruise capacity. This would be implemented at the direction of the HTA leadership team. Includes Royal Caribbean, Carnival Cruise Line & MSC Cruises.

Access Cruise has broken the cruise industry for Hawai'i into 4 key markets. Our recommendation is a combination of maintaining, fostering and growing specific markets. The targets are set with the guidance of the HTA leadership team.

Luxury & Specialty
3% Cruise Capacity

The luxury and specialty brands are a small piece of cruising in Hawai'i. Vessels are small and guests pay premium prices. Tour penetration is high and special events are frequent. Programs focus on guest satisfaction and are destination driven with a desire for cultural immersion. This includes Crystal, Silversea, Seabourn, Viking, Saga, Fred Olsen, American Cruise Line & more.

Premium Brands
37% Cruise Capacity

Our primary strategy would be to attract the premium brands which could be accommodated within the current port infrastructure. Our plan would put much more weight on fostering these relationships with the understanding that the premium brand vessels are traditionally smaller than their contemporary sisters, yet they offer repetitive itineraries. As with the contemporary brands, this can be an attraction or maintenance strategy, based on the direction of the HTA leadership. Includes Princess, Holland America, Celebrity & Disney

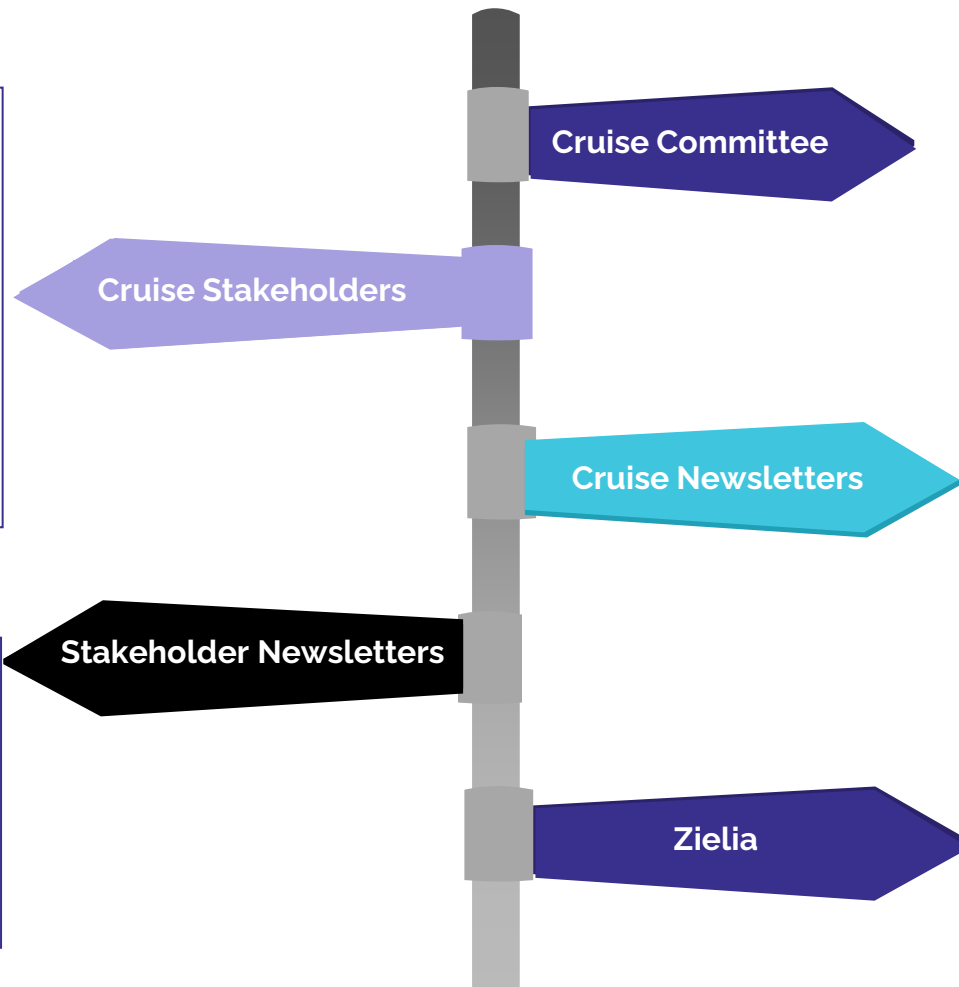


Cruise Initiatives

Access Cruise strives to provide value to the cruise lines and local cruise stakeholders. Communication process has been a key deliverable.

The Cruise Stakeholder Committee consists of the Cruise Committee as well as the Island Visitor Bureaus, tour operators, port agents and top attractions. Cruise Lines are also invited to attend. Information from the Cruise Committee meeting is shared in addition to top concerns on the islands as it relates to cruise. Meetings were suspended during the cruise shutdown. Traditionally they take place 3 times per year. Propose re-start as the cruise lines launch.

Local Stakeholder Newsletters were created to keep the local community informed of the initiatives of the cruise industry as it relates to Hawai'i. Information on new cruise brands visiting Hawai'i is also shared. These are distributed quarterly. During the shutdown weekly updates are sent to the local stakeholders.



The Cruise Committee was formed after the first fam trip and consists of the HTA, DOT, DLNR and CLIA. Meetings traditionally take place 3 times per year.

Cruise Newsletters are targeted to the cruise line executives and include news and initiatives from Hawai'i along with featured ports and attractions. Newsletters are traditionally distributed quarterly but were suspended during pandemic. Re-launch will correspond to re-start of cruise in Hawai'i.

Zielia is a cruise-centric standardized platform featuring information relevant to the cruise lines for each port including port details, top attractions and links to resources.



Communication Plan

Communication with the cruise executives are multi-faceted and ongoing



Tradeshows & Events

Access Cruise attends multiple events throughout the year including Seatrade Global, Seatrade Europe, multiple CLIA Summits, FCCA Conferences, Canada New England Conference and Cruise Europe.



In Office & Virtual Visits

Traditionally Access Cruise visits each of the major cruise line's offices at a minimum of once per year for formalized meetings. At times, this number is increased based on the initiatives outlined for each brand. During the pandemic we have conducted virtual meetings as cruise lines are not allowing visitors.



Newsletters

Newsletters are scheduled to be distributed quarterly to the cruise executives. News is meant to be timely and cruise-centric. The schedule may be adjusted as needs require.



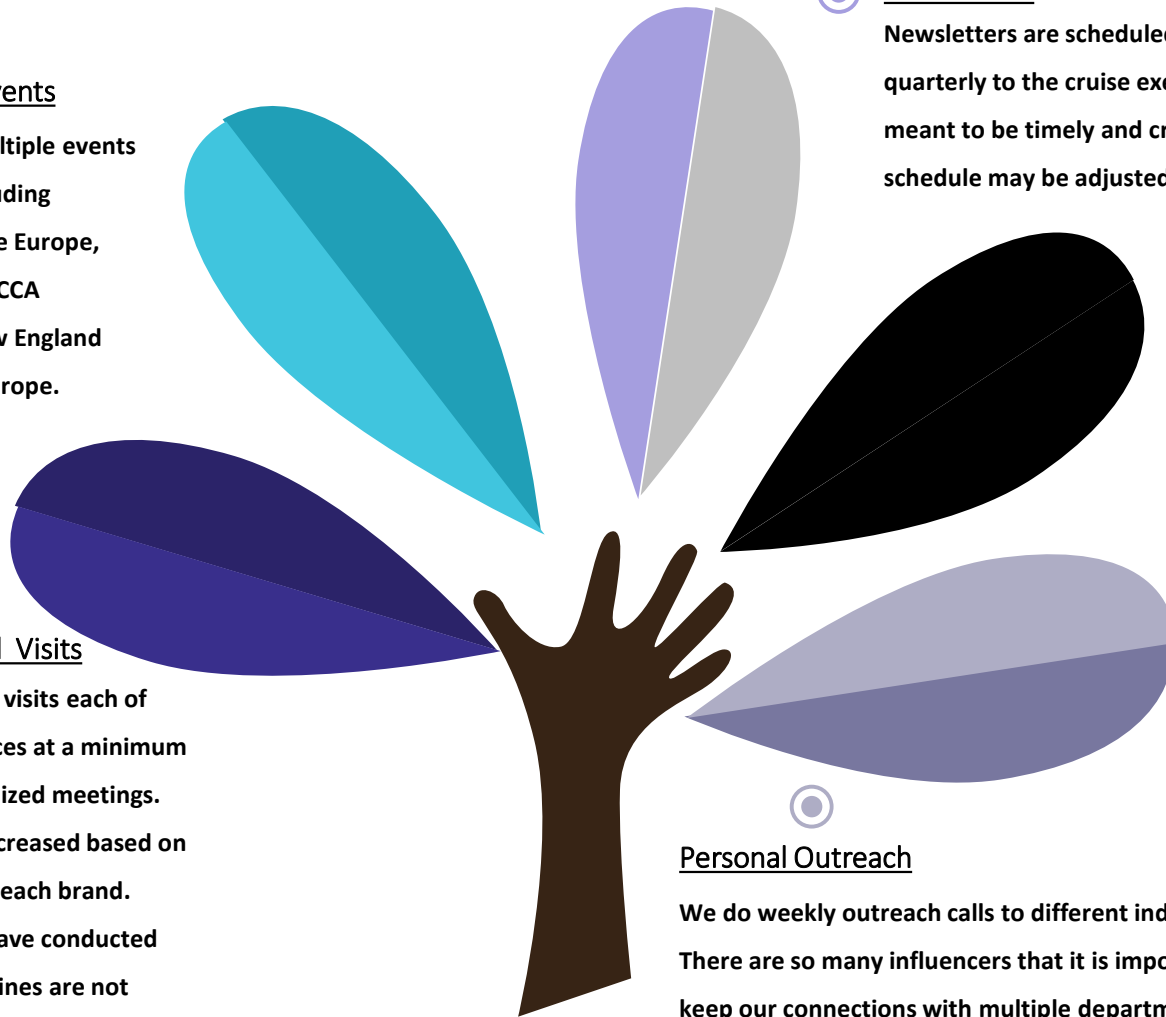
Cruise Stakeholder Calls

Cruise Line executives are invited and encouraged to participate in the quarterly cruise stakeholder calls. They gain great insight on Hawai'i and it is a pleasure for the local stakeholders to hear directly from the cruise lines. Intend to re-start these as cruising in Hawai'i resumes.



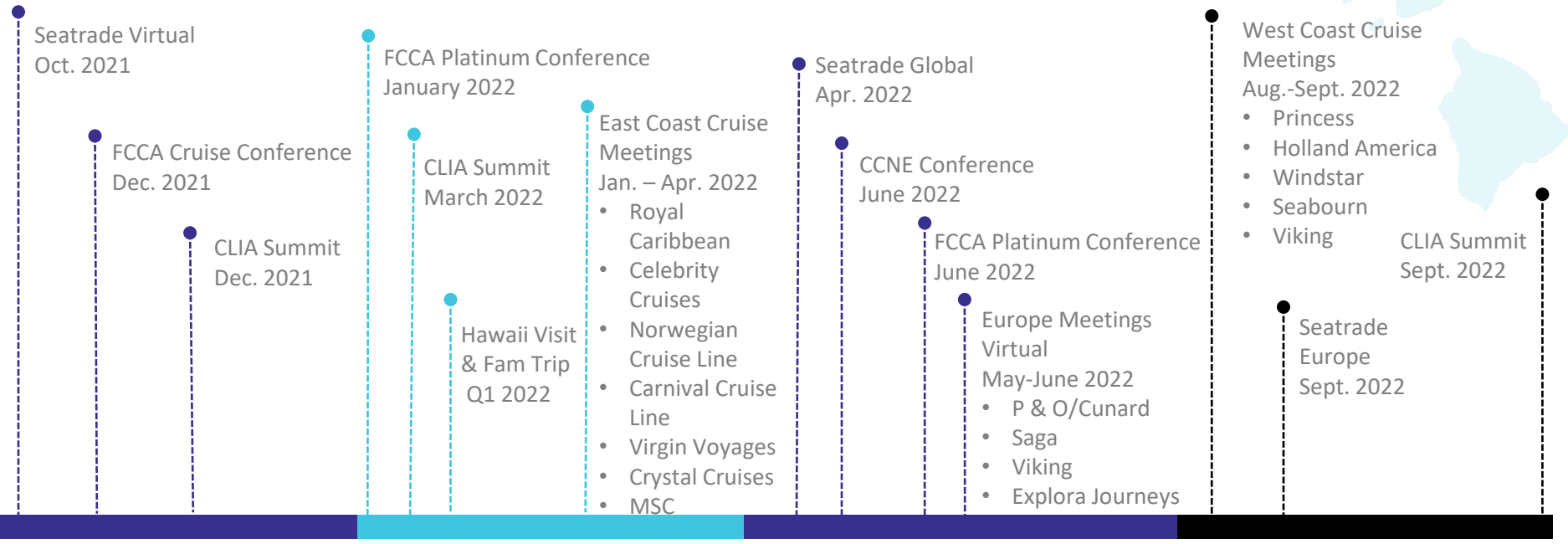
Personal Outreach

We do weekly outreach calls to different individuals. There are so many influencers that it is important to keep our connections with multiple departments fresh as priorities and perspectives may change.

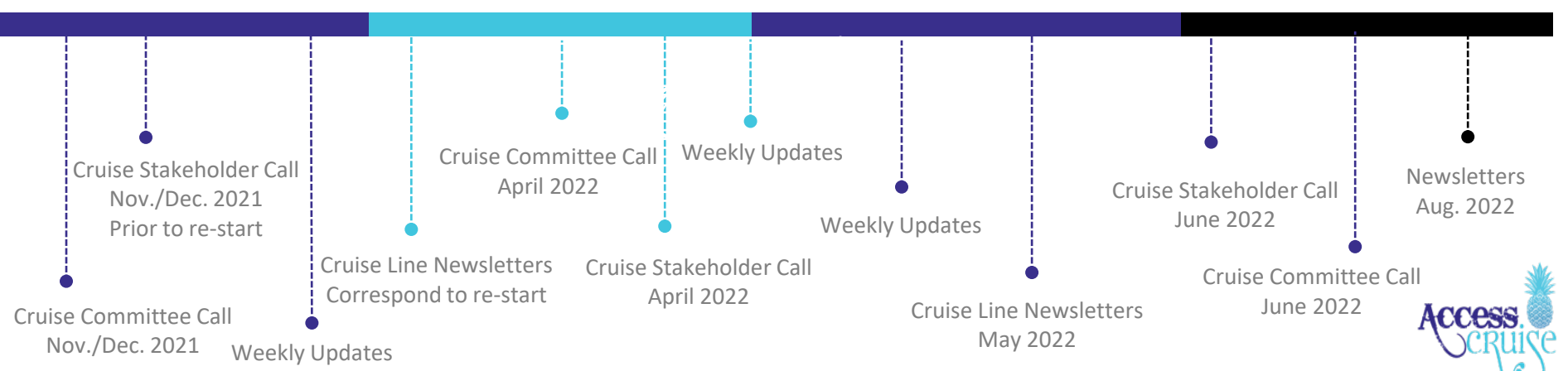


2021-2022 Proposed Timeline of Activities & Events

Individual touchpoints are continuous throughout the year through phone calls, video conferencing and events.



2 Proposed Timeline of Activities & Events



2021-2022 Proposed Budget Allocation

EXPENDITURES BY PROGRAM													
2021-2022													
	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Year
	Budget	Budget	Budget	Budget	Budget	Budget	Budget	Budget	Budget	Budget	Budget	Budget	Budget
Programs													
Travel	-	-		3,000		1,000	40,000	750	1,250	-	1,500	2,000	49,500
Conferences	-	-	500	-	-	-	1,000	-	-	-	-	1,000	2,500
Research				-				-					-
Programs Totals	-	-	500	3,000	-	1,000	41,000	750	1,250	-	1,500	3,000	52,000
Administrative													
Staffing & Office	1,250	1,250	1,250	1,250	1,250	1,250	1,250	1,250	1,250	1,250	1,250	1,250	15,000
Contractor Profit/Retainer	2,750	2,750	2,750	2,750	2,750	2,750	2,750	2,750	2,750	2,750	2,750	2,750	33,000
Administrative Totals	4,000	4,000	4,000	4,000	4,000	4,000	4,000	4,000	4,000	4,000	4,000	4,000	48,000
TOTAL	4,000	4,000	4,500	7,000	4,000	5,000	45,000	4,750	5,250	4,000	5,500	7,000	100,000

Budget Request

- Requesting additional \$50k for fam trip, conferences & travel
 - Conferences include Seatrade Miami, CLIA Europe, Seatrade Europe.
 - Travel for visit to Orlando (Disney), Seattle (Holland, Lindblad & Seabourn), LA (Viking & Princess) & NY (American Cruise Line)
 - Visit to Hawai'i corresponding with the re-start of cruise
 - "Cruise Executive Summit" FAM for cruise representatives

2021-2022	Year
	Budget
Total Travel & Conferences	\$ 52,000.00
Total Staffing & Office	\$ 15,000.00
Total Contractor Profit/Retainer	\$ 33,000.00
Total	\$ 100,000.00



MAHALO