



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

**HĀLĀWAI HŌ'EA KINO & MA KA PŪNAEWELE
HYBRID IN-PERSON & VIRTUAL MEETING**

**REGULAR BOARD MEETING
HAWAII TOURISM AUTHORITY**

**Po'ahā, Ka Lā 26 O Mei, 2022, Ma Ka Holo 9:30 kak.
Thursday, May 26, 2022, at 9:30 a.m.**

Kikowaena Hālāwai O Hawaii'
Papahale 'Ehā | Lumi Nui C
1801 Alaākea Kalākaua
Honolulu, Hawaii 96815

Hawaii Convention Center
Parking Level | Executive Boardroom A
1801 Kalākaua Avenue
Honolulu, Hawaii 96815

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

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Ma hope o ke kāinoa 'ana, e ho'ouna 'ia ana ka leka uila hō'ōia iā 'oe me ka 'ikepili ho'oku'i hālāwai.
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Hiki ka po'e e komo ana ma nā hālāwai ma o Zoom ke hō'ike mai i nā 'ōlelo hō'ike ma o ka mahale nīnau a hā'ina o Zoom.

Members of the public attending via Zoom may provide testimony through the questions and answer feature of the Zoom platform.

**Papa Kumumana'ō
AGENDA**

1. *Ho'omaka*
Call to Order



2. *E Mālama 'Ia Ana Ka Hea Inoa E Ho'olaha I Nā Lālā Papa Luna Ho'okele A E Hō'ōia I Nā Kānaka 'Ē A'e E Komo Pū Ana Me Ka Lālā Papa Luna Ho'okele Inā 'A'ole Ākea Kahi*
Roll Call to Announce Name of Participating Board Members and to Identify Who Else is Present with Board Member if Location is Nonpublic
3. *Wehena*
Opening Cultural Protocol
4. *'Āpono I Ka Mo'ō'ōlelo Hālāwai O Ka Hālāwai PapaLuna Ho'okele I Mālama 'Ia Ma Ka Lā 28 O 'Apelila, 2022*
Approval of Minutes of the April 28, 2022 Board Meeting
5. *Hō'ike O Nā Alu Like 'Ae 'Ia Ma Ka Hālāwai 'Ikepili A I 'Ole He Hō'ike I Ho'onohonoho 'Ole 'Ia E Ka Papa Luna Ho'okele Ma Lalo O HRS Mahele 92-2.5(c)*
Report of **Permitted Interactions** at an Informational Meeting or Presentation Not Organized by the Board Under HRS section 92-2.5(c)
6. *Hō'ike A Ka Luna Ho'okele/Ka Luna Kāko'o Ke'ena/Ka Luna Alowelo*
Reports of the Chief Executive Officer/Chief Administrative Officer/Chief Brand Officer
 - a. *Pili I Ka 'Ikepili Hou O Nā Pāhana A HTA Ma 'Apelila 2022*
Relating to Update on HTA's Programs During April 2022
 - b. *Pili I Ka 'Ikepili Hou O Kā HTA Ho'oholo 'Ana I Ka Papahana Ho'okele Loli*
Relating to Update on HTA's Implementation of Change Management Plan
 - c. *Ka 'Ikepili Hou E Ka 'Elele 'O Onishi, Ka Luna Ho'omalū O Ke Komike Hale No Ka Limahana Me Ka Ho'okipa*
Update by Representative Onishi, Chair of the House Committee on Labor and Tourism
 - d. *Ka 'Ikeppili Hou E Ke Kenekoa 'O Wakai, Ka Luna Ho'omalū O Ke Komike Kenekoa No Ka 'Ikehu, Ka Ho'omōhala Waiwai, A Me Ka Ho'okipa*
Update by Senator Wakai, Chair of the Senate Committee on Energy, Economic Development, and Tourism
 - e. *Ka 'Ikepili Hou E Nā Hui 'Oihana Ho'okipa*
Update by Visitor Industry Organizations
7. *Ka Hō'ike Me Kūkā Kama'ilio Ma Ke Kia'āina 'O Ige A Kā HTA Kipa Kūhelu I Iāpana*
Presentation and Discussion on Governor Ige and HTA's Official Visit to Japan
8. *Ka Hō'ike A 'Ikepili Hou Mai Ke Komike Kūmau 'O Ho'okahua Hawai'i*
Ho'okahua Hawai'i Standing Committee Report and Update



9. *Ka Hō'ike A 'Ikepili Hou E Ke Komike Kūhelu O Ka Mo'ohelu Kālā, Ka 'Oihana Kālā, A Me Ke Kikowaena Hālāwai*

Report and Update by the **Budget, Finance, and Convention Center Standing Committee**

- a. *Ke Kūkā Kama'ilio A Hana Ma Ke Kāko'o E Ke Komike Kūhelu O Ka Mo'ohelu Kālā, Ka 'Oihana Kālā, A Me Ke Kikowaena Hālāwai Ma Ka Hō'ike Hope A HTA No 'Apelila 2022 I Hō'ike 'Ia Ma Ka Hālāwai O Ka Lā 24 O Mei*
Discussion and Action on the Recommendation by the Budget, Finance, and Convention Center Standing Committee on the HTA's Financial Report for April 2022 as Presented at the May 24, 2022 Meeting
- b. *Ke Kūkā Kama'ilio A Hana Ma Ke Kāko'o E Ke Komike Kūhelu O Ka Mo'ohelu Kālā, Ka 'Oihana Kālā, A Me Ke Kikowaena Hālāwai Ma Ka Hō'ike Hope A Ke Kikowaena Hālāwai O Hawai'i No 'Apelila 2022 A Me Ka 'Ikepili Hou Ma Ka Papahana CIP A Ke Kikowaena Hālāwai O Hawai'i No 'Eono Mau Makahiki I Hō'ike 'Ia Ma Ka Hālāwai O Ka Lā 24 O Mei, 2022.*
Discussion and Action on the Recommendation by the Budget, Finance, and Convention Center Standing Committee on the Hawai'i Convention Center's April 2022 Financial Report and Update on the Hawai'i Convention Center's 6-Year CIP Plan as Presented at the May 24, 2022 Meeting
- c. *Ke Kūkā Kama'ilio A Hana Ma Ke Kāko'o E Ke Komike Kūhelu O Ka Mo'ohelu Kālā, Ka 'Oihana Kālā, A Me Ke Kikowaena Hālāwai E Ho'okele Hou I \$225,000 Mai BLI 702 (Nā Hālāwai Ho'ona'auao Kaiāulu) I BLI 014 (Nā 'Ōlelo A'o Huaka'i Pono)*
Discussion and Action on the Recommendation by the Budget, Finance, and Convention Center Standing Committee to Reallocate \$225,000 from BLI 702 (Community Training Workshops) to BLI 014 (Pono Travel Tips)
- d. *Ke Kūkā Kama'ilio A Hana Ma Ke Kāko'o E Ke Komike Kūhelu O Ka Mo'ohelu Kālā, Ka 'Oihana Kālā, A Me Ke Kikowaena Hālāwai E Ho'okele Hou I \$106,000 Mai BLI 702 (Nā Hālāwai Ho'ona'auao Kaiāulu) I BLI 102 (Ka 'Aha Kūkā 'Oihana Ho'okipa O Hawai'i)*
Discussion and Action on the Recommendation by the Budget, Finance, and Convention Center Standing Committee to Reallocate \$106,000 from BLI 702 (Community Training Workshops) to BLI 102 (Hawai'i Tourism Summit)
- e. *Ke Kūkā Kama'ilio A Hana Ma Ke Ki'ina Hana Mo'ohelu Kālā Makahiki I Ho'ololi Hou 'Ia*
Discussion and Action on the Revised Fiscal Year Budget Process
- f. *Ka Ho'olauna I Kā HTA Kāmua Mo'ohelu Kālā FY 2023*
Introduction of HTA's FY 2023 Draft Budget



- g. *Ke Kūkā Kama'ilio A Hana Ma Ka Papahana Ho'opalekana 'Amelika Papa Ho'okele Ho'omōhala Waiwai FY 2021, Ka 'Oihana Ho'okipa, Me Ke Kālā Hana Ho'onanea Kaupukulani I Ho'okuleana 'Ia I Ke Ke'ena Kuleana Ho'okipa O Hawaii' E Ke Kia'āina 'O Ige*
Discussion, and Action on the Economic Development Administration FY 2021 American Rescue Plan Act Travel, Tourism, and Outdoor Recreation Grant Assigned to the Hawaii' Tourism Authority by Governor Ige
10. *Ka Hō'ike A Kūkā Kama'ilio No Nā 'Ike A Kūlana Mākeke O Kēia Wā I Hawaii' A Me Nā Mākeke Ho'okipa Nui I Hawaii'*
Presentation and Discussion of **Current Market Insights and Conditions in Hawaii' and Key Major Hawaii' Tourism Markets**
11. *Ka Hō'ike A 'Ikepili Hou E Ke Komike Kūmau Alowelo O Kā Lākou Hālāwai I Mālama 'Ia Ma Kā Lā 25 O Mei, 2022*
Report and Update by the **Branding Standing Committee** of their Meeting held on May 25, 2022
 - a. *Ke Kūkā Kama'ilio A Hana Ma Ka Papahana Ho'ona'auao Huaka'i Pono No Nā Makahiki 2022-2023 (Ho'olaha Ma Nā Kahua Mokulele O Hawaii' Me Nā Kahua Mokulele Kōwā Le'a) Me Ka Noi E 'Āpono E Like Me Ke Kūkā 'Ia E Ke Komike Kūmau Alowelo Ma Ka Hālāwai O Ka Lā 25 O Mei, 2022.*
Discussion and Action on the 2022-2023 Pono Travel Education Program (Hawaii' Airport Advertising and Clear Channel Airports) with a Recommendation to Approve as Discussed by the Branding Standing Committee at the May 25, 2022.
12. *Ka Nū Hou No Ka 'Aha'ōlelo E Pili Pū Ana I Ke Kau 'Aha'ōlelo 2022 A Me Nā Pila E Pili Pū Ana I Ke Ke'ena Kuleana Ho'okipa o Hawaii'*
Legislative Update on the 2022 Legislative Session and Related Bills Relevant to the Hawaii' Tourism Authority
 - a. *Ka Hō'ulu'ulu A 'Ikepili Hou O Ka Wā Ho'ohana Mokuna I Ka Makahiki 2022*
Overview and Update on 2022 Legislative Session
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'i Revised Statutes (HRS) § 92-4. E mālama 'ia kēia hālāwai kūhelu nei ma lalo o ka § 92-5 (a)(4), § 92-5 (a)(8) and §201B-4(a)(2) no ka pono o ko ka Papa Alaka'i kūkā a ho'oholo 'ana i nā nīnūnē a nīnau i pili i ko ka Papa Alaka'i kuleana me ko ka Papa Alaka'i loio. He hālāwai kūhelu kēia i 'ole paulele 'ia ka 'ikepili a i mea ho'i e mālama kūpono ai ko Hawaii'i 'ano, he wahi i kipa mau 'ia e nā malihini.*

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

Ma lalo o ka māhele 531.5 o ka Budgetary Control Accounting Manual, Moku'āina o Hawaii'i, 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 nānā 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 ho'ouna i ka leka i Ke'ena Kuleana Ho'okipa O Hawaii'i, 1801 Kalakaua Avenue, Honolulu, HI 96815 - Attn: Carole Hagihara-Loo. Inā pono ke kōkua ma muli o kekahi kīnānā, e ho'omaopopo aku iā Carole Hagihara-Loo (808-973-2289 a i 'ole carole@gohta.net), he 'ekolu lā ma mua o ka hālāwai ka lohi loa.

Members of the public are invited to view the public meeting and provide written and oral testimony on any agenda item. Written testimony may be submitted prior to the meeting to the HTA by email to carole@gohta.net or [by postal mail to the Hawaii'i Tourism Authority, 1801 Kalakaua Avenue, Honolulu, HI 96815 - Attn: Carole Hagihara-Loo](#). Any person requiring an auxiliary aid/service or other accommodation due to a disability, please contact Carole Hagihara-Loo (808-973-2289 or carole@gohta.net) no later than 3 days prior to the meeting so arrangements can be made.

E like nō me ka 'ōlelo a ke Kānāwai 220, e mālama ana ke Ke'ena Kuleana Ho'okipa o Hawaii'i i kekahi wahi e hiki ai ka po'e o ka lehulehu ke noho a komo pū ma nā hālāwai ma o ka ho'ohana 'ana i ka 'enehana pāpaho (ICT). Aia ana kēia 'enehana pāpaho ma ka papahale mua o ka lumi ho'okipa i mua o ke Ke'ena Kuleana Ho'okipa o Hawaii'i ma ka Hale 'Aha. 'O 1801 Kalakaua Avenue, Honolulu, Hawaii, 96815 ka helu wahi.

In accordance with Act 220, the Hawaii Tourism Authority will not establish a remote viewing area for members of the public and board members to view and participate in meetings held using interactive conference technology (ICT) because there will be an in-person option for members of the public and board member to view and participate in the meeting. As a reminder, the in-person option will be available on the 4th Floor in Ballroom C at the Hawaii Convention Center at 1801 Kalakaua Avenue, Honolulu, Hawaii, 96815.

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Approval of Minutes of the
April 28, 2022 Board Meeting



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

David Y. Ige
Governor

John De Fries
President and Chief Executive Officer

**REGULAR BOARD MEETING
HAWAII TOURISM AUTHORITY
Thursday, April 28, 2022, 9:30 a.m.**

Hybrid In-Person & Virtual Meeting

MINUTES OF THE REGULAR BOARD MEETING

MEMBERS PRESENT:

George Kam (chair), David Arakawa (vice-chair), Fred Atkins, Dylan Ching, Keone Downing, Kyoko Kimura, Sherry Menor-McNamara, Kimi Yuen, Sig Zane

MEMBER NOT PRESENT:

Daniel Chun, Ben Rafter

HTA STAFF PRESENT:

John De Fries, Keith Regan, Kalani Ka'anā'anā, Marc Togashi, Ilihia Gionson, Caroline Anderson, Carole Hagihara, Maka Casson-Fisher, Iwalani Kaho'ohanohano, Bryant Yubui

GUESTS:

Jennifer Chun, Charlene Chan, Erin Khan, Nathan Kam, Jessica Rich, Allison Schaefer, L. Malia Sanders, Kylie Butts, John Monahan, Jay Talwar, Eric Takahata, Mitsue Varley

LEGAL COUNSEL:

Gregg Kinkley

1. Call to Order

Chair Kam called the meeting to order at 9:31 a.m.

2. Roll Call

Mr. Regan did a roll call, and everyone confirmed attendance, except Mr. Chun and Mr. Rafter were excused from the meeting. Mr. Alameda joined via Zoom and confirmed his son was in another room in the house. Mr. Regan said they had a quorum for the meeting.

3. Opening Cultural Protocol

Mr. Casson-Fisher did the opening protocol.

4. Approval of Minutes of the March 31, 2022, Board Meeting

Ms. Kimura said on page five, in the second paragraph from the bottom, Sen. Wakai should be Sen. Wakai. Mr. Atkins made a motion, and Mr. Ching seconded. Mr. Regan did a roll call, and the motion passed unanimously.

5. 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 if there were any permitted interactions. There were none.

6. Reports of the Chief Executive Officer/Chief Administrative Officer/Chief Brand Officer

a. Relating to Update on HTA's Programs During March 2022

b. Relating to Update on HTA's Implementation of Change Management Plan

Mr. De Fries spoke about the CEO report on programs. He included a status on the change management plan, as item number one. He augmented the plan with a few comments relative to the meeting. At the State legislature, HTA's budget for the fiscal year (FY) 2023 is tied to two Bills which are active. Negotiations between the two House Bills are still pending - B1785 and B775. He said the future of those Bills would be determined in the next 48 hours.

Mr. De Fries highlighted activities in April 2022. On April 4, The Japan Association of Travel Agents (JATA) president met with HTA and Rep. Saiki. They all learned a lot from everyone present. They later convened with Mayor Blangiardi, Mayor Roth, and Mayor Victorino, Mayor Kawakami was not able to meet. This allowed the delegation to have a more granular understanding of each county and how important the Japan market is to every island. That evening the Outrigger hosted their reception, which was well attended. They were hosted at Washington Place by the Governor and First Lady the following day. There were several Board members in attendance at that reception the night of April 5.

On the morning of April 6 WAM Chair Dela Cruz brought together the Chairs of the WAM Committee to go through House Bill 1785. Later that day, they met with Mr. Greenberg, a well-known travel journalist with CBS Radio Show. HTA was also included in that.

On April 11, HTA had an opportunity to convene an overview session for the five new Board nominees. It was attended by all five in preparation for their Senate confirmation process. HTA looks forward to them being in attendance and commencing on July 1. On the evening of April 11, Mr. De Fries had an opportunity to meet with Mr. Shin, the Board Chairman of Lotte. Mr. Kalama, head of Friends of Hawai'i Charities, also joined. He said the Lotte Chairman sees tremendous value and opportunity beyond tourism. Lotte is involved in everything from chemicals to retail, resorts, and finance.

A few days later, Mr. De Fries and Mr. Willkom went back to Lotte to be interviewed by the Golf Channel. They also had an opportunity to meet with Mr. Rolwing, a former HTA Board member and knowledgeable sports commentator in golf. Mr. Rolwing voluntarily stepped forward to offer HTA staff and Board any insights to help develop a more robust sports marketing package. Ms. Schaefer also joined them that day. She produced an article based on what her research had discovered from interviews with Mr. Rolwing.

On April 21, HTA had an opportunity to attend a meeting with the president of Big West for the Men's Volleyball Championship. He mentioned two strong stakeholder partners - Hawaiian Airlines and the Outrigger Group. On April 25, they met with the publisher of Travel Weekly, Mr. Carnevale. On April 26, Travel Weekly convened its annual leadership forum for the first time in two years. In attendance were the retailers and wholesalers and its airline partners. Governor Ige and Mr. Talwar from HVCB opened the Leadership Forum as part of the morning presentation. Mr. De Fries delivered a keynote at lunch. On April 27, of the 250 attendees, 15 people, including Mr. Mullen from HVCB, were invited to a roundtable to have a more in-depth discussion. Mr. De Fries said the discussion with the wholesalers and retailers was educational. There were some refinements to the Mālama Program that people requested, but in general, everyone at the table expressed their desire to collaborate with HTA and its contractors, in advancing the vision of the Mālama Hawai'i Program and mālama Ku'u Home.

Mr. Arakawa asked about the status of House Bill (HB) 1600, the State Budget Bill that was passed on April 27.

Mr. De Fries said the Budget Bill was passed and HTA's budget line item was not in that budget line item. He asked Dane Wicker of WAM what it would take to get the \$60 million ARPA funds into HB1600. His response was that it does not have to appear in HB1600 because it is a one-off in an exception with Federal Funds. The allocation could come in via another Bill.

Mr. Arakawa asked if that would be Senate Bill (SB) 775 or HB 1785. Mr. De Fries confirmed those two Bills have remained active. Mr. De Fries was told that the \$60 million had been set aside in ARPA dollars, and it is a matter of where it gets assigned and what vehicle will be used, but it is at \$60 million.

Mr. Arakawa reiterated his question about the Bill that the House and the Senate Conference Committee passed on April 27, HB1600. He asked if there was a line item or if it was zero.

Mr. De Fries said there is no line item for the HTA Budget at this time in HB1600. Mr. Arakawa asked what the plan was going forward. Mr. De Fries said that they would be back at the legislature after the meeting to find out about the status, and the two Bills' status would be determined in the next 24 hours.

Mr. Arakawa asked if there would be input from the Board on the discussions, and Mr. De Fries confirmed there would be. He said it is important that the legislative PIG engages as well. Mr. Arakawa said it could be at the Convention Center. He thanked Mr. De Fries for the update on JATA. He asked that they consider inviting the Legislative Tourism Chairs to some of those meetings with JATA next time. Mr. De Fries agreed. He said they should ask the Senate President and the Speaker if they would like to have a meeting at home and if they would prefer to bring the subject chairs to the meeting. He said the subject chairs should have an opportunity to meet with them.

Mr. Arakawa said some of the Board members of the meetings should also be included. Mr. De Fries said he would make a note of that. He said the Branding Committee could also participate. Mr. Arakawa mentioned that several local tour companies run tours from Hawai'i to Japan, which are not doing well because Japan is not open. He said they would also like to be included in JATA meetings and asked when the next meeting with JATA would be. Mr. De Fries confirmed it would be on May 9. HTA is going there to meet with them. Mr. Takahata said the next time JATA comes to Hawai'i is in 2023, and they would like to continue with that annually.

Mr. Arakawa said they must discuss the HTA delegation going to Japan on the May 9. Mr. De Fries said it is the Governor's Delegation and he asked Mr. De Fries to accompany him. Mr. De Fries said he is trying to get more details. Mr. Arakawa asked which budget those expenses come from. Mr. De Fries said it is from Hawai'i Tourism Japan's (HTJ) and HTA's budget.

Mr. Arakawa thanked Mr. De Fries and Chair Kam for putting on Agenda Items C, D, and E. They had comments from elected officials about reaching out and including them in HTA's meetings.

c. Update by Representative Onishi, Chair of the House Committee on Labor and Tourism

d. Update by Senator Wakai, Chair of the Senate Committee on Energy, Economic Development, and Tourism

Mr. De Fries said he had an opportunity to meet with Sen. Wakai that morning to make sure that his statement about the two Bills pending was accurate. Sen. Wakai and Rep. Onishi both confirmed that it is the appropriate status.

Mr. Regan confirmed that Sen. Wakai was on the call. Mr. De Fries invited Sen. Wakai to offer any words.

Sen. Wakai said it was the last two most important days of the legislative session. In House Bill 1600, the State's \$17 billion budget, there was no sign of any money for HTA. The default position now had to be that HTA's budget lives in House Bill 1785. He gave a quick rundown on the Bill. The Bill creates a study that looks at what potential governance structures HTA might want to look at in the future. It puts into statute the DMAPs because the statute has a branding and marketing agency right now. With all the excellent work that Ms. Anderson had done over the past two years, he thought it appropriate, as HTA goes into mālama and kuleana, to have the other three pillars emphasized, the crux of the DMAPs.

The Bill also reorganized the HTA. Previously, HTA heavily weighted on branding and marketing, so they shifted, recalibrated, and reorganized things so that some of Mr. Ka'anā'anā's Branding team moved over. Sen. Wakai said they added one position, so HTA currently had 25 positions. With the reorganization, HTA would get 26 positions. The Bill also puts in \$60 million for HTA's operating budget. In addition, the Convention Center is not also in the HB1600, so the Bill also provides \$28.5 million for the Convention Center. HB1785 needs to pass, or else HTA will be defunded in the future. He said it is important for HTA to convey to Rep. Onishi the urgency of passage of the Bill. He said he would be there for the next two days working with HTA and Rep. Onishi. He hoped that they would have an update by the following evening.

Mr. Arakawa thanked Sen. Wakai and Mr. De Fries for their negotiations with the Senate on HB1785.

Mr. De Fries said that HTA is happy with how the amendments were made to the Senate draft of the Bill.

Ms. Kimura asked if the entire \$60 million is ARPA funds, and what would happen with the international market. She asked if ARPA funds could be used for international markets. Mr. De Fries said yes, for those that are domiciled in a foreign country, where they are headquartered.

Mr. Regan reiterated that it would be okay to utilize ARPA funds. He said they were a little hesitant because of it being tied to the original Coronavirus Relief Funds (CRF) monies which

were very restrictive in terms of how they could be utilized. He said the funds appear to be more flexible in nature.

Mr. Ka'anā'anā asked if they could RFP for international contractors, and Mr. Regan confirmed his understanding.

Mr. De Fries said if Rep. Onishi appeared online at any time, they would accommodate him addressing the Board as well.

Mr. Regan said they continue to focus their efforts on supporting their organization with finance-related needs. He said Mr. Togashi and his team continue to produce HTA's financial reports in a timely and efficient way to make sure they are available for the Budget Finance and Convention Center Committee Meetings. They also ensure they comply with GAAP, and other required accounting parameters and restrictions. In terms of procurement, HTA had been extremely busy over the last month and a half. He thanked Ms. Fermahin and her team for doing a great job with the different procurements and working on other RFPs. He reminded that HTA is constricted by 103D. They lost their procurement exemptions. He thanked Mr. Kinkley for helping with everything including the RFP contracts. He thanked HTA's planning team, with Ms. Anderson, who had been working diligently to move their DMAPs. He said she would give an update later.

Mr. Regan said HTA had an opportunity to give a very high-level overview briefing for their newest Board nominees before the Senate EET Committee. Mr. Regan said HTA intends to have a more in-depth Board overview in the next few weeks to get them up to speed on various things. As it relates to the EDA grants, the grant from the Governor assigned to HTA had not been submitted yet, but a lot of work is going on behind the scenes. He thanked Ms. Anderson for her help with that as well.

e. Update by Visitor Industry Organizations

Mr. Regan thanked Ms. Anderson for her help there as well. He welcomed and introduced HTA's newest member, Bryant Yubui, who was present in the meeting. He started on April 1 and is HTA's Contracts and Administrative Manager. Mr. Regan said Mr. Yubui has helped HTA with contracts, and helped on the procurement side. He has extensive experience, having worked at ETS and the Department of Health. Mr. Regan said HTA continues to work hard to support the team and different aspects of the administrative responsibilities, including finance, human resources, procurement, contracting, legislative and other issues.

Mr. De Fries asked Mr. Regan to introduce Item 6F.

f. Presentation of the Phase 1 Reports for the Kaua’i, Maui Nui and Hawai’i Island Destination Management Action Plans and the Winter Progress Report for O’ahu Destination Management Action Plan

Mr. Regan asked Ms. Anderson to give her presentation on HTA's Phase One report for Kaua’i, Maui Nui, and Hawai’i Island Destination Management Action Plans (DMAPs) and the Winter Progress Report for O’ahu DMAP.

Ms. Anderson said the DMAPs had been almost two years in the making. They started in July 2020 where they reached out to the mayors, and the Office of Economic Development in different counties to get their buy-in and support. They also reached out to HVCB, the island chapters, to ensure they were on board. She wanted to ensure it was a collective effort and had buy-in from the entities they needed as partnerships to move the DMAPs forward. She shared information on Phase 1 of the DMAPs. Phase 1 is not complete yet. She mentioned that in the meeting packet under 6F are the reports for each DMAP. She thanked Infology for their work in turning the report into infographics. She shared progress for each.

For Kaua’i DMAP, there were 34 sub-actions, of which all, except for one, are in progress. Some of them are moving into Phase 2. She thanked the county, the Kaua’i Visitor’s Bureau, and all the industry partners, community organizations, and state agencies like DLNR for helping move the Kaua’i map forward. She highlighted some aspects of each. For the Kaua’i DMAP, the community RFPs helped move some of the actions forward. With the county of Kaua’i they developed a GetAroundKaua’i website, which helps provide information on alternative modes of transportation for visitors and residents. The Kaua’i Visitor’s Bureau has been networking with DLNR. She said they also helped support Buy Local Kaua’i with the Alakoko store, which opened in January 2022.

She spoke about Maui’s DMAP. For Maui, there were 18 sub-actions, and all, except for one were moved forward. Many partners were involved in the Maui DMAP that helped to push the DMAP forward. Many airlines are showing the Mālama Hawai’i video, not only in-flight but when visitors are making reservations, the videos are also pushed out. She said they also have the education and promotion of Hawai’i Sunscreen Law. HVCB has pushed out a campaign to address that. Ms. Anderson is also looking at putting sunscreen dispensers at beach parks. There are also airport advertisements to educate visitors about traveling responsibly throughout Maui. In 2021 they convened a meeting to address the impact at Hana to bring together state county agencies and nonprofits like the Maui Hotel and Lodging Association to get ahead of the summer peak.

She spoke about Moloka'i DMAP. Moloka'i is a very special island, and through the island, they are moving at the speed that the community wants to go. All are actions and sub-actions. All but three have been moving forward. The biggest one they formed was an advisory group for Moloka'i. The purpose of this group was to help in messaging to visitors and get involved in the implementation of the DMAP. She said they combined the advisory group with the Steering Committee, now a task force. They want to be involved in the actions.

For the Lāna'i DMAP, there are 23 sub-actions. All but two have moved forward. One of the actions is complete - Action C, which is the Lāna'i Culture and Heritage Center's Lāna'i Guide App. Funding from HTA has enhanced the app. The app's purpose is to showcase, share and educate visitors about the Lāna'i's cultural and natural resources. It also advises them of places not to go to and to travel responsibly throughout the island.

For Hawai'i Island there are 36 sub-actions, of which two were moved. The support of the county really helped to move the action. They issued several RFPs, where many nonprofit organizations were involved in helping to move the actions forward.

She spoke about the O'ahu DMAP. They are still in Phase 1. There are 37 sub-actions of which 84% are in progress, and four actions in Phase 2 have started to be worked on.

She showed some highlights of the HTA, OVB, and HTUSA rally testimony to address the short-term illegal vacation rentals with Bill 41. The City Council approved it, and it was signed by the mayor the previous Tuesday. HTUSA has been running a statewide post-arrival behavior messaging program through the WAZE driving app. OVB has put on messaging to address driving respectfully and parking in designated legal areas. Other partners helping to move this action are the Kahala Hotel and Resort. They have produced their own Mālama Hawai'i video and established The Kahala Initiative for Sustainability Culture and Arts. This program is marketed to its guests to take care of the place they are visiting.

Ko Olina Resort Association also features "Our Hawai'i is Our Home" video on their website. And O'ahu and the county are working on developing a GetAroundO'ahu website similar to Kaua'i's one, on encouraging different modes of transportation.

Mr. Atkins asked about county stewardship agreements. He asked Ms. Anderson to give an example of what they are.

Ms. Anderson said she did not have all the details, but they established agreements with nonprofit organizations to help stewards. Mr. Atkins said it was a great DMAP initiative and thanked Ms. Anderson for including it.

Mr. Arakawa asked Ms. Anderson for details on how Ko Olina uses HTA's video and the chances of other resorts using the videos across the state.

Ms. Anderson said in their Steering Committee meeting, Ko Olina is one of the members. The progress report, it is a sub-action, talking about things done. They mentioned making the mālama video for their hotel, and Ko Olina put the video on their website. HVCB was also part of a discussion with Kaua'i Visitor's Bureau, about tracking the number of hotels showing the videos. Brand managers are booking with airlines to determine how many airlines are putting their message on.

Mr. Ching asked if the HTA is defunded, does it mean DMAPs is also defunded. Mr. Regan said if HTA does not have funding for FY 2023, there will be no funds to support DMAPs or other HTA operations.

Ms. Kimura said one of the legislators went to the Maui Bureau's Board meeting and was unhappy that the shuttle bus had stopped. He thought HTA made that happen. He said HTA should charge visitors. HTA started the shuttle bus service from the airport, but the visitors did not want to wait an hour for the next bus, so it did not work out well.

Ms. Anderson said it was due to low ridership that the pilot program was discontinued. Mr. Atkins said the same thing happened in Kaua'i, but it took a lot of money to keep it sustainable.

Mr. De Fries acknowledged the Hawai'i Hotel Alliance Board Chair Gibson, and Hawai'i Lodging and Tourism Association President Hannemann. Both of them and their respective Board members have been very engaged with HTA with coordinating efforts toward supporting the passage of Bill 41 and maintaining support at the Legislature. He said it helps that Mr. Rafter is also on the Board of HHA. He mentioned that Jeff Wagner from the Outrigger Hotels and Resorts, and Tom Calame from Marriott were all supportive and engaged.

Mr. De Fries asked Mr. Ka'anā'anā to speak about his segment.

Mr. Ka'anā'anā said their Brand management team had been very busy in March. They had two major RFPs that were released. Agenda Item 10 today mentioned the US MMA RFP and the Sports Program RFP for 2022. In the community, HTA's CEP programs are engaging their kama'āina. He spoke about the various events and festivals. He spoke about the clean-ups at Sea Life Park. There was a big turnout of over 100 people cleaning the beach. He thanked everyone involved in this and everyone on the ground working for Destination Management and Regenerative Tourism. He mentioned upcoming opportunities for HTA to engage with and spoke about May Day. He said on Sunday, they have their event at Kapi'olani Park as they have done for over 90 years. He said the events will be covered in different agenda items.

Chair Kam asked if there were any questions from the Board or the public, but there were none.

7. Ho'okahua Hawai'i Standing Committee Report and Update

Ms. Yuen said there was a meeting on Wednesday, April 20. Ms. Anderson had provided an update on the steps of the DMAPs. They also had an update from Ms. Morikawa on the Lei Program and what they are doing with the schools and educating the youth and helping with job placement, training programs, networking, and mentoring.

Mr. Apo did a presentation about restoring Hawaiianness to resort areas, and the report was done and inspired by Mr. Kanahale. He had also shared with HTA the 2016 update of the report, going over Mr. Kanahale's initial recommendations to restore Hawaiianness to Waikīkī, and checking what still needed to be done. She said it provided an excellent roadmap for restoring Hawaiianness to the other resort areas.

Mr. Ka'anā'anā recognized Hālau Ka Lei Mokihana O Leinā'ala for its overall winning in this year's Merrie Monarch Festival. Mr. Atkins said the island of Kaua'i is extremely proud of Kumu Hula Leinā'ala Pavao Jardin.

Mr. Ka'anā'anā mentioned that HTA has been able to partner with Kumu Hula Jardin and has been on the road with her. She has been interacting with HTA's clients, and it is a great partnership. He commended Ms. Kanaho from the Kauai Visitors Bureau on her viral post with over 100,000 views and 1,200 shares.

Ms. Kimura asked about Mr. Apo's comments.

Ms. Yuen said it had to do with corporate training programs centered around something that is not based in Hawai'i. It is important for resorts, whether they are corporate or local. She said Mr. Apo was trying to encourage what tourism in Hawai'i is about.

Chair Kam thanked Mr. Downing for sharing the information about Mr. Apo, as there was such wisdom and knowledge in it. The report was done in 1993, almost 30 years ago, and there are so many treasured jewels.

Mr. Ching said he felt like Mr. Apo's view was jaded for good reasons.

Ms. Yuen mentioned what Mr. Apo said about the torch being passed, and that there is an opportunity to change the way they manage tourism, how they welcome guests, and to reconnect back to what is so special about Hawai'i.

8. Report and Update by the Budget, Finance, and Convention Center Standing Committee

a. Discussion and Action on the Recommendation by the Budget, Finance, and Convention Center Standing Committee on the HTA's Financial Report for March 2022 as Presented at the April 26, 2022, Meeting

Mr. Atkins said the Committee received an overview of the financials from HTA staff. The Committee recommended approval of the HTA's financials as presented and provided. He said Mr. Togashi did a great job. There were no questions from anyone. Chair Atkins asked for a motion. Ms. Kimura made a motion to approve the financial report as provided. Chair Kam seconded. Mr. Regan did a roll call, and the motion passed unanimously.

b. Discussion and Action on the Recommendation by the Budget, Finance, and Convention Center Standing Committee on the Hawai'i Convention Center's March 2022 Financial Report and Update on the Hawai'i Convention Center's 6-Year CIP Plan as Presented at the April 26, 2022, Meeting

Mr. Atkins said the Committee received an overview of financials from the HCC Management team, and an update on the prior maintenance activities at the Center. The Committee recommended approval for HCC's financials as presented. Mr. Atkins asked if there were any questions, but there were none. Mr. Atkins asked for a motion. Chair Kam made a motion and Ms. Kimura seconded. Mr. Regan did a roll call, and the motion passed unanimously.

c. Discussion and Action on the Recommendation by the Budget, Finance, and Convention Center Standing Committee to Reallocate FY22 Convention Center American Rescue Plan Act Funds from Major Repair and Maintenance to Insurance in the Amount of \$419,345 to Support Convention Center Insurance for Property Coverage of the Convention Center

Mr. Atkins said that the Committee recommended approval of the request to reallocate these funds for this item. This is an insurance policy on the physical plan, and what is inside the Convention Center. It is mandated by the State. It used to be a lot less, but in 2022 it went up to \$419,000. Mr. Atkins asked for a motion to approve the reallocation of funds. Chair Kam made a motion and Ms. Yuen seconded. Mr. Regan did a roll call, and the motion passed unanimously.

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

Ms. Chun provided the market insights dashboard and a copy of her presentation. She said Ms. Hagihara will load it onto the Board site and include it in the public Board meeting packet.

Ms. Chun spoke about the total expenditure for the month of March 2022. This expenditure did exceed prior years. The Bill expenditures are primarily driven by the U.S. market. U.S. west and east have increased. Looking at per person per day spend, it is higher as well. Canada's statistics are also higher. Visitor arrivals was dominated by the U.S. market, and were similar to the average daily census.

Ms. Chun moved onto the islands. Looking at O'ahu, it is the same as 2019, but per person per day spent is higher, which is encouraging. The visitor arrivals were down compared to 2019. This means people are spending more while they are here.

Ms. Chun spoke about TAT collections for March 2022. It was \$58.2 million. The preliminary year to date is \$526.8 million, which is 438.8% or \$429.1 million higher than the previous year.

Reasons for people visiting Hawai'i, are mainly for vacations. This is true for all the markets. She spoke about where people are staying, primarily in hotels and condominiums. Some people stay in a timeshare or rental houses. Looking at the hotel performance, overall occupancy for Hawai'i was 75.2%, a little lower than 2019, but it is at a much higher ADR. The RevPAR is higher than 2019. Vacation rental performance has lower occupancy than hotels. ADR is significantly lower. TAT is tied to ADR. She showed the slide with March 2022 hotel demand and how it compared to previous years. The hotel demand was much higher than vacation rentals.

Ms. Chun spoke about unemployment rates. Hawai'i has a 3.5% unemployment overall. The highest is in Kaua'i county at 4.6%, which is more than in prior months. She showed the graph with a downward trend for unemployment.

She spoke about the various industries. There was an increase in accommodation and food service/drinking places. She mentioned air seats. For the month of March 2022, there were fewer air seats than they had in 2019. Looking at domestic air seats, Hawai'i is strong on the domestic air seats for all the islands. April 2022 was similar but slightly ahead of April 2019. She spoke about air seats for May 2022. Domestic air seats were strong. There is some recovery coming back internationally. She spoke about the Skift Travel Index for March 2022. They are trending slightly higher globally. In March 2022, the U.S. had increased to 96.9% for travel.

Ms. Chun spoke about travel agency booking trends. There was less volume in bookings for the U.S. market in the last week, but looking at the trend for 2022 when people are coming, the trend is following historical trends for 2019. She showed the booking trend for Japan. It has increased slightly in the last week since announcing travel packages are allowed. She spoke about Canada following similar trends to prior years. For Korea, there has been an uplift in bookings. There are no sharp peaks as in 2019, but it is increasing slightly. She spoke about Australia, with a lower volume but similar trends as in 2019.

Ms. Chun shared a report they have been doing since the beginning of the pandemic. She showed the destination index trends. She showed the consideration for coming to Hawai'i. The percentage of people in the U.S. who plan to come to Hawai'i is around 25%. That is indexing higher compared to January 2020. Looking at the Japan charts, the number of people considering coming to Hawai'i is lower than in the U.S., but there was an increase in recent weeks. She said there are partners that are looking at the reports.

Mr. Atkins asked if there is a way to measure Japanese visitors' travel to golf is in response to the promotion that Mr. Takahata is planning this summer. Ms. Chun said she would work with Mr. Takahata to add a trigger question to the Japan YouGov survey.

Mr. Yuen asked about the data that Ms. Chun has and the projections. Ms. Yuen addressed the correlation of how much HTA is spending on Branding and Marketing based on projections of visitors. Ms. Yuen said there would be a peak in summer, so they have to gear up a few months before. She said there should be some way they could educate people and let the community know that HTA is preparing for the influx with the messaging they are doing.

Mr. Ka'anā'anā spoke about the marketing allocation platform. HTA has had its kickoff meeting for the development of the tool. They are working through the 6-week process to get it developed and finalized. He said they would test it and bring it back to the Board. He said it is a tool, and another input to help HTA make a holistic decision. He said these are very complex tools, with macroeconomic levers, decision levers, etc. Those are things HTA is trying to address in the DMAPs, or programs, on how they can demonstrate the benefits of tourism to kama'āina. He spoke to Ms. Yuen's question about how they make decisions about allocations and said there are many inputs, but they rely heavily on Ms. Chun's reports from her research team to inform the decision-making. He said they take all the input and try to make sense of it to give good recommendations to the HTA Board.

Ms. Kimura asked if the 3% of the TAT collection to Kaua'i is included. Ms. Chun said it was not clarified in the previous meeting.

Mr. Regan said there were no questions from the public.

10. Report and Update by the Branding Standing Committee of their Meeting held on April 27, 2022

a. Discussion and Action on Recommendation by the Branding Standing Committee on Approving Hawai'i Tourism Japan to Fully Implement its 2022 Brand Marketing & Management Plan Effective May 1, 2022

b. Update on RFP 22-01 HTA Hawai'i Destination Brand Marketing & Management Services for the United State Major Market Area as Discussed in the April 27, 2022, Branding Standing Committee

Mr. Atkins went through a few things that did not require a motion. The first one is an update from Chief Brand Officer, Mr. Ka'anā'anā on recent industry partnership group meetings. This is something that Mr. Ka'anā'anā wanted to reinstate. Mr. Atkins asked Mr. Ka'anā'anā to give an update.

Mr. Ka'anā'anā mentioned one of the programs they wanted to reinstate, hearing some of the feedback that they had, from both Mr. Arakawa and others, was how to deepen collaboration with the industry and how to open the channels of communications. They recently reinstated their industry partner meetings. The purpose of those meetings is to provide an added opportunity for industry partners, GMTs, and HTA to stay connected, have an ongoing open dialogue, and address market challenges and opportunities, as they bring that tourism in a safe, responsible, and regenerative manner. He said they held their initial meetings in April 2022, with Canada, Oceania, China, Korea. They intend to have those meetings on a quarterly cycle. On the global MCI side, Oahu, those meetings are monthly. For Kaua'i, Maui, and Hawai'i, it will be every other month for the MCI. In setting up the industry partner groups, they tried to ensure they had diverse stakeholders with all the segments of the industries from ground transportation, activities and attractions, hotels, airlines, retail, restaurants, etc., and how to communicate with them. Those industry partner groups are active now, and they are back in action.

Mr. Atkins spoke about HTUSA, senior Director of Advertising and Marketing programs, Ms. Chun, who shared with HTA a Pono Travel Education Program that started last week. It was included in the meeting packet. He asked to show one sample of the banner that is at airports throughout the state.

Mr. Ka'anā'anā reiterated that it is a program they are administering via Pono Tourism USA. The intention is to reach the traveler and send the message throughout the entire traveler's journey with inspiration and awareness. They included confirmation emails with their partner hotels and airlines and will continue that messaging in-flight with most carriers to Hawai'i. He said they would continue the messaging at airports. This message is an invitation to live Aloha, and to respect and mālama Hawai'i. The HTA staff is working to increase the work. The HTUSA contract ends in June. Therefore, their sub-contracts will end in June. Mr. Ka'anā'anā said they have worked with airport advertising concessionaires that DOT has a contract with to secure the future of this messaging, especially during the summer season going forward.

Ms. Yuen asked if the messaging was up now, and Mr. Ka'anā'anā confirmed it was. She asked if it was difficult to get them up.

Mr. Ka'anā'anā said there were complexities, as with anything. He said it also depends on the concessionaires that control the advertising space, who have long term commitments with other advertisers in the airports. He said it is also about securing the right inventory to get a good mix and placements and then ensuring they have statewide coverage.

Ms. Kimura asked about the strategy. Mr. Ka'anā'anā said there is a strategy, which is the holistic approach to the entire traveler's journey. He mentioned the WAZE program and messaging visitors through the app. When using the app there are banner advertisements that serve the mālama Hawai'i message, how to share Aloha, and how to travel Pono when in the destination. They are also using paid social media to target visitors.

Mr. Atkins said that the airlines have started to help HTA with ticket purchases. He said they were going to have a busy summer. If they are working towards having a better Pono traveler, HTA is headed in the right direction.

Mr. Ka'anā'anā said the messaging is digital for the most part. He said there will also be some tension fabric displays that are more permanent for the more evergreen messaging.

Ms. Yuen thanked Mr. Ka'anā'anā for getting that done before the rush.

Mr. Ka'anā'anā said he would address the Board in May 2022 with his comprehensive plan to pick up the messaging from June 2022 onward. The placements run from April 18 to June 26. From June 27 onwards, HTA will keep up with the program. He said the Board had approved the separate budget line item for ocean safety messaging. They partnered with the Department of Health and Ocean Safety, and county-level departments statewide. He said there is messaging about how to be safe at the beach. The committee has approved all the messages. In partnership with HTUSA, they have been looking at innovative ways to put messaging in the airports that are non-traditional placements, such as curbside stickers while visitors wait for transportation. Mr. Ka'anā'anā said they would be meeting again with Mr. Davis from DOT. They met the previous week and discussed various topics such as restoring Hawaiianness to airports and creating a Hawaiian sense of place at airports.

Mr. Atkins said HVCB senior Vice President Chief MCI Sales Officer Mr. Reyes and Hawaiian Convention Center General Manager Ms. Orton gave their presentations and updates on the progress of upcoming global MCI initiatives. They covered recent events held at the Hawai'i Convention Center (HCC) like Hawai'i Hotels restaurants show, Association Asian Studies, and Kawaii Kon. They also discussed the short-term priorities of booking city-wide business for 2023

to 2026. He said more information could be found in the meeting packet. He mentioned that Ms. Orton reported that she had almost reached 2019 booking levels in small, short term and local business. He said it is important that HTA gets short-term business to keep their staff. He commended Ms. Orton on her excellent work. He spoke about Mr. Reyes and his dream team that will deliver in the future for city-wide events and individual hotels. He said HTA needs to support Ms. Orton and Mr. Reyes in their efforts.

Mr. Arakawa said the Kawaii Kon event stood out, and Mr. Atkins also wanted to highlight that event.

Mr. Regan could not reach Ms. Orton online to speak on Kawaii Kon.

Mr. Ka'anā'anā spoke about Kawaii Kon and said it was an incredibly successful turnout with more people than the organizers anticipated. He spoke about the Hawai'i Hotels, and Restaurants show from March 30 to 31, which had 2,000 or more attendees. The Association for Asian Studies, held from March 24 to 27, had 3,200 attendees. UH College of Engineering banquet was on April 14, with 800 attendees. He said their teams are all working hand in hand, and business is coming back. He reiterated that Ms. Orton mentioned a lot of the short-term opportunities and definite local bookings in April of 2022. There were also many graduations coming up that Ms. Orton said at the previous meeting.

Mr. Atkins spoke about Brand Manager Mr. Willkom's initial update on the global marketing efforts, related to HTA's recent sponsorship of the 2022 Ladies Professional Golf Association Lotte Championship. It was a powerful presentation, and Mr. Willkom's presentation was very positive. Mr. Willkom had mentioned the Korean, Japanese, Canadian, and USA market. Mr. Atkins suggested having Mr. Willkom show his presentation at the Branding Standing meeting in May 2022. He said that Mr. De Fries had interaction with the CEO, Mr. McCartney, with this event. This will help HTA address things beyond golf. The LPGA was very pleased with everything. Mr. Atkins said HTA is trying to solidify the same golf course for a multi-year contract. This is something that the Branding Committee will be taking up in 2023. He commended everyone at HTA for their hard work, as it was a last-minute booking. Mr. Atkins said Mr. Willkom also updated them on the 2022 Sports Program RFP 22/06, which was released on April 26, with a deadline for the proposal, May 26. HTA encouraged any interested parties. He spoke about what is in the RFP and who can apply for it.

Mr. Ka'anā'anā shared that the RFP was released and said there was a briefing on April 29. He encouraged interested parties to attend the pre-bidders conference.

Mr. Atkins added that for the RFP, there is no minimum, and it is open. Mr. Ka'anā'anā confirmed that to be correct. He said the procurement was drafted with direction from the

Board. HTA set up the three pillars of the sport strategy, including brand alignment and extension of the Hawaiian Islands Brand, the community benefits generated, and economic benefits generated. As a result of those guidelines, Mr. Ka'anā'anā and his team decided to write the RFP in such a way as to maximize the three pillars.

Mr. Atkins said it recently went out for RFP and a presentation from Hawai'i Tourism, containing their current activities proposed for future activities of the Brand marketing and management plans. He asked if there were questions about the RFP that went out for North America, but there were none.

Mr. Ka'anā'anā showed a slide for Agenda Item 10 A. He said they released the RFP 22-01, the Hawai'i destination Brand Marketing and Management Services for the USMMA, Major Market Areas, in alignment with tourism. He showed information on the next slide as to where to find the RFP. The main points of contact for the procurement are Mr. Regan and Ms. Fermahin, from the procurement team.

He showed a slide with important dates and the procurement timeline. The procurement was released on April 15. They did a pre-proposal conference on Friday, April 20, with a good turnout. They required intent to apply, which was due on April 22. They received over eight submissions for intent to apply. He said they have a written deadline question that just passed recently, on April 27. The team is busy compiling those, and HTA needs to respond on May 3. The most important deadline is the proposals due on May 17 at 4:30 p.m. Hawai'i Standard Time. He said they would notify finalists the week of May 23. They are targeting oral presentations the week of May 30, and then the final on Notice of Award Selection or non-selection, the week of June 6. The start of the contract is anticipated for June 30, 2022, and will end December 31, 2024. If an exercise option were to occur, it is a two-year option, and one of those will extend the contract through December 31, 2026.

There were no questions from anyone.

Mr. Atkins spoke about the discussion and action on recommendation by the Branding Standing Committee on approving Hawai'i Tourism Japan to Fully Implement its 2022 Brand Marketing & Management Plan effective May 1, 2022. He said this has to do with Japan being in the red light. Japan has started to open up. He said they had a very robust conversation about this the previous day. There were many questions from the Committee members, Board members, and Sen. Wakai. At the end, there was a motion from the Committee that HTA recommends to the Board that they should green light Japan moving forward. There was a lot of discussion around it. He opened it up to Board members and Sen. Wakai for any comments.

Mr. Arakawa highlighted a few key messages, and asked Mr. Takahata to speak about it as to why they are going forward with this and the main reasons.

Mr. Atkins asked that the whole slide deck be available today. As they went through the discussion on it, he said they had asked Mr. Takahata to bring up certain slides for a total review. He asked if any Board members had questions about those slides.

Mr. Atkins asked if Sen. Wakai could comment.

Sen. Wakai said his concern was what had been budgeted for HTJ - \$9 million. He said Mr. Takahata had conveyed to the Committee members that they expect to reach 40% of the arrivals they had experienced in 2019. His question to Mr. Takahata at the time was that in 2019, they were given \$9 million, and brought in 1.6 million visitors. If they are only going to bring in 40% of that 1.6 million visitors in 2022, is it a prudent investment to continue to give \$9 million. He said it should not be a lump sum payment every month. He mentioned the Japanese yen, which is at 127 yens per dollar.

Sen. Wakai also spoke about the fuel surcharge globally, which will increase the price of oil, and flights. He mentioned the Go To campaign in Japan that is focused on creating domestic travel. He mentioned the COVID issues that are still lingering. He said four things are working against the influx of Japanese tourists coming to Hawai'i. He is not sure they must buy into the idea that glory is right around the corner, paying \$9 million. He said the Board should take a more concerted look at managing their spending. If things come back to the way they were in 2019, it will be a great \$9 million investment, but considering the track record over the past two years, with 25,000 visitors in 2021, the spend was \$4.5 million on the Japan market. He said he is not sure it is a wise investment for the public. He said they should wait until they see the flow coming in before unleashing \$9 million into the market.

Mr. Atkins said he had direct discussions with Mr. Takahata before our Branding meeting, and then he listened the previous day to all the conversations. He agreed with Sen. Wakai's comments. He said if Japan is green-lighted, it does not mean they must go out and spend the money. He said there was a detailed plan of where the segments are and where the money should be spent, whether social media, travel agents, airlines, etc. Mr. Atkins said as Branding Chair, he would like Mr. Takahata to come back with a plan of where they can best utilize the money moving forward and where to put money out to get contracts.

Mr. Atkins said he does not want a blank check to be split per month. He said Mr. Ka'anā'anā had been the strongest Brand Manager so far. Mr. Atkins said he attended the JATA reception, and what he saw from that, is that the people want to reopen. They saw the partnership still exists, there is support, and they are willing to funnel millions of dollars to get everything back

up and running. Mr. Atkins said there would be some pent-up demand, but he would like to look further from pent-up demand to where HTA needs to have that growth that Mr. Takahata projected to get back to pre-pandemic levels sometime in 2023.

Mr. Atkins said the MMA is going out for the RFP in 2023, and because it goes out to RFP, there could be other bidders. He said HTA's relationship with Japan is key, not just the dollar amount. He said they have the Governor, Mr. De Fries, Chair Kam, and other key people, heading to Japan. It will be good for HTA to go there to give the green light to Japan, as it will send out a good message. He said accountability will be up to Mr. Ka'anā'anā and Mr. Takahata.

Mr. Takahata addressed several of Sen. Wakai's concerns. He mentioned the yen to the dollar exchange rate, which he covered in his presentation to the Branding Standing Committee. Historically, the yen had gone up and down, and they have seen the yen at a higher, or lower rate to the U.S. dollar, weaker than it is now. He said that historically 1997, they had 2.2 million Japanese visitors. That was their high-water market in 1997. The average yen to the dollar exchange rate for 1997 for the whole year was about 121 yen per dollar. He said the travel industry, airlines, and tour companies, are telling them that the yen exchange rate is not a big concern, only a slight concern. He mentioned the fuel surcharge, which is the effect of what is happening in Ukraine. He said that is more of a concern to the travel industry in Japan. The reason being is that they do not know how long the conflict will go on. He pointed out that the two biggest Japanese carriers, ANA and JAL, said the surcharge in 2011 went up to over \$300 for all-round trips, yet they still had a significant amount of Japanese visitors. He mentioned another challenge in 2011 when they had the Great Eastern Japan earthquake, which affected visitors from Japan.

Mr. Takahata spoke about the pent-up demand they have seen from the domestic market, which will override a lot of the concerns for the Japanese market. He mentioned that bringing back the international market is very different from bringing back the domestic market. He said bringing back the international market after two years takes time and care.

Mr. Arakawa asked Mr. Takahata if they would be charging the same amount, or getting the same amount every month, divided by eight. He asked if their program is focused on the marketing as it relates to certain roles or if it deviates

Mr. Ka'anā'anā said the contract is written and drafted so that it has a specific payment and compensation schedule. He said the staff monitors it on a monthly basis, and they are invoiced for actuals on a month-to-month basis. This is in consultation and constant communication with Mr. Goo, the specific contract manager, and brand manager for this contract, together with Mr. Ka'anā'anā. They evaluate at the mid-year point and the final year. They are asking for the

board's permission to greenlight the Japan market, effective May 1, 2022. This allows HTA to take the \$7.6 million that is still available in the contract to position Hawai'i in a way to get started. Some of that Bill is also making sure that HTA continually educates travelers before they come to Hawai'i. He called it an Edu-invitation, educating visitors while inviting them. Some of the branding is focused on that. Some of them are co-op partnerships that HTA needs to maintain its relationships with the Japanese market.

Ms. Kimura said her thoughts were that Japanese addiction to Hawai'i is a lot higher than the U.S. Once the government lifts the restrictions, she said the influx would be better than the U.S. market. She said they should set a numerical goal for the next three months, then re-examine it. Mr. Takahata said that would be fine.

Mr. Ka'anā'anā said that it sounded like Japan would still be in the red. He said they have been doing that in three-month quarterly increments where they ask the Board for permission to spend a specific amount in a given quarter. They have been managing this under red light. He said they would be mindful about what and how they spend money on a monthly basis. Their GMTs are building on an actual basis.

Mr. Atkins mentioned Mr. Downing's comment from earlier. He said almost all of HTA's business comes from the West Coast.

The visitors they will be getting from Japan for summer will be traveling with a tour package. They will be traveling to places that are included in the package, and will not be hiring cars, etc. He said he would rather see that the hotels in Waikīkī get the 30% back. He said the Japanese are pono travelers and very respectful travelers. He said they must try get the Japanese business back. He said all the businesses are doing better and the hotels are full. Waikīkī is doing much better than they did six months ago.

He spoke to Mr. Downing's comment on wanting 100% coming from West Coast. He said it would be a more upscale traveler but said they would still have people renting cars and visiting everywhere. He said this is the traveler they need for balance.

Mr. Downing said he is new to HTA and asked the other members if they had had any problems with HTJ in the past. He also asked if they believed in the HTA team with their capabilities. He said HTA should not stand in HTJ's way but trust them to go ahead. He said there is no need to micromanage them but to have faith in HTJ and HTA.

Mr. Arakawa agreed with what Mr. Downing said. As per what Ms. Kimura said, he said they have faith in HTJ and their staff. He said they also have faith in the HTA staff. He said if they

green light Japan, they have faith in the contractor, HTA staff, and the Board to proceed prudently.

Sen. Wakai commented on Mr. Downing's comment. He said they must keep in mind what the track record was. In 2021, HTJ brought in 25,000 Japanese visitors. This Board spent \$4.5 million for those 25,000 visitors. That is \$180 per visitor. Back in 2019 the average visitor per cost arrival was about \$6. It went up from \$6 per visitor expenditure for HTA, to \$180 last year. He could not say that everything was going so well and that they should continue spending on Japan. He was not against the idea of budgeting \$9 million for Japan, but said they should unleash the money when the time was right. He agreed that Japanese are the most coveted visitors Hawai'i can ask for it. He agreed with Mr. Takahata and Ms. Kimura that there is substantial pent-up demand. He said these are not positive, as the yen is high, there is a fuel surcharge, and a Go to Campaign is trying to cultivate domestic travel to not have people travel outside of Japan. COVID still has a 10,000 per day foreign arrival restriction. He said that all of these things would work themselves out in the future, but it is not now. He conveyed to the Board that they should spend money wisely.

Mr. Ka'anā'anā clarified that the actual spend in 2021 was \$3.6 million against the \$4.5 million that was budgeted. They did not spend the entire budgeted amount. The actual spend was \$3.6 million. He noted that the cost per arrival metric is not the only metric in the toolbox that they use to assess the investment HTA is making. He said the Board gives him and his team direction about how they should educate visitors. They hear it from communities through the DMAP process. His team focuses its branding message on the Evergreen awareness, inspiration, and education. He knows they will have to manage pent-up demand from Japan. He said they are currently managing U.S. pent-up demand. There are several challenges, and everything is more expensive. Inflation is the highest at the moment. He said month to date, there were 7,200 arrivals from Japan so far, April through April 26. For the year, they are at 19,157 arrivals 2022 through April 26. The Japanese government moved Hawai'i to level two, which allowed package travel sales to begin. He said they are seeing Golden Week arrivals coming back in, but it will be slow. He said that as per JATA's information, they are moving forward.

He said Hawai'i's relationship with Japan is very important. HTA will be able to reaffirm that relationship through the delegation visit they have at the beginning of May 2022. He said he is also mindful of carrying the kuleana of spending taxpayer money. The investment from last year generated \$9.76 million in tax revenue for the State against the \$3.6 million that was spent.

Mr. Regan had a question from a Zoom audience member. The question was: how are the dollars used? They asked the justification for \$9 million budgeted for the Japan market. They asked if it was to overcome past messaging or to stimulate interest.

Mr. Ka'anā'anā answered the questions. He reiterated what he said about the Branding messaging, the education, and the invitation that they put out, encouraging visitors globally to behave appropriately while in destination - taking a trip that gives back. It is not necessarily about overcoming past messaging in the Japan market, where you get to stimulate the interest, but it is about maintaining awareness and Pono travel. How to keep Japanese travelers educated about the changes that have taken place since the pandemic, etc. HTA has to facilitate deep networking. They ensure their agents who sell packages to Hawai'i have the latest information about what is happening in the destination. HTJ, HTUSA, Korea, China, Oceania, etc., are all giving that messaging. A lot of work happens beyond the paid media they put out.

Mr. Atkins asked Mr. Talwar about how many months does it take to see arrivals from the marketing efforts from the time a marketing program is launched.

Mr. Talwar said every market is different. He said a lead time is needed, and it also depends on what the objective is. If the marketing program objective is sales, it is one lead time. If it is to add another dimension to an existing brand, then the lead time is a bit longer. It is a unique situation in Japan, that none of them have faced before. They have had similar situations, but not for this extended period of time, so for the market to restart from a sales perspective is a few months out. The branding, which is the overarching initiative, will be even longer. For a lot of the Japanese market, Hawai'i is their happy place. He said they need to frame that with additional messaging about Mālama Ku'u Home and mindful travelers.

Mr. Atkins asked again about the lead time.

Mr. Talwar said it is in the four to six-month timeframe, depending on where they reside.

Mr. Takahata reiterated what Mr. Talwar said with the two layers. Doing certain activities and initiatives to drive sales. He said about Japan, they have those two runnings concurrently. They want the branding together as fast as possible and want to drive sales.

Ms. Kimura asked what their plan is for the next three months, from May 2022 to July 2022, and how much it would cost.

Mr. Takahata said they have a proposed budget coming together to submit to HTA for review before the next Board meeting. Mr. Takahata said if they go from May 2022 or June 2022, it is a gradual ramp-up to September, or October. There will be a slight drop-off in December or

November because they will be trying to drive business. The reason being is that the industry is moving that way. The bulk of their resources to drive business for Q3, Q4, and Q1 of next year by the industry is being extended now in the market.

Ms. Kimura asked if they thought of spending more in the first three months or later in the year, meaning they would spend less in the following three months.

Mr. Takahata said they would spend less in the first three months versus the back three months.

Mr. Atkins asked if Mr. Takahata would have the chart in the following marketing meeting, and Mr. Takahata confirmed he would.

Mr. Ka'anā'anā mentioned that on the contract management side, everything is reported to him and his team on a weekly basis. It is a constant conversation that he and Mr. Goo track closely.

Mr. Atkins asked for a motion from the Board to vote on the green light for Japan approving Hawai'i Tourism Japan to fully implement its 2022 Brand Marketing & Management Plan effective May 1, 2022.

Chair Kam made a motion, and Mr. Ching seconded. Mr. Regan did a roll call, and the motion passed unanimously.

11. Legislative Update on the 2022 Legislative Session and Related Bills Relevant to the Hawai'i Tourism Authority

a. Overview and Update on HB1600

b. Overview and Update on HB1785

c. Overview and Update on SB775

Mr. Regan said a lot of these items were covered by Mr. De Fries previously. Mr. Regan reiterated they are all working hard through the process, trying to support where they can, and it is fluid. Mr. Regan deferred to the Board and the legislative PIG for updates. Mr. Arakawa said what Mr. De Fries said was efficient. HTA has to work hard in the next two days to bring resources and information to the House and the Senate so they can decide to help fund HTA.

12. Closing Cultural Protocol

Mr. Ka'anā'anā said he continues to be inspired by people's willingness to share Aloha. He said they spend a lot of time explaining how they educate visitors, but they must also remember to

conduct themselves appropriately in their island community. He said they must remind themselves of the beauty of Hawai'i, and they all have responsibilities to take care of each other, their families, and Hawai'i, as a whole.

Mr. Casson-Fisher did the closing protocol.

Chair Kam said Mr. De Fries did an amazing presentation at the Travel Weekly, with 350 people giving a standing ovation. Mr. Ka'anā'anā said at the Travel Weekly there are not often standing ovations. He said what Mr. De Fries spoke about moved the people in the room. Mr. Arakawa asked if the presentation was online. Mr. Ka'anā'anā says he does not think it was recorded.

13. Adjournment

Ms. Kimura made a motion to adjourn, and Mr. Ching seconded. The motion passed unanimously. Mr. Regan concluded the meeting at 12:32 p.m.



Sheillane Reyes
Recorder

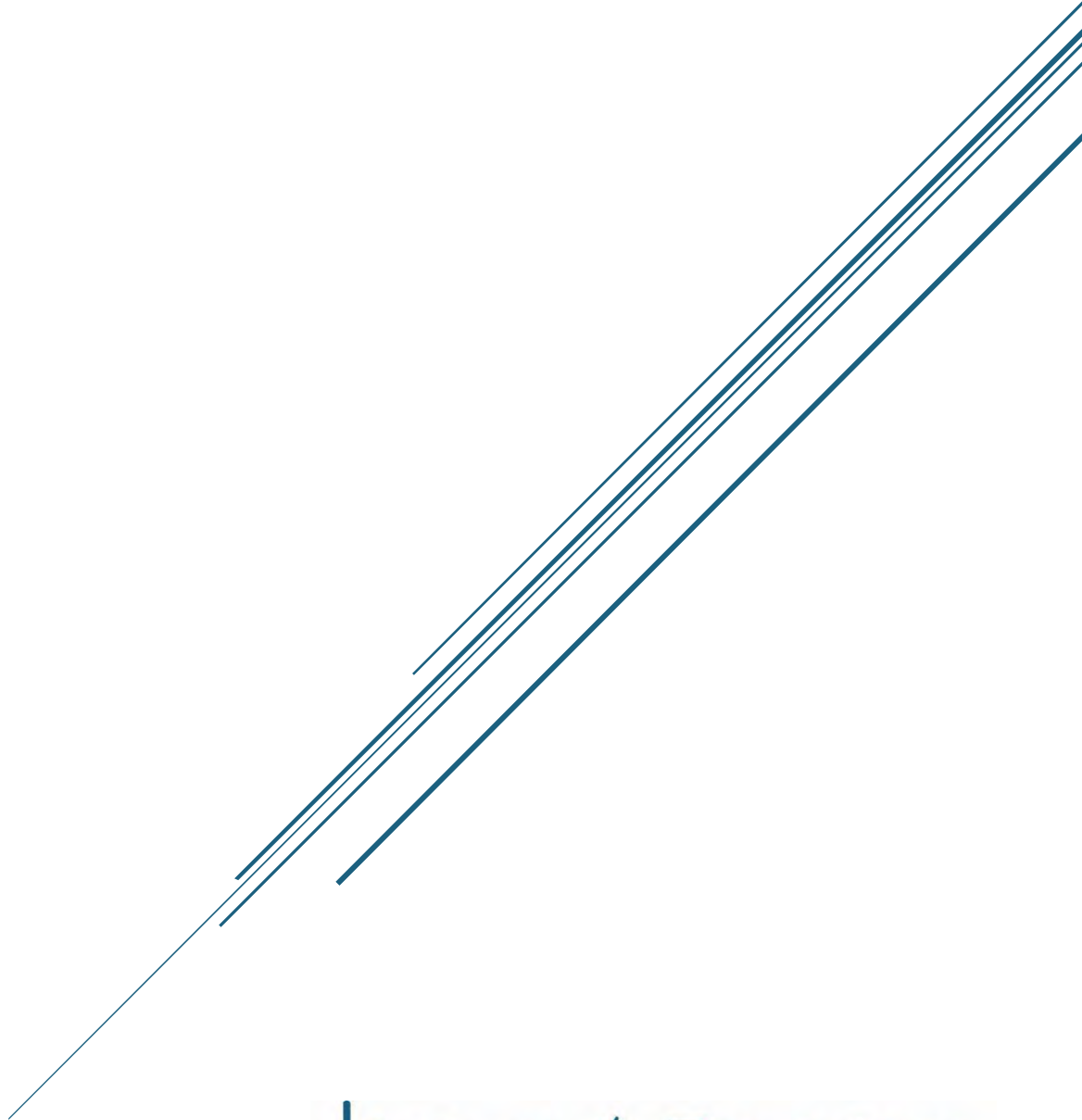
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Reports of the Chief Executive Officer/
Chief Administrative Officer/Chief Brand Officer

6a
CEO Report

HTA CEO REPORT

MAY 2022



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) guides the team in the various matters worked on during April 2022. Overall, this report provides insight into the actions conducted by the staff to implement the HTA budget previously approved by the Board.

Aloha 'Āina programs are moving forward with our community leaders at the forefront, some of which are featured in our DMAPs video series that was in its final phase of production just last month. Each video highlights our programs on the ground that tend to the 'āina and help build our community - kūkulu ola.

HTA continues to lead the way in our industry's proper use of Hawaiian orthography on all print and digital text across our platforms. Meanwhile, the discussion around "Restoring *Hawaiianness* in Waikīkī" continues to take shape in our Ho'okahua Hawai'i Committee Meetings. Kāhea Greetings Program at our Airports are picking up for the busy Summer season, and recently celebrated United Airlines' 75th anniversary of flying to Hawai'i with lei and entertainment.

In the Community pillar, HTA's partnership with the Hawai'i Visitors and Convention Bureau (HVCB) continues to move forward with the Community Enrichment Program (CEP). More than twelve (12) CEP projects and events took place during the month of April and were well received by residents and visitors.

The brand team recently with HTUSA launched the Pono Travel Education Messaging program at airports statewide, which provides safety and educational tips to our traveling public. Coming up around the corner is the 2022 Hawai'i Tourism Conference to be held on November 1-2 at the Hawai'i Convention Center, which is another event our Brand team is preparing for.

In the planning area, the 2022-2023 Festivals & Events Evaluation RFP selection committee reviewed proposals and made a selection for a contractor to implement this project. Efforts continued with moving DMAPs' actions forward and preparing DMAP Phase 1 and progress reports. Meetings held with each of the DMAP Steering Committees' to review Phase 1 activities for the Kaua'i, Hawai'i Island and Maui Nui DMAPs, Winter Progress for O'ahu DMAP, and an initial meeting the Moloka'i DMAP Task Force. Planning team also worked on finalizing the Grant Administration Plan for the EDA's Travel, Tourism and Outdoor Recreation non-competitive grant.

Pursuant to Act 088, HTA's Tourism Research Division (TRD) was transferred to the Department of Business, Economic Development and Tourism's (DBEDT) Research & Economic Analysis Division (READ) effective July 1, 2021, and was renamed the Tourism Research Branch (TRB). TRB published the March 2022 Visitor Statistics press release and monthly reports, an updated air seat outlook for May 2022 – July

REPORT OF THE CEO

May 26, 2022

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2022, the March 2022 Hawai'i Hotel Report, and the March 2022 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 April 2022 Coronavirus Impact Report.

I. CHANGE MANAGEMENT PLAN

During the month of April, as mentioned in our previous reports, we successfully hired the Contracts and Administrative Manager. We continue to recruit for the Procurement Manager, Senior Brand Manager, and Brand Manager positions.

The draft of the official reorganization has been completed and will be submitted to the DBEDT director for review and approval. We anticipate needing to work with DBEDT-HR to address any issues/concerns they may have with the final document

We continue to work closely with the State Procurement Office (SPO) and HTA's deputy attorney general on procurement-related needs and concerns. As we've reported previously, the SPO continues to be available and insightful by providing guidance on issues and questions.

Various members of our team were engaged in discussions with Budget and Finance (B&F) regarding HTA's requests for access to the ARPA fund allocation. We have been experiencing a delay in getting B&F to approve the release of our ARPA funds to support our programs and projects. Numerous emails have been sent to B&F to request the release of these funds but no response has been received. Our Finance Team will continue to make attempts to get these funds released.

The 2022 legislative session ended on May 5th (Sine Die). Throughout the legislative session, the HTA's team was involved in the review of more than 100 measures, drafting of testimony, and monitoring of the various pieces of legislation that potentially could have impacted the HTA and the industry. We were very active in connecting with our tourism chairs and their committees in the House and Senate. We made ourselves available to meet and address questions and concerns that were brought up throughout the session. We look forward to continuing to build on these relationships in anticipation of the 2023 legislative session which begins in January.

We continue to maintain an open-door policy and make ourselves available to answer questions, and participate in town halls, and other meetings. Responses continue to be positive. We continue to support and facilitate hospitality industry updates with the mayors of all four counties to further connect the government with the industry. As part of this commitment, we held island caucus meetings to engage with legislators from specific geographic regions here in Hawai'i.

II. NATURAL RESOURCES PILLAR

Aloha 'Āina (Natural Resources) Program (DMAP Action Item)

Hawai'i Community Foundation (HCF) has been contracted by HTA to administer the 2022 Aloha 'Āina program through CON 21033: HTAxHCF – Implementation of Kūkulu Ola & Aloha 'Āina Programs. Through this contract HTA is supporting 31 community-based programs this year with \$1,575,000 in funding. One awarded project, the OISC (O'ahu Invasive Species Committee) Miconia Control project is a continuation of work initiated in a collaboration among Hawai'i Department of Agriculture (HDOA), Hawai'i Department of Land and Natural Resources (DLNR), Board of Water Supply, Army Natural Resources Program, Lyon Arboretum and volunteers from the Hawai'i Trail and Mountain Club & Sierra Club who conducted surveys and control work for miconia. This work gave the group a great start on eradication and removing wild-growing miconia on O'ahu. OISC fills an important function in invasive species management; finding and removing invasive species before they move into native forests and cause severe damage.

DLNR Partnership (DMAP Action Item)

A change order has recently gone into effect to extend the time of performance of CON 20210: Universal Trail Assessment and Sign Initiative, and Trail Safety and Enhancement - Brushing/Maintenance/Rehabilitation, to enhance the resident and visitor experience statewide.

As of January 31, 2022 – assessments of the following trails have been completed:

Three (3) trails on Maui;

Eight (8) trails on Kaua'i;

Nineteen (19) trails and two (2) roads on O'ahu.

Next steps include processing the data and manufacturing signage for trailheads/junctions. DLNR Interim Nā Ala Hele Program Manager Bill Stormont and staff continue to inform HTA staff of the ongoing challenges for the brushing/clearing portion of this contract, the internal fiscal systems, and backordered equipment beyond DLNR's control. The mutually agreed upon change order provides the contractor extended time of performance to complete the brushing/clearing of 38 O'ahu trails by June 30, 2022 along with additional time to finalize tool/equipment purchases and installation of UTAP signs on statewide Nā Ala Hele trails on O'ahu, Hawai'i Island, Maui and Kaua'i.

Channel Manager (Formerly the Universal Reservation System) (DMAP Action Item)

HTA has contracted with HVCB to support a manager-level position to oversee the market research, procurement, and development of a robust Channel Manager (Universal Reservations System) for statewide leisure activities via CON 20138. HVCB has identified an appropriate individual to fill the position as a subcontractor to HVCB. HTA senior leadership met in December with HVCB and the identified contractor to discuss approach, scope of work and other details. HTA senior leadership continues to deliberate on the direction of the project approach, scope of work and other details and has yet to approve the presented workplan.

Tour Guide Certification and Licensure (DMAP Action Item)

In partnership with the Native Hawaiian Hospitality Association (NaHHA) via CON 18200 S3 and the University of Hawai'i at Mānoa School of Travel Industry Management (TIM), HTA has contracted these two organizations to complete a comprehensive study to better understand current tour guide certification and licensure programs that exist in Hawai'i, while exploring industry best practices globally for possible implementation throughout the state. Other than Hawai'i and Alaska, the research team found that the following states also have some form of a tour guide certification program or permit and/or license requirement; these states include Arizona, California, Florida, Georgia, Iowa, Louisiana, Maryland, Massachusetts, Nevada, New York, South Carolina, Texas, and Virginia. Contractor is in phase II of the study. Contractor is currently conducting focus group studies with different groups of stakeholders.

Sustainable Tourism Management in Hawai'i Through Certifications, Trainings & Partnerships (DMAP Action Item)

HTA has contracted with the Hawai'i Ecotourism Association, d.b.a. 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's focus is 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 a Notice to Proceed from HTA on August 9, 2021. The newly hired Certification Program Manager continues working towards re-certifying 35 companies and engaging 5 new companies for certification. STAH has transitioned their training program to a new online platform called Travelife. This platform is robust and ties into the UN Sustainable Development Goals (SDGs) network.

III. HAWAIIAN CULTURE PILLAR

Kūkulu Ola Program (DMAP Action Item)

Hawai'i Community Foundation (HCF) has been contracted by HTA to administer the 2022 Kūkulu Ola Program through CON 21033: HTAxHCF – Implementation of Kūkulu Ola & Aloha 'Āina Programs. HTA is supporting 32 community-based programs this year with \$1,475,000 in funding. Kūkulu Ola awardee, City & County of Honolulu-Parks & Recreation presents The Annual Lei Day Celebration. For the first time since 2019, the Lei Day Celebration is scheduled to return to Kapi'olani Park on Sunday, May 1, 2022 from 9 a.m. to 5:30 p.m. The theme for the celebration is Lei Wao Nahele (forest lei). Along with Hawaiian entertainment, demonstrations, and exhibits, the celebration event will feature a lei contest exhibit showcasing some of the most exquisitely crafted lei in a variety of colors and methods.

The first Lei Day was celebrated on May 1, 1928 with a few people wearing lei in downtown Honolulu. Over time, more and more people began to wear lei on May 1, and thus began the tradition of "May Day is Lei Day in Hawai'i."

Native Hawaiian Hospitality Association (DMAP Action Item)

HTA and the NaHHA continue to strengthen ties between the Hawaiian community and the visitor industry. In collaboration with travel2change, NaHHA co-hosted the Kaiāulu Ho'okipa Impact Studio. Its goal, to support the development of sustainable and regenerative travel centered around the responsible care for the Hawaiian Islands and Hawaiian culture. Cohort members include non-profits and community groups from across the islands charged with creating authentic immersive experiences that support the local community by design. The inaugural Kaiāulu Ho'okipa Impact Studio trained a new cohort of 29 non-profit organizations and community groups to be able host experiences for both kama'āina (residents) and malihini (likeminded visitors) in a manner that advances the community's vision and aspirations for regenerative tourism.

Native Hawaiian Festivals and Events

The 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 FestPAC Commission has recruited Aaron Salā as Festival Director (FD) for a three-year term (with the option for a six-month extension) to lead the 13th FestPAC event scheduled for June 2024. For Fiscal year 2021-2022, the Festival Director will be a contracted position with NaHHA. Salā recently reported that he and the NaHHA support team are preparing for the relaunch of the FestPAC 2024 website in June 2022, and Aaron recently presented at the 35th Council of Pacific Arts and Culture (CPAC) on behalf of FestPAC. The commission meeting for May will be in-person at the University of Hawai'i at Mānoa Campus – East/West Center. Festival Director Salā intends to present possible venue locations to the commission.

Merrie Monarch Festival Digitization Project

The digitization work of previous Merrie Monarch Festivals is ongoing and was expected to be completed by June 2022. However, the work of digitizing the archived collection has been slowed due to the COVID-19 restrictions and new technical complications due to the condition of the video tapes. The contractor

has requested a time extension into 2023 to complete the work. HTA staff is working with the HTA contracts team to determine the options available to move this project forward.

Center for Hawaiian Music and Dance (DMAP Action Item)

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

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

Phase II of CON 20195 “He Aupuni Palapala: Preserving and Digitizing the Hawaiian Language Newspapers” has been executed. HTA staff are enthusiastic to be able to continue to support this important work of preserving and digitizing our Hawaiian language newspapers. Year 2022 marks a century of printing in Hawai‘i. The museum’s Library & Archives staff recently opened a large exhibit case in Hawaiian Hall celebrating the bicentennial of printing in Hawai‘i. The case focuses on literacy and printing in general, but with a substantial portion focused on the history of nūpepa. The Nūpepa Team (‘Iolani, Kapaia‘ala, and Sahoā) handled the collections install since they are fully trained in all nūpepa handling best practices.

Kāhea Greetings (DMAP Action Item)

Airports

The Kāhea Greetings program continues to provide a combination of Hawaiian music and hula ‘auana, lei greetings, refreshments, and other services at our Honolulu (HNL), Kahului (OGG), Hilo (ITO), Kona (KOA), and Līhu‘e (LIH) airports. The purpose of this program is to create an authentic Hawaiian experience to visitors and kama‘āina upon arrival. HNL is at full force with six performances per week and has added four more weekly performances for evening travelers. OGG has increased performances to four a week, KOA increased to three performances, and LIH and ITO are at two performance a week each for its guests. The program is looking to increase engagement during the busy summer season, not to mention other celebratory events.

Harbors

Our community partners continue to look for ways to implement the Kāhea Greetings Program at Hilo Pier (CON 21035), Kailua-Kona Pier (CON 21036) and Nāwiliwili Harbor (CON 21038). Greetings include entertainment, lei, informational brochures and maps with authentic ho‘okipa each day a cruise ship arrives. We look forward to continuing our Kāhea Greetings Program on Maui as soon as possible. Restrictions at each of our current locations differ according to COVID-19 rules and regulations, which has caused Hilo to continue to limit their participation to providing information and Nāwiliwili still working on getting entertainment onto the pier. Kailua-Kona Pier is currently the only full-running greeting program with entertainment and information.

Resort Area Hawaiian Cultural Initiative (RAHCI)

The HTA Board recently approved the reinstatement of Resort Area Hawaiian Culture Initiative (RAHCI). RAHCI is a program that brings cultural practitioners of music, dance and art to our resorts across the islands to interact and share with our visitors while creating a Hawaiian sense of place. This program was paused in 2020 due to the COVID-19 pandemic. Previous programs included: Kūhiō Beach hula, Waikīkī Torch Lighting, Sunset on the Beach in Waikīkī, Hilo Hula Tuesdays, Hawaiian Sunset Saturdays in Kona and Hawaiian Music Series in Lahaina. HTA will issue an RFP to restart RAHCI programs.

IV. COMMUNITY PILLAR

Community Enrichment Program (CEP) (DMAP Action Item)

HTA has contracted with the Hawai'i Visitors and Convention Bureau (HVCB) to administer the Community Enrichment Program for 2022. HTA CON 21038 received the Notice to Proceed from HTA on July 30, 2021 and the CEP RFP was released on September 27, 2021. Informational RFP briefings were held virtually for each island in the following weeks. The deadline for submissions was November 5, 2021. Island-specific evaluation committees reviewed proposals throughout the month of November and met in December to finalize selections and awards. All CEP awardees for CY22 were notified by the end of January 2022 and a press release was issued on February 2, 2022 announcing the 86 total awardees. Mandatory Contractors' meetings for awardees were held on January 31, 2022 for Kaua'i, February 2 for Hawai'i Island, February 3 for O'ahu, and February 4 for Maui Nui. HVCB is working diligently to complete the contracting process with each CEP awardee.

The following CEP projects and events took place in April 2022:

- Kaua'i:
 - Healing Horses Kaua'i Lesson Series, Camps, Special Events, Trainings, & Public Relations ongoing project began on April 10, 2022.
 - E Kanikapila Kākou 2022 held 4 events in the month April at the Kauai Beach Resort. The April 18th event had about 200 attendees which included residents and visitors.
- O'ahu:
 - Kani Kūola: Annual UH System Music Festival took place on April 9, 2022 at the University of Hawai'i West O'ahu. The event had about 200-300 attendees of mainly residents.
 - 15th Annual Waimanalo Kanikapila and Live From Waimanalo LiveStream took place on April 23, 2022. Virtual attendance data will be reported in the project's final report.
 - 18th Annual Spam Jam took place on April 23, 2022 in Waikīkī. The Waikīkī Beach Walk event had about 200 attendees which included residents and visitors.
- Maui Nui:
 - Festivals of Aloha ongoing project began in the month of April and will continue through October 2022. The Carmen Hulu Lindsey Leo Ha'iha'i Falsetto Contest took place on April 16, 2022 at the Ritz Carlton Kapalua- Aloha Pavilion with a sold-out venue of 500 attendees which included residents and visitors.
 - 50th Annual Maui Marathon took place on April 24, 2022 with the finish line at Ka'anapali Beach Resort. Over 2,000 attendees at the event included a mix of residents and visitors.
- Hawai'i Island:
 - Ka'ū Coffee Festival took place from April 1 to April 30, 2022 in Ka'ū. Attendance data will be provided in the project's final report.
 - 2022 Merrie Monarch Festival Broadcast took place from April 18 to April 24, 2022. Broadcast reach data will be provided in the project's final report.
- Statewide:
 - Volunteer Week Hawaii 2022 took place from April 17 to April 24, 2022 with events taking place on all islands. Attendance data will be provided in the project's final report.
 - 42nd Annual Hawai'i International Film Festival – Spring Festival took place April 6-14 (in-theatre screenings) and April 15-24 (online screenings). The closing film with director

and producers “Every Day in Kaimuki” took place on April 14th at Consolidated Theaters Kahala Mall with a full theatre of mostly residents.

- Moloka’i 2 O’ahu Paddleboard World Championships (July 24, 2022 event date). Organizers communicated that they will no longer be conducting their race from Moloka’i to O’ahu and will instead host the race exclusively in O’ahu waters. They made this decision based on pressure from the Moloka’i community who did not want the race consuming limited resources from the barge.

IFEA -International Festivals & Events Association

HTA in partnership with the International Festivals & Events Association (IFEA) will be providing a virtual version of the ‘Growing Success’ series, with a week of free, lunch hour courses, presented by leading industry experts. This year virtual workshops will take place May 16 – 20. These workshops cover various topics for festivals and events in a post-pandemic world. Topics that will be covered:

- The Post-Pandemic World of Festivals & Events
- RE-IMAGINE Everything: Finding Ways to Improve All Aspects of Your Event
- Revisiting Sponsorship in A Changed and Changing World
- Revisiting (or Creating) Your Business Plan
- Business Sustainability: Meeting the New Challenges and Strengthening the Future

HOSPITALITY INDUSTRY UPDATES (COUNTY)

HTA recognized the need to connect with 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 April, we hosted one hospitality industry update. On April 29th, we hosted the Kaua’i County update with Mayor Kawakami.

Communication and Outreach

NEWS RELEASES/REPORTS/ANNOUNCEMENTS

- ClimbHI News Release: 10th ClimbHI LEI Program Welcomes 500 Students, Kicks Off Statewide Events (April 5)
- LPGA News Release: Hawai’i Tourism Authority Named Official Partner of the LPGA (April 13)
- Photo Distribution: Distributed b-roll of LOTTE Championship golfers participating in Mālama Hawai’i experience at Kualoa Ranch as part of HTA’s partnership (April 13)
- News Release: HTA Releases New RFP for Brand Management for US Market (April 15). Also distributed release via PR Newswire.

- News Release: New Online Reservation System at Iconic Diamond Head State Monument (April 25)
- News Release: HTA Issues RFP For Sports Events That Will Benefit Hawai'i's Communities (April 26)
- DBEDT News Release: Total Visitor Spending and Arrivals in March 2022 (April 28). Also drafted John De Fries quote.

NEWS BUREAU

- Coordinated and assisted with the following interviews and statements, including:
 - Outside Magazine and Paradise Magazine, Rachel Ng: Drafted John De Fries (JDF) responses on Mālama Hawai'i program and destination management (April 4)
 - Honolulu Star-Advertiser, Allison Schaefer; KITV, Erin Coogan; KHON; and Hawai'i News Now, Jolanie Martinez: Pitched media availability during the JATA delegation reception. Coordinated and assisted with interviews on-site at the Hawai'i Convention Center with Mr. Takahashi, Gov. Ige and George Kam (April 5)
 - Hawai'i News Now, Lacy Deniz: Ilihia Gionson (IG) interview segments on Kuleana campaign, perpetuating culture and summer travel. Assisted with interviews on-site at the Hawai'i Convention Center. (April 13)
 - KITV, Marisa Yamane: Drafted JDF statement on the Honolulu City Council passing Bill 41 (April 13)
 - Hawai'i News Now, Ben Gutierrez: IG interview on Maui County Mayor Michael Victorino proposing visitor fees to park at beaches (April 15)
 - Travel Weekly, Andrea Zelinski: HTA cruise consultant Shannon McKee interview on the cruise industry in Hawai'i (April 20)
 - Hawai'i News Now, Mark Carpenter: IG interview on announcement of new reservation system at Lē'ahi – Diamond Head State Monument (April 25)
 - Hawai'i News Now, Lacy Deniz: Caroline Anderson (CA) interview segments on DMAPs (Lāna'i Culture & Heritage Center guide app and Pololū Valley stewardship program (April 27). Edited talking points and assisted with interviews on-site at the Hawai'i Convention Center.
- Assisted with the following media relations:
 - KHON, Max Rodriguez: Fielded inquiry regarding HTA interview on SB3129, which proposes an annual pass for visitors to enter parks and beaches.
 - KHON, Kristy Tamashiro: Provided contact information for the Las Vegas Convention and Visitors Authority.
 - Hawai'i News Now, Linda Siu: Confirmed LOTTE golfer participating in Mālama Hawai'i activity.
 - KITV, 'A'ali'i Dukelow: Fielded inquiry for HTA interview on the proposed effort and Board discussions to restore "Hawaiian-ness" to resort areas, and will keep him updated.

- Outlook Travel Magazine, Deane Anderton (United Kingdom): Vetted and declined partnership inquiry.
- TMZ, Jacob Wasserman: Fielded inquiry on celebrity Ezra Miller who was arrested in Hawai'i and provided County of Hawai'i contact information.
- The Points Guy, Bill Fink: Provided HTA news release on the new reservation system at Lē'ahi – Diamond Head State Monument – per his request for an HTA quote, and also contact information for DLNR's Dan Dennison for additional fact-checking.
- Hawai'i News Now, Samie Solina: Worked to coordinate HTA interview at the Sheraton Waikīkī on City and County of Honolulu Mayor Rick Blangiardi signing Bill 41. Story was reassigned to Rick Daysog who deferred interview due to scheduling conflicts.
- NBC, Lucas Thompson: Connected with Today Show producer on story regarding Sustainable Tourism Association of Hawai'i and HTA's focus on developing a regenerative tourism model for Hawai'i. Story was deferred due to a scheduling conflict with the show's host.
- KHON, Kristina Lockwood: Assisting with an upcoming KHON2 News Forum on the topic of regenerative tourism.
- Hothouse Solutions, Michele Bigley: Provided HTA information on destination management, regenerative tourism, and 2021 Visitor Plant Inventory Report. Coordinating interviews with JDF and Ulalia Woodside, who is an O'ahu DMAP Steering Committee Member and a co-author of the 'Āina Aloha Economic Futures Declaration.
- ProSiebenSat1 Media (Germany), Saskia Langer: Provided HTA information on destination management and state/county film office contacts to producer for upcoming shoot on O'ahu, June 14-20.
- O'ahu Concierge, Pam Davis: Pitched reservation system at Lē'ahi – Diamond Head State Monument – for the June issue.

COMMUNITY INITIATIVES AND PUBLIC OUTREACH

- HTA E-Bulletin
 - Drafted and edited copy, created layout and distributed April 2022 HTA e-Bulletin in English and 'Ōlelo Hawai'i.
- DestinationNEXT Survey
 - Drafted and distributed e-blast and social post reminder (April 5).
- City and County of Honolulu Bill 41
 - Drafted and distributed e-blast and social post for April 13 Council Hearing (April 11).
 - Monitored hearing on Bill 41.
- Chamber of Commerce Hawai'i
 - Pitched HTA as a guest speaker on the Chamber's Voice of Business podcast. Coordinating availability with HTA.

- Hawaiian Airlines May Day
 - Distributed e-blast with event information as well as the updated version to HTA's mailing list (April 25).
- Destination Management Action Plans (DMAPs)
 - Met with CA to discuss the DMAP Phase 1 Progress Reports.
 - Worked with CA and designed, edited, sourced images, and completed Phase 1 Reports for Hawai'i Island, Maui, Moloka'i, Lāna'i, and Kaua'i.
- USTA National Travel and Tourism Week (NTTW) – May 1-7
 - Localized NTTW campaign, including copy and graphics, for social media to align with HTA efforts and priorities.
- Department of Land and Natural Resources
 - Participated in Zoom call with HTA, DLNR and HTUSA to discuss DLNR's upcoming announcement on its new reservation system at Lē'ahi – Diamond Head State Monument – and plan to amplify information to visitor industry partners.
- Travel Weekly Hawai'i Leadership Forum
 - Drafted talking points for Governor Ige's welcome remarks.
- IPW
 - Pitched and secured opportunity for KK to present Hawai'i as a case study for destination management and regenerative tourism through FINN Partners' IPW sponsorship on the eTourism Summit main stage during IPW.
 - Reviewed list of media from Hawai'i's key major markets (Canada, Australia, New Zealand, Korea, China, Japan, United States) attending IPW in June. Prioritized top media for June 6 Media Marketplace appointments and submitted requests for 30 media based on Global Marketing Team feedback and quality outlets.
 - Coordinating additional one-on-one appointments for June 7 and 8. Vetting additional media requests for scheduling appointments.
 - Uploaded "3 Ways to Redefine Your Hawai'i Vacation" news release to the IPW Press Room/Online Marketplace (April 28).
 - Discussed IPW planning and media outreach with Noelani Schilling-Wheeler.

HTA'S SOCIAL MEDIA

- Managed social media calendar, drafted, and scheduled posts on HTA's Facebook, Instagram and Twitter accounts. Also monitored and responded to direct messages and post comments.
- Featured 2022 Community Enrichment program recipients to help drive awareness and attendance leading up to the events:
 - Healing Horses Kaua'i Lesson Series, Camps, Special Events, Trainings, & Public Relations
 - Kani Kūōla: Annual UH System Music Festival
 - Volunteer Week Hawai'i
 - 2022 Merrie Monarch Festival Broadcast
 - E Kanikapila Kākou 2022
 - 18th Annual Spam Jam

- Hawai'i Triennial 2022, Pacific Century – E ho'omau o Moananuiākea
- 15th Annual Waimanalo Kanikapila and Live From Waimanalo LiveStream
- 50th Annual Maui Marathon
- Hawaiian Airlines May Day 2022, presented by The Hawaiian Islands

Facebook

- Number of followers: 18,808 (+10.1%)
- Engagement rate: 0.4%
- Number of engagements: 5,834 (-78.1%)
- Posts: 49

Instagram

- Number of followers: 6,941 (+58.1%)
- Engagement rate: 0.1%
- Number of engagements: 1,189 (+307.2%)
- Posts: 51

Twitter

- Number of followers: 39,794 (+6.2%)
- Engagement rate: 2.2%
- Number of engagements: 1,121 (+260.5%)
- Posts: 52

Linktree

- Views: 105
- Clicks: 73
- Clickthrough rate (CTR): 69.52%

INTERNAL COMMUNICATIONS

- Reached out to Island Chapter Destination Managers for Community Enrichment program awardee photo assets to be utilized on HTA social media platforms.
- Assisted with updates to the DMAP progress pages of the HTA website.
- Assisted Charlene Chan, DBEDT, with resolving IT issue regarding receiving HTA Constant Contact distributions.

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.

During the month of April:

- Maui County's program handled 9 cases and helped 12 visitors (year-to-date: 52 cases/ 174 visitors). This included visitors primarily from the U.S. West markets and Canada. The Director participated in all the EOC conference calls, attended the Airport/Airlines monthly meeting and Maui County Hotel and Resort Security Association monthly meeting, and held a monthly car rental committee meeting. Director also attended the monthly MPD Commission meeting as a commissioner. The industry assisted with \$4,300 of in-kind contributions (year-to-date: \$17,400).
- Hawai'i County's program handled 16 cases and provided assistance to 37 visitors (year-to-date: 67 cases/ 180 visitors). This included visitors primarily from the U.S. West & East markets. Additionally, 3 police briefings and 1 hospital briefing were conducted. The industry assisted with \$5,852 of in-kind contributions (year-to-date: \$16,737). \$0 was received in donations (year-to-date: \$964).
- Kaua'i County's program handled 6 cases and provided assistance to 17 visitors (year-to-date: 30 cases/ 69 visitors). This included visitors from U.S. West/East market. VASK ED attended the NPST Recognition Day held at the Kaua'i Police Department Headquarters. VASK ED produced a 30 second Volunteer and Business Contributor Recruitment Ad. VASK received \$4,100 of in-kind contributions (year-to-date: \$22,425).
- City and County of Honolulu's program handled 45 cases and helped 124 visitors (year-to-date: 193 cases/ 464 visitors). This included visitors primarily from the U.S. West market and Australia. On April 5, President Jessica Lani Rich participated in ClimbHI and HTA's LEI program at the HCC. The industry assisted with \$9,551 of in-kind contributions (year-to-date: \$48,889.50) and \$100 in donations (year-to-date \$3,450).

Future Workforce

LEI Program

HTA supports ClimbHI's LEI (Leadership, Exploration, Inspiration) Program (CON 18135) targeted at high school students. This program provides Hawai'i youth with learning and networking opportunities, and partners with educational organizations and industry businesses to attract and inspire students to pursue a future career in hospitality and tourism. On April 5, 2022, ClimbHI and the Hawai'i Tourism Authority kicked off the 10th annual LEI program on O'ahu. The event included special guests Gov. David Ige, First Lady Dawn Amano-Ige, and HTA President & CEO John De Fries. The free day-long event at the Hawai'i Convention Center included participation from more than 400 attendees from intermediate, high school and college levels. The fast-paced schedule of activities included an "Amazing Race-style" competition, where students moved through multiple stations to learn about various careers from participating Hawai'i businesses. Students also participated in discussions on topics such as resident sentiment, the importance of the hospitality industry, and Hawai'i's cultural values. They attended a luncheon led by statewide

leaders, followed by an afternoon career fair where they networked with local business professionals. The O’ahu LEI program kicks off a series of statewide events. The Maui LEI Program took place on April 8th at the Sheraton Maui Resort & Spa and brought together 120 students, 12 educators, 30 college students, and 30 businesses. Mayor Victorino addressed the group. The Kauai LEI Program took place on April 14th at the Royal Sonesta Kauai and brought together 110 students, ten educators, six college students, and 25 businesses. Mayor Kawakami addressed the group. The Hawai’i Island LEI Program took place on April 26-27. The overnight event brought together 58 students, 12 educators, eight college students, and ten businesses. Mayor Roth addressed the group.

Current Workforce

Workforce Needs Assessment

HTA has commissioned Anthology Research to conduct an assessment of the current and future workforce needs of Hawai’i’s visitor industry and related sectors. This initiative, funded with FY20 budget, is a part of HTA’s 2020–2025 Strategic Plan, supporting our Community pillar to build a resilient visitor industry workforce and community. The survey fielding is currently ongoing with final reports due to HTA in August.

V. BRAND MARKETING PILLAR

Major Market Area (MMA)

International MMA Border/Entry Restrictions

- Japan: Ministry of Foreign Affairs of Japan (MOFA) recently eased travel advisory from Level 3 “Avoid All Travel” to Level 2 “Avoid Non-essential Travel” for 106 countries, including the U.S. From April 10, Japan also increased its daily new entry capacity up to 10,000 passengers. As of May 9, 80.3% Japanese are fully vaccinated and 54.4% have taken booster shots.
- Korea: On April 14, the South Korean government lifted its special travel advisory issued in March 2020. 129 countries, including the US, UK, Germany, and France, have been downgraded to Level 2. The second level requires travel restraint. Korea has recorded 86.8% vaccination rate and 64.5% booster rate as of April 30.
- Canada: Starting April 1, the Government of Canada officially dropped its pre-entry COVID-19 testing requirements for all fully vaccinated travelers entering the country. Travel advisors say the changes have boosted consumer confidence after two years of pandemic-related border closures and lockdowns.
- Oceania: From April 18, 2022, unvaccinated Australian citizens and permanent residents can leave Australia without an individual travel exemption. Travelers entering or leaving Australia will no longer require a negative pre-departure test and cruise vessels can enter Australian territory. International travelers who arrive in Australia without meeting vaccination requirements, and without an exemption, may be considered for visa cancellation, detention, and removal. All travelers to New Zealand by air must complete and submit a New Zealand traveler declaration (NZTD) and receive a Traveler Pass before departure.
- China: As of April 30, 2022, more than 88.5% of the population had been fully vaccinated, according to the National Health Commission. In early May, the Beijing government eased quarantine measures for those whose port of entry is Beijing. The measure will be a “10-day concentrated quarantine + 7-day home quarantine” vs. the previous policy of a “14-day concentrated quarantine + 7-day home quarantine”.

U.S. Domestic Market Conditions

- According to a recent Destination Analysts’ report, more than half of American travelers—and over 60% of those Millennial or Gen Z age—feel largely that there is normalcy, a 20+ point climb from the start of the year. Now only one-third of American travelers feel COVID will have a meaningful impact on their travel experiences, and fewer than one-in-five recent travelers felt pandemic anxiety on their last trip.

MMA RFP / Contract Status

- USA MMA Leisure: HTA extended the contract for the USA MMA for up to six months ending on June 29, 2022 with no additional options to extend. A new RFP for USA Brand Marketing and

Management (with added scope for global support services) has been issued on April 15 with proposals due on May 17.

- Canada/Oceania/Japan/Korea/China MMA Leisure: All international markets are currently in “Green” phase except China that is still under restricted activities and budgets for Q2.

Other Branding Projects

Cruise

HTA staff worked with Access Cruise to monitor the resumption of cruising in the Hawaiian Islands and had ongoing communications with government entities, cruise representatives and industry partners.

Pono Travel Education Program (DMAP Action Item)

Beginning April 18 airports across Hawai'i began sharing Pono Travel Education messaging on static banners and digital screens to reach our traveling public passing through. Each location was strategically placed to reach the most people – both malihini and kama'āina - reminding us of our kuleana to Hawai'i, the land, culture and each other while here. Beginning in June, there will be an increase in messaging placements and frequency to meet the uptick in travel.

Market Allocation Platform (MAP)

HTA staff is working with Tourism Economics for a market allocation platform to apply economics to destination marketing decisions. The MAP provides an analytical framework for a destination to comparably gauge market potential, market costs, and market risks for each of its main sources of visitors. This allows marketing decisions to be driven by facts using comparable measurements of true market potential. The draft platform will be submitted to HTA in the week of May 15 and a review meeting with the vendor has been scheduled for May 17.

Campaign Effectiveness Studies for USA and Japan Markets

An RFP for the Campaign Effectiveness Studies for USA and Japan Markets was issued on April 5 with proposals due on May 9.

Sports Programs

RFP 22-06 2022 Sports Program

RFP 22-06 was published, seeking proposals for sports programs that take place in calendar year 2022. The RFP and instructions on how to apply can be found at the State Procurement HANDS website. Proposals are due on May 26.

Sponsorship of LPGA Lotte Championship

The championship was held at Hoakalei Country Club April 13-16. HTA staff met with LPGA Director of Tour Media, LPGA Asia Director of Tournament Business Affairs, and Hoakalei Country Club Executive Director and General Manager. Contractor is currently pulling together data to report back to HTA.

Sponsorship of Big West Men's Volleyball Tournament

The tournament was held at Stan Sheriff Center April 21-23. HTA President & CEO and staff met with Big West Commissioner on site.

Other Sports Initiatives

- Held discussions with individuals seeking HTA support for a water polo tournament at Ala Moana beach park tentatively scheduled for August 2022
- Held meeting with Barrett-Jackson, Vice President of Corporate Partnerships, to discuss potential symmetries in target audience
- Held conversations with New York Yankees regarding a sponsorship opportunity that was presented to HTA
- Reviewed sponsorship opportunity surrounding 2022 MLB All-Star game

Collaborations and Communications

- 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. In addition, the team continues to engage and communicate with industry partners to exchange information on markets and business development.

Brand Team Events/Meetings - April

Date	Event	HTA Attendee(s)	Non-HTA Attendee(s)
4/6/22	Meeting with DBEDT, TECO, and Starlux Airlines to discuss potential new air service from Taiwan to Hawai'i	BM/CBO	DBEDT, TECO, StarLux
4/11/22	HTCAN Industry Partners Group Meeting	Brand Team	GMTs/Industry Partners/ICs
4/14/22	HTO & HTC Industry Partners Group Meetings	Brand Team	GMTs/Industry Partners/ICs
4/20/22	HTK Industry Partners Group Meeting	Brand Team	GMTs/Industry Partners/ICs
4/20/22	"Global Perspectives: Finding our Way in the World of Destination Management"- an educational event hosted by Kapi'olani Community College	BMs	Industry Stakeholders/KCC Faculty & Students
4/25/22	Meeting with WestJet Vacations	BM	Tami Brown (Product Buyer) & Caitlan Auramenko (Partner Marketing Advisor)
4/26/22	Travel Weekly	BMs/CBO/CPO/CEO	Industry Stakeholders

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4/26/22	Meeting with Air Canada Vacations	BM	Rose Gonzalez (Director of Product Development) & Nancy Jeronimo (Product Manager)
4/1/22	Meeting with Nature Conservancy to discuss protecting Hawai'i's reef resources with Reef Insurance	CEO/CBO	TNC staff
4/4/22 - 4/9/22	US Travel Associations - Destination Capitol Hill & Board Meetings	CBO	USTA
4/6/22	Meeting with Office of Sen. Hirono	CBO	Wendy Clerinx, Sen. Mazie Hirono
4/6/22	Meeting with Office of for Sen. Schatz	CBO	Jesse Isleman, Sen. Brian Schatz
4/6/22	Meeting with Office of Rep. Case	CBO	Kainan Miranda, Rep Case
4/11/22 - 4/13/22	35th Council of Pacific Arts and Culture	CBO	Luisa Mavoa
4/14/22	Meeting with HVCB on 'ōlelo Hawai'i implementation on Digital Platforms	CBO	HVCB
4/19/22	Meeting with IHVB on Merrie Monarch	CBO	Ross Birch
4/21/22	Need to Know: Regenerative Tourism	CBO	Community at Large
4/21/22	Meeting with DLNR & OVB on Announcement of DLNR's new reservation system for Diamond Head	CBO/PAO	DLNR, OVB
4/28/22	Japan-Hawai'i Legislators Friendship Association Dinner Reception	CBO/CEO	Japanese consulate

VI. PLANNING DIVISION

1. *Destination Management Action Plans (DMAPs)*

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

- The Director of Planning (DOP) participated in the panel discussion hosted by Kapi'olani Community College. The event was called "Overbooked: the exploding business of tourism." She was joined with XXX, Sentor Glen Wakai; Malia Sanders, Executive Director, Native Hawaiian Hospitality Association. The panel as moderated by Frank Haas.
- DOP worked with DBEDT's Director of Tourism Research and the island chapters to update the "Points of Interest" data collected by Near (formerly UberMedia) with additional potential hotspot sites.

Maui Nui DMAP:

- Maui Nui's monthly DMAP internal meeting between HTA, County, and Island Chapter staff was held on April 1.
- Maui and Lāna'i Steering Committees met separately on April 21 review the Phase 1 DMAP Report and provide feedback.
- The Phase 1 reports were presented at the HTA Board meeting on April 28th:
 - Maui Phase 1 Report: https://www.hawaiitourismauthority.org/media/9285/maui-dmap-updates_winter-2022_ada-checked.pdf
 - Moloka'i Phase 1 Report: https://www.hawaiitourismauthority.org/media/9284/molokai-dmap-updates_winter-2022_ada-checked.pdf
 - Lanaki Phase 1 Report: https://www.hawaiitourismauthority.org/media/9283/lanai-dmap-updates_winter-2022_ada-checked.pdf
- Molakāi DMAP
 - The Steering Committee and the Advisory Group (originally created to work on messaging, per subaction XX) have been combined to be called the Molokāi DMAP Task Force. The purpose of this task force is for both implementation and guidance of the DMAP. The first meeting was held on April 9th on Molokāi to organize into committees.

O'ahu DMAP:

- O'ahu's monthly DMAP internal meeting between HTA, County, and Island Chapter staff was held on April 1.
- O'ahu DMAP Steering Committee met on April 20 to review and provide input to the Winter progress report.

- The progress report was shared at the April HTA board meeting:
https://www.hawaiitourismauthority.org/media/9286/oahu-dmap-progress_winter-2022_ada-checked.pdf
- A RFQ was issued on March 11 for a subject matter expert to address illegal commercial activities at City & County of Honolulu parks. Since the time that the RFP was issued, the City & County of Honolulu's Department of Parks and Recreation (DPR) advised that the City Council has introduced Bill 47 which addresses the enforcement of park rules. As such, HTA cancelled this RFQ, will monitor the progress of this bill, and continue to stay connected with DPR as to the outcomes of this bill.

Kaua'i DMAP:

- Kaua'i's monthly DMAP internal meeting between HTA, County, and Island Chapter staff was held on March 2.
- Kaua'i DMAP Steering Committee met on April 22 to review and provide input to the Winter progress report.
- The progress report was shared at the April HTA board meeting:
https://www.hawaiitourismauthority.org/media/9281/kauai-dmap-updates_winter-2022_ada-checked.pdf

Hawai'i DMAP:

- Hawai'i Island's monthly DMAP internal meeting between HTA, County, and Island Chapter staff was held on April 7.
- Island of Hawai'i Visitors Bureau is working with the County and County Council on Waipi'o Valley issues. This is one of the DMAP hotspots. The Director of Planning has been attending the Waipi'o Valley Steering Committee meetings (organized by IHVB) on April 1 and April 22.
- Hawai'i Island DMAP Steering Committee met on April 20 to review and provide input to the Phase 1 report.
- The progress report was shared at the April HTA board meeting:
https://www.hawaiitourismauthority.org/media/9282/hawaii-island-dmap-updates_winter-2022_ada-checked.pdf

2. *EDA Travel, Tourism and Outdoor Recreation Non-Competitive Grant*

- HTA's DOP continues to work on drafting the Grant Administration Plan for the EDA Travel, Tourism and Outdoor Recreation Non-Competitive Grant. DOP continues to work with DLNR and to refine their projects' workplans.

3. Planning Tools & Assessment

- The 2022-2023 Festivals & Events Evaluation RFP (no. 22- 04) evaluation selection committee reviewed proposals and selected a contractor. It is anticipated that a contract will be in place in June.

VII. 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 March 2022 monthly visitor statistics on April 28, 2022, 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 the Monthly Visitor Statistics page on HTA's and DBEDT's websites.

TRB posted updates to Seat Outlook data tables for May through July 2022 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 and comparisons to 2019.

State, market, and island fact sheets were updated with the March 2022 data and were published on the Monthly Visitor Statistics page of the HTA website and the Island Highlights and Market Highlights pages on the DBEDT website.

TRB issued the March 2022 Hawai'i Hotel Performance Report on April 25, 2022. The report and related March 2022 data tables were posted to the Infrastructure Research page 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 March 2022 Hawai'i Vacation Rental Performance Report on April 28, 2022. The report and related March 2022 data tables were posted to the Infrastructure Research page of the HTA website and the Vacation Rental Performance page of the DBEDT website. This report utilizes data compiled by Transparent Intelligence, Inc.

TRB published the April 2022 YouGov Coronavirus Travel Sentiment report prepared by HVCB. This report focuses on the impact of COVID-19 on U.S. Avid Travelers and provides travel planning trends, attitudes, and demographics. This report utilizes data from YouGov's Brand Index and is posted on the Other Research page of the HTA website.

TRB continued publishing both 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 page of the HTA website.

TRB continued publishing weekly Travel Agency Booking Trend reports which features forward-looking data from travel agencies for US, Japan, Canada, Korea, and Australia from Global Agency Pro. These reports are posted on the Other Research page of the HTA website.

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.

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.

Our team continues to engage with our Budget and Finance (B&F) to process requests to access ARPA funds in support of our programs. As part of that process, we regularly meet and discuss these requests in an attempt to expedite the release of funds. This has now become a regular part of our process in supporting the financial needs of the organization.

To date, we have submitted requests to B&F for the release of funds of approximately \$48.3 million, of which \$44.3 million has been approved through April 2022. Relating to the Convention Center's ARPA funding, \$11 million has been approved by B&F for release.

IX. ADMINISTRATIVE

Contracts List: Pursuant to Hawai'i Revised Statutes §201B-7 (9), please note that there was one (1) contract executed during the month of April 2022.

Contract No.	Contractor	Description	Contract Amount	Total Contract Value	Start Date	End Date
22010•	LPGA	2022 LPGA Lotte Championship	\$250,000	\$250,000.00	4/8/2022	6/30/2022

APPENDICES

Hawai'i Tourism United States

2022 MONTHLY MARKET ACTIVITY REPORT – April

MARKET INTELLIGENCE

Economy

- With solid job growth and the unemployment rate near a half-century low, the April jobs (+428,000) report is further evidence that the first quarter's contraction in GDP was a fluke and not a sign that a recession is underway. Job gains were most notable in leisure and hospitality. The jobs report covers a full month after the beginning of the Russia-Ukraine war and shows that the U.S. economy is slowing on the war's drag but is not in outright decline. The jobs report also shows that wage growth is moderating, which will help slow inflation and make it easier for the Fed to engineer a soft landing.
- The Fed sees the U.S. economy as very strong right now. Comerica Economics sees the risk of a recession over the next two years as roughly one in three; the outcome will likely determine whether the U.S. economy merely cools or outright contracts. The Russia-Ukraine war and China's reimposition of rolling lockdowns are likely to prolong supply chain disruptions and exacerbate inflation.
- The Conference Board *Consumer Confidence Index* decreased slightly in April, after an increase in March. The Index now stands at 107.3 (1985=100) up from 107.6 in March.
 - The Present Situation Index based on consumers' assessment of current business and labor market conditions slipped to 152.6 from 153.8 last month.
 - The Expectations Index based on consumers' short-term outlook for income, business and labor market conditions was up to 77.2 from 76.7 last month.
 - "Consumer confidence fell slightly in April, after a modest increase in March," said Lynn Franco, Senior Director of Economic Indicators at The Conference Board. "The Present Situation Index declined, but remains quite high, suggesting the economy continued to expand in early Q2. Expectations, while still weak, did not deteriorate further amid high prices, especially at the gas pump, and the war in Ukraine. Vacation intentions cooled but intentions to buy big-ticket items like automobiles and many appliances rose somewhat."

Outbound Travel Market

- *Wholesale Partner* – Bookings continue to remain strong. Price is not a deterrent for closer in bookings however they are starting to see price sensitivity into late 2022 and early 2023.
- *Wholesale Partner* – Hawai'i remains very strong, but so are the Caribbean, Europe, Mexico and cruises. Agents continue to hear from customers that they want added value if they are going to pay the high prices that Hawai'i commands.
- *Airline Wholesaler* – Hawai'i business is the strongest they have recorded. Bookings across all leisure destinations, except for Asia, have been growing on a weekly basis. Inflation and gasoline prices are not having any impact on spending.

Competitive Environment

- *Puerto Rico*. Discover Puerto Rico, the Island's Destination Marketing Organization (DMO), announced today alongside Puerto Rican tastemakers and the local tourism industry, the unveiling of *Live Boricua* – "a brand campaign no other destination can claim. A movement born out of Puerto Rico—with insights, creative, and assets from and driven by Puerto Ricans—highlights how to enjoy things the Boricua way, which means a person of Puerto Rican descent." *Live Boricua* is being brought to life via new advertising and activations that spotlight #LiveBoricua moments shared by Puerto Ricans, Puerto Rican diaspora, and destination lovers. "To *Live Boricua* is an

experience like no other, and research has shown us that once a traveler gets a taste of it, they understand what truly makes Puerto Rico special and they crave more," said Leah Chandler, Chief Marketing Officer of Discover Puerto Rico. "Every detail of the brand campaign was intentionally and thoughtfully created by Puerto Ricans, who expressed a sense of pride in seeing the creative articulation of the destination's offerings celebrated as a way of life."

- *Mexico*. Tourism officials in Mexico announced the country saw a surge in international visitor numbers during the first quarter. According to Tourism Minister Miguel Torruco, 5.02 million international tourists arrived by commercial airlines between January and March, an increase of +138.5 percent compared to the same period in 2021. The first-quarter totals were just seven percent below the number of arrivals in the first three months of 2019. Of the 5.02 million travelers who arrived in Mexico so far this year, 3.88 million – 77 percent of the total – came from three countries; Canada, Colombia and the United States. Approximately 3.18 million Americans flew south of the border in the first quarter, an increase of +101.2 percent compared to 2021. The number of U.S. tourists was +14.1 percent higher than the same period in 2019.

Consumer Trends

- More Than Ever, Consumers Will Be Looking for Meaning in 2022 – IDC:
 - *Sustainability has gone mainstream*. Sustainability used to be a niche interest. For brands, that means that it's no longer enough to nod to sustainability in corporate statements. Instead, you need to embed environmentally friendly policies into everything from supply chains and distribution networks to your products themselves; and you also need to find ways to communicate your products' benefits in an authentic and credible way. Transparency is now a must-have.
 - *Offer experiences, not gimmicks*. That means shoppers will want to know exactly what they're getting before they pull the plug on an experiential purchase; and they'll be more likely to reward brands that can use rich media and immersive shopping experiences to help them appreciate what they're buying.
 - *Information, not greenwashing*. Your sustainability efforts won't count for much if you can't communicate them effectively. The pandemic has only made consumers more wary of the conflicting information that is floating around. To promote your brand as planet-conscious, it isn't enough to simply say that. You need to use data and clear evidence to communicate the work you're doing. Consumers are now much savvier about brands' sustainability messaging.

Travel Trends

Travelers' COVID-19 Fears Continue to Recede. According to the latest Longwoods International tracking study of American travelers, the latest modest increase in coronavirus cases nationally is not deterring travel planning in 2022. Only 19 percent of travelers say that COVID-19 will greatly impact their travel decisions in the next six months, the lowest level since the beginning of the pandemic more than two years ago. "Barring a major reversal in the course of the pandemic, COVID-19's impact on the travel and tourism industry appears to be tailing off," said Amir Eylon, President and CEO of Longwoods International. "Concerns about gas prices and other inflationary pressure on costs have become a more significant challenge even as pandemic fears recede."

Airlift

HTA Airline Seat Capacity Outlook for May 2022-July 2022 was updated on May 3rd. The forecast for domestic scheduled nonstop air seats to Hawai'i during this period will increase by +3.2 percent compared to the same period in 2021. This projection is based on flights appearing in Diio Mi. The constant fluidity of seats and flights will continue as COVID-19 evolves. An overall increase in flights is expected from U.S. West (+5.6%) but a seasonal decrease from the U.S. East (-12.9%). The situation is being monitored and the forecast adjusted accordingly.

MARKET ACTIVITY UPDATE

Consumer Direct

- Mālama Hawai'i Brand Campaign
 - HTUSA continues to build on the Mālama Hawai'i visitor education campaign by reaching out to potential visitors with messages about the importance of respecting local communities and our relationship to our home when they visit. Working in collaboration with HTA, HTUSA continues to actively reach visitors with Mālama Hawai'i messaging to tread more mindfully and more respectfully. This is the next step of a transformative path forward for Hawai'i tourism - the Journey from Respectful to Regenerative Travel.

- Consumer Paid Media
 - A national flight of paid digital media continued in April to reach the Mindful Hawai'i Target Traveler (MHTT) audience and to share the leisure brand campaign messaging – Mālama Hawai'i – with four Mālama videos distributed on vetted paid digital and paid social media.
 - Advanced Television/OTT media partners include Amazon, Hulu, Roku, to distribute Mālama videos in 30-second length versions.
 - Digital media partners include BuzzFeed, Complex, Condé Nast Traveler, Matador, Travel + Leisure, omd programmatic, Adtheorent, Engine and Viant to distribute Mālama Hawai'i videos in 15-second and 30-second length versions (optimized for video completion metrics).
 - In April, paid social posts highlighted the Merrie Monarch festival and winner, Leinā'ala Pavao Jardin. HTUSA also launched the “Everyone Deserves Love” video and the Shop Local Instagram Guide.

Paid Digital Campaign April – Estimated Impressions

PARTNERS	Impressions
AdTheorent	2,534,288
BuzzFeed	1,690,680
Complex	706,215
Condé Nast	1,841,453
Engine	2,499,524
Matador	813,560
Programmatic	1,560,093
Search	100,000
Travel + Leisure	858,040
Viant	1759,406
Facebook	6,038,151
Instagram	2,045,164
YouTube	7,226,634
Pinterest	7,894,315
Total	37,567,523

Paid Digital Campaign March – Actual Impressions

PARTNERS	Impressions
AdTheorent	1,938,555
BuzzFeed	1,550,656
Complex	2,090,703
Condé Nast	1,495,618
Engine	2,644,997
Matador	1,107,905
Programmatic	1,962,972
Search	51,108
Travel + Leisure	1,025,252
Viant	1,811,148
Facebook	30,312
Instagram	22,968
YouTube	0
Pinterest	79
Total	15,732,273

- Aloha Season - Golf Channel
 - The 2022 Aloha Season program with Golf Channel continued into mid-April.
 - Paid Media: New 30-second golf commercials continued to run on a Q1 media flight (Jan. 1- Apr. 17) highlighting three PGA TOUR professional players engaging in destination activities that convey the Mālama Hawai'i message:
 - Talor Gooch – Kīpuku Olowalu (Maui)
 - Stewart Cink – Sail Trilogy Blue 'Āina (Maui)
 - Sam Burns – Helewai EcoTours (Maui)
 - PGA TOUR Digital Media: TOUR-owned digital media flight extended into early April featuring the new videos with professional golf talent engaged in Mālama activities:
 - Video: Live Streaming Simulcast, VOD, YouTube
 - Rich Media: Video-enabled rich media units

- Kuleana Campaign
 - HTUSA continued a spring flight of paid media for the Kuleana Campaign (Mar. 17-June 29) to share a series of videos with visitors conveying educational messages on ocean safety, culture, ocean conservation, land safety, astute renting and marine wildlife protection. Some of the messages include: swim, surf and snorkel only when a lifeguard is on duty and be aware of ocean conditions before entering the water; be mindful of the impact plastics and sunscreens have on Hawai'i's marine life and coral reefs; thoroughly research legal vacation rentals online before booking to avoid scams; and respect nature by taking only photos as mementos and leaving only the lightest of footprints behind. Local paid media is distributing messaging to them once they've arrived in Hawai'i. In April, airport media launched with digital and static units strategically placed for arrivals at Daniel K. Inouye International Airport, as well as at each of the main Neighbor Island Airports (LIH, OGG, KOA, ITO). Messaging continues to reach them in their travel journey - on shuttles, in-room hotels, as well as on social media and mobile devices

as they're navigating around the islands via geo-targeting and geo-fencing technologies when visiting tourist points of interest.

- Consumer Direct Email Program
 - HTUSA
 - The consumer newsletter, delivered on April 12th to over 180,000 consumers, focused on visitor education, ways to travel responsibly to the islands, featuring travel tip videos from the Kuleana series. Additionally, the Kapalua Wine and Food Festival was featured in a smaller article.
 - OVB
 - Distributed Festivals and Events-themed newsletter to a database of 111,571 on Apr. 9.
- Hawai'i Paid Media
 - In April, HTUSA launched the Waze banners and continued with the statewide banners and Kuleana travel tips videos

Hawai'i Paid Digital Campaign April – Estimated Impressions

PARTNERS	Impressions
Facebook	1,989,868
Instagram	987,212
YouTube	1,216,270
Waze	516,705
Total	4,710,055

Hawai'i Paid Digital Campaign March – Actual Impressions

PARTNERS	Impressions
Facebook	735,338
Instagram	793,234
YouTube	353,463
Waze	341,359
Total	2,223,394

Travel Trade

- Paid Trade Media
 - The Travel Trade paid campaign continued in April with a flight of paid digital media that shares the Mālama Hawai'i brand messaging with travel advisors and invites them to become certified Hawai'i Destination Specialists. Paid endemic media partners include Northstar and TravAlliance, and paid social media partners Facebook and Instagram.
 - Total estimated digital impressions - April: 4,363,500
- Trade Direct Email Program
 - *E-xpressly for Travel Professionals* (EXTP) monthly newsletter distributed via MailPound and Northstar travel agent database on Apr. 21 to a reach of approximately 70,000 travel advisors throughout the U.S.

- OVB distributed a *News, Updates & Aloha from O'ahu* quarterly industry update enewsletter to Northstar's database of 38,370 travel advisors on Apr. 1
- Summary of HTUSA Travel Trade Activity
 - For the month of April, there were seven travel trade training activities, one trade show, and 100 one-on-one appointments, allowing for sales and educational sessions for 748 travel advisor participants. There were two meetings with three industry partners this month.
 - Central fielded all inquiries received from travel advisors across the U.S. via *agents.gohawaii.com* and inquiries forwarded from *info@gohawaii.com* from travel advisors.
 - Travel agent *agents.gohawaii.com* website update: There were 787 online graduates who completed the Hawai'i Destination Specialist and/or Island Specialist educational courses online, with 1,022 new registrants signed up for access to online resources, up 40% from the prior month. The overall travel agent database numbers are at 128,072 profile records, which includes 94,678 active U.S. travel advisor email contacts.

- Travel Trade Calls

	Airline	Wholesaler/TA/TO/OTA/Other	Total
HTUSA	17	108	125
KVB	-	1	1
OVB	-	7	7
MVCB	-	4	0
IHVB	-	8	8

Summary of travel trade calls by category

- Airline
 - HTUSA met with all six of the U.S. network carriers in April regarding market specific capacity and marketing updates. Numerous updates were provided to all major U.S. carriers regarding the suspension of Safe Travels Hawai'i, the new reservation policy for Diamond Head and the new bill on O'ahu regarding the raising of the minimum stay for short-term rentals from 30 days to 90 days. In addition to regularly scheduled meetings, HTUSA was able to take advantage of the Travel Weekly Leadership Forum and met with all the carriers in person.
- Wholesaler/TA/TO/OTA
 - HTUSA
 - HTUSA conducted two educational webinars for a total of 58 Virtuoso travel advisors on Apr. 4 and Apr. 19 providing a destination overview and highlighting the Mālama Hawai'i initiative.
 - Virtuoso held their Virtuoso On Tour Event in Los Angeles from Apr. 5-6. HTUSA conducted 60 one-on-one meetings with Virtuoso luxury travel advisors over the two days.
 - Avoya Travel held their virtual land forum from Apr.12-14. As a sponsor, HTUSA conducted a general session presentation for 200 advisors, an in-depth workshop reaching 147 advisors and 20 one-on-one appointments. In addition, HTUSA had a virtual trade show booth with downloadable materials for advisors.
 - HTUSA and Mauna Lani Resort, Auberge Resorts Collections, conducted a joint webinar for Signature Travel Network. HTUSA presented a destination update, highlighted the Mālama Hawai'i initiative and provided an overview of travel advisor resources to 90 travel advisor attendees.
 - Midwest Agents Selling Travel (MAST) held their annual conference in Bonita Springs, FL, from Apr. 28-May 1. As a sponsor, HTUSA presented to 108 travel advisors during the general session and conducted an in-depth educational seminar for 45 advisors. In addition

to general sessions and networking opportunities, HTUSA also conducted 20 one-on-one appointments.

- Kaua'i Visitors Bureau (KVB)
 - Supported NorCal 'Ohana FAM with activity and island presentation on Apr. 21 (6 participants).
- O'ahu Visitors Bureau (OVB)
 - Supported Marriott Hawai'i and Delta Vacations Hawai'i Educational Experience Ad Hoc FAM with a pre-FAM O'ahu 101 educational webinar on Apr. 14 (12 advisors) and support of an 'Iolani Palace excursion (7 advisors) on Apr. 21
 - *What's New on O'ahu Destination Updates* Mailpound webinar, Apr. 12 (61 advisors).
- Maui Visitors and Convention Bureau (MVCB)
 - Met with Neelie Kruse and Margaret Merz with Cary Travel Express, Apr. 20.
 - Midwest 'Ohana MVCB Zoom meeting - HVCB updates, Apr. 21 (12 attendees).
 - Pacific Northwest 'Ohana Zoom meeting - MVCB updates, Apr. 6 (10 attendees).
 - Supported Norcal 'Ohana FAM.
 - Met with Rose Gonzales with Air Canada Vacations.
 - Met with Ben Braude with DH Enterprise & Associates.
- Island of Hawai'i Visitors Bureau (IHVB)
 - Plaza Travel / Woodland Hills, CA; Apr. 5 (10 advisors), educational webinar.
 - Pro Travel / La Jolla, CA; Apr. 13 (12 advisors), educational webinar.
 - On-island IHVB visits/meetings included 6 travel advisors, 4 regional hoteliers, 3 wholesale partners.
 - Delta Vacations Marriott FAM (10 attendees). Provided itinerary, education, activity and meal support.
 - Sales/marketing team dinner with Prince Resorts / Mauna Kea Hotel (10 partners).
- Other
 - HTUSA – No news to report.
 - KVB – No news to report
 - OVB – No news to report
 - MVCB – PowerPoint training with Holly Blackett – Zarianas Travel – Apr. 20.
 - IHVB – No news to report

Public Relations

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

Impressions and Publicity Values for March

March	Impressions	Publicity Values
Print	60,046,698	\$20,242,364
Online	45,334,600,177	\$15,955,811
Broadcast	696,043,248	\$10,897,157
Total	46,090,690,123	\$47,095,332

- HTUSA
 - The HTUSA team distributed the statewide, “Spring What's New in the Hawaiian Islands” release to top leisure publications, editors and freelance journalists on Apr. 5 comprised of new offerings statewide.
 - To deepen understanding of the importance of cultural representation in media, particularly in shaping how visitors perceive Hawai'i as a travel destination, the HTUSA PR team coordinated

a cultural webinar for select editors and contributors of top-tier U.S. target publications on Apr. 8. Media learned about the Hawai'i Tourism Authority's approach to regenerative tourism from President and Chief Executive Officer John De Fries and heard from a select group of esteemed cultural practitioners from the Kūkulu Ola and Aloha 'Āina programs in two moderated panel discussions.

- HTUSA and Island Chapter PR teams organized and hosted a spring statewide Hawai'i Virtual Media Blitz from Apr. 11-15. Attendees included various editors and contributors of top-tier target publications of *AFAR*, *Travel + Leisure*, *Outside*, *Condé Nast Traveler*, *Domino*, *New York Times*, *Marin Magazine*, *Thrillist* and others. Topics covered throughout the blitz focused on regenerative tourism through DMAP efforts, Mālama Ku'u Home, Mālama Hawai'i experiences, as well as other new and exciting culturally-focused activities.
- The HTUSA PR team's continual efforts to share the guiding principle of Mālama Ku'u Home and regenerative tourism direction with top-tier media resulted in several notable stories. Following his HTUSA-supported visit in March to Hawai'i Island and O'ahu, *TravelAge West* writer, Shane Nelson, landed Hawai'i the cover story in the publication's April issue titled, "How Will the Malama Hawaii Tourism Strategy Impact Travel to Hawaii?" The article features his enlightening experience participating in multiple Mālama Hawai'i experiences and interviews with HTA's chief brand officer, Kalani Ka'anā'anā, and HVCB's senior director of travel industry partnerships, Robyn Basso. Aja Hannah's *Adventure.com* article titled, "Why post-pandemic Hawai'i is looking for a different type of traveler" is another story that shares Hawai'i's regenerative approach to tourism. Lastly, Laura Begley Bloom produced *TripAdvisor* article titled "Hawaii wants you back (but more responsibly)," discussing the importance Hawai'i residents put on sustainability and preservation, respecting local culture and points visitors to sustainable experiences.
- Media coverage highlights:
 - "From planting trees, to beach cleanups, regenerative tourism gains popularity in Hawai'i" – Jeanne Cooper – *Alaska Airlines Magazine* – Apr. 1
 - "Surf 'N' Saddle" – Matt Crossman – *Cowboys & Indians* – Apr. 1
 - "On Hawaii, Salt Comes from Ancient Water and Modern Science" – Jeanne Cooper – *Condé Nast Traveler* – Apr. 4
 - "The Best Babymoon Destinations" – Kathryn Romeyn – *The Everyday Mom* – Apr. 4
 - "CSR Activities for Groups to Give Back When Visiting Hawai'i" – Sarah Kloepple – *Meetings Today* – Apr. 5
 - "I had sworn off Hawaii during the pandemic — here's why I went back (and plan to again)" – Clint Henderson – *The Points Guy* – Apr. 8
 - "How Will the Malama Hawaii Tourism Strategy Impact Travel to Hawaii?" – Shane Nelson – *TravelAge West* – Apr. 11
 - "Why post-pandemic Hawai'i is looking for a different type of traveler" – Aja Wilson – *Adventure.com* – Apr. 14
 - "Hawaii wants you back (but more responsibly)" – Laura Begley Bloom – *TripAdvisor* – Apr. 14
 - "How this innovative food festival in Hawaii is giving back to the environment" – Marla Cimini – *USA Today 10Best* – Apr. 16
 - "Molokai's nightlife tradition — its hot bread — is now available across Hawaii" – Christine Hitt – *SFGate* – Apr. 17
 - "Pay It Forward: Hawaii's Malama Campaign Encourages Visitors to Give Back" – Jeanne Cooper & Mimi Towle – *Marin Magazine* – Apr. 18
 - "How The World's Top Ecotourism Destinations Are Celebrating Earth Day" – Jared Ranahan – *Forbes* – Apr. 21
 - "The Best Places on Earth to (Ethically) Visit Rad Wild Animals" – Kastalia Medrano, Vanita Salisbury, & Brad Japhe – *Thrillist* – Apr. 22

- “How to Give Back To The Land On Earth Day” – Rachel Ng – *Paradise* – Apr. 22
- “These meaningful Maui experiences will immerse you in Hawaiian culture” – Marla Cimini – *USA Today 10Best* – Apr. 23
- “Learn the Ins and Outs of Hawaii by Becoming a Destination Specialist” – Codie Liermann – *Travel Pulse* – Apr. 24
- KVB
 - Kaua‘i was featured in:
 - “The 8 best things to do on Kaua‘i” – Brett Atkinson – *Lonely Planet* – Mar. 31
 - “The 10 Best Bachelorette Party Destinations in the U.S.” – Olivia Liveng – *Matador Network* – Mar. 31
 - “Your guide to the best state parks in Kaua‘i” – Catherine Toth Fox – *Lonely Planet* – Apr. 16
 - Individual media visit:
 - Kim Westerman; *Forbes*, Apr.4-9
 - Paula Franklin; *The Seattle Times*, Apr. 7-12
 - Liaised with 25 media, including participating in HVCB’s 2022 Virtual Media Blitz highlighting upcoming events, DMAP Action Items, Mālama Hawai‘i, mindful travel and partner updates.
 - Press Releases/Communications
 - Drafted submissions highlighting new experiences, island updates, Mālama Hawai‘i and upcoming CEP events happening on Kaua‘i from April through June 2022 for consideration in HTUSA’s “What’s New in the Hawaiian Islands” Spring news release.
- OVB
 - O‘ahu was featured in:
 - “From planting trees, to beach cleanups, regenerative tourism gains popularity in Hawaii” – Jeanne Cooper – *Alaska Airlines Magazine* – Apr. 1
 - “Surf ‘N’ Saddle” – Matt Crossman – *Cowboys & Indians* – Apr. 1
 - “The Best Babymoon Destinations” – Kathryn Romeyn – *The Everyday Mom* – Apr. 4
 - “CSR Activities for Groups to Give Back When Visiting Hawai‘i” – Sarah Kloepple – *Meetings Today* – Apr. 5
 - “I had sworn off Hawaii during the pandemic — here’s why I went back (and plan to again)” – Clint Henderson – *The Points Guy* – Apr. 8
 - “How Will the Malama Hawaii Tourism Strategy Impact Travel to Hawaii?” – Shane Nelson – *TravelAge West* – Apr. 11
 - “Why post-pandemic Hawai‘i is looking for a different type of traveler” – Aja Wilson – *Adventure.com* – Apr. 14
 - “Hawaii wants you back (but more responsibly)” – Laura Begley Bloom – *Trip Advisor* – Apr. 14
 - “Here’s how to do Hawaii in three ways” – Laura Begley Bloom – *Trip Advisor* – Apr. 15
 - “How this innovative food festival in Hawaii is giving back to the environment” – Marla Cimini – *USA Today 10Best* – Apr. 16
 - “Pay It Forward: Hawaii’s Malama Campaign Encourages Visitors to Give Back” – Jeanne Cooper & Mimi Towle – *Marin Magazine* – Apr. 18
 - “Be warned: You may now need advance reservations for Hawaii activities” – Bill Fink – *The Points Guy* – Apr. 27
 - “Hawaii Is Cleaning Its Beaches with a Renewable Resource: Tourists” – Rachel Ng – *Outside* – Apr. 27
 - “At This Hawaiian Resort, You Can Enjoy Luxe Accommodations While Giving Back To The Island Of Oahu” – Malik Peay – *Essence* – Apr. 28
 - Individual media visits:
 - Eva Morreale, *Fodor’s Travels*, O‘ahu, Apr. 11-14
 - Malik Peay, *Essence*, O‘ahu, Apr. 20-24

- Liaised with eight media: During HTUSA's Spring Virtual Media Blitz, OVB PR team liaised with 5 writers, editors, freelancers and contributors from several top tier publications for potential coverage and media visits featuring O'ahu as a destination. Publications include *Fodor's Travels*, *Travel + Leisure*, *TripAdvisor* and *Condé Nast Traveler*.
- MVCB
 - Maui, Moloka'i, Lāna'i was featured in:
 - "The 10 Best Bachelorette Party Destinations in the US" – Olivia Liveng – *Matador Network* – Mar. 31.
 - "Hawaiian Island Hopping: Paradise Found on Maui, Molokai and Lāna'i" – Katherine Parker-Magyar – *Recorder Newspapers* – Apr. 1.
 - "Night Fever" – Chadner Navarro – *Frank Magazine* – Apr. 1.
 - "CSR Activities for Groups to Give Back when visiting Hawaii" – Sarah Kloepple – *Meetings Today* – Apr. 5.
 - "Best Things to See and Do on Lāna'i with Kids" – Dana Rebmann – *Ciao Bambino* – Apr. 21.
 - "Pay it Forward: Malama Hawaii Program Encourages Visitors to Give Back" – Jeanne Cooper and Mimi Towle – *Marin Magazine* – April.
 - "From Planting Trees to Beach Clean-ups, Regenerative Tourism Gains Popularity in Hawaii" – Jeanne Cooper – *Alaska Magazine* – April.
 - "Hawaii is Cleaning its Beaches with a Renewable Resource: Tourists" – Rachel Ng – *Outside* – Apr. 27.
 - Liaised with 25 media.
 - Press Releases/Communications
 - "Mālama Lāna'i Restoration Day" press release issued – Apr. 18
- IHVB
 - Island of Hawai'i was featured in:
 - "Most Beautiful Place in the World: Hawai'i Destination Waipi'o Valley Closes Indefinitely" - *SF Gate* – Mar. 30; *Chron.com* – Mar. 30; *Beaumont Enterprise Online* – Mar. 30; *Travel Breaking News* – Mar. 30; *USA Breaking News* – Mar. 30; *KCRA TV Online* – Mar. 30
 - "CSR Activities for Groups to Give Back When Visiting Hawai'i" – *Meetings Today Online* – Apr. 5
 - "Famous Waipi'o Valley on Hawai'i Island Closed to Nonresidents" – *Hawai'i Aloha Travel* – Apr. 8
 - "Waipi'o Valley Road Closure Prompts Community Organizing, Legal Action" - *Honolulu Civil Beat* – Apr. 10
 - "Hotel Review: Courtyard King Kamehameha's Kona Beach Hotel" - *TravelAge West* – Apr. 12
 - "The Best Places on Earth to (Ethically) Visit Rad Wild Animals" - *Thrillist* – Apr. 22
 - "Hot Girls Save the Planet | EARTH DAY 2022 | Non-Fungible Planet from YouTube" - *Atlas Obscura* – Apr. 22
 - "Mouthwatering Vegan Eats on Hawai'i Island" – *Vegan Magazine* – Apr. 25
 - Individual Media Visits:
 - Avital Andrews – *Trip Advisor*, *Via Magazine (AAA)*, *SmarterTravel* – Apr. 7-11
 - Jarone Ashkenazi – *JustLuxe and Vegan Magazine* – Apr. 20-24
 - Liaised with eight media
 - Press Releases/Communications
 - "What's Sizzlin' on Hawai'i Island" – bi-monthly media e-newsletter

REGENERATIVE TOURISM/DMAP INITIATIVES UPDATE

DMAP Action Items Supported

- HTUSA
 - HTUSA continued a DMAP paid media flight distributing *Mālama Means* and *Ahupua'a* messaging content with programmatic digital media and Hawai'i News Now sponsored homepage units.
 - HTUSA continued a Kuleana paid media flight distributing Hawai'i Travel Tips video content to visitors via in-room, shuttle, programmatic digital and HNN sponsored homepage units. In April, airport media launched with digital and static units strategically placed at Daniel K. Inouye International Airport, as well as at each of the main Neighbor Island Airports (LIH, OGG, KOA, ITO).
 - HTUSA PR teams along with Destination Managers have been performing community outreach in an effort to educate and cultivate relationships with local residents, as well as community and business leaders on the Destination Management Action Plans. Presentation meetings for over 20 organizations and clubs are confirmed with continued coordination underway.
- KVB
 - Met with 15 media during HVCB's Virtual Media Blitz, Apr. 11-15, to share specific updates about Kaua'i, including DMAP progress, Mālama Kaua'i video about Kaua'i Museum and reservation requirements for Hā'ena State Park, which includes Kē'ē Beach, Kalalau Trail and Hanakāpī'ai Falls.
 - Reached out to and secured Rotary Club presentations for Patti Ornellas to share about Kaua'i DMAP and the progress made to date. Secured meetings with the Rotary Club of Kaua'i on May 11 and the Rotary Club of Po'ipū Beach on May 6.
 - Keynote speaker for Kaua'i Chamber of Commerce's Kaua'i Tourism Webinar and presented at Leadership Kaua'i cohort. Provided Mālama Hawai'i updates and mindful travel messaging including sharing DMAP links and information. Also presented updates at DMAP Steering Committee meeting.
 - Attended Līhu'e Airport Master Plan meeting via Zoom.
 - Included #mindfultravel and #mālamakauai hashtags in posts on social media platforms.
 - Was a panelist for the Hospitality Industry Update for Kaua'i County that was held via Zoom.
- OVB
 - Presented important information regarding hotspots, festivals and events, use of 'ōlelo Hawai'i, buy local and sustainable/pono practices to travel advisors during a Marriott Hawai'i and Delta Vacations Hawai'i Educational Experience Ad Hoc FAM with a pre-FAM O'ahu 101 educational webinar, Apr. 14
 - During HTUSA's Hawai'i Virtual Media Blitz, included partners from Mālama Maunaloa and Kualoa Ranch Private Nature Preserve to discuss the Mālama Hawai'i Program and Outrigger Reef Waikiki Beach and Hyatt Regency Waikiki Beach Resort and Spa to discuss the importance of Mālama Ku'u Home with attending media.
 - Shared DMAP progress updates including the upcoming WAZE app banner messaging and anticipated Lē'ahi reservation system at Diamond Head State Monument during HTUSA's Hawai'i Virtual Media Blitz with attending media.
 - Included place name and historic event social posts in the month of April to continue the messaging of O'ahu as a place of cultural significance.
 - Shared on social media the updated information for the Lē'ahi reservation system at Diamond Head State Monument.
- MVCB
 - Promoted Reef Safe Sunscreen awareness through Maui Nui social media platforms with weekly postings.

- Promoted Mālama Hawai'i partners on Maui through social media platforms with weekly postings.
- KGO-TV/San Francisco + Hawaiian Airlines promotion filmed with Pacific Whale Foundation's Coastal Marine Debris Monitoring Program.
- Distributed news release on Mālama Lāna'i Restoration Day (May 7) to 1,000 local and national media.
- Planning MVCB Going Back to our Roots Press Trip, June 10-16, to Moloka'i and Maui with four media promoting DMAP initiatives and Mālama Hawai'i program activities.
- Participated in Common Ground Collective Mālama Hawai'i program with media, Jenn Rice of *Thrillist* and *Washington Post* on Apr. 7.
- Promoted Maui Nui DMAP programs on Business Matters Radio Talk Show with Maui Chamber of Commerce on Apr. 26.
- Collaborating with Save Honolua Coalition, Pacific Whale Foundation, Rotary Clubs, Department of Environmental Management (County), DLNR and several individual community members on mineral-only sunscreen dispenser partnership with Raw Elements.
- Met with owner of Expeditions to make numerous website revisions per guidance from the Lāna'i Advisory Group.
- Met with Mālama Lāna'i tri-partnership comprised of Pūlama Lāna'i, Expeditions Ferry and Sail Trilogly to prepare for upcoming Mālama Lāna'i Restoration Day on May 7.
- Co-facilitated first in-person Moloka'i Task Force meeting on the island of Moloka'i on Apr. 9 with 14 members from the Moloka'i community present including Senator DeCoite and a representative from Office of the Mayor, Stacy Crivello; Moloka'i Task Force identified several actions they want to prioritize and organized selves into sub-committees.
- Met with Moloka'i residents to further the Aloha Ambassador program at the Kaunakakai Airport.
- Met with Moloka'i resident to provide consultation on developing regenerative farm tours on Hawaiian homestead macadamia nut farm.
- Furthered the development of materials to reflect the new brand identity of Lāna'i, created by the Lāna'i Advisory Group.
- Fostered relationships and collaboration with residents by coordinating Earth Day volunteer day on Noho'ana farms in partnership with Mālama Hawai'i partner Pacific Whale Foundation and Southwest Airlines, with 24 residents in attendance.
- IHVB
 - Travel advisor webinars introduce Mālama Hawai'i program resources and island opportunities. Sample itineraries provided to include a Mālama Hawai'i activity within guest itineraries. Shared Pono Pledge initiative and connected travel advisors to HOST/NELHA partners for guest itinerary inclusion.
 - Participated in ClimbHI program Hawai'i Island.
 - Included DMAP initiatives in social media posts.
 - DMAP Communications strategies:
 - Internal meetings/communications regarding sharing of DMAP through community organizations, story pitching and partner feature story releases / e-blasts.
 - IOH AMG PR team attended Hawai'i Island internal DMAP meeting, Apr. 7. Contributed public relations efforts for DMAP updates/reports.
 - Attended Hawai'i Island DMAP Steering Committee meeting on Apr. 20 to listen in for potential communications opportunities; as well as virtual attendance to Waipi'o Valley Steering Committee, Apr. 22.
 - IOH AMG PR team reached out to local community groups for public presentation opportunities including Rotary Clubs across the island (Kona confirmed for June 9).
 - Drafted press release for Waipi'o Valley "Open House," currently scheduled for June 10 and 11 (for County Councilperson Heather Kimball's column in *Hāmākua Times*).

- Compiled list of programs, activities and people/partners in line with destination management that can be used in short 300-500 word email blasts to island stakeholders via Constant Contact.
- Shared Pono Pledge and other DMAP initiatives in media pitches, with visiting media, partners, and via media enewsletter *What's Sizzlin'*.
- Included DMAP pitches to select media who signed up for the island of Hawai'i Virtual Blitz day (15 media).

Initiatives to Promote Hawai'i Made Products

- HTUSA
 - The consumer and travel trade enewsletters both highlighted ways to travel sustainably to the islands, including through buying local.
 - Collaborated with Hawai'i Farm Trails to curate *mahalo* boxes for media attending HTUSA's Hawai'i Virtual Blitz. Included in the boxes were various Hawai'i-made products and reef-safe sunscreen.
- KVB
 - Highlighted and suggested local eateries, shops and farmers markets to media looking to feature Hawai'i made products. Also included these options in itineraries for individual media visits.
- OVB
 - Promoted 5 local merchants in the quarterly update travel advisor enewsletter, Apr. 1.
 - Promoted local activities, attractions, farmers markets and ocean-friendly restaurants to travel advisors in a Marriott Hawai'i and Delta Vacations Hawai'i Educational Experience Ad Hoc FAM with a pre-FAM O'ahu 101 educational webinar, Apr. 14.
- MVCB
 - Filmed with Maui Bees Honey for KGO-TV/San Francisco + Hawaiian Airlines promotion.
- IHVB
 - Included promotion of local products in social media posts and media pitches.
 - Included promotion of local products in *What's Sizzlin'* media enewsletter.
 - Included pitch of local products to select media who signed up for the island of Hawai'i Virtual Blitz day (5 media).
 - Included list of local farmers markets, local eateries, artisan towns, agricultural-related tours in all travel advisor educational training. Introduced Mana Up program in travel advisor webinars.
 - Travel advisor FAM visited Kailua Kona town for shopping at farmers market, local shops and eateries.
 - Met with Mana Up vendor to promote program to travel trade partners.
 - Introduction of Akatsuka Orchids for monthly prize program promotion with industry partners.

Festivals & Events Promoted

- HTUSA
 - The consumer and travel trade enewsletters had a small section that promoted Kapalua Wine and Food Festival. Additionally, a small events calendar highlighted events such as the World Whale Film Festival and the Hawaiian International Billfish Tournament.
 - Journalist Marla Cimini showcased one of Hawai'i Tourism Authority's Community Enrichment Programs (CEP) – Hawai'i Food and Wine Festival – in the *USAToday 10Best* article titled, "How this innovative food festival in Hawaii is giving back to the environment". In addition, Jared Ranahan produced *Forbes* article titled, "How The World's Top Ecotourism Destinations Are Celebrating Earth Day," highlighting CEP event, Volunteer Week Hawai'i.
- KVB
 - Promoted CEP programs and other upcoming events on Kaua'i with national and local media.

- Submitted CEP events for possible inclusion in HTUSA's "What's New in the Hawaiian Islands" Spring news release and HVCB's "World Class Event Calendar" news release.
- Posted to social media video clip from E Kanikapila Kākou and Merrie Monarch along with environmental and nature photos for 'Ōhi'a Lehua Day (Apr. 25) and Earth Day (Apr. 22).
- Presented and participated in the L.E.I. (Leadership Exploration Inspiration) Career Fair organized by ClimbHI for over 100 Kaua'i and Ni'ihau high school students. Presented the Value of Tourism which included KVB's efforts to promote mindful travel. Supported and judged student group's Mālama-themed video entries.
- KVB team observed Earth Day/Volunteer Week by cleaning the Hikina'ākala *heiau* at Lydgate Beach Park at Earth Day in Lydgate Park and was mentioned in *The Garden Island's* article
- OVB
 - Promoted 12 festivals and events in the quarterly update travel advisor enewsletter, Apr. 1.
 - Promoted 42 festivals and events in the OVB Festivals and Events consumer enewsletter, Apr. 9
 - Promoted CEP programs, Hawaiian Airlines' May Day event, Kanu Hawai'i's Volunteer Week, and Polynesian Cultural Center's We Are Samoa Festival and Kūkulu Ola, Honolulu Theatre for Youth's 'Imi Ā Loa'a: Seek and Find, across social channels.
 - Presented key festivals and events to travel advisors in a Marriott Hawai'i and Delta Vacations Hawai'i Educational Experience Ad Hoc FAM with a pre-FAM O'ahu 101 educational webinar, Apr. 14.
- MVCB
 - Mālama Lāna'i Restoration Day on May 7 promoted through press release and on social media platforms.
 - Included round-up of upcoming events in April *Message from Maui Nui* enewsletter.
 - Included round-up of upcoming events in social media posts.
- IHVB
 - Included upcoming events in social media posts and media pitches (when appropriate).
 - Included pitches of upcoming events to select media who signed up for the island of Hawai'i Virtual Blitz day (2 media).
 - Travel partner presentations included on-going Hawai'i Island farmers markets, Kōkua Kailua Monthly Village Stroll, Hawaiian International Billfish Tournament, Queen Lili'uokalani Canoe Race and Merrie Monarch Festival.

Voluntourism Programs Promoted

- HTUSA
 - As part of his partial HTUSA-supported visit to O'ahu, Malik Peay (*Essence*) participated in the tree-planting Mālama Hawai'i experience at Gunstock Ranch.
 - As a result of media assistance, Rachel Ng included a vast amount of Mālama Hawai'i partners in her *Paradise* story titled, "How to Give Back To The Land On Earth Day".
- KVB
 - Shared the Mālama Hawai'i initiative and information about the Surfrider Foundation Kaua'i Chapter with national media during HVCB's 2022 Virtual Media Blitz. Also included Surfrider's beach cleanup activity in individual media visits.
 - Mālama Hawai'i and voluntourism information was provided in presentations.
- OVB
 - Promoted 5 voluntourism programs in the quarterly update travel advisor enewsletter, Apr. 1.
 - Promoted Volunteer Week in the Festivals and Events consumer enewsletter, Apr. 9.
 - Promoted voluntourism activities with Travel2Change, Waimea Bay and Mālama Maunaloa across social media platforms.

- Continued to share with media the Mālama Hawai'i initiative, including writers from *Forbes* and *TripAdvisor*.
- Presented voluntourism opportunities and organizations to travel advisors in a Marriott Hawai'i and Delta Vacations Hawai'i Educational Experience Ad Hoc FAM with a pre-FAM O'ahu 101 educational webinar, Apr. 14.
- MVCB
 - Maui No Ka Oi podcast interview with Lāhainā Restoration Foundation on Apr. 27 about Mālama Hawai'i program participation and Lāhainā Quest Keiki Programs.
 - Included Mālama Hawai'i programs in weekly social media posts.
- IHVB
 - Included Mālama Ku'u Home / Mālama Hawai'i messages in social media posts and media pitches (when appropriate).
 - Included pitches of Mālama Ku'u Home / Mālama Hawai'i story angles to select media who signed up for the island of Hawai'i Virtual Blitz day (10 media).
 - Volunteer week promoted to travel agency partners.
 - Travel advisor FAM introduced a list of volunteer opportunities, promotion of Hawai'i Wildlife Center, Friends of Hawai'i Volcanoes National Park and beach cleanup programs.

OTHER

- Provided media assets on behalf of HTA for LPGA LOTTE Championship including the delivery of commercials/videos, billboards, banners, signage on electronic scoreboard and tee signs. Also provided marketing direction for talking points, destination messaging, logo lockups. Executed a player shoot prior to the tournament to develop content for inclusion in Golf Channel broadcast coverage, as well as produced a :60 video for LPGA digital/social promotion.
- Provided additional media assets on behalf of HTA (for HTA event and program sponsorships) to Big West Mens' Basketball Tournament, including in-game video board, PA announcement, scorer rotating signage, logos.

“COMING ATTRACTIONS”

Because the HTUSA contract ends June 29, 2022, only coming attractions through June 29 are shown below.

	What	When	Where
HTUSA	“Rock, Paper, Scissors: Travel” (New travel series on NBC LX)	May TBD	Island of Hawai'i
	GTM West	May 2-4	Tucson, AZ
	Romance Travel Forum	May 9-12	Dominican Republic
	U.S. West Educational Blitz	May 16-19	Seattle, WA; Sacramento, Fremont and Newport Beach, CA
	KHM Travel Virtual Presentation	May 17	Virtual
	Virtuoso Webinar	May 24	Virtual
	This Week at Avoya	May 24	Virtual
	Signature Travel Network Regional Forum	May 25	Newark, NJ
	Signature Travel Network Regional Forum	June 2	Fort Lauderdale, FL
	Female Leaders in Travel Conference	June 4-8	Baja, CA
	Signature Travel Network Regional Forum	June 9	Los Angeles, CA

	Travel Leaders Luxury Forum and EDGE Conference	June 11-15	Denver, CO
	Signature Travel Network Regional Forum	June 16	Chicago, IL
	Travel Agent Forum	June 20-23	Las Vegas, NV
	Cruise Planners Boot Camp	June 23-25	Las Vegas, NV
	Virtuoso Advisor/Client Webinar	June 28	Virtual
KVB	U.S. West Educational Blitz	May 16-19	Seattle, WA; Sacramento, Fremont and Newport Beach, CA
	Travel Leaders EDGE Conference	June 12-15	Denver, CO
OVB	Mailpound Webinar	May 11	Virtual
	U.S. West Educational Blitz	May 16-19	Seattle, WA; Sacramento, Fremont and Newport Beach, CA
	IPW	June 4-8	Orlando, FL
	Travel Leaders EDGE Conference	June 12-15	Denver, CO
	Mailpound Webinar: What's New On O'ahu Destination Updates	June 21	Virtual
	HTUSA Texas Mission	June 27-29	Texas
	HTO Month of Lei Virtual Conference	May 3	Virtual
MVCB	Mālama Lāna'i Restoration Day	May 7	Maui + Lāna'i
	U.S. West Educational Blitz	May 16-19	Seattle, WA; Sacramento, Fremont and Newport Beach, CA
	Going Back to the Roots Press Trip	June 10-26	Moloka'i + Maui
IHVB	IOH PR Colleagues Update	June 3	Hawai'i Island
	Q2 Consumer Opt-in Email	June 23	Virtual Electronic
	U.S. West Educational Blitz	May 16-19	Seattle, WA; Sacramento, Fremont and Newport Beach, CA
	Travel Advisor Fam / Mauna Lani Auberge	June 8	Hawai'i Island
	Travel Leaders EDGE Conference	June 12-15	Denver, CO
	IHVB Mālama FAMs (travel advisors, hoteliers, wholesale partners)	May 31-June 5 June 21-26	Hawai'i Island

Hawai'i Tourism Japan

2022 Monthly Market Activity Report – April

MARKET INTELLIGENCE

Economy

- The depreciation of the yen is progressing rapidly, and on April 28, it temporarily reached the 131-yen level as 20 years ago. The inflation rate in April averaged 2% for the first time in about seven years due to influence of the situation in Ukraine.
- Nikkei NEEDS predicts Japan GDP growth rate in 2022 will be 1.9%. In the first quarter of 2022, it was -0.2%, however, it is expected to be picked up from April and increase by 3% in 2022 as a whole with increase of personal travel. Momentum for going outdoor has been increasing and anxiety level has been decreasing that 34% of the travelers during Golden Week will be staying at accommodation.

Outbound Travel Market

- Reservation of international flights is strong during Golden Week that flight to Hawai'i in some days are almost full. Carrier bookings have increased from 90 to 100% in business class and 40% to 85% in economy class. According to HIS's announcement, Golden Week's overseas travel reservations increased by 507% year over year, with Hawai'i at 388% at the top.
- According to Japan National Tourism Organization (JNTO), the number of Japanese departures in March 2022 was 70,700, a significant increase of about 1.5 times compared to March 2021. The major factors are the relaxation of border measures and increase in the maximum number of entries. However compared to 2019 prior to COVID-19 time, it is -96.3%. After April, the travel advisory level was lowered, and the number of people will increase further due to Golden Week, and it is expected to show recovery.

Competitive Environment

- Guam: Guam Visitors Bureau visited Japan and talked about measures to stimulate demand for the resumption of tourism and expectations for the Japanese market. Vaccination rate in Guam is 96% and booster rate exceeded 50%. Also from April 19, regulation to wear masks outdoor and the limitation of the number of people during the gathering has been lifted. They also have started "GoGo! Guam Campaign" from May commemorating the 55th anniversary of the visit of Japanese travelers.
- Thailand: The government opened its border from April 1 and from May 1 will abolish pre-departure and post-arrival PCR tests for travelers who are fully vaccinated. Visitors must register online on "Thailand Pass." Even if not vaccinated, if the PCR test is taken within 72 hours of departure and negative result is on "Thailand Pass," they will be able to travel.

Consumer Trends

- Airbnb announced the results of the "Awareness Survey on Overseas Travel" conducted to 6,000 people. In Japan one in three respondents in Japan felt lonely when they couldn't travel abroad during the past two years and will have plans to travel abroad in the near future. Particularly, 46% of Z generation tended to show high motivation.

- This year's Golden Week can be a maximum of 10 days if 2 weekdays are taken off. The state of emergency and the measurements to prevent the spread of COVID have been lifted. There's a strong tendency to travel further and have higher spending for meals and activities than usual.

Travel Trends

- With the relaxation of border measures in Japan and the reduction of the travel advisory level, each company is starting to sell Hawai'i's travel products, and the exposure of Hawai'i is increasing. JTB announced that they have 750 reservations for all of the Hawai'i tours by the end of September. JALPAK has membership service and most of the customers tends to stay longer. Rakuten has Hawai'i repeaters and people in their 50s and above who have plenty of time. HIS selling mainly packages, had many young customers such as family and friends. There are different trends in senior segment due to differences in the customer base of each company. JTB has started their dynamic package from April 28 (selling from April 15), HIS will be starting to sell one of their major packages CIAO from May 1, Kintetsu will resume selling their tour from June 1. ANA X has started from April 29 and JALPAK began from April 24.
- During the Golden Week, the number of seats offered and the reservation rate for Hawai'i routes are 3,168 seats and 65.1% for ANA and 4,220 seats and 77.2% for JAL on Hawai'i and Guam routes. The surcharges for tickets issued in June are extremely high at 23,600 yen for JAL and 23,800 yen for ANA for Hawai'i routes.
- Watabe Wedding started their campaign from April 29. When a wedding is booked in Hawai'i, the couple will receive extra night stay at one of popular hotels. This exclusive Golden Week campaign will be running until May 8. "Hawai'i Wedding & Honeymoon Golden Week Fair" will be held during the same period at 17 stores nationwide. There was a concern that the return of the wedding season will be delayed since the parents and senior relatives won't be able to travel.
- HIS was one of the first major companies to place advertisement of a full page in the newspapers for its resumption of selling the package tour "CIAO." It claims "Hawai'i is No.1" in categories of security, convenience, and assortment.

Airlift

- There were total of 81 flights with 19,099 seats by four airlines (ANA, HA, JAL, and ZIPAIR) during the month of April. During the Golden Week, a total of approximately 7,000 people were booked for the four airlines.
- ANA: will increase the number of flights between Haneda and Honolulu to 5 flights a week from July which will be 2,270 seats per week. It has also announced the resumption of Narita-Honolulu flights for the A380 FLYING HONU starting in July 1.
- HA: 3 flights a week from Narita and 1 flight a week from Kansai to be continued. HA plans to increase flight during the summer.
- JAL: there will be daily flights from Narita and additional 3 flights from Haneda from June 1, which will be a total of 17 flights per week operating.
- ZIPAIR: 3 flights from Narita to be continued. From July 16 to August 31, the carrier will increase to daily operations.

MARKET ACTIVITY UPDATE

Consumer Direct

- Mālama Hawai'i SNS Promotion with LOTTE: HTJ and LOTTE shared Mālama Hawai'i message on SNS accounts and conducted campaign on Twitter for the launch of certified snacks which resulted in a significant increase in followers and impressions. LOTTE's popular choco pie and custard cake was released on April 12 as certified products by HTJ. A total of 3.61 million units are scheduled to be sold nationwide until the end of September, the message of Mālama Hawai'i is described on the back of the package, and the illustration of the package design of the four types of items was collaborated with local designer Jana Lam. The SNS campaign on Twitter to commemorate the launch received positive response, with 12,732 applications (Retweet), 486,804 impressions, and more than 2,000 comments.
- Hawai'i is Our Home Video Distribution: HTJ added subtitles to Hawai'i is Our Home video and posted on each SNS to spread the message. It was posted on April 30 and to date, it has generated 23,457 impressions. In order to continue to actively spread the message, HTJ is planning to place advertisement on SNS in May.
- Mālama Hawai'i Ambassador: HTJ appointed Rola, a well-known celebrity in Japan and around the world, who is actively promoting her sustainable lifestyle on SNS and YouTube, as a Mālama Hawai'i Ambassador on Earth Day, April 22. Rola visited island of O'ahu and Kaua'i and HTJ provided an opportunity for her to experience and learn about Mālama Hawai'i efforts that Hawai'i is focusing on. On the day of the announcement, Instagram live was conducted and more than 125,000 views and 50,000 impressions were generated.
- Mālama Hawai'i Advertisement: From April, 15 minutes of education video is being played at street vision of Shibuya in Tokyo (OOH). Mālama Hawai'i concept and message video, Kuleana, and Our Island video is being played and it generated 2,819,250 impressions. Also, HTJ placed advertisement on Facebook and Instagram to increase the viewership of Ahupua'a video and it generated 64,526 impressions and 49,392 reach.
- Moananuiākea Screening: HTJ will start the screening of "Moananuiākea" documentary movie in sister cities throughout Japan starting in Tokyo on May 21. News release was distributed on April 29. In May and June, it will be screened in Tokyo, Nagoya, Chigasaki and expected to have more than 1,000 people viewing at the theatre. Talk show by Hōkūle'a crew and collection of donation to PVS will be made to convey the awareness of Hōkūle'a and the concept of their mission, Mālama Honua. Advertisement of SNS post was placed and it generated 35,385 impressions and 26,944 reach.
- 'Ōlelo Hawai'i Promotion: HTJ created a special page for Olelo Hawai'i on Mālama Hawai'i micro site. It features Hawaiian words and 'ōlelo no'eau. To commemorate the 10th anniversary of 'Ōlelo Hawai'i this year, HTJ will continue to diffuse the message of the importance of Hawaiian language and teach the language to Japan market.
- Gakken Project: From April 16 to 22, Gakken staff and comic writer visited Hawai'i island and O'ahu for site inspection. HTJ in collaboration with Gakken will be creating educational tool (combination of comic and pictorial book) that appeals to children to easily understand Mālama Hawai'i. The title will be "Hawai'i no Himitsu (The secret of Hawai'i)." The story line will be coming out in May.

- Aloha Program: Prior to the screening of “Moananuiākea” in May, HTJ conducted webinar by Ms. Kyoko Ikeda, the former Hōkūle‘a crew on Aloha Program. Currently living in Kaua‘i and being an educator at Kaua‘i Community College, Ms. Kyoko shared her experience through her voyage and about Hōkūle‘a to 240 Hawai‘i specialists. Many positive messages were gathered from the participants. Also, HTJ distributed E-newsletter to 43,481 members with the contents on future webinar, May Day 2022, Hawai‘i’s environmental conservation activities, Merrie Monarch Festival, and Bishop Museum’s online educational program. There was a high open rate of 48%.
- HTJ Endorsed Events: In April, 4 festivals and 2 hula events were held. Large-scale outdoor events have begun to be held and events such as LOVE HAWAI‘I COLLECTION and ALOHA Tenshiba which had more than 10,000 participants is increasing.
- Consumer Mail Magazine: On April 8, HTJ distributed E-Newsletter to 362,697 people. Contents focused on events such as Merrie Monarch Festival and May Day 2022, collaboration and campaign with LOTTE, and how visitors can visit Hawai‘i as Pono traveler. Open rate was 31.2%.
- Sharing Hawai‘i’s Updates: HTJ shared the information on elimination of mask mandate from April 18 and implementation of reservation system of Diamond Head State Monument and SNS and allhawaii. As the number of visitors from Japan increases during Golden Week, HTJ will continue to share Hawai‘i’s regulations and rules.
- Instagram Live with Kahala Hotel & Resort: HTJ has been collaborating with partners and did Instagram live streaming with Kahala Hotel & Resort on April 2. As Hawai‘i’s tourism gradually resumes, it is expected that the number of high-end people traveling to Hawai‘i will increase in the future. During the live, lobby and rooms were introduced and there has been 20,000 viewers. It was a great opportunity to use it as a reference for planning the viewer’s next trip to Hawai‘i.
- Inquiry in April: There were total of 251 inquires in April. Many questions were asked by those who have already booked a trip to Hawai‘i during Golden Week and summer to confirm the travel conditions.

Travel Trade

- JATA Delegation Visit: To confirm on safety measures and readiness to accept visitors, and to improve the presence of Japanese market in Hawai‘i, a total of 21 JATA members visited Hawai‘i. Travel agencies and airlines leaders met with Governor of Hawai‘i, the Chairman of the Senate and House of Representatives of the Hawai‘i State Council, the Mayor of Island of Hawai‘i, Maui, and O‘ahu, and other Hawai‘i tourism officials to cooperate with resumption of travel. Reception for the industry was also held and 138 people participated.
- Travel Trade Website Enhancement: HTJ continues to focus on sharing the latest information and online education through industry site. In addition to Hawai‘i visitor statistics and COVID-19 situation, topics relating to Mālama Hawai‘i, information for small groups, educational materials, and efforts made by partners were posted. It generated 11,855 PV and 5,906 UU in April. Starting May, tie-up with 3 travel trade media will begin to raise the awareness on regenerative tourism and Mālama Hawai‘i.
- Monthly Mail Magazine: HTJ distributed industry E-newsletter twice in April to share updates on Hawai‘i. It reached 14,993 members and opening rate was 42%. Infini Travel Information also distributed to their members and generated 35,000 UU and 40,000 PM.

Travel Trade Calls

Airline	Wholesaler/TA/TO/OTA	Other	Total
5	25	12	42

- Virtual Site Inspection Video: In April, HTJ filmed at Sheraton Maui, The Westin Maui and Kā'anapali Beach Hotel, and The Laylow, Autograph Collection. 6 videos of hotels and attractions are posted and generated 10,736Viewership.
- Japan Summit: HTJ has been preparing for Japan Summit starting from June 5. As of April 30, 60 agents from 18 travel agency and 48 partners have confirmed their participation. HTJ will incorporate activities with the theme of Mālama Hawai'i during the summit and currently planning to conduct trade shows with local NPOs at the Bishop Museum on June 8.
- HTJ assisted House Speaker Saiki's Office and Consulate General of Japan in Honolulu for the Japan Hawai'i Legislators' Friendship Association meeting. HTJ also implemented Oli and Hula Kahiko at the reception.
- In conjunction with Hawai'i Promotion Committee Japan (HPCJ), HTJ will be conducting Hawai'i workshop on May 24. It will be held both in person and on online for participants from Hawai'i who won't be able to trave. More than 25 companies will be participating and will focus on sharing information on how they have changed their services due to COVID-19.

Public Relations

- In April, there were many media exposures from JATA delegation and resumption of Hawai'i's package sales. It has generated exposures in 90 prints with 210,430,969 impressions, 6 radios with 94,118,387 impressions, 187 televisions with 687,771,651 reaches, and 335 web with 621,986,595 impressions. Also, the general media's interest in Hawai'i increased, and HTJ received many inquiries for planning Hawai'i's coverage.
- HTJ assisted and communicated with 58 medias in April. HTJ started with Mālama Hawai'i Media 100 project and approached to 5 media to pitch about Aloha + Challenge, HTJ's initiatives, and stories and examples relating to Mālama Hawai'i.
- From April 6 to 8 after the JATA delegation, HTJ conducted travel trade media press tour with the theme of Mālama Hawai'i. 4 media participated in Huki project by Mālama Maunaloa and removed invasive algae at Maunaloa Bay, visited Hanauma Bay to learn about the new reservation system and their efforts to preserve the bay's environment, visited Sealife Park Hawai'i to learn about their efforts on protecting marine life and the rescuing sea birds, participated in Aloha 'Āina Tour at Kualoa Ranch Hawai'i, learned about Sustainable Coast Lines Hawai'i and Parley's mission and actives, and sustainable efforts by Bishop Museums.
- 30 seconds commercial spot on Mālama Hawai'i was aired in BS12's "Hawai'i ni Koishite." The program featured Hawaiian culture at Polynesian Culture Center.
- In April, HTJ issued the following news releases:

Date	Details	# of distribution	# of coverage	Impression	AVE
4/1	Media Newsletter Vol.02	1,000	NA	NA	NA
4/22	Mālama Hawai'i Ambassador	1,208	54	223,981,791	\$196,100
4/27	Hōkūle'a Screening	1,641	22	37,684,298	\$74,000
4/29	Lei Day	557	10	18,990,505	\$33,300

4/29	Aloha Program Instagram Launch	456	16	30,588,639	\$55,500
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REGENERATIVE TOURISM/DMAP INITIATIVES UPDATE

DMAP Action Items Supported

- JOTC web seminar was held by JATA and there were 300 participants. With the resumption of Hawai'i travel, HTJ shared the updates about Hawai'i, regenerative tourism, and DMAP with each island's action plans to incorporate in their package products.
- Seminar was held for 60 students at Taisho University with the topic of regenerative tourism in Hawai'i. Explanation about DMAP and how to balance nature, Hawai'i's community feeling towards tourism was shared with examples. Participated students commented that they were able to learn a different side of Hawai'i.
- DMAP and each island's actions plans were added on the media site. Reservation system about Diamond Head was also added on allhawaii and was distributed on SNS platforms. HTJ will continue to add DMAP related topic to owned media.

Initiatives to Promote Hawai'i Made Products

- Jana Lam's products was provided as prize of LOTTE's certified product launch campaign. 100 winners will be receiving the prize and the campaign will run until July 31. It will be a great opportunity to introduce Hawai'i products to LOTTE followers.

Festivals & Events Promoted

- Merrie Monarch Festival: HTJ announced live streaming on SNS, E-newsletter, and allhawaii and reached to 441,272 people.
- LPGA LOTTE Championship in Hawai'i: HTJ made the announcement of LOTTE Championship that was held from April 10 to 16 on SNS and allhawaii. HTJ is currently working on adding Japanese subtitle to LPGA players visiting Kualoa Ranch and doing tree planting and once it is completed, it will be posted on SNS platforms and Mālama Hawai'i microsite.
- Lei Day: HTJ was able to reach 453,329 people by posting information about Lei Day on online. On May 1, livestream will be done from Kapiolani Park and Bishop Museum. Also on May 7, HTJ will post Japanese subtitled special show on Facebook.

Voluntourism Programs Promoted

- At the JOTC webinar, two industry media who participated in the press tour also participated as panelists and reported on the actual experience in a talk show format. They shared their experiences with the audience and about the importance of the activity and the necessity of incorporating it into travel products and experiencing it.

ISLAND CHAPTERS ENGAGEMENT UPDATE

- Kaua'i Visitors Bureau: Mālama Hawai'i Ambassador Rola visited Kaua'i to experience and learn about the island. Kaua'i Visitors Bureau provided recommendation on location to visit and assisted the coordination with National Tropical Botanical Garden and Kaua'i Safari & Ram tour (at Kilohana Plantation). The crew was able to visit Kipu Ranch and experience the beautiful nature of the island.

- O‘ahu Visitors Bureau: Hanauma Bay for visitation for travel trade media press tour was assisted by OVB. Participants were able to visit and learn about their initiatives.
- Island of Hawai‘i Visitors Bureau: Inquired about NPOs that are preserving the nature and educating about Hawaiian culture. The information received will be reflected on HTJ ‘s online platforms. HTJ inquired about the locations to visit in Island of Hawai‘i for Gakken visitation and receive recommendation.

“COMING ATTRACTIONS”

What	When	Where
Lei Day Celebration Instagram Live	5/1	Honolulu
Governor Delegation to Japan	5/8-5/13	Tokyo
Hawai‘i Tsushin Zemi	5/19	Online
Moananuiākea Movie Showing	5/21	Tokyo
Aloha Tokyo	5/20-22	Tokyo
HPCJ Hawai‘i Workshop	5/24	Tokyo/Online
Expedia x HTJ Webinar	5/25	Online
Moananuiākea Movie Showing	5/29	Nagoya
JST Nagoya Hawai‘i Festival (consumer event)	5/27-29	Nagoya
Japan Summit	6/5-6/9	O‘ahu
Moananuiākea Movie Showing	6/10	Yokohama
Aloha Yokohama	6/10-6/12	Yokohama
Moananuiākea Movie Showing	6/25	Chigasaki

Hawai'i Tourism Canada

2022 Monthly Market Activity Report – April

MARKET INTELLIGENCE

Economy

- Canadian real GDP grew by 1.1 percent in February, exceeding Statistics Canada's preliminary estimate of 0.8 percent.
- The preliminary estimate for March is real GDP growth of 0.5 per cent. If correct, this would mean the Canadian economy grew by 1.4 per cent in the first quarter of 2022, an impressive performance given the significant disruption caused by the Omicron variant.
- Savings among Canadian households remain elevated and continue to provide fuel for consumer spending. With restriction stringency across the country now at the lowest level since the pandemic began, consumers are increasingly directing their purchases towards services. High inflation is likely to curb some discretionary spending as essential purchases take a bigger bite out of household budgets. Rising interest rates may also dampen demand for big-ticket items such as autos and appliances. Overall, a pivot towards service expenditures and high inflation is set to draw some wind out of the sails of the retail industry over the coming quarters.
- After a red hot 2021, there are emerging signs that the temperature of the Canadian housing market is starting to fall. Despite recent employment gains and projections of strong immigration-led population growth, consumers are fatigued from relentless house price inflation and now face increased mortgage costs as interest rates are cranked up. Yet despite the prospect of a cooling resale market, inventories of new homes in many regions remain low, keeping home-builders busy. Representing over a third of all construction output, the activity in the residential construction segment has a significant bearing on the overall performance of the construction industry.
- Amid sky-high inflation, the need for productivity-boosting private investment is more pressing than ever. Canada has a history of weak investment and productivity growth, particularly in comparison to the United States. While balance sheets among Canadian companies are in decent shape, concerns about labour availability, persistent supply chain disruptions and rising interest rates are likely to dampen the appetite for investment. As Canada transitions towards a "post-pandemic world," it must invest in safeguarding and developing its competitive advantage across a range of industries, including natural resources, manufacturing and agriculture.
- The loonie averaged US \$0.79 during the period, compared to US \$0.755 in 2019.

Outbound Travel Market

The first two months of 2022 saw 1.7 million Canadians return home from an overnight trip to the U.S. and other destinations. This was four and a half times the volume recorded in 2021, but less than one-third of pre-pandemic activity. When compared to February 2019, overseas activity amounted to 31 per cent of pre-pandemic volume while transborder activity was at 34 per cent. This was the first time since May 2021 that the U.S. share was higher than the OVS share. Canadians took 3.67 million trips to the U.S. and other destinations throughout the first four months of the winter travel season (Nov-Feb), versus just 724 thousand last winter and 10.4 million in 2019-20.

Almost 867 thousand Canadians returned from an overnight transborder trip during the first two months of 2022, six times the volume recorded last year. Although auto travel in February reached 31 percent of pre-pandemic volume, air activity performed better reaching 36 percent of pre-pandemic volume. Auto traffic accounted for 40 percent of trips in January-February, a smaller share than in 2019 (43%).

Competitive Environment

The first two months of 2022 saw 534 thousand Canadian arrivals in the Caribbean, Mexico, and Central America, more than 10 times the activity recorded last year but over a million fewer visitors than in 2019. Benefitting from seasonality, activity in the region so far this year reflects one-third of pre-pandemic volume. November-February saw 1.13 million arrivals, compared to almost 2.8 million in 2018-19 (-59%), and just 168 thousand last winter (+573%).

The first two months of 2022 saw 50 thousand Canadian arrivals in the region, most of which were in the South Pacific and India. The volume of arrivals in the region is now 3.5 times the activity recorded one year ago but is just 7.7 per cent of the volume recorded during the same period in 2019. The region recorded 104 thousand arrivals during the first four months of the winter season; almost four times the activity seen last winter but just 8 per cent of the volume recorded in 2018-19.

Destinations in Europe and the UK saw 161 thousand Canadian arrivals during the first two months of 2022, more than six times the activity reported in 2021, but a 65 per cent drop compared to 2019. Although a handful of countries have surpassed the halfway mark of pre-pandemic volume, Canadian-resident arrivals in the region so far this year reflect 35 per cent of the activity recorded in 2019. The first four months of the winter travel season saw 387 thousand arrivals, compared to just 52 thousand last winter and 1.04 million during the same period in 2018-19 (-63%).

Consumer Trends

The Index of Consumer Confidence increased by 4.5 points in April to reach 99.8. A solid economic recovery from the Omicron variant and the quick rebound in the labor market have boosted economic activity and increased consumer confidence. Although consumers are experiencing higher prices, they are increasingly more confident about the economy. However, affordability and future finances remain a key concern. Only 17.3 per cent of survey respondents believe now is a good time to make a big purchase—a large contrast with the average sentiment of 31 per cent in 2019.

Travel Trends

March 2022 saw 54 thousand Canadian arrivals—70% of the total recorded in March 2019 and the biggest monthly volume in two years. Compared to 2019, direct arrivals were down 17% in March while indirect arrivals were down 72%. The first quarter saw 98 thousand direct arrivals (-44%) and 9 thousand indirect arrivals (-77%).

Airlift

- Scheduled capacity in the first quarter was fourteen times the level available a year ago.
- Carriers offered 191 thousand seats during the period—20 thousand fewer seats than in 2019 (-9%).
- Compared to 2019, Air Canada offered 4 thousand more seats (6%) while WestJet offered 24 thousand fewer seats (-19%).
- Overall, carriers are currently reporting almost half a million seats throughout 2022, the same level as in 2019 (0.5%).

Following the suspension of almost all air service last winter, Air Canada and WestJet are currently reporting 360 thousand direct seats throughout the 2021-22 travel season. Although direct capacity is comparable to winter 2018-19, with demand impacted by the omicron variant, winter arrivals are projected to reach 210 thousand; a little more than half of pre-pandemic activity

MARKET ACTIVITY UPDATE

Consumer Direct

- HTCAN continues its organic posting through its Canada dedicated channels on Instagram, Facebook and Twitter.
- HTCAN continued the digital campaign that constituted by paid social, online video/ATV/native was launched in March with Mālama Hawai'i content to encourage people to get involved in voluntourism activities when visiting Hawai'i.
- During April, HTCAN designed the visuals for the Today's Bride campaign and putting together talking points for the article that will feature in the campaign.

Travel Trade

Baxter Media's Responsible Travel & Tourism webinar

Hawai'i Tourism Authority's, Chief Executive Branding and Cultural Officer, Kalani Ka'anā'anā participated in Baxter Media's Responsible Travel & Tourism webinar on April 7 to promote the Mālama Hawai'i program. "I always say Hawai'i is a mirror," Ka'anā'anā said. "What I mean by that is if you come to Hawai'i with humility, respect and aloha, you'll get that tenfold. If you come with anything other than that, you won't get aloha (in return) ... For us, it's really how do you approach a place? What kind of intent do you have when you travel?" This was part of the monthly campaign currently running with Baxter Media. This month, Hawai'i's article features the Mālama Hawai'i program and Hawai'i Tourism Authority's, Chief Executive Branding and Cultural Officer, Kalani Ka'anā'anā was interviewed by the Travel Courier editor to speak in depth about the efforts HTA, HTCAN and the rest of the GMTs to promote the responsible tourism to the islands.

French-Canadian market webinar focused on Hawai'i with Travel advisors from ClubVoyages

ClubVoyages hosted a special training webinar directed to their travel advisors on April 28th. The webinar was conducted by HTCAN representative in the French-Canadian market Renée Wilson. 48 travel advisors attended the webinar. The recorded session will be available for all the travel advisors in the company. The training provided travel advisors with an introduction to the Hawaiian Islands and the Mālama Hawai'i program. Travel advisors who joined the webinar were encouraged to enroll in Hawai'i's Specialist Program.

Travel Conscious consumerism on the rise

Consumers plan to put their money where their values are in 2022. The economic effects of the pandemic created an increased focus on the importance of preserving community businesses, an urgency to prevent further climate change, and traveling to destinations that offer sustainable options. Canadian consumers plan to align their travel purchases with their values this year. Conscious consumerism is on the rise. Canadians are considering how consumption impacts the planet, local economies, and communities.

Canadian consumers prioritize booking hotels and tours from companies with ethical sourcing strategies in place. They're even willing to pay more for travel options that demonstrate a commitment to upholding environmental, social, and cultural ideals.

Canadians consider wildlife and natural environment conservancy very important. They also want to learn more about Indigenous people and respect their culture. They do recognize the economic impact of tourism on regional economies and communities, and they want to contribute. Health and safety advancements are essential.

Travel advisors are essential

Since travel requires more planning than it did before, more people are turning to travel advisors to help plan a getaway. Canadians feel the need to consult an expert to learn more about the destination they want to visit and to make sure everything runs smoothly. Having a travel advisor to plan a vacation has become crucial.

Travel agents are being flooded with requests from Canadians eager to book vacations now that the federal government has dropped pre-arrival PCR tests for fully vaccinated travelers. Canadians want and need to travel for business, leisure, and family-related reasons. Travel agents will play a vital role in this recovery by offering a valuable service to Canadian travelers with their knowledge and professionalism in this ever-changing travel environment. Travel Agents enhance the competitiveness of travel distribution in Canada.

Canadians willing to pay more for travel

Canadians are saving more than they were prior to the pandemic but they're spending less on non-essential items. They have become more optimistic about the economy over the last six months. There's a tremendous desire to travel internationally, Canadians have money sitting in bank accounts and pent-up demand is strong.

According to Canada's Consumer Price Index report, Canadians pay more for dining out, hotel rooms, and flights. In March, prices for services rose 4.3% on a year-over-year basis, up from a 3.8% increase in February, as public health measures across Canada continued to ease. Higher prices for high-contact services contributed to the increase.

Prices for traveler accommodation rose 24.4% in March compared with the same month a year earlier amid higher demand for travel, especially during the March break. Month over month, traveler accommodation prices increased 3.7%, the fastest March increase on record, as Canadians attended in-person sporting events, concerts, and conventions in major cities. Air transportation prices rose 8.3% month over month in March. Strong demand for domestic travel and trips to the United States during the March break contributed to higher prices this month.

Canada is facing sixth wave of COVID

Across the country, COVID-19 cases and hospitalizations are up, which was expected as restrictions loosened and an even more contagious Omicron sub-variant, BA2, was detected. Hospitals are facing a resurgence of patients with COVID-19 that some health officials say will likely continue for another month. Vaccination coverage is high in Canada, with 84.79% of the population vaccinated with at least one dose.

Canada's mask-wearing requirement for plane and train travel isn't changing anytime soon, government officials told media on Tuesday (April 19) after a U.S. federal judge in Florida nixed a Biden administration requirement that travelers wear face coverings while in transit. Speaking to reporters, Transport Minister Omar Alghabra confirmed that Transport Canada's mask regulation is still in force.

Airport traffic continues to increase

As the world begins to open up again, more people are traveling by air. Canada's airports are getting a little busier. Canadian carriers are seeing a rise in spring travel as COVID-19 shows signs of ebbing. Airlines around the world have boosted capacity in recent months as travel demand returns to levels not seen since the COVID-19 pandemic hit.

Air Canada has flown more than 100,000 customers in a single day for the first time since early in the pandemic as passenger loads continue to rebound with customers returning to travel. Air Canada has had 100,701 customers board their planes on April 15, 2022, as travelers steadily return. There is a pent-up demand for travel.

Airfares in Canada are on the rise as increased travel demand pushes airlines to hike fares. The increased demand, combined with higher jet fuel prices in the wake of Russia's invasion of Ukraine, is putting upward pressure on fares.

Passport applications backlogged

Passport renewal, during a global pandemic, can be a frustrating task in Canada, especially as COVID-19 restrictions lift and more Canadians get excited about traveling abroad once again. When the federal government loosened COVID-19 restrictions for international travel, Canadians rushed to the passport office, causing massive backlogs. Months later, those backlogs are still happening,

Hopeful travelers brave long lines as Service Canada sorts through passport backlog. Service Canada is continuing to address a passport renewal backlog that has left would-be travelers in limbo for months and many whose getaway dates are approaching are choosing to brave long lines to apply for new documents in-person.

Despite the hiring of 500 new workers, lineups are still happening at many passport offices around the country. Between April 2021 and March 2022, Service Canada processed nearly 1.3 million passports. In the previous year, it had processed 360,000.

Public Relations

Proactive and reactive pitching with prior approvals from the HTA. Pitching themes include 2022 happenings, family, culinary and strong emphasis on voluntourism & Mālama Hawai'i program. In regular conversation with media to ensure they are updated on all regulations and safety protocols.

Drafted responses for Baxter media interview with Kalani. Have received feedback from HTA and shared final responses with Baxter. Interview to appear on May 16th Baxter issue.

In discussion with the following journalists for potential visits to Hawaii this year:

- Natalie Preddie (on air travel expert and blogger) – interested in family and voluntourism angles. Looking at July/August dates.
- Chloe Berge (freelance – Canadian Traveller) – had to cancel 2020 trip. Interested in voluntourism/sustainability angle. Possible Fall 2022 trip.
- Isabelle Audet (Editor, La Presse) – initially interested in travelling early 2022, however had to pause due to omicron surge.
- Maryam Siddiqi (freelance, former Globe & Mail travel editor)
- Katie Nanton (freelance, writes for MONTECRISTO Magazine, NUVO)

Articles from Jim Byer's February trip to Maui featured in Vancouver Sun and syndicated in 4 additional Post Media publications. Coverage shared with HTA and Island Chapter.

HTCAN reached out to influencer and TV show judge, Mijune Pak, who is currently in Hawai'i and looking for local contacts and recommendations.

HTCAN signed up as a TMAC member and registered to attend conference in June 2022. This is a wonderful opportunity to network with top tier journalists from across Canada. Appointment scheduling to open in May.

HTCAN is looking at tentative dates in Fall 2022 for group media fam. Will follow the theme of "Culinary & Culture". 4 media participants plus 1 HTCAN escort.

Aloha Canada dates tentatively set for week of October 17th. Three city joint trade and media mission. Cities: Toronto, Vancouver (Certain) and either Calgary OR Montreal.

REGENERATIVE TOURISM/DMAP INITIATIVES UPDATE

DMAP Action Items Supported

The HTCAN team continues to promote the Mālama Hawai'i program and responsible and regenerative tourism.

Festivals & Events Promoted

One of the issues of the Baxter/Travel Courier campaign will be entirely focused on Hawai'i festivals and events highlighting the most important ones. As well, the PR team is working with proactive reach to journalists who want to attend and cover these events.

Voluntourism Programs Promoted

The Mālama Hawai'i program has been promoted in every platform and campaign in the Canadian market.

ISLAND CHAPTERS ENGAGEMENT UPDATE

HTCAN held a call with the ICs to lock down the dates for Aloha Canada and ask for their opinion regarding the planning of the medial and trade fam trips.

"COMING ATTRACTIONS"

What	When	Where
Continuous Organic Posting	Jan-Dec	Canada-wide
Webinar with CAA Québec	May	Quebec
Cooperative campaigns	Spring and Fall	Canada-wide
Baxter travel trade media campaign	March to December	Canada-wide

Hawai'i Tourism Oceania 2022 Monthly Market Activity Report – Month

MARKET INTELLIGENCE

Economy

At the beginning of April, Australian Prime Minister, Scott Morrison called for the federal election for May 21. During the next six weeks of the federal election campaign, both Liberal and Labor parties will announce national policies on health, social and wages.

Both Australia and New Zealand are seeing a sharp rise in the cost of living, with recent inflation rate announcements reflecting the highest levels for several decades. New Zealand has reached 6.9% inflation and Australia 5.1%

We saw fewer activities in Travel industry in April due to the Easter holidays and school holidays which traditionally are quiet periods in the calendar year.

- Exchange rate AUD 0.72
- NZD 0.65

Outbound Travel Market

- Outbound travel continues to rebound in Australia
- More countries popular with Australians are announcing the loosening of restrictions, which is increasing consumer confidence
- The big announcement this month was that cruise ships will be allowed to return to Australian waters
- New Zealand is also seeing a significant increase in outbound travel demand. Travel agents are reflecting booking numbers at levels not seen since pre-Covid times
- DBEDT stats reflected a strong March for Australian arrivals into Hawai'i. More than three times the arrivals in March. And over 24% visited a Neighbor Island

Competitive Environment

- Both Bali and Thailand are seeing a large volume of bookings as both nations have dropped restrictions and testing requirements and both offer low cost, medium-haul vacation options
- Fiji is continuing a strong market presence, with a large investment in the market and the benefit of being the first South Pacific destination to open to travelers
- Vanuatu and Solomon Islands have both announced that they will reopen to travelers in the coming months
- Australia remains the number one inbound market for the UK
- Brand USA have had their funding restored and will commence marketing of all USA destinations from May
- Results from the recent Flight Centre USA campaign showed that Hawai'i remains the most popular US destination for Australian travelers, with Hawaiian hotels taking 6 of the top 10 most booked hotels throughout the campaign

Consumer Trends

- Sustainable travel continues to be a trend and is becoming increasingly important to consumers
- Food and culinary tourism is extremely important to Oceania consumers and we are looking to promote this more

Travel Trends

- Our partners are reporting a change in booking lead times. Around 50% of consumers are booking very close to their departure date (within 4 weeks), while the other half are booking way in advance (6 months +). This indicates there is still uncertainty around booking and travelling.

Airlift

- No change in airlift for Australia
- New Zealand flights still due to restart on 4 July (Hawaiian Airlines 4th and Air NZ 5th)
- Hawaiian Airlines, Qantas and Jetstar had competitive airfare sale to Hawai'i at the end of April with the most competitive airfare from Jetstar from \$333 one-way SYD/MEL to HNL.

MARKET ACTIVITY UPDATE

Consumer Direct

- MyHawaii – Our MyHawaii campaign is still live
 - Bookings to 27 April - 256+. Average length of stay – 8.3 days. Average guests per booking 2.4. 614 total passengers. Plus, an extra 100 bookings from soft launch late March.
 - The level of enquiry and interest (up 25% compared to 2019) in Hawai'i is very encouraging. Website visits up 13%, compared to 2019.
 - Conversion is a little slower as we are finding that there is a lot of enquiry during peak seasons. We have planned to launch a survey to customers who enquired to find out why they didn't book and to provide an incentive to encourage them to book.
 - Most enquiries come from NSW – 50%, VIC – 25% and QLD – 15%
 - Engagement in our press ads are also very encouraging with over 100 people clicking on the QR code in the Sunday Telegraph
 - Above open rates on EDMs and click through rates are consistent with industry average
- Trip Advisor – Our Trip Advisor brand campaign began 1 April.
 - This is a brand awareness campaign and we have focused on our three audience segments – family, couple and mindful travelers. We are awaiting the first month's results for this.
- Our monthly consumer newsletter was sent out to 54,094 consumers on April 22. It had an open rate of 8.6%, with a click rate of 0.7% and a click through rate of 8.5%.
- We continue to upload blogs to the website, which are promoted through our social channels and consumer eDMs.
- Facebook top performing posts
 - 'Win 5-nights at the Hilton Hawaiian Village,' with 957 total engagements, 28 reactions, 40 comments, 2 shares, 19 post link clicks and 868 other post clicks.
 - 'Lāna'i Cat Sanctuary,' with 305 total engagements, 56 reactions, 21 comments, 5 shares, 5 post link clicks and 218 other post clicks.

- 'Lē'ahi Diamond Head needs online booking reservation,' with 281 total engagements, 72 reactions, 22 comments, 6 shares, 14 post link clicks and 167 other post clicks.
- Instagram top performing posts
 - 'Lē'ahi Diamond Head needs online booking reservation,' with 221 total engagements, 213 likes, 2 comments and 6 saves.
 - 'Mālama experience at Kualoa Ranch,' with 189 engagements, 184 likes, 2 comments and 3 saves.
 - 'Visit the island of Hawai'i,' with 142 total engagements, 139 likes, 1 comment and 2 saves.

Travel Trade

Travel Trade Calls Table

Airline	Wholesaler/TA/TO/OTA	Other	Total
3	5	7	15

Summary of travel trade calls by category

- Hawaiian Airlines
- Qantas Airways
- Air New Zealand
- Qantas Hotels
- Helloworld
- Flight Centre
- Travel Junction
- Hunter Travel Group
- Outrigger Hotels & Resorts
- Hilton Hawaiian Village
- Prince Waikiki
- Highgate Hawaii
- Embassy Suites Waikiki Beach
- Turtle Bay Resort
- The Waikiki Collection

Public Relations

Highlights from April

During April, Hawai'i Tourism Oceania worked with media across print, digital and broadcast platforms.

International Traveller promoted the Hawai'i Mālama guide we worked on together via their EDM - A guide to the NEW Hawaii and its best islands + 7 quintessential dishes to try.

HTO is working with Travel Weekly and KarryOn for a monthly Aloha Friday feature in 2022. Both outlets published the articles throughout April.

Hawai'i Tourism Oceania continued the conversation with Hawaiian Airlines and the producer of Getaway, Channel Nine's popular travel show for a broadcast trip in June to O'ahu. We shared our filming suggestions, offered some advice regarding media visas and reached out to partners in Hawaii. We are in the process of finalising accommodation, permits and activities.

We are working with Luxury Escapes TV who will be travelling to Hawaii at the end of the month to film on O'ahu. We met with them this month to discuss the planned itinerary.

HTO is also working with Māori TV regarding a series of stories showcasing indigenous tourism practitioners in Hawai'i

We started the conversation with 'We are Explorers' who we will be working with later in the year. We are also working with Cruise and Travel Magazine for a 2-page Hawaii feature for the June issue.

We have seen the first pieces of coverage come through from the media famil with more to come over the next couple of months.

During April, Hawai'i Tourism Oceania assisted the following media:

- Kristie Kellahan
- Jennifer Ennion
- Carrie Hutchinson
- Ute Junker
- Helen Hayes

During April, Hawai'i Tourism Oceania had the following meetings:

- Bernadette Chua, Big Splash Media
- Peter Lynch, Big Splash Media
- Jodie Collins, Luxury Escapes
- Rebecca Johns, Channel Nine (Getaway)
- Naomi Rechter, Channel Nine (Getaway)
- Heather Jeffrey, Hawaiian Airlines
- Barry Stone, Freelance journalist
- Matt Lennon, Executive Traveller
- David Flynn, Executive Traveller
- Henry Brydon, We are Explorers

Overall coverage for April – see KPI Excel sheet

REGENERATIVE TOURISM/DMAP INITIATIVES UPDATE

DMAP Action Items Supported

- Shared Ma'ema'e Toolkit with a range of journalists
- Shared Ma'ema'e Toolkit with a range of external partners for campaigns – MyHawai'i, Expedia, Trip Advisor

- Media FAM trip
 - Shared information about:
 - The Pono Pledge
 - Mālama Hawai'i
 - Hawai'i's deep-rooted culture
 - 'Alohilani Malama activity at Gunstock Ranch
- MiNDFOOD Magazine
 - Gunstock Ranch Mālama tour
 - Mālama Hawai'i
 - Lu'au
 - Hawaiian Regional Cuisine
 - Polynesian Cultural Centre
- Travel Daily
 - Gunstock Ranch
 - Local Hawaiian cuisine at Highway Inn
 - Kualoa Ranch
 - Kīpū Ranch

Initiatives to Promote Hawai'i Made Products

- Trip Advisor
 - Hāmākua Harvest Farmers Market
- Blogs
 - O'ahu - Tantalise your Tastebuds with the Unexpected – promotes local food and produce
 - Five ways to Holiday on Hawai'i Island – promotes visiting local farms, local cuisine and dining, farmers markets, local cultural gifts
- Facebook
 - Made in Kaua'i
- Instagram
 - Made in Kaua'i

Festivals & Events Promoted

- Media newsletter
 - Honolulu's official Lei Day Celebration event
 - Kaua'i Songwriters Music Festival
 - Kaua'i Community Clean Up Event
 - Hawai'i Triennial 2022 (HT22)
 - Papa Hula at The Shops at Wailea
 - Hawaiian Airlines May Day 2022 presented by the Hawaiian Islands
 - 2022 Virtual Ka'u Coffee Festival
- Consumer newsletter

- Month of Lei, Lei Day
 - Volunteer Week Hawaii 2022 - Kaua'i
 - Earth Day: Ocean Friendly Art Exhibit – O'ahu
 - Hawai'i Triennial 2022 (HT22) - O'ahu
 - Wahine Comedy Festival – Maui
 - Maui Marathon and Half Marathon – Maui
 - 2022 Virtual Ka'u Coffee Festival – island of Hawai'i
- Trade newsletter
 - The Royal Hawaiian Band free concerts at Iolani Palace
 - Volunteer Week Hawaii 2022 - Kaua'i
 - Earth Day: Ocean Friendly Art Exhibit – O'ahu
 - Hawai'i Triennial 2022 (HT22) - O'ahu
 - Wahine Comedy Festival – Maui
 - Maui Marathon and Half Marathon – Maui
 - 2022 Virtual Ka'u Coffee Festival – island of Hawai'i
- Facebook
 - Month of Lei, Lei Day

Voluntourism Programs Promoted

- Trip Advisor campaign
 - Pacific Whale Foundation
 - Battleship Missouri Memorial
 - Kualoa Ranch
 - Paradise Helicopters
- Media newsletter
 - Paradise Helicopters
 - Mauna Lani, Auberge Resorts Collection
- Media FAM trip
 - Kualoa Ranch Malama activity
 - Paradise Helicopter Malama activity
- MiNDFOOD Magazine
 - Gunstock Ranch Mālama tour
- Consumer newsletter
 - International Traveller's 'It's a Mālama Thing'
- Trade newsletter
 - International Traveller's 'It's a Mālama Thing'
- Facebook
 - Mālama experience at Kualoa Ranch

- Volunteer with Papahana Kualoa
- Instagram
 - Mālama experience at Kualoa Ranch

ISLAND CHAPTERS ENGAGEMENT UPDATE

- Reached out to the Island Chapters in preparation for the Month of Lei initiative which includes a travel agent education seminar involving presentations from each of the IC’s

“COMING ATTRACTIONS”

Coming Attractions Table

What	When	Where
Expedia Campaign	May	Online
Month of Lei trade initiative	May	Online
Month of Lei social takeover	May	Online
The Travel Junction Co-op	August	Online
Luxury Escapes TV filming	June	
Getaway filming	June	
LATTE – destination of the month	June	
IPW	June	Orlando

Hawai'i Tourism Korea

2022 Monthly Market Activity Report – April

MARKET INTELLIGENCE

Economy

- South Korea's exports grew 12.6% from a year earlier to \$57.69 billion. April marked the 18th consecutive month the country's exports had logged a year-on-year expansion. Exports also posted double-digit growth for the 14th month in a row last month.
- The Composite Consumer Sentiment Index (CCSI) in South Korea edged up by 0.6 points to 103.8 in April. It was the highest reading since January, amid the relaxation of most pandemic restrictions.
- In April, the South Korean exchange rate was 1,235.31(KRW/USD) which was depreciated slightly from the previous month's 1,221.74 (KRW/USD).

Outbound Travel Market

- The number of outbound travelers from Korea in March was 145,503, a 96.6% year-on-year increase.
- On April 14, the South Korean government lifted its special travel advisory issued in March 2020 when the pandemic started. Twenty-two countries, including Singapore, Canada, Australia, and the Netherlands, and two regions, Guam and Saipan, were downgraded to the Level 1 travel warning. Except for Guam and Saipan, 129 countries, including the US, the UK, Germany, and France, have been downgraded to Level 2. The first level travel warning requires travel caution and the second requires travel restraint. The travel industry welcomed the decision to lift the special travel advisory, as it was a deterrent factor for travel abroad.
- When entering South Korea from abroad, people need to take a COVID-19 test once before entry and twice after entry. From June, the number of tests will be reduced from three to two – once before and once after entry.

Competitive Environment

- New Zealand re-opened its borders to vaccinated travelers starting from May 1. Access will be allowed to tourists from visa-waiver countries including South Korea.
- The Canadian government has simplified the entry process for vaccinated travelers starting April 1. They only need to show proof of vaccination, with no need to take a PCR test to bypass mandatory quarantine.

Consumer Trends

- According to a Booking.com survey, travel trends for South Korean people include:
 - 74% value sustainable travel, and 46% said that recent news about climate change has influenced their attitudes to pursuing more sustainable travel.
 - 37% had traveled to avoid the peak season, and 34% said they had traveled to less popular areas to avoid crowds in the past 12 months.
 - 58% wanted to leave the destination they visited in a better condition than when they arrived, and 57% said they wanted to experience local culture.

- 25% had actively studied the cultural values and traditions of the destination before visiting, and 24% were willing to pay more for travel activities to give back to the community.
- Walking tours trending for Millennials and Gen Z's according to Ministry of Culture, Sports and Tourism and the Korea Tourism Organization's 2021 Walking Tour Survey:
 - The popularity of walking tours among South Koreans is on the rise, with the number of people in their 20s stepping out rising by 1.4% to 34.7% in 2021, compared to 2020. The experience satisfaction rate of those in their 30s also increased by 1.5% to 40% compared to 2020. Last year, the overall national walking experience satisfaction rate was 35.2%, a 2% gain on 2020 and closer to the 2019 figure of 37% before COVID-19.
 - The reasons given for participating in walking tours were "promoting physical health (67.6%)," "communion with nature (52.3%)," and "relieving stress (50.9%)," the latter a stronger focus of the younger generation.
 - Key factors involved in selecting a walking tour destination were "attraction of natural scenery (91.5%)," "diversity of attractions (88.8%)," "course management status (88.3%)" and "road safety (88.1%)."

Travel Trends

- The previously stagnant South Korean tourism industry started to rapidly reenergize when the government announced plans to normalize international flights and ease regulations, such as exemptions from quarantine for overseas travelers. In addition, as social distancing was completely lifted from April 18, group travel reservations gradually increased. Overseas local tour products also recorded sales growth of over 781%.
 - From March 11 to 20, the number of reservations for overseas travel products through Hana Tour reached 3,200, a 93.7% increase from the previous 10 days. During the same period, the number of overseas ticket reservations reached 7,300, more than double the number of product bookings.
 - Demand increased further in April. According to Very Good Tour, the number of reservations from April 1 to 17 reached 15,456, an increase of 12,784 from the same period a year ago. European tour reservations were made by 7,553 people, a healthy gain compared to the same period a year ago.
 - According to Yellow Balloon Tour, ticket sales had jumped about 250% from the previous month.
- The most popular destinations in May are the USA and Europe according to Booking.com for Korean travelers' reservations for May 2022:
 - The top 10 long-distance routes are to the United States, Spain, France, Italy, Switzerland, Turkey, Germany, the United Kingdom, Guam, and Vietnam. South Koreans can enter these countries without quarantine if they have been vaccinated.
 - Eight of these countries are more than 10 hours away by flight time. This is different from 2019, when ticket reservations were active mainly in countries located around China, Japan, Vietnam, the Philippines, and Thailand.
 - Trip.com believes bookings to these destinations have increased because the US and European countries maintain relatively flexible regulations, while China and Southeast Asian countries quickly closed borders and have undergone long-term closures.
- Experts say the recovery in overseas travel does not mean a return to pre-COVID levels. Behaviors and values have changed, and the extended pandemic has permeated travel and leisure cultures.

- Digital transformation (DT) in the pandemic affected travel and leisure industry has also changed overseas tourism. DT means that reservations are all automated. During the pandemic, both sellers and users have relied on the efficiency of DT to enable transactions via smartphones.
- New leisure activities such as golf and camping have become emerging trends from the pandemic. The number of people visiting golf courses and camping sites has increased, starting with people aged in their 20s and 30s. They have turned to the outdoors where they can enjoy leisure while maintaining social distancing.
- The boundaries between daily life and travel collapsed as a result of Covid-19. As overseas travel became difficult, people started to use their laptops in daily life to enjoy Hokance (a portmanteau of hotel + vacancy = staycation) and workations (working + vacation). The trend for remote, offsite working has become commonplace, and major global companies have declared they will continue to support it even after the pandemic.

Airlift

- Korean Air is operating 3 times a week and increasing to 5 weekly flights in May.
- Hawaiian Airlines is running 4 weekly flights and planning 5 weekly during June-July.
- Asiana Airlines returned to service with 3 weekly flights from April 3.

MARKET ACTIVITY UPDATE

Consumer Direct

- Social Posts: HTK uploaded three social contents under the themes of Hawai'i Festivals and Made in Hawai'i:
 - SPAM JAM
 - Lei Haku Class at Hui No'eau Visual Art Center
 - Kahuku Shrimp Truck
- Kuelana Social Media Ad Campaign: Starting April, the digital ad campaign is on-going to promote responsible travel on YouTube, Instagram and Facebook. HTK ran these digital advertisements to maximize exposure of the 5 Hawai'i Travel Tips videos (culture, ocean safety, ocean animals, ocean conservations and land safety). In May, the 'It's Our Home' video will be included in the campaign.
- "Dive Into the Real Hawai'i, Travel with Kuleana" Consumer Event: HTK's participation in the "City Forestival" offline wellness event has been confirmed. Targeting mindful MZ consumers, HTK will run a Mālama Hawai'i branded booth from which it will introduce and educate potential visitors on Travel Tips and the destination.
 - HTA's official videos on Hawai'i Travel Tips and Mālama Hawai'i will be played at the booth.
 - HTK will run a quiz event based on Mālama Hawai'i, Hawai'i Travel Tips, Made in Hawai'i, and local festivals, etc. to introduce newer aspects of the Hawaiian Islands.
 - HTK will distribute 500 Reef-Safe sunscreens from 'Little Hands Hawai'i' as event prizes.
- B2C Newsletter: HTK distributed a bi-monthly B2C newsletter in April. It covered airlift updates, new entry protocols, Hawai'i's Community Enrichment Program, Hawai'i travel partner news, LPGA Lotte Championship, and the Mālama Hawai'i Campaign. Also featured were the experiences of influencers Kyungsik & Bora's Mālama at Gunstock Ranch and LPGA golfers' participation at Kualoa Ranch.

Travel Trade

- Trade CEO FAM: in time for Asiana Airlines’ return to Hawai’i from April, HTK and the carrier held a FAM tour for trade partner CEOs to stimulate travel demand for the destination. The visit in April 13-17 aimed to position Hawai’i as top of mind for leading South Korean travel agents.
 - Period: April 13-17 (O’ahu 4 nights)
 - Participants: Hana Tour, Mode Tour, Very Good Tour, Yellow Balloon Tour, Lotte JTB, Web Tour, Naeil Tour, and Asiana Airlines

- Hawai’i Industry Partners Group Meeting: HTA and HTK held the first group meeting for the year with industry partners to provide an update on the South Korea market. HTK shared a market overview, Q1 activities, Q2 plans, and partnership opportunities.
 - Date: April 20, 1:00 PM
 - Venue: Hawai’i Convention Center + Zoom

- Regenerative Tour Product Development and Home-Shopping Promotions: HTK supported Mode Tour to develop a regenerative tour product and feature Mālama Hawai’i video assets in home-shopping programs. Mode Tour included hotels with sustainable initiatives in tour products and highlighted details to help customers make a sustainable choice. The agent added Kualoa Ranch’s Mālama experience in its product options.
 - Mode Tour’s promotion generated over 1,500 calls in one hour and about 190 have been converted to actual reservations, with more are to be expected. Among the bookings, 56 of them elected the Mālama experience option.

- Kuleana Campaign: As part of the pre-travel communication, HKT is working with its trade partners, such as airlines and travel agents, to find a suitable way to share Hawai’i travel tips to people booking travel to Hawai’i.

Travel Trade Calls

Airline	Wholesaler/TA/TO/OTA	Other	Total
3	9	2	14

- Met OZ and discussed April Fam and Busan Roadshow.
- Met KE and discussed co-op ideas for Kuleana campaign.
- Met HA and greeted new contact person, discussed co-op ideas.
- Met Mode Tour, SSG, Yellow Balloon Tour, Kyowon KRT, Interpark, Hanjin, Online, Doctor, and Lotte Tour to discuss sustainable tour product development, home-shopping and promotions.
- Met Hana Card to discuss Hawai’i promotions on its homepage.
- Met AGL (Tiger GDS), a golf booking platform, to discuss future co-ops.

Public Relations

- PR/Social Media Program for LPGA: HTK studied media clippings to assess the value of a huge amount of organic media coverage during this year’s Lotte Championship. Over 2,000 media articles and broadcast items were generated, equivalent to over \$3 million in exposure value. The news was covered by major broadcasting stations JTBC, YTN, SBS, and MBC, as well as newspapers Chosun Ilbo, Donga, JoongAng, Hankyoreh, Maeil Economic Daily, Sports Chosun, Sports Donga, Herald Economic Daily, and Golf Times. JTBC Golf, the TV channel that televised the Lotte Championship, reported the news in depth. HTK issued a press release and included the story in the bi-monthly B2C e-newsletter and to promote HTA’s partnership with LPGA. Also, the LPGA video clip of golfers experiencing Mālama activity at Kualoa Ranch was published on HTK’s official social media channels. Lastly, HTK is developing a consumer giveaway quiz event on HTK’s

IG channel in early May to celebrate HTA's partnership with Lotte Championship in Hawai'i. HTK logo items will be sent to winners.

- **Group Influencer Fam:** The "Hawai'i is Back!" group influencer Fam was held from April 8 to 13 in partnership with Asiana Airlines to celebrate resumption of its ICN-HNL flight on April 3. Five influencers took part in the Fam along with one Asiana Airlines staffer. The influencers shared their experiences through social media channels (Instagram & Naver Blog) and covered Kualoa Ranch's Aloha 'Āina activities, introducing HTA's Mālama Hawai'i campaign to Korean consumers. Kona bean farms (Kona Joe's) and a Kona brewery (Kona Pub and Brewery) were also featured as must-visit places to showcase 'Made in Hawai'i.' The itinerary also included an 'Iolani Palace and Lū'au dinner hosted by Hilton Hawaiian Village to also promote historical and cultural aspects. So far, more than 50 Instagram posts, 80 stories and eight blog posts have been generated. HTK will prepare and share a result report with HTA and participating partners during May.
- **Local Content Creation Program:** HTK has developed and published the 'Hawai'i Inside' program's first two videos on its official YouTube channel. The video series started off by introducing Hawai'i Travel Tips to encourage visitors to visit the destination in respectful ways. The Kuleana campaign was featured throughout the video, highlighting reef-safe sunscreen usage, parking tips, and ocean etiquette to keep a safe distance from sea animals.
- **Celebrity Magazine Photoshoot:** HTK has provided support for Marie Claire magazine to invite Korean A-list female idol, Yuri from Girls' Generation, to do a photoshoot of the DYVETICA luxury fashion brand in Maui in late April, sponsored by Montage Kapula Bay. The photo series will feature the story of a golf trip to Maui. In May, another magazine photoshoot is planned to feature Mālama Hawai'i in partnership with Kualoa Ranch and Alohilani. Intended outcomes include:
 - Yuri (6.9m followers): 2 Instagram postings and 2 stories generating 700K+ engagements
 - Marie Claire's official IG: 1 Instagram posting to be published in May
 - Marie Claire's official website: 1 online article to be published in May
- **Group Media Fam:** HTK is planning a sustainable wellness-themed group media Fam to Hawai'i in late June or early July. With international travel demand heating up, HTK will promote Hawai'i as a must go-to destination to relieve pandemic stress and pursue wellness and sustainability. The Fam will visit O'ahu and Maui in collaboration with Hawaiian Airlines which is undertaking the Pono Travel Campaign.
- **Individual Press Trip:** HTK is planning an individual press trip for a sustainable travel magazine, Pitch by Pitch, in June to develop in-depth content on Mālama Hawai'i. It will explore various activities and locations that highlight Hawai'i's nature, culture, and history. The coverage will introduce a sustainable way to visit the destination and be featured in a Hawai'i special edition to be published in Q3. The tentative itinerary includes activities with Surfrider Foundation Kaua'i Chapter, Travel2Change, Kualoa Ranch, Gunstock Ranch, and 'Farm to Table' restaurants such as Tommy Bahama's and Ko Hāna Distillers. The published outcomes from the trip will also be used in future marketing programs such as educational webinars and advertorials.

REGENERATIVE TOURISM/DMAP INITIATIVES UPDATE

DMAP Action Items Supported

- HTK encouraged travel agencies to expose Mālama Hawai'i videos during home-shopping broadcast.

- HTK’s official YouTube channel:
 - 5 Hawai’i Travel Tips videos were uploaded
 - Hawai’i travel tips are featured in the first episode of HTK’s short-form video project, ‘Hawai’i Inside Video,’ which started this year.

Initiatives to Promote Hawai’i Made Products

- HTK introduced Hawai’i-made Lei Haku, Hawai’i’s shrimp dish in Kahuku, on its official social media channels (Instagram & Facebook).
- HTK introduced Kaka’ako Farmer’s Market in its bi-monthly e-newsletter (April issue)

Festivals & Events Promoted

- HTK highlighted LPGA Lotte Championship through various media including newsletters, Instagram, Facebook, and YouTube.

Voluntourism Programs Promoted

- HTK helped Mode Tour launch a product that included Mālama experience in Kualoa Ranch.
- HTK’s bi-monthly e-newsletter introduced Kualoa Ranch, including Mālama ‘Āina Tour, Aloha ‘Āina Tour, and LPGA golfers experiencing Mālama activity.
- HTK’s bi-monthly e-newsletter introduced influencer couple Kyungsik & Bora’s tree planting experience at Gunstock Ranch.
- HTK uploaded on social media a video clip link of LPGA golfers experiencing Mālama activity at Kualoa Ranch.
- Influencer Fam coverage: the Mālama activities of five influencer Fam participants at Kualoa Ranch were featured in social media (Instagram & Blog).

ISLAND CHAPTERS ENGAGEMENT UPDATE

- HTK engaged with OVB to develop the Travel Trade FAM itinerary in April.
- HTK developed the Group Influencer Fam in April with OVB and IHVB.
- HTK is preparing an individual media Fam in June in partnership with OVB and KVB. The Pitch by Pitch Magazine will visit the two islands and focus on featuring sustainable traveling. OVB and KVB are currently building draft itineraries based on the editor’s requests.
- ‘Bar & Dining’ media request: the boutique lifestyle monthly magazine aims to feature Hawai’i in its themed coverage of ‘Next Travel’ (Responsible Travel) in the July issue. HTK is seeking help from OVB and MVB to source high-quality images and articles from farm-to-table restaurants, sustainable hotels and resorts.

“COMING ATTRACTIONS”

What	When	Where
Media Fam	May	O’ahu & Maui

Roadshow, travel trade partners visit	May	Busan
Partner education webinar	June	Online
Mālama Hawai'i partner education seminar	July	Seoul
Kuelana Campaign with airline/travel agents	June-Aug	Online/email
Hawai'i Inside Video Creation	Monthly	Online
Celebrity Magazine Photoshoot	May	O'ahu and Maui
"Dive into the real Hawai'i, Travel with Kuleana" consumer event	May	Korea
Group Media Fam	June / July	O'ahu and Maui
Individual Press Trip	June	O'ahu and Kaua'i
Mālama Hawai'i & Kuelana social media Ad Campaign	Q2	Korea
Mālama Hawai'i brand co-op	Q2- Q3	Korea
Made in Hawai'i campaign with KE	July	Online

Hawai'i Tourism China

Monthly Market Activity Report – April 2022

MARKET INTELLIGENCE

Economy

- Currency: April 2022 month-end (ME) rate for Chinese Yuan (CNY) vs. USD was 6.62 vs. 6.34 March 2022 ME rate and April 2021 ME rate of 6.47.
- In Q1 2022, the unemployment rate was 5.5%, 0.1% higher than the same period last year. The surveyed urban unemployment rate in January and February were 5.3% and 5.5% respectively, down 0.1% and flat compared with the same period last year. In March, the pandemic situation worsened in some regions resulting in the surveyed urban unemployment rate rising to 5.8%, 0.3% higher than the previous month.
- GDP: China's 2022 Q1 GDP stood at 27.02 trillion yuan (US\$4.3 trillion), per National Bureau of Statistics (NBS). Q1 2022 was +4.8% vs Q1 2021 (+18.3% vs. Q1 2020).

COVID-19 / Omnicron Updates

- As of April 30, 88.5% of Chinese population had been fully vaccinated, approximately 1.25B people.
- In early May, the Beijing government eased quarantine management measures for those whose port of entry is Beijing. The measure will be a "10-day concentrated quarantine + 7-day home quarantine" vs. the previous policy of a "14-day concentrated quarantine + 7-day home quarantine".
- Hong Kong will open to non-residents in May 2022 as COVID rules ease, a sign the financial hub is taking steps to ease up on the world's strictest pandemic travel rules. Under the new rules, travelers will take a rapid COVID test at the airport, and those who are negative can head to a designated quarantine hotel for seven days.
- Shanghai begins to ease some of its week's long shutdown with about 6.6 million residents' population being able to go outdoors.
- Trips taken during the five-day Labor Day holiday in China fell to 160M, down by a third compared with the same period last year. Tourist spending dropped by 43% compared with last year to 64.7B CNY (US\$9.8B) due to coronavirus curbs, according to data from the Ministry of Culture and Tourism.

Outbound Travel Market

- Scooter Airlines announced that it will officially resume the Nanjing to Singapore route from May 5, 2022, with a Boeing 787-9 Dreamliner operating with four flights a week.
- Cathay Pacific flights from London to Hong Kong will increase from two per month to three times a day in June. Prior to the pandemic, Cathay Pacific flew this route five times a day.
- Cathay Pacific announced that it would resume its scheduled flights from Hong Kong to Mumbai from May 4, 2022, and to Delhi from May 6, 2022. Uniquely, passengers can fly onwards to San

Francisco, Vancouver, Los Angeles and even Sydney. Given HK's unique geographical location, it might be preferable for some passengers to connect via HK to the US.

- Cathay Pacific introduced a "Ready Fly" system to ease the pressure on passengers flying. Passengers can upload their documents before flying, providing an easy and hassle-free experience for travelers.

Competitive Environment

- Hong Kong relaxed pandemic restrictions on April 21, 2022, with Disneyland and museums reopening and nighttime restaurants resuming dining service as the city's worst COVID-19 outbreak appears to be fading. Enthusiastic visitors ran into Disneyland the moment the gates opened after a three-month closure. Theme parks can now operate at 50 percent capacity, and visitors must show proof of vaccination.
- The Tourism Council of Thailand is confident that Chinese tourists will return to Thailand in October and help boost foreign arrivals. Wichit Prakorbkosol, VP of the council and President of CCT Express Co Ltd, said Thai tourism operators, who have inside sources in Chinese government agencies, learned that Beijing would allow its citizens to travel abroad starting October 1, 2022, which is Chinese National Day.
- HK Express introduced its new "HK Express Air + Ferry Pass", enabling passengers to travel from Shenzhen Shekou to HK Express destinations starting with Singapore, Kaohsiung and Tokyo. The Air + Ferry Pass holders can check their baggage through to their final destinations with HK Express.
- Beijing plans to turn Hainan into the world's largest free-trade port by 2035, using lower taxes to attract investors, businesses and individuals, and looser visa requirements to lure foreign tourists and talent. It also plans to have an independent customs regime in place by 2025. Hainan is well placed to strengthen ties with the Association of Southeast Nations (ASEAN), which overtook the EU to become China's biggest trade partner in 2020.
- The Singapore government will set aside nearly S\$500 million to support the recovery of tourism in the coming years to attract foreign visitors and help offset the operating costs of practitioners.
- Abu Dhabi held a promotion conference in China to promote the development of tourism business. The "Happy Not Late" promotion showcased the wonderful tourism programs that Abu Dhabi has to offer to Chinese tourists.
- Thailand and Singapore has removed all remaining travel restrictions for vaccinated travelers in the last week of April 2022.
- Global schedules airline capacity reached 88.5M seats in the week to Monday, April 25, 2022, an increase of 2.5M seats (up 3%) from the previous week. Growth in China accounted for half of the 2.5M seats added. The number of seats on offer in China is expected to continuously increase and reach the pre-outbreak level of 17M per week around mid-June, according to travel data firm OAG's analysis report.

Consumer and Travel Trends

- The latest air ticketing data from Forward Keys shows that the travel recovery from Tier-2 cities have been outperforming Tier-1 since 2021 (Chengdu - 82% recovery, Xi'an - 75% recovery, Chongqing – 88% recovery and Hangzhou – 79% recovery).
- Dragon Trail, in a recent survey, asked survey respondents to rank the safety of 15 outbound destinations. Except for Hong Kong, travelers' perceptions of outbound destinations as being destinations either as "safe" or "unsure".
- Mafengwo, a Chinese travel UGC platform that enables users to share travel experiences with each other, recently released the "2022 Camping Quality Research" report. According to the report, 74 percent of camping fans come from Tier-1 and Tier-2 cities, with Beijing, Chengdu, Shanghai, and Guangzhou on top. Young tourists born in the 1990s and 2000s and family tourists born in the 1980s are the two main pillars of camping, accounting for 87 percent of the total.
- The "Winter Olympics Effect" has greatly promoted the high-quality development of the sports tourism industry in China. Sports have become a reason for more and more young people to travel. The traditional ways of travel, such as skiing, hiking, and cycling, are all within the scope of sports tourism. The post-1990 generation accounts for 55.6 percent of sports trips, followed by those born in the 1980s at 34.8 percent, the report said. In addition, taking children to experience sports has become one of the most popular parent-child travel items.

MARKET ACTIVITY UPDATE:

Consumer Direct

- During 1H and early part of 2H of 2022, HTC is continuing to build content into the WeChat B2C mini-program; information from gohawaii.com and meethawaii.com will be translated and customized for Chinese consumption; the beta launch for the mini-program is scheduled for April; the final stages are expected to be completed, marketed, and promoted by end of 3Q 2022.
- In April, HTC posted the following across its social media platforms via Weibo, WeChat Official Account, WeChat Video Channel, Douyin, Little Red Book:
 - Article about Mālama Ku'u Home, focusing on farm life in Hawai'i, introducing Hanalei Farmers Market, Kapa'a Farmers Market, Kona Historical and Cultural Farm, Kona Coffee Cultural Festival and Beer Lab HI Brewing Workshop.
 - Published a video "Hawai'i Travel Tips - Land Safety". The article introduces ecological hiking in Hawai'i. Recommended scenic spots include Diamond Head, Volcanoes National Park, 'Akaka Falls State Park, McBryde & Allerton Gardens and Haleakalā National Park. Advocate sustainable travel, respect the land and cherish the trip and every inch of land.
 - Article "2022 LPGA Tour Returning to Hawai'i", promoting the Lotte Championship with brief highlights about the tournament and winner, Hyo Joo Kim, as well as course designs and uniqueness of Hoakalei Country Club in O'ahu.
 - On Earth Day April 22, published a video "Hawai'i is Our Home". The article is about "Mahalo Earth" and promotes appreciation for earth of nurturing human beings and our home.
 - Article promotes the 2022 Merrie Monarch Festival, with a story about its origins, history, and contribution of the Merrie Monarch Festival to the continuation of Hawaiian culture. Video posted "Building a Hula Legacy – Hawai'i Rooted".
 - Article posted the latest announcement regarding online reservation system for Diamond Head State Monument.

Travel Trade

- On April 1, HTC hosted a luncheon event for the travel industry in Beijing. During the event, trade partners introduced their enterprises' operating conditions from the outbreak to the present and exchanged views on the future development direction of outbound tourism market. HTC shared the concept of Mālama Hawai'i and regenerative tourism through official content videos. Trade partners were greeted with opening speech and welcome from HTC, broadcasting live from the beaches of Waikīkī showcasing Diamond Head and the Royal Hawaiian Hotel as backdrops. 18 attendees from US Embassy, United Airlines, Asiana Airlines, Korean Air, Japan Airlines, Delta, U-Tours, HH Travel, 6 Ren You, Caissa Travel, HCG Travel, Tuniu, Mafengwo, FCT Travel, and Travel Daily were in attendance.

Travel Trade Calls

Airline	Wholesaler/TA/TO/OTA	Other	Total
2	2	1	5

- HTC conducted travel trade calls with airlines – Cathay Pacific, China Eastern Airlines to discuss future flight information and policy.
- HTC conducted travel trade calls with Ctrip and Tuniu to discuss demand for international travel.
- HTC conducted travel trade calls with US Embassy to discuss future condition for China tourism market.
- HTC and HTA conducted the Hawai'i Industry Partners Group Meeting on April 14, 2022 with key decision makers from Hilton, Kualoa Ranch, USS Missouri, 'Iolani Palace, Prince Hotels, Polynesian Cultural Center, Hawaiian Airlines, Aulani Resort and Spa, Hawai'i Global Holiday, Roberts Hawai'i and others. Discussions surrounded HTC's social marketing initiatives, partnership with U.S. Embassy Beijing, timing of return of China market, regenerative tourism and environmental initiatives and overall business development of the Chinese market.
- HTC developed and commissioned research with Ctrip.com in April 2022. Key findings to be provided in May 2022 report. This is a quarterly report and the survey is conducted with Ctrip.com's active users.

Public Relations

- The April travel industry luncheon event was put on a public release and received positive feedback from industry executives from nationwide China. It was stated that the event showed a future promise and hope that international travel for Chinese will be restored.

REGENERATIVE TOURISM/DMAP INITIATIVES UPDATE

DMAP Action Items Supported

- HTC will be working on specific social media content and education materials to incorporate into the quarterly online and offline travel trade training events in Beijing and Shanghai with each Island Chapter. HTC has spoken with island chapters for O'ahu, Hawai'i, Kaua'i. Maui Island Chapter was done via phone call and e-mail. See below for further details on DMAP.

Initiatives to Promote Hawai'i Made Products

- HTC is working with DBEDT on best approaches to promote Hawai'i made products and those listed on DBEDT Made in Hawai'i portal. DBEDT has recommended to find willing and capable local vendors to participate and become successful test cases in marketing and selling to China.
- HTC has met with some local vendors (ABC Stores, Hawaiian King, Tiare) to discuss strategies to promote their products. HTC is planning a Hawai'i marketplace open to all Hawai'i vendors to place their products on Border X, a Chinese platform that provides customers in China to buy USA products and have it delivered to them.
- HTC will be incorporating Hawaiian King Candies, Island Princess, Hawaiian Host and Mauna Loa products (coffee, macadamia nuts, chocolate macadamia nuts and chocolate pineapples) into gift goodie bags in HTC booth at the US Embassy Beijing China Earth Day event to develop the brands to Chinese consumers in April 2022. This event has been delayed due to current pandemic measures in Beijing and will be rescheduled to a future date.
- HTC will also be providing and introducing Hawaiian King Candies and Island Princess product samples to local ground operators handling Chinese to build brand recognition and word of mouth recommendations to their friends, family and relatives.
- HTC will be developing Hawai'i goodie baskets for the US Embassy – Beijing roadshows in Beijing and Chengdu, featuring Hawaiian King Candies, Island Princess, Hawaiian Host and Mauna Loa for brand recognition and word of mouth marketing.
- HTC posted article about Mālama Ku'u Home, focusing on farm life in Hawai'i, introducing Hanalei Farmers Market, Kapa'a Farmers Market, Kona Historical and Cultural Farm, Kona Coffee Cultural Festival and Beer Lab Hawai'i Brewing Workshop.

Festivals & Events Promoted

- HTC is working and developing content for promotion of local festivals and events with specific emphasis on events listed on the Community Enrichment Program (CEP). Follow up postings will be done leading up to the various events.
- HTC promoted Hanalei Farmer's Market, Kapa'a Farmer's Market, Kona Historical and Cultural Farm, Kona Coffee Cultural Festival.
- HTC promoted the 2022 Merrie Monarch Festival, with a story about its origins, history and contribution of the Merrie Monarch Festival to the continuation of Hawaiian culture. Video posted "Building a Hula Legacy – Hawai'i Rooted".
- HTC continued discussions with the Outrigger Duke Kahanamoku Foundation to discuss promotion of Duke's OceanFest, Waikiki's Premier Ocean Sports Festival, as well as creation of unique and customized itineraries for future affluent Chinese travelers. Will discuss these unique experience packages and opportunities further with the local TG training planned in May 2022.

Voluntourism Programs Promoted

- HTC is working and developing content for promotion and awareness of voluntourism programs as listed on gohawaii.com site through the Mālama Hawai'i Program. The information will be featured on the WeChat mini-program, to be launched in its beta-version in April 2022.

ISLAND CHAPTERS ENGAGEMENT UPDATE

- HTC met with O’ahu, Hawai’i, Maui and Kaua’i island chapters to develop, coordinate and support DMAP activities.
- HTC worked with island chapters with regards to setup of meetings with key Chinese agencies and organizations in preparation for island chapter attendance to the IPW event in Orlando, Florida.
- HTC participated in the Media FAM Assistant Protocol meeting along with other GMTs in discussion with the Island Chapters to better coordinate between the GMTs and the Island Chapters in planning FAM events.

COMING ATTRACTIONS

What	When	Where
DMAP Initiatives – promotion of local CEP events, Hawai’i made products, voluntourism	Ongoing	Digital
WeChat Mini-Program	April	Beta program Go-Live
WeChat Mini-Program content build	Ongoing	Digital
Digital Content Development for Social Media Channels	Ongoing	Multiple Islands
US Embassy Earth Day Event	TBC (delayed)	Beijing
Online Training with Tuniu	TBC (delayed)	Online
HTC Training Event with local Chinese TGs	May	O’ahu
US Embassy Asian American and Pacific Islander social media joint promotion	May	Online
US Embassy – Chengdu Travel and Tourism Roadshow	TBC (delayed)	Chengdu
US Embassy – Beijing Travel and Tourism Roadshow	TBC (delayed)	Beijing
Travel Trade luncheon event	June 2022	Shanghai



Global MCI Status Report – April 2022

OVERVIEW

According to Amadeus' Demand360 data, 2022 is showing a significant rise in group travel booking rates. As of March 17, the on-the-books group performance in the U.S. for 2022 had already exceeded final group performance for the prior two years, a +122 percent increase from 2020 and a +50 percent increase from 2021. With nearly eight months to go in the year, there is significant opportunity to close the gap to pre-pandemic levels.

North America

Eighty-four percent of business travelers expect to attend conferences, conventions, or trade shows in the next six months, according to the U.S. Travel Association's newly developed Quarterly Business Travel Tracker. The research also found the top reason for uncertainty about upcoming business travel was whether meetings and events would occur, followed by corporate policy restricting travel.

Asia/Oceania

The Seoul Metropolitan Government and the Seoul Convention Bureau announced the MICE industry support plan for 2022. A total budget of 2.2 million USD equivalent will be put towards timely support for the recovery of the MICE industry this year. Support includes various aspects of the MICE industry – providing safe and secure environment for MICE events, digitalizing exhibitions, presenting special Seoul experience to international participants, and fostering prospective MICE case studies. The bureau will enhance subvention for attracting, hosting, and organizing international conferences, whether it be face-to-face or hybrid, while offering a 3D virtual MICE platform at no charge.

According to Reuters, Japan lifted its travel ban on 106 countries, including the United States, Britain, and France, by showing a negative test within 72 hours, and have received a third dose of the vaccine. This new rule only applies to business travelers, foreign students, and researchers. The inbound visit cap is up to 10,000, previously it was at 7,000. Travel for leisure tourism is still not allowed.

In Australia, starting on April 18, 2022, fully vaccinated travelers no longer need to have a negative pre-arrival test, according to Forbes.

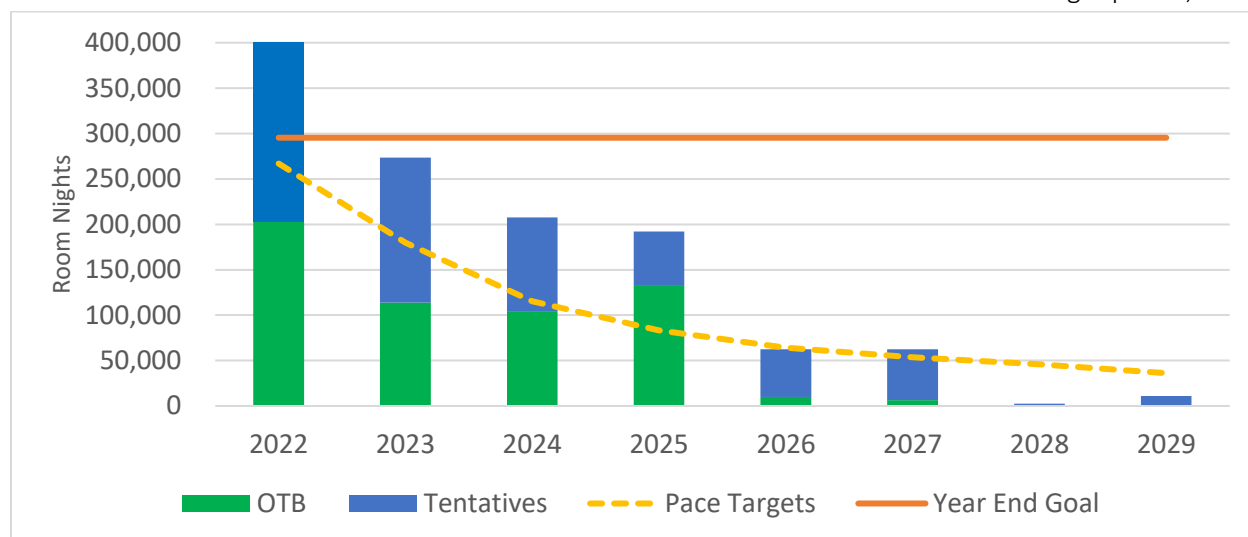
New Zealand will welcome fully vaccinated travelers who arrive from a visa waiver country starting on May 1, 2022. Travelers will still need to have proof of a negative test on arrival according to the New Zealand government.

CONSUMPTION

The following FuturePace Reports show the number of events and room nights on the books for each year 2022-2029 against a 3-Year Average Year-End Goal.

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

Period Ending: April 30, 2022



Room Nights

Year	OTB	Pace Targets	Variance	Variance %	LTB	Tentatives	Year End Goal
2022	202,670	266,943	(64,273)	-24%	92,751	221,011	295,421
2023	113,919	179,636	(65,717)	-37%	181,502	159,578	295,421
2024	103,803	115,479	(11,676)	-10%	191,618	103,847	295,421
2025	132,218	83,403	48,815	59%	163,203	59,906	295,421
2026	9,977	64,248	(54,271)	-84%	285,444	52,607	295,421
2027	6,508	53,792	(47,284)	-88%	288,913	55,859	295,421
2028	0	46,038	(46,038)	-100%	295,421	2,650	295,421
2029	0	36,135	(36,135)	-100%	295,421	10,977	295,421

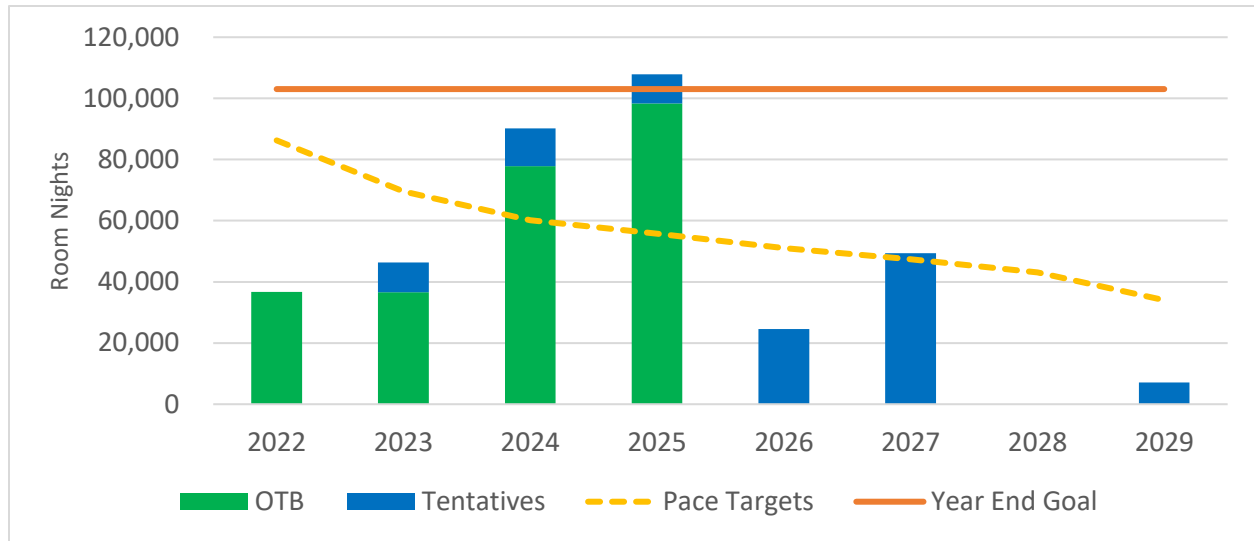
Events

Year	OTB	Pace Targets	Variance	Variance %	LTB	Tentatives	Year End Goal
2022	167	310	(143)	-46%	208	384	375
2023	57	125	(68)	-55%	318	218	375
2024	26	53	(27)	-51%	349	83	375
2025	20	26	(6)	-24%	355	33	375
2026	5	14	(9)	-63%	370	17	375
2027	2	8	(6)	-76%	373	4	375
2028	0	5	(5)	-100%	375	1	375
2029	0	3	(3)	-100%	375	2	375

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: April 30, 2022



Room Nights

Year	OTB	Pace Targets	Variance	Variance %	LTB	Tentatives	Year End Goal
2022	36,718	86,262	(49,544)	-57%	66,323	0	103,041
2023	36,613	69,601	(32,988)	-47%	66,428	9,683	103,041
2024	77,837	60,184	17,654	29%	25,204	12,298	103,041
2025	98,382	55,784	42,599	76%	4,659	9,459	103,041
2026	0	51,070	(51,070)	-100%	103,041	24,585	103,041
2027	0	47,355	(47,355)	-100%	103,041	49,410	103,041
2028	0	43,081	(43,081)	-100%	103,041	0	103,041
2029	0	34,014	(34,014)	-100%	103,041	7,097	103,041

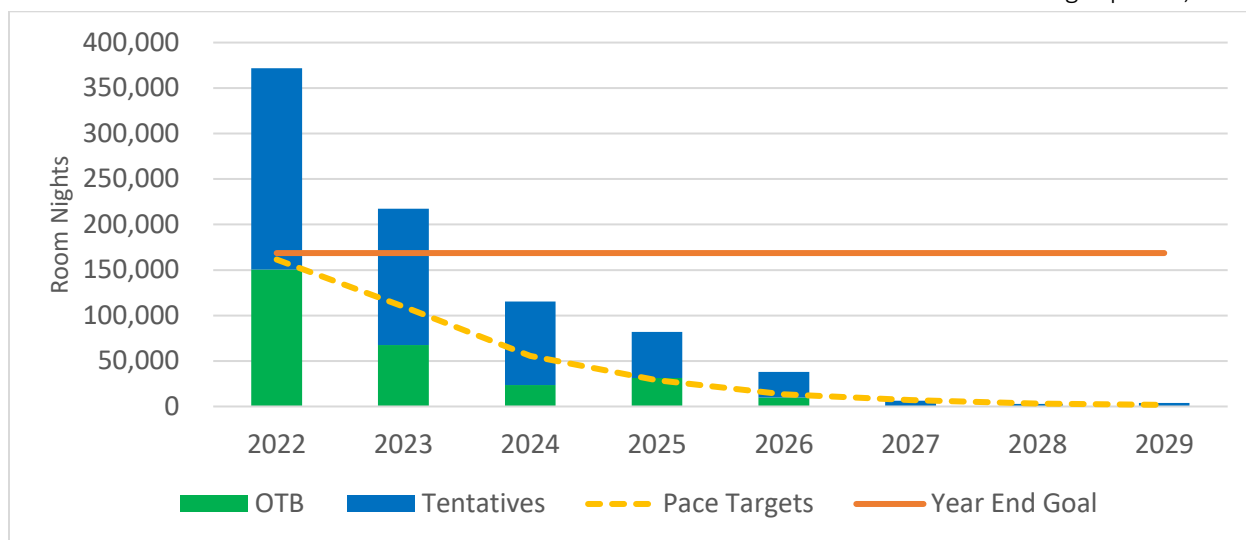
Events

Year	OTB	Pace Targets	Variance	Variance %	LTB	Tentatives	Year End Goal
2022	9	21	(12)	-56%	19	0	28
2023	7	9	(2)	-25%	21	3	28
2024	8	7	1	16%	20	2	28
2025	6	6	0	6%	22	3	28
2026	0	4	(4)	-100%	28	2	28
2027	0	4	(4)	-100%	28	2	28
2028	0	3	(3)	-100%	28	0	28
2029	0	2	(2)	-100%	28	1	28

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

Table 3: FuturePace Report: Single Property 8-year Pace (U.S. only)

Period Ending: April 30, 2022



Room Nights

Year	OTB	Pace Targets	Variance	Variance %	LTB	Tentatives	Year End Goal
2022	150,653	161,493	(10,840)	-7%	17,959	221,011	168,612
2023	67,621	109,754	(42,133)	-38%	100,991	149,895	168,612
2024	23,729	55,723	(31,994)	-57%	144,883	91,549	168,612
2025	31,404	28,808	2,597	9%	137,208	50,447	168,612
2026	9,977	13,365	(3,388)	-25%	158,635	28,022	168,612
2027	0	6,986	(6,986)	-100%	168,612	6,449	168,612
2028	0	3,225	(3,225)	-100%	168,612	2,650	168,612
2029	0	1,762	(1,762)	-100%	168,612	3,880	168,612

Events

Year	OTB	Pace Targets	Variance	Variance %	LTB	Tentatives	Year End Goal
2022	138	234	(96)	-41%	132	384	270
2023	45	103	(58)	-56%	225	215	270
2024	16	41	(25)	-60%	254	81	270
2025	13	18	(5)	-29%	257	30	270
2026	5	8	(3)	-36%	265	15	270
2027	0	4	(4)	-100%	270	2	270
2028	0	2	(2)	-100%	270	1	270
2029	0	1	(1)	-100%	270	1	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: Global MCI Sales Production
April 2022**

Room Nights	2022 Actual Month	2019	Variance to 2019	2022 Year-to-Date	2019	Variance to 2019	Annual Goal	YTD as % of Annual Goal
Citywide								
Definite	5,165	670	671%	12,860	16,010	-20%	65,000	20%
Tentative	6,044	11,977	-50%	24,840	78,360	-68%	200,000	12%
Single Property								
Definite	12,572	20,656	-39%	22,312	50,856	-56%	135,000	17%
Tentative	57,951	36,815	57%	171,933	244,349	-30%	530,000	32%

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

COMMENTS

Sales Production vs. Goals Analysis

Meetings Today LIVE! shared the *aloha* in Hawai'i April 26 – 28, providing event planners and Hawai'i suppliers the opportunity to connect and plan programs for Hawai'i. The Meeting Today LIVE! event reinforces the interest MCI customers have in booking Hawai'i and the upward trend in Global MCI sales production. April's citywide definite production was positive, and the citywide sales team continues to reduce the 2019 year-to-date negative variance in definite room nights. Single property definite room night production remains active with strong tentative month-to-date production. The Global MCI sales team is seeing strong booking interest in Hawai'i from Japan and Oceania. They are currently working on several single-property and citywide lead opportunities.

April sales activities included attendance at CVENT Connect 2022 in Las Vegas and the hosting of Corporate Event Marketing Association (CEMA) Board of Directors' first ever board meeting in Hawai'i. Meet Hawai'i continues to highlight to MCI organizers the Mālama Hawai'i CSR opportunities available to their groups to give back to the community and care for Hawai'i's culture and natural resources.

Key Definites

Citywide

- Convention – a: technology, May 2024 (4,165 room nights)
- Sports – a: sports, June 2022 (1,000 room nights)

Single Property

- Convention – c: insurance, May 2023 (3,622 room nights)
- Convention – a: trade assns, December 2023 (3,000 room nights)
- Convention – a: trade assns, January 2023 (2,211 room nights)
- Incentive – c: entertainment, media, December 2022 (1,084 room nights)
- Convention – a: educational, October 2025 (870 room nights)

Key Tentatives

Citywide

- Convention – a: technology, April 2023 (4,770 room nights)
- Convention – a: fraternal, service, July 2024 (1,274 room nights)

Single Property

- Convention – a: labor union, July 2023 (5,000 room nights)
- Convention – confidential, February 2027 (3,880 room nights)
- Incentive – c: business services, consulting, October 2023 (2,940 room nights)
- Meeting – a: educational, July 2026 (2,152 room nights)
- Convention – c: consumer products, January 2026 (2,137 room nights)

Key Cancellations

- None to report for the month

Marketing Efforts

- Activity highlights include:
 - Sendsites Bid Book: The Single Property team had a preview and user training.
 - Meeting Planner Guide: Production work and ad sales continued

Advertising Efforts

- None to report for the month

Public Relations Efforts

- Activity highlights include:
 - Anthology revised its 2022 PR Proposal which addresses the need to raise awareness that 1) Hawai'i and the Hawai'i Convention Center is open for meetings and convention business, and 2) positions Meet Hawai'i as the go-to resource for all citywide and single-property MCI needs.
 - Laurel Herman, *Prevue Meetings + Incentives* – Pitched and secured media interview with Senior Vice President, Chief MCI Sales Officer John Reyes to reiterate that Hawai'i is open for business, provide updates on Meet Hawai'i, and share information on Mālama Hawai'i CSR experiences. Interview being coordinated for early May.
 - Tyler Davidson, *Meetings Today* – In support of an upcoming article on Meetings Today LIVE! which was held on Hawai'i Island, April 26-30, Anthology drafted interview question responses on behalf of Island of Hawai'i Visitors Bureau Executive Director Ross Birch. The feature will cover the Hawai'i Island event, group business updates, and why it is important for Hawaiian culture to be incorporated into meetings programs in Hawai'i.
 - Updated Meet Hawai'i messaging points to include the lifting of the state's Safe Travels program and pandemic-related restrictions signaling Hawai'i is open for business, renewed focus on Hawai'i's value proposition for groups, expansion of Meet Hawai'i's sales team, Mālama Hawai'i CSR opportunities, Hawai'i Convention Center's enhanced health and safety measures, and Destination Management Action Plans.
 - Drafted Meet Hawai'i news release announcing the appointments of Andrew Koh, Emily Kim and Hiroyuki Hachiya.
 - Updated 2022 Editorial Calendar highlighting proactive pitching opportunities in MCI trade publications.
 - Updated MeetHawaii.com to include the latest Hawai'i information for groups as well as proper orthography throughout the site.

- Disseminated a press release titled, “New Online Reservation System at Iconic Diamond Head State Monument to Manage Tourism Impacts” on April 25 announcing reservations for out-of-state visitors and commercial operators will be required beginning May 12, 2022.
- Media coverage highlights:
 - “Hospitality trade show bodes well for Hawai‘i tourism, which needs large groups, international travelers to thrive” – *Honolulu Star-Advertiser* – April 1.
 - “CSR activities for groups to give back when visiting Hawai‘i” – *Meetings Today* – April 5.
 - “LEI program helps inspire next generation of Hawai‘i’s hospitality leaders” – *KITV* – April 5.
 - “Outdoor mask rule dropped for Hawai‘i public school graduations” – *Honolulu Star-Advertiser* – April 5.
 - “Delegation of travel agents expects accelerated return of Japanese visitors to Hawai‘i” – *Honolulu Star-Advertiser* – April 5.
 - “Beluga Technology announces Hawai‘i launch with 6 new restaurant concepts” – *RestaurantNews.com* – April 11.
 - “The Hawai‘i Legislature is winding down. Will the gut-and-replace ban hold up?” – *Honolulu Civil Beat* – April 17.
 - “Kawaii Kon 2022 set for Friday the 22nd” – *KHON* – April 18.
 - “Business travel has not yet returned to pre-pandemic levels in Hawai‘i” – *Hawai‘i Public Radio* – April 20.
 - “Kawaii Kon takes over Hawai‘i Convention Center” – *KHON* – April 22.
 - “Big events return with large crowds expected across O‘ahu” – *KHON* – April 22.
 - “Kawaii Kon returns after 2-year hiatus to celebrate anime, gaming and Japanese culture” – *Hawai‘i Public Radio* – April 26.
 - “Grappling’s biggest party returns to Hawai‘i for Fight 2 Win 200 this Saturday in Honolulu” – *KHON* – April 27.

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

	March
	<u>Impressions</u>
Print:	677,196
Online:	59,436,066
Broadcast:	25,539,830
Total:	85,653,092

	March
	<u>Publicity Values</u>
Print:	\$553,706
Online:	\$16,326
Broadcast:	\$53,508
Total:	\$570,032

**Table 5: Island Distribution of Single Property Sales – Year-to-Date
April 2022**

Island	Tentative Room Nights YTD Actual*	Definite Room Nights Month Actual	Definite Room Nights YTD Actual	Lead-to-Booking Conversion (Room Nights) Actual
O‘ahu	126,772	3,430	11,794	9%
Kaua‘i	62,793	0	0	0%
Maui County	123,281	5,520	6,821	6%
Hawai‘i	87,969	3,622	3697	4%
Total	400,815	12,572	22,312	

*Tentative room nights do not match those in Table 5a 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):

Support for Tentative Meetings

The 'Elele Program Director secured a support letter from a local surgeon in support of a 2027/2028 citywide medical conference being pursued in the Midwest market, Midwest sales director is the lead.

Support for Prospective Citywide Meetings

The 'Elele Program Director met with a surgeon to discuss three different citywide prospects related to orthopedics. A strategy to pursue these meetings is now being worked on, Midwest sales director is the lead.

Support for Definite Meetings

The 'Elele Director met with the Executive Director of Medical Association to discuss: Promoting the November 2022 Medical Association Board meeting in Honolulu during the June 2022 AMA conference. Inviting the Medical Association back to Hawai'i in 2027. Capitalizing on the Medical Association meeting in town to develop other medical conferences in Hawai'i. Midwest sales director is the lead on this account.

Additionally, the 'Elele Director worked closely with East sales director in support of the upcoming scientific society meeting taking place in Honolulu over the dates of May 8-13. The scientific society is considering Hawai'i for 2026 and 2030.

LOST BUSINESS

Table 6a: Citywide Lost Business April 2022

Market	Vertical Market Segment	Total Room Nights	Total Attendees	Meeting Dates	Competing Destinations	Reason for Lost Business
Convention (20394)	A: Medical, Healthcare	12,470	6,000	01/31/2033 - 02/12/2033	Initially, Hawai'i only	Selected different dates.
Convention (19633)	C: Business Services, Consulting	2,000	1,100	10/05/2022 - 10/09/2022	Initially, Hawai'i only	No response from Client.
Sports (20173)	C: Sports	900	1,500	06/10/2022 - 06/13/2022	Initially, Hawai'i only	Program cancelled.

Table 6b: Single Property High Profile Lost Business April 2022

Market	Vertical Market Segment	Total Room Nights	Total Attendees	Meeting Dates	Competing Destinations	Reason for Lost Business
Incentive (19703)	C: High Tech	1,174	520	11/15/2022 - 11/19/2022	Initially, Hawai'i only	Program postponed.

Incentive (20223)	C: High Tech	945	420	05/08/2023 - 05/12/2023	Initially, Hawai'i only	Program lost to Conrad Punta de Mita.
Convention (20501)	A: Trade Assns	920	275	06/03/2023 - 06/11/2023	Initially, Hawai'i only	Program lost to Houston, TX.
Incentive (19741)	C: High Tech	805	240	01/27/2023 - 01/30/2023	Costa Rica	RFP Cancelled in Cvent.
Convention (18378)	A: Educational	800	450	06/14/2022 - 06/17/2022	Initially, Hawai'i only	RFP Cancelled in Cvent.
Meeting (19946)	C: High Tech	622	120	12/03/2022 - 12/10/2022	Initially, Hawai'i only	Program cancelled.
Incentive (20538)	C: Business Services, Consulting	619	175	03/20/2023 - 03/24/2023	Initially, Hawai'i only	Client no longer considering Hawai'i.
Convention (19024)	A: Labor Union	597	750	11/08/2023 - 11/17/2023	Initially, Hawai'i only	RFP Cancelled in Cvent.
Meeting (19744)	C: Finance, Banking	530	180	02/07/2022 - 02/11/2022	Florida, Arizona & Nevada	Program postponed.

MAJOR SALES AND MARKETING ACTIVITIES

Meet Hawai'i participated in the following MCI events for the month:

- Client promotional events
 - None to report

- 3 Educational events
 - Professional Convention Management Association (PCMA) Capital Chapter Global Industry Day, Virtual, April 7
 - Convention and Visitors Bureau (CVB) Reps 2022 Wellness Event, District of Columbia, April 12
 - Women Who Wine Event, VA, April 22

- 3 Trade shows
 - Destination Celebration, Kansas City, MI, April 5-6
 - Cvent Connect 2022, Las Vegas, NV, April 11-14
 - Meetings Today Live, Kohala, HI, April 26-29

- Sales blitzes
 - None to report

- 2 Major site visits and familiarization (FAM) tours with clients and potential clients
 - 2 site visits, O'ahu

FUTURE SALES AND MARKETING ACTIVITIES

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

May 2022		
May 4-5	Destination Celebration, Columbus, OH	Trade Show
June 2022		
June 5-8	PCMA EduCon 2022, New Orleans, LA	Trade Show
June 21-23	MPI WEC, San Francisco, CA	Trade Show
June 22-24	2022 Financial & Insurance Conference Professionals (FICP) Education Forum, Pasadena, CA	Educational
July 2022		
July 31 - August 3	CEMA Summit, Nashville, TN	Educational

CONVENTION CENTER PERFORMANCE

Table 7: Convention Center Performance – March 2022 Year-to-Date

PERFORMANCE MEASURE	YTD	TARGET	VARIANCE
Occupancy	28%	20%	8%
Total Events	40	26	14
Total Attendance	44,218	22, 193	22,025
Visitor Spending	\$32,190,902	\$32,190,902	\$0
Tax Revenue	\$3,766,336	\$3,766,336	\$0
Revenue per Attendee	\$46.10	\$110.31	-\$64.21

COMMENTS

During the month ended March 2022, the Hawai'i Convention Center (HCC) hosted 15 events, including 1 citywide event, which brought in 1,665 attendees and generated \$88,000 in revenue at HCC, \$9.5 million in State economic impact and \$1.1 million in tax revenue. For the calendar year to date, the HCC has met or exceeded performance measures in all categories with the exception of Revenue per Attendee which has been diluted due to more actual attendees than budgeted for various events for the year to date including a sports event in January 2022 (3,500 budgeted attendees vs 9,575 actual attendees), the pickup of Spring Break sports event in March 2022 (6,631 attendees), and the pickup of restaurant event in March 2022 (5,000 attendees) to name a few.

DEFINITIONS

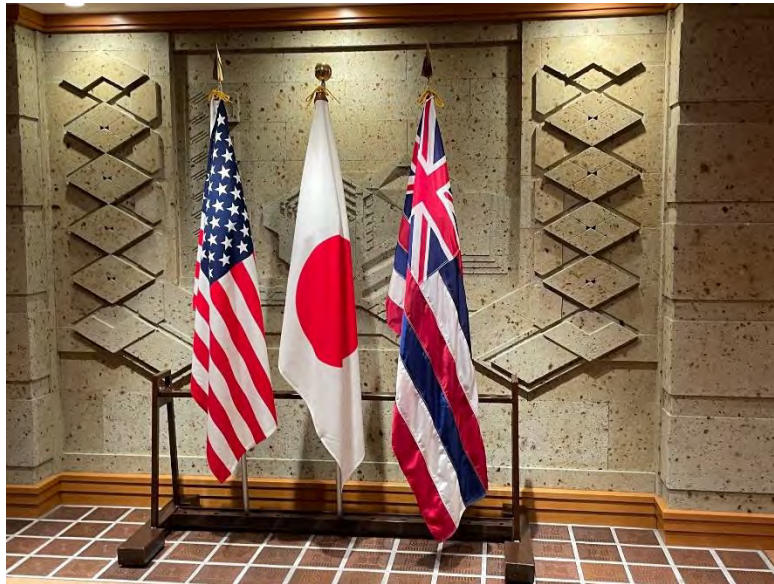
- **Single Property Group:** A group that can be booked into a single hotel for both guest rooms and meeting space.
- **Citywide Group:** A group that books Hawai'i Convention Center for meeting space; and which needs two or more hotels and has a minimum of 1,000 out-of-town attendees.
- **Group Bookings:** 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.

7

Presentation and Discussion on Governor Ige and
HTA's Official Visit to Japan

Hawai'i Delegation May 2022 Report



Overview:

A Governor lead delegation trip to be the first foreign destination post pandemic to meet in person with top Japan government officials, renewable energy organizations, businesses, and tourism stakeholders.

Delegation members:

Governor David Ige	First Lady Dawn Amano-Ige
Speaker Scott Saiki	Director Mike McCartney (DBEDT)
Mr. John De Fries (HTA)	Mr. Kalani Ka’anā’anā (HTA)
Mr. Eric Takahata (HTJ)	Ms. Mitsue Varley (HTJ)
Mr. Ryuta Teramoto (HTJ)	

Schedule: 5/9 – 5/13, 2022

Date	Meeting
5/9 & 10	Government Officials including Prime Minister Fumio Kishida, Japan-Hawai’i Legislators’ Friendship Association
5/11 & 12 (AM)	Renewal Energy Organizations/Business
5/12 (PM) & 5/13	Tourism Stakeholders (JATA, Airlines, Wholesalers)

Objectives:

- To meet Japan government officials to stress importance of Japan Hawai’i relationship as it pertains to U.S. Japan relations.
- To meet Japan business leaders and discuss further investments and commitment to Hawai’i.
- To exchange conversation with tourism stakeholders to recover tourism from Japan and promote Mālama Hawai’i marketing initiatives.

Japan government meetings:

Meeting Participants

Governor David Ige	First Lady Dawn Amano-Ige
Speaker Scott Saiki	Director Mike McCartney (DBEDT)
Mr. John De Fries (HTA)	Mr. Eric Takahata (HTJ)

Prime Minister Fumio Kishida

Minister of Foreign Affairs Yoshimasa Hayashi

- Expressed appreciation to PM for Japan’s continual support of Hawai’i
- Explained the purpose of delegation trip
- Stressed importance of Japan Hawai’i relationship as it pertains to U.S. Japan relations



- Discussed why Japan is important to Hawai'i covering business, economy, and tourism
- Asked for further easing of Japan government border controls to allow for more travelers from Japan to Hawai'i



Courtesy: Ministry of Foreign Affairs of Japan [Link](#)

Japan Hawai'i Legislative Friendship Association (JHLFA) House of Representatives (Members Seko, Matsuyama, and Horii) and House of Councilors (Members Takeda and Makihara) as well as Member Sekiguchi (JHLFA Advisor)

- Expressed appreciation to JHLFA for Japan's continual support of Hawai'i and for their unwavering support for the past 8 years
- Stressed the importance of JHLFA as a strong pipeline for Japan Hawai'i relations
- Asked for continual support to help Hawai'i achieve goals with Japan surrounding clean energy, business and tourism



U.S. government relation:

U.S. Embassy/Mr. Rahm Emanuel (U.S. Ambassador to Japan)

- Reported delegation trip discussion
- Discussed renewable energy and tourism
- Ambassador shared challenges and concerns over U.S. and Okinawa relations
- Ambassador offered to honor (in Okinawa) Gov. as first Okinawan descent governor of a U.S. state



Renewable energy and business-related meetings:

Meeting Participants

Governor David Ige	First Lady Dawn Amano-Ige
Director Mike McCartney (DBEDT)	Mr. Eric Takahata (HTJ)

Tokyo Electric Power Company (TEPCO)/Mr. Masakazu Toyoda (Chairman/CEO Japan Economic Foundation)

TEPCO:

- Sharing of best practices
- Possible solutions for Hawai'i clean energy goals by 2045
- Possible collaborations

Hawai'i:

- Shared Hawai'i clean and renewable energy goals
- Discussed methods of achieving & Hawai'i partnerships

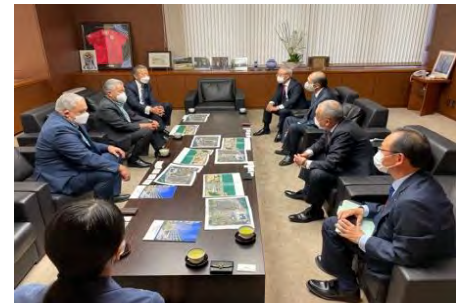
Hitachi/ Mr. Toshiaki Higashihara (Executive Chairman and CEO)

- Discussed Hitachi's continual investment at Moanalua Gardens and sponsorship of monkeypod tree
- Update on JUMPSmart Maui initiative
- Rail update from Hitachi perspective (Ansaldo)
- Discussed on:
 - Renewable energy and best practices including carbon neutrality
 - Digital technologies
 - Hydrogen technology
 - Global logistics



Haseko Corporation/ Mr. Noriaki Tsuji (Chairman), Mr. Kazuo Ikegami (President)

- Discussion on Haseko's 50 years of investing in to Hawai'i - Real estate
- Discussion on Hoakalei project
 - 4,800 lot development in Ewa Beach
 - Commercial development
 - Wave pool
 - Retail
 - Hotel/resort
- Gov encouraged more investment by Haseko centered around affordable housing/homelessness and local Hawai'i community including facilities improvement (Hau Bush revitalization)

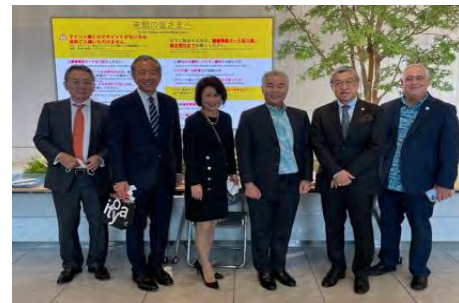


NEC/Mr. Takayuki Morita (President and CEO)

- Demonstration on NEC technology
- Discussion on 1) NEC investment in Hawai'i, 2) Airport thermography/facial recognition technology, 3) Use of facial recognition tech at other airports by countries and airlines, and 4) Possible solutions for pre-clearance procedures to alleviate bottleneck at Hawai'i CBP

Japan Air Terminal Company (JATCO)/Mr. Hiroshi Onishi (COO)

- Expressed appreciation to JATCO for investment and commitment to Hawai'i
- Discussed:
 - 6/1 increasing of inbound arrival cap limits from 10K to 20K and its impacts on travel
 - Haneda Airport running at 10% - 15% of pre COVID-19 flights and overall business
 - JAL and ANA's continued shift and focus to Haneda airport for Hawai'i bound flights
 - Retail interests for Hawai'i
 - JATCO highly interested in establishing pre-clearance at Haneda airport



Tokio Marine Holdings, Inc./Mr. Tsuyoshi Nagano (Chairman of the Board)

- Expressed appreciation to Tokio Marine Holdings for investment and commitment to Hawai'i
- Discussed:
 - Overall economy Hawai'i and Japan
 - Educational outreach (by First Lady)
 - U.S. National Governors Association
 - Energy (inc. Renewable technologies, Ending dependence on coal, Interest in developing hydrogen technologies - Hawai'i Island)
 - Food importation (1st Lady)
 - Hawai'i bond ratings and best practices

Tsukada Global Holdings/Mr. Masayuki Tsukada (President and CEO)

- Expressed appreciation Tsukada Global Holdings for investment and commitment to Hawai'i
- Presentation on Tsukada Global Holdings worldwide investment/infrastructure
- Discussion on Hawai'i included:
 - Continual investment in romance market including wedding chapels
 - Challenges for Gov to follow up on
 - Warning of not becoming complacent against competing destinations such as Okinawa

Hitachi Zosen/Mr. Takashi Tanisho (Representative Director, Chairman)

- Presentation on Hitachi Zosen
- Overview
- Sharing of best practices in other U.S. states (UT, CA)
- Hydrogen (green) power initiative
- Infrastructure and implementation
- Possible solutions for Hawai'i
 - Gov engaged in active discussion about hydrogen energy and Hitachi's approach concerning methodology and cost
 - Discussed benefits to Hawai'i surrounding Hitachi solutions and hydrogen energy



Tourism Stakeholders meetings:

First delegation from Hawai'i after visitors advised to refrain from visiting Hawaii by Governor Ige back in March 2020.

After JATA Executives delegation trip to Hawai'i in April 2022, all industry stakeholders pledged support and updated delegation on selling Hawaii.

National carriers ANA and JAL both shared aggressive flight schedules targeted for this summer. Both indicated strong demand from the high valued customer segment. Major wholesalers HIS and JTB both emphasized commitments to ensure customers' safety during travel with innovative solutions including enhanced insurance covered package tours.

Majority of current demand skews to higher end FIT and Dynamic Package focused customers and MICE business shows increasing demand for Hawai'i in 2022 and beyond.

Golden week booking results showed rapid growth with 6,647 visitors from Japan. As all major wholesalers restarted sales of package tours from the end of April, airline seat allocation forecast shows 244 flights with 59,569 seats for June and July combined compared to 179 flights and 42,341 seats in April and May combined.

All industry stakeholders identify Hawai'i as their top priority destination in restarting international travel product sales.

All stakeholders have integrated the Mālama Hawai'i promotion throughout their owned media and communication channels in order to pre-educate Japanese travelers before coming to Hawai'i.

Meeting Participants

Governor David Ige	Director Mike McCartney (DBEDT)
Mr. John De Fries (HTA)	Mr. Kalani Ka'anā'anā (HTA)
Mr. Eric Takahata (HTJ)	Ms. Mitsue Varley (HTJ)
Mr. Ryuta Teramoto (HTJ)	

JATA/Mr. Hiroyuki Takahashi/Chairman

- Expressed appreciation to JATA for delegation visit to Hawai'i in April
- Discussed:
 - Importance of all JATA members to promote Hawai'i and related visitor business
 - Collaborative efforts on lobbying Japanese government to further ease border restrictions in order to increase travel to Hawai'i
 - JATA goal of returning and possibly surpassing 2019 pre-pandemic Japanese visitor numbers to Hawai'i
 - Challenges of promoting Hawai'i including inflation, exchange rates, and fuel surcharge increases
 - Importance of Mālama Hawai'i initiatives as the tourism promotion
 - Collaboration Campaign with JATA JOTC member
 - Travel trade event initiatives (i.e.) Japan Summit in June, Tourism Expo Japan in September



All Nippon Airways/Mr. Yuji Hirako (Vice Chairman, ANA Holdings Inc.), Mr. Shinichi Inoue (President and CEO)

- Expressed appreciation to ANA for continual support and investment to Hawai'i
- ANA update/announcement
 - Flight schedule operations for Hawai'i bound
 - Returning of all three Airbus380 aircrafts to Hawai'i
- Discussed:
 - Possible direct flights KOA (received favorable response from ANA)
 - ANA's commitment of Mālama Hawai'i initiatives



Follow up with ANA

- Mālama Hawai'i concept collaboration for younger generation (share NPOs list suits to Japanese mindful traveler)
- Create valuable experience program / Volunteer work idea for Honolulu Music Week

JTB Travel/Mr. Eijiro Yamakita (President and CEO)

- Expressed appreciation to JTB for continual support and investment to Hawai'i
- JTB updates / announcements:
 - Resume of package tours to Hawai'i
 - Commitment of bringing more business
 - Defuse maintain concept message to their customers through their activities
- Discussion
 - Resident sentiment improvement
 - Concerns over exchange rate, inflation, and increasing fuel surcharge
 - Travel challenging environment (i.e. exchange rates, inflation and increasing fuel surcharge)



Follow up

- 110th anniversary collaboration to enhance Mālama Hawai'i initiatives
- Aloha+ Challenge / SDGs budge creation with recycled wood
- Welcome message creation and appearance for TKC corporation
(<https://www.tkc.jp/english/tkc/>) incentive tours in June (Proposed by Director McCartney)

Japan Airlines/Mr. Yoshiharu Ueki (Director and Chairman)

- Expressed appreciation to JAL for continual support and investment to Hawai'i
- JAL updates / announcement
 - Increased flight schedule moving forward including daily as well as 3 X week direct flights from Kansai, 24 flights weekly operation including its affiliated company ZIPAIR flights
 - Unofficially, JAL to resume TYO – KOA direct flights in August 2022, 3 X week to start
- Discussed:
 - Pre-clearance
 - Concerns over inflation
 - 50th anniversary Honolulu Marathon promotion



JCB Credit Card/Mr. Ichiro Hamakawa (President and CEO)

- Expressed appreciation to JCB for continual support and investment to Hawai'i
- Discussed:
 - Mālama Hawai'i marketing initiatives
 - Increasing spending in Hawai'i by Japanese visitors



- Agreement to share consumer data for analysis purposes
- Challenges of the county operated facilities not accepting JCB cards
- Concerns about inflation in Hawai'i

Follow up

- Credit card usage authorization process for City & County of Honolulu by summer

HIS Travel/Mr. Motoshi Yada (President and COO)

- Expressed appreciation to HIS for continual support and investment to Hawai'i
- Presentation by HIS
 - Commitment of Mālama Hawai'i promotion and creation of Innovative tour product
 - Restoring future businesses with pono by utilizing Mālama Hawai'i concepts
- Discussed:
 - Ways to improve visitor experience and resident sentiment



Follow up

- Gov. Video message creation for HIS customers

Media exposure

HTJ distributed press release on May 18 JST and it has gained 39 exposures as of May 20 HST.

Travel Industry media coverage is below:

2022/5/19 Wing Travel

Hawai'i's Governor led delegation visits Japan, expecting a revival of traffic between Japan and Hawai'i
<https://www.jwing.net/news/51936>

2022/5/19 Wing Travel Daily

Hawai'i's Governor led delegation visits Japan, expecting a revival of traffic between Japan and Hawai'i. Visits Prime Minister Kishida and other officials to discuss on travel industry and business topics
<https://jwing.net/t-daily/t-pdf/2022/2205/0519hN3sa1fr/rt.pdf>

2022/5/19 TRACY

A delegation of eight including the Governor of Hawai'i visited Japan and discussed with the Prime Minister and other officials
<https://www.traicy.com/posts/20220519240613/>

2022/5/19 Travel News at

Hawai'i State delegation visits Japan and meets Prime Minister Kishida. Expectation of resuming traffic between Japan and Hawai'i was discussed
<https://www.travelnews.co.jp/news/inbound/2022051812080229900.html>



2022/5/18 Travel Watch

The Governor of Hawai'i visits Japan. Have resume traffic and discussed on economic recovery and renewable energy.

<https://travel.watch.impress.co.jp/docs/news/1410164.html>

2022/5/18 Yahoo! JAPAN News

<https://news.yahoo.co.jp/articles/b0317ab03f52f3c1761c070a7f07e2d5b60ef47e>

Comments from HTJ

- All sectors the Hawai'i delegation met with greatly valued and appreciated the exchange of information and how Hawai'i and Japan will work together emerging from the pandemic.
- The delegation visit showcased Hawai'i's commitment to Japan and emphasized the critical importance of the relationship between the 2 island nations.
- The delegation gained valuable insight of current conditions in Japan (from all sectors) and identified many areas of mutual benefit to follow up on and realize for moving forward.
- Governmental meetings proved extremely beneficial and the relationship is key to ensuring success in business and tourism for Hawai'i.
- Hawai'i delegation visit important step in establishing unwavering support from tourism stakeholders to expedite tourism recovery from Japan for leisure and MICE business.
- "Mālama Hawai'i" will serve as the platform for pre-educating Japanese visitors before coming to Hawai'i and all tourism stakeholders understand importance and value of the concept.

9

Report and Update by the **Budget, Finance, and
Convention Center** Standing Committee

9a.1

Financial Statements – Executive Summary
As of April 30, 2022



AUTHORITY

Financial Statements – Executive Summary
As of April 30, 2022

Foreword:

- FY 2021 Transactions Processed in FY 2022. As noted in HTA’s June 30, 2021 financial statements, some transactions using FY 2021 funds that we submitted to DAGS in FY 2021 were processed by DAGS as FY 2022 business. It is necessary to include these transactions processed in July 2021 in HTA’s official records for FY 2022 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 FY 2021 encumbrance records and we will omit these transactions from our focus in FY 2022 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 Federal Fund (ARPA TFF) – [Official Name: HTA CSFRF Subaward]:

1. \$37.4M in cash (remaining from amount that has been allotted to HTA so far), a decrease of \$2.5M primarily due to disbursements related to operational and program expenditures.
2. The release of TFF funds for HTA use is accomplished through an approval process that includes approval by the Governor (CSFRF approval), the State’s Department of Budget & Finance’s (B&F) and the HTA Board of Directors. Below is a summary of the status of those approvals:

	Gov Approved (CSFRF)	B&F Funds Release		Board Approved	Encumbered
		Requested	Approved	Amount	
Hawaiian Culture	-	1,565,500	-	1,815,500	-
Natural Resources	-	665,000	665,000	665,000	50,000
Community	27,289,500	735,500	735,500	735,500	120,000
Branding	28,500,000	33,563,000	31,730,000	33,563,000	30,368,696
Sports	-	4,344,889	3,677,889	4,344,889	2,594,889
Safety & Security	-	900,000	900,000	900,000	1,380
Research	-	-	-	60,000	-
Planning	-	2,005,200	2,005,200	2,005,200	441,538
Admin	648,700	999,111	999,111	999,111	201,422
Governance and Org-Wide	351,800	351,800	351,800	351,800	221,661
Payroll	3,210,000	3,210,000	3,210,000	3,410,000	3,210,000
	60,000,000	48,340,000	44,274,500	48,850,000	37,209,586

B&F has approved HTA's extension request to allow the encumbering and expenditure of the \$60M ARPA funds by June 30, 2023.

- Over several meetings, the HTA Board approved a partial FY 2022 budget of \$48.9M, further detailed below.

	Incremental Approved at Meeting	Cumulative Budget Approved	Description
June 11, 2021 Meeting	1,000,000	1,000,000	Payroll
July 2021 Meeting	32,200,500	33,200,500	Branding, Payroll, Admin and Governance
September 2021 Meeting	1,787,889	34,988,389	Cruise and Sports
November 2021 Meeting	8,086,611	43,075,000	Most other programs
December 2021 Meeting	5,300,000	48,375,000	Programs previously identified as needing further clarification to Board's
January 2022 Meeting	475,000	48,850,000	NAHHA FY23

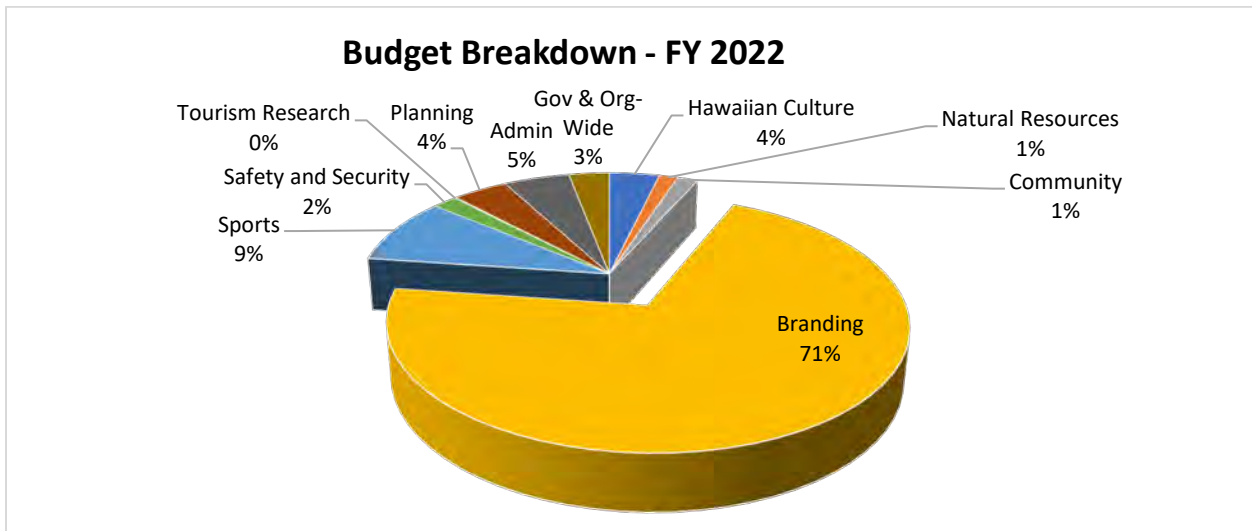
Through April, \$11,150,000 of programs presented as part of HTA's draft FY 2022 budget has been deferred or will be reprogrammed for other purposes, resulting in a FY 2022 budget of \$48,850,000 approved to date.

As of April 30, 2022, \$37.2M of the \$48.9M FY2022 budget was utilized/encumbered, or 76%.

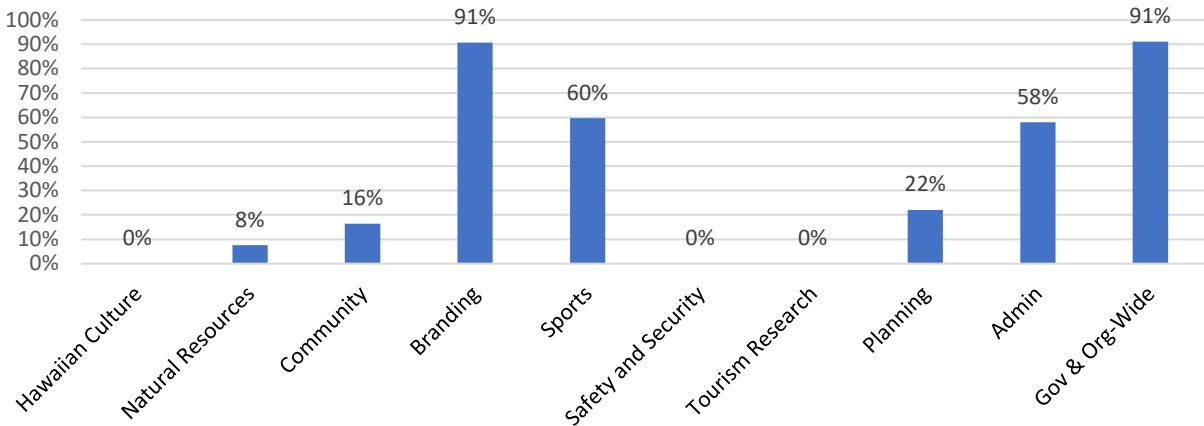
Below is a summary of the FY 2022 budget based upon Federal reporting categories (titles were paraphrased). In April 2022, B&F approved HTA’s request to reclassify Federal eligibility categories from “Negative Economic Impacts” to “Revenue Loss (Revenue Replacement).”

Primary Federal Category	Budget	Encumbered	Remaining
Revenue Replacement	45,440,000	33,749,586	11,690,414
Continuation of Government Services			
Payroll	3,410,000	3,210,000	200,000
	48,850,000	36,959,586	11,890,414

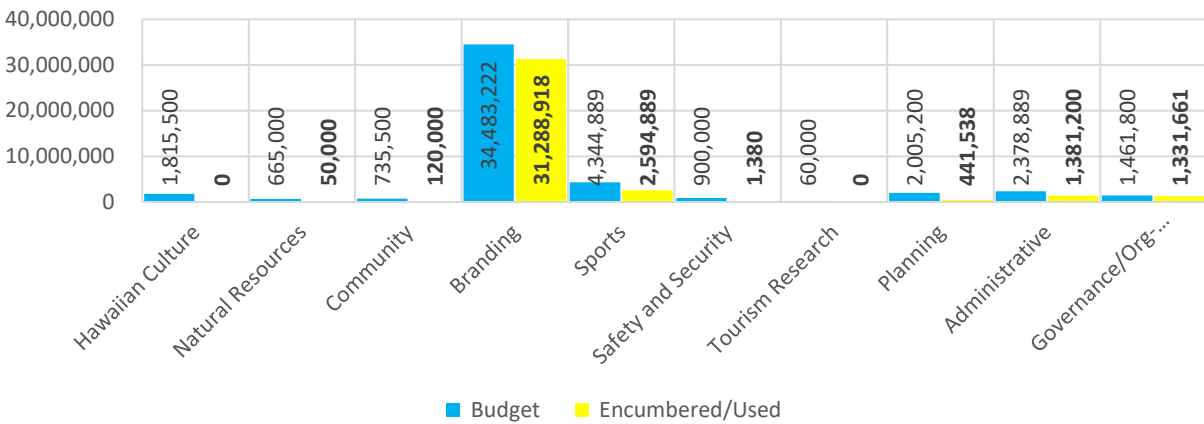
The following are various charts to depict our FY 2022 budget, budget utilization and trends. It is important to note that approximately \$11M of HTA’s budget has been deferred for approval as of the date of these financial statements, and accordingly are not reflected here below. Additionally, a more balanced budget would be evident when considering the contracts for FY 2022 services that HTA encumbered using FY 2021 funds (sourced from June 2021 TAT revenue and HTA Board Resolution funds). Further, we anticipate approximately 29% of HTA’s FY 2022 budget to be used toward Branding Education programs.



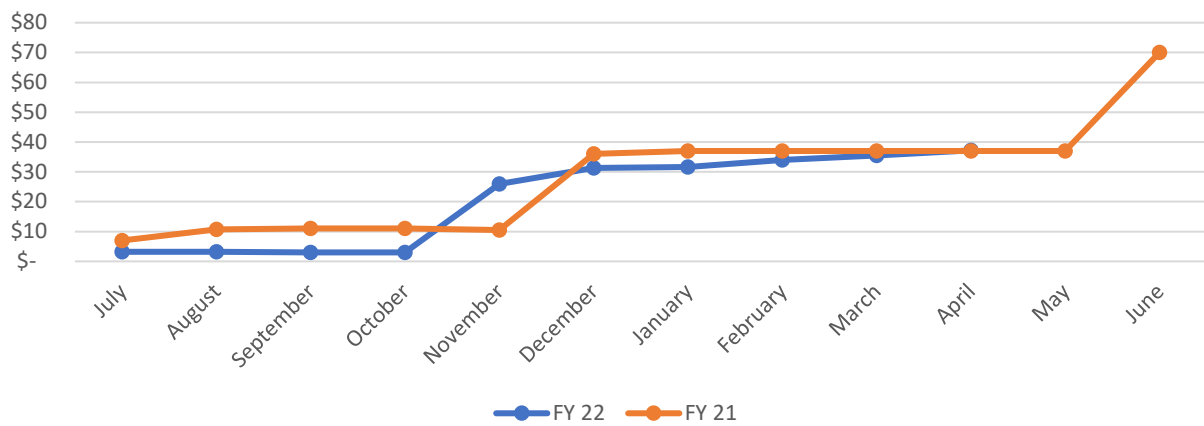
Percentage of Budget Utilized 4/30/22



Budget vs Encumbered as of 4/30/22 (Budget Used)



Budget Utilized (in millions)

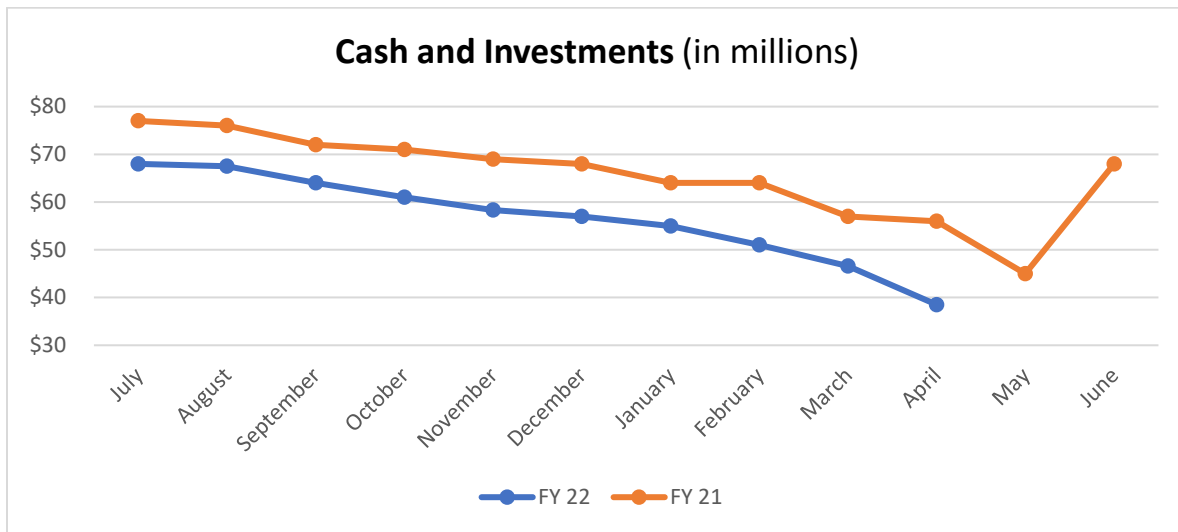


A detail of the budget reallocations made for the reporting period and cumulatively for the fiscal year is provided on the accompanying Budget Reallocation Summary. No reallocations were made in April 2022.

4. Operating Income (Loss):
 - a. Cumulatively, \$44.3M has been allotted to HTA year-to-date through April 2022, which represents ARPA funds HTA is using in FY 2022 for staff’s payroll, program, admin and governance costs.
 - b. Cumulatively, \$6.9M has been expended year-to-date through April 2022.
 - c. Since this is the fund’s first year in operation, no Statement of Revenues and Expenditures associated with prior year funds is included.

Tourism Special Fund (TSF):

5. The Tourism Special Fund sunset on January 1, 2022, pursuant to Act 001, 2021 Legislative Special Session, upon which all unencumbered funds are available for remitting to the State’s General Fund. The \$5M Emergency Fund remains with HTA.
6. \$38.5M in cash and investments. The trend in cash balance is consistent with that of the prior year, except HTA does not anticipate an influx of cash at the end of FY 2022. In FY 2021, HTA funded its operations from its reserves that was bolstered by cancelled and/or reduced contracts due to the pausing of TAT distributions to HTA. During that period, there were minimal sources of revenue until TAT distribution temporarily restarted in June 2021. In FY 2022, we continue to spend down previously encumbered funds.



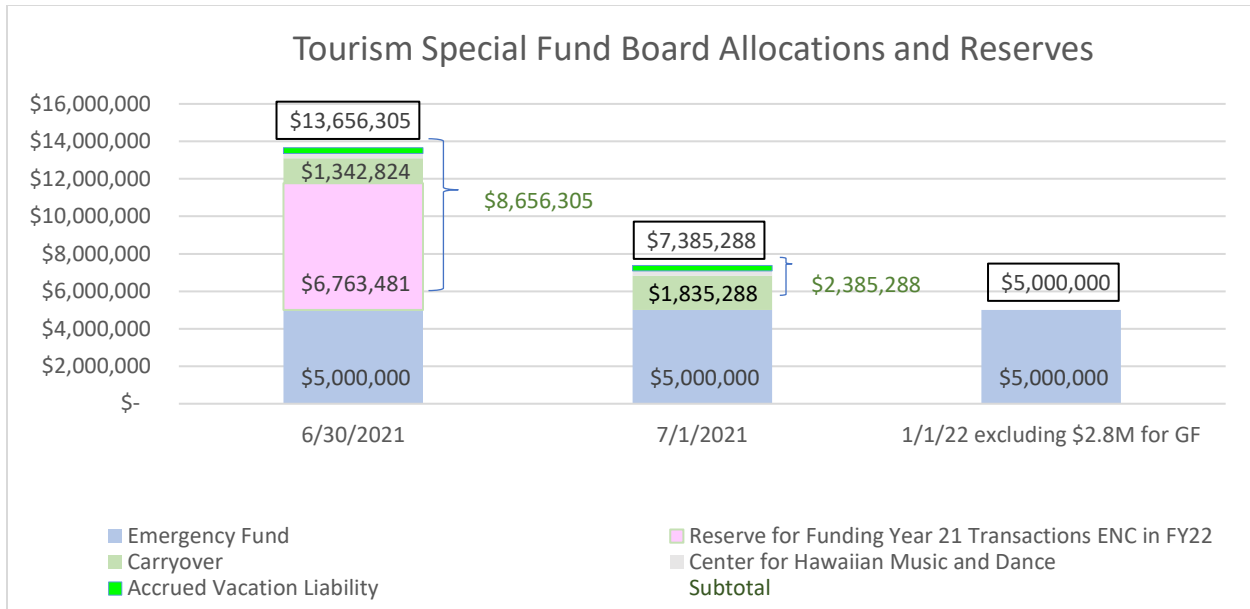
- a. Includes \$5M in Emergency Fund held as investments.
 - i. Approximately \$5.0M held in money market funds
 - ii. Further detail provided in the financial statements (as of March 2022)
- b. Cash decreased by approximately \$8.0M from March 31, 2022 primarily due to disbursements related to operational 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.

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

\$29.6M	Prior year encumbrances currently being spent down	
\$0.00	Current year encumbrances remaining	
\$29.6M	Total encumbrances outstanding at April 30, 2022	

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

- 8. 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 FY 2021 transactions that DAGS processed in July of FY 2022, 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 sunset on January 1, 2022. Any unencumbered funds are available to return to the State's General Fund, which we currently anticipate being approximately \$3.9M.

9. There is no budget for the Tourism Special Fund in FY 2022, as only Federal funds were appropriated.
10. Operating Income (Loss):
 - a. Pursuant to Act 001, Legislative Special Session 2021, HTA is no longer included in the TAT allocation.
 - b. In April 2022, \$60.6K of investment income was earned. Year-to-date investment income is \$187K.
 - c. Cumulatively, \$29.7M has been expended fiscal year-to-date through April 2022.

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

11. \$10.9M in cash (remaining from amount that has been allotted to HTA). Cash decreased by \$109K due to cash disbursements for payroll.

12. Over several meetings, the HTA Board approved the \$11M budget for FY 2022's Convention Center ARPA funds, further detailed below.

	Incremental Approved at Meeting	Cumulative Budget Approved	
June 2021 Meeting	162,000	162,000	Interim Payroll funding
July 2021 Meeting	328,000	490,000	Payroll for remainder of year
February 2022 Meeting	10,510,000	11,000,000	Remainder of budget, primarily for R&M

In April 2022, B&F approved HTA's request to extend the period of performance from June 2022 to June 2023, as anticipated from prior discussions. This will allow for the continued planning, procurement and performance of ARPA-funded major repair and maintenance.

13. In April 2022, approximately \$419K was reallocated from the Major Repair & Maintenance budget to Organization-Wide costs for Convention Center insurance.

14. Operating Income:

- a. Cumulatively, \$11M of ARPA funds has been allotted, which represents ARPA funds HTA will use in FY 2022 for staff's payroll and to fund expenditures of the Convention Center.
- 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):

15. \$50.3M in cash. Cash decreased by \$637K from March 31, 2022 primarily due to \$1.7M in disbursements for Convention Center operations, partially offset by \$1.1M in revenue receipts.

16. \$17.9M in cash with contractor or with DAGS, for R&M projects (as of February 2022).

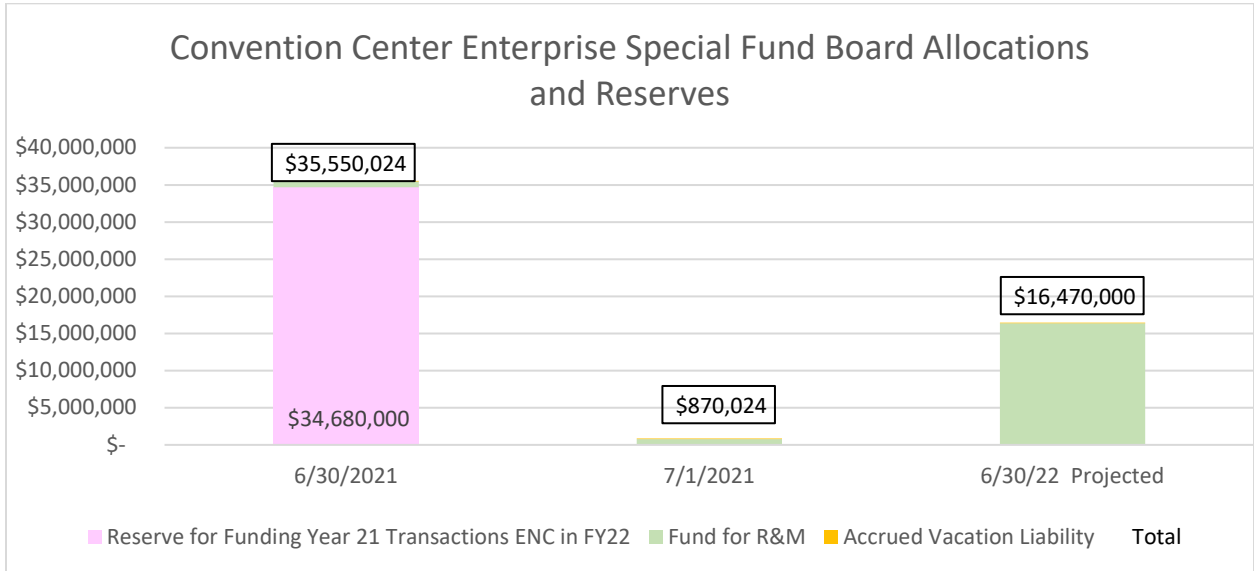
- a. Includes \$2M in Emergency R&M funds
- b. These funds are encumbered or budgeted toward specific projects such as kitchen wall rehabilitation and exterior planter repairs, exterior building painting, trellis replacement, house audio upgrades, ballroom gutter and transom glass

repair, chiller replacement, and various equipment purchases and upgrades. Of the \$18.2M, approximately \$7.1M has been contracted (as of February 2022).

- c. The amount of cash remaining with the contractor already accounts for \$5.6M expended on current and future projects (in-progress costs or preliminary work).

17. \$16.1M reserved as Board allocations as of April 30, 2022. 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, partially offset by \$4.2M in HCC revenue/other receipts and \$11M in TAT revenue deposited into the CCESF in FY 2022, pursuant to HRS 237D, as amended by Act 1 of the 2021 Legislative Special Session. We anticipate the \$16.1M reserve balance to further increase to between \$16.4M to \$17M by June 30, 2022, due to:

- a. The deposit of Convention Center revenues throughout FY 2022.
- b. The inability to spend these funds due to the CCESF not having an appropriation ceiling in FY 2022.
- c. (We anticipate approximately \$2.5M of the projected \$16.4M to be dedicated toward replenishing HTA’s operating reserve for the Convention Center.)



18. \$34.2M of prior year outstanding encumbrances currently being spent down.

19. Budget:

- a. No budget has been established for the CCESF in 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 operations 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
	<u>16,500,000</u>	<u>18,600,000</u>	<u>35,100,000</u>

* Additionally, the AEG contract included \$5,948,568 funded from the TSF for the Center for Hawaiian Music & Dance.

20. Operating Income:

- a. \$11M in TAT funds were received YTD.
- b. Convention Center Operations
 - i. Note: \$3.6M operating subsidy fiscal-year-to-date per HCC financial statements (as of March 2022). We budgeted for a \$5.5M operating subsidy for FY 2022. HCC management anticipates operating within budget at \$4.9M for FY 2022. Funded by FY21’s encumbrance as discussed above.

Hawaii Tourism Authority
Balance Sheet
Tourism Federal (ARPA) Fund
As of 4/30/22

	Current Year
Assets	
Current Assets	
Checking	37,408,239.11
Total Current Assets	37,408,239.11
Total Assets	37,408,239.11
Fund Balance	
Current year payables	
Accounts Payable	85,493.36
Total Current year payables	85,493.36
Encumbered Funds	
FY 2022 Funds	30,381,366.05
Total Encumbered Funds	30,381,366.05
Unencumbered Funds	
Total Unencumbered Funds	6,941,379.70
Total Fund Balance	37,408,239.11

Hawaii Tourism Authority

Balance Sheet

Tourism Special Fund

As of 4/30/22

	<u>Current Year</u>
Assets	
Current Assets	
Checking	33,536,352.02
Total Current Assets	<u>33,536,352.02</u>
Total Assets	<u><u>33,536,352.02</u></u>
Fund Balance	
Current year payables	
Accounts Payable	5,000.00
Total Current year payables	<u>5,000.00</u>
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	177,337.91
FY 2020 Funds	1,313,428.52
FY 2021 Funds	28,070,884.33
Total Encumbered Funds	<u>29,595,393.00</u>
Unencumbered Funds	
Total Unencumbered Funds	3,935,959.02
Total Fund Balance	<u><u>33,536,352.02</u></u>

Hawaii Tourism Authority
Balance Sheet
Convention Center Federal (ARPA) Fund
As of 4/30/22

	<u>Current Year</u>
Assets	
Current Assets	
Checking	10,890,500.50
Total Current Assets	<u>10,890,500.50</u>
Total Assets	<u>10,890,500.50</u>
Fund Balance	
Encumbered Funds	
FY 2022 Funds	380,500.50
Total Encumbered Funds	<u>380,500.50</u>
Unencumbered Funds	
Total Unencumbered Funds	10,510,000.00
Total Fund Balance	<u>10,890,500.50</u>

Hawaii Tourism Authority
Balance Sheet
Convention Center Enterprise Special Fund
As of 4/30/22

	<u>Current Year</u>
Assets	
Current Assets	
Checking	50,295,585.84
Total Current Assets	<u>50,295,585.84</u>
Total Assets	<u><u>50,295,585.84</u></u>
Fund Balance	
Encumbered Funds	
FY 2019 Funds	110,894.39
FY 2021 Funds	34,084,544.99
Total Encumbered Funds	<u>34,195,439.38</u>
Unencumbered Funds	
Total Unencumbered Funds	16,100,146.46
Total Fund Balance	<u><u>50,295,585.84</u></u>

Hawaii Tourism Authority

Balance Sheet

Emergency Trust Fund

As of 4/30/22

	<u>Current Year</u>
Assets	
Current Assets	
Investments	5,009,185.51
Total Current Assets	<u>5,009,185.51</u>
 Total Assets	 <u><u>5,009,185.51</u></u>
 Fund Balance	
Current year net assets	
	(9,773.57)
Total Current year net assets	<u>(9,773.57)</u>
Prior years	
Total Prior years	5,018,959.08
 Total Fund Balance	 <u><u>5,009,185.51</u></u>

HTA Allocations
FY 2021 and FY 2022 (Projected)

HTA Allocations:

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)	-	-	-	Carryover for HCC Operations	-	-	-
Reserve for Funding Year 21 Transactions Enc in FY22	6,763,481	-	-	Reserve for Funding Year 21 Transactio	34,680,000	-	-
Carryover	1,342,824	1,342,824	-	Funds for R&M	790,024	790,024	16,390,000
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	-	Accrued Vacation Liability	80,000	80,000	80,000
	-	-	-				
Total Long-Term Obligations and Commitments	8,656,305	2,385,288	-		35,550,024	870,024	16,470,000

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

35,550,024 870,024 16,470,000

Hawaii Tourism Authority
Statement of Revenues and Expenditures
Tourism Federal (ARPA) Fund
FY 2022 Funds
From 4/1/2022 Through 4/30/2022

	<u>Total Budget - FY22</u>	<u>Current Period Actual</u>	<u>Current Year Actual</u>	<u>Total Budget Variance - FY22</u>
Revenue				
Alloted Federal Funds	60,000,000.00	0.00	44,274,500.00	(15,725,500.00)
Total Revenue	<u>60,000,000.00</u>	<u>0.00</u>	<u>44,274,500.00</u>	<u>(15,725,500.00)</u>
Expense				
Perpetuating Hawaiian Culture	1,815,500.00	0.00	0.00	1,815,500.00
Natural Resources	665,000.00	0.00	0.00	665,000.00
Community	735,500.00	0.00	0.00	735,500.00
Branding	34,483,222.00	231,225.74	4,501,225.74	29,981,996.26
Sports	4,344,889.00	1,831,361.00	1,838,943.00	2,505,946.00
Safety and Security	900,000.00	0.00	0.00	900,000.00
Tourism Research	60,000.00	0.00	0.00	60,000.00
Planning	2,005,200.00	38.00	38.00	2,005,162.00
Administrative	2,378,889.00	308,514.74	315,171.56	2,063,717.44
Governance and Org-Wide	1,461,800.00	250,078.49	296,380.95	1,165,419.05
Total Expense	<u>48,850,000.00</u>	<u>2,621,217.97</u>	<u>6,951,759.25</u>	<u>41,898,240.75</u>
Net Income	<u>11,150,000.00</u>	<u>(2,621,217.97)</u>	<u>37,322,740.75</u>	<u>26,172,740.75</u>

Hawaii Tourism Authority
Statement of Revenues and Expenditures
Tourism Special Fund
FY 2022 Funds
From 4/1/2022 Through 4/30/2022

	<u>Total Budget - FY22</u>	<u>Current Period Actual</u>	<u>Current Year Actual</u>	<u>Total Budget Variance - FY22</u>
Revenue				
Miscellaneous	0.00	0.00	1,302.52	1,302.52
Refunds	<u>0.00</u>	<u>(47,200.00)</u>	<u>57,855.09</u>	<u>57,855.09</u>
Total Revenue	<u>0.00</u>	<u>(47,200.00)</u>	<u>59,157.61</u>	<u>59,157.61</u>
Net Income	<u><u>0.00</u></u>	<u><u>(47,200.00)</u></u>	<u><u>59,157.61</u></u>	<u><u>59,157.61</u></u>

Hawaii Tourism Authority
Statement of Revenues and Expenditures
Prior Year Funds - Tourism Special Fund
From 4/1/2022 Through 4/30/2022

	Total Budget	Current Period Actual	Current Year Actual	Total Budget Variance
Revenue				
Interest and Dividends	0.00	60,692.66	187,463.11	187,463.11
Refunds	0.00	47,200.00	47,200.00	47,200.00
Total Revenue	<u>0.00</u>	<u>107,892.66</u>	<u>234,663.11</u>	<u>234,663.11</u>
Expense				
Perpetuating Hawaiian Culture	11,199,632.00	300,000.00	3,018,286.25	8,181,345.75
Natural Resources	3,447,910.00	0.00	1,306,910.00	2,141,000.00
Community	8,462,772.12	6,396,445.00	6,822,507.07	1,640,265.05
Branding	33,112,516.00	1,187,933.00	15,533,186.09	17,579,329.91
Sports	160,222.00	0.00	45,171.00	115,051.00
Safety and Security	770,114.66	0.00	670,875.00	99,239.66
Tourism Research	2,270,248.83	10,067.00	1,614,190.56	656,058.27
Administrative	933,514.62	201,856.92	568,918.25	364,596.37
Governance and Org-Wide	201,675.92	0.00	126,318.74	75,357.18
Total Expense	<u>60,558,606.15</u>	<u>8,096,301.92</u>	<u>29,706,362.96</u>	<u>30,852,243.19</u>
Net Income	<u>(60,558,606.15)</u>	<u>(7,988,409.26)</u>	<u>(29,471,699.85)</u>	<u>31,086,906.30</u>

Hawaii Tourism Authority
Statement of Revenues and Expenditures
Convention Center Federal (ARPA) Fund
FY 2022 Funds
From 4/1/2022 Through 4/30/2022

	<u>Total Budget - FY22</u>	<u>Current Period Actual</u>	<u>Current Year Actual</u>	<u>Total Budget Variance - FY22</u>
Revenue				
Alloted Federal Funds	11,000,000.00	0.00	11,000,000.00	0.00
Total Revenue	<u>11,000,000.00</u>	<u>0.00</u>	<u>11,000,000.00</u>	<u>0.00</u>
Expense				
Branding	72,958.00	6,079.86	6,079.86	66,878.14
Administrative	247,042.00	76,836.40	76,836.40	170,205.60
Governance and Org-Wide	684,345.00	26,583.24	26,583.24	657,761.76
HCC Repair and Maintenance	<u>9,995,655.00</u>	<u>0.00</u>	<u>0.00</u>	<u>9,995,655.00</u>
Total Expense	<u>11,000,000.00</u>	<u>109,499.50</u>	<u>109,499.50</u>	<u>10,890,500.50</u>
Net Income	<u>0.00</u>	<u>(109,499.50)</u>	<u>10,890,500.50</u>	<u>10,890,500.50</u>

Hawaii Tourism Authority
Statement of Revenues and Expenditures
Convention Center Enterprise Special Fund
FY 2022 Funds
From 4/1/2022 Through 4/30/2022

	<u>Total Budget - FY22</u>	<u>Current Period Actual</u>	<u>Current Year Actual</u>	<u>Total Budget Variance - FY22</u>
Revenue				
Transient Accomodations Tax	11,000,000.00	0.00	11,000,000.00	0.00
Miscellaneous	0.00	0.00	71,890.00	71,890.00
Refunds	0.00	0.00	41,501.08	41,501.08
HCC Revenue	<u>0.00</u>	<u>542,042.73</u>	<u>3,599,089.36</u>	<u>3,599,089.36</u>
Total Revenue	<u>11,000,000.00</u>	<u>542,042.73</u>	<u>14,712,480.44</u>	<u>3,712,480.44</u>
Net Income	<u>11,000,000.00</u>	<u>542,042.73</u>	<u>14,712,480.44</u>	<u>3,712,480.44</u>

Hawaii Tourism Authority
Statement of Revenues and Expenditures
Prior Year Funds - Convention Center Enterprise Special Fund
From 4/1/2022 Through 4/30/2022

	Total Budget	Current Period Actual	Current Year Actual	Total Budget Variance
Revenue				
Interest and Dividends	0.00	34,304.69	92,149.03	92,149.03
Miscellaneous	0.00	0.00	35,100.21	35,100.21
Refunds	0.00	0.00	80,938.93	80,938.93
HCC Revenue	0.00	0.00	309,453.95	309,453.95
Total Revenue	<u>0.00</u>	<u>34,304.69</u>	<u>517,642.12</u>	<u>517,642.12</u>
Expense				
Branding	6,080.00	0.00	6,079.86	0.14
Administrative	19,449.64	0.00	19,449.86	(0.22)
Governance and Org-Wide	587,376.00	0.00	8,917.40	578,458.60
HCC Operating Expense	13,465,701.52	1,711,993.81	1,711,993.81	11,753,707.71
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
Total Expense	<u>35,941,880.09</u>	<u>1,711,993.81</u>	<u>1,746,440.93</u>	<u>34,195,439.16</u>
Net Income	<u>(35,941,880.09)</u>	<u>(1,677,689.12)</u>	<u>(1,228,798.81)</u>	<u>34,713,081.28</u>

Hawaii Convention Center
Facility
Income Statement
From 3/01/2022 Through 3/31/2022
(In Whole Numbers)

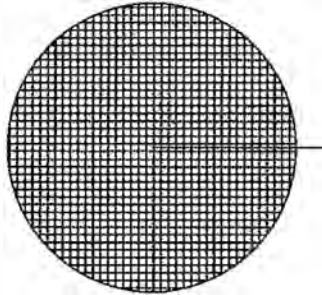
	Current Month Actual	Current Month Budget	Variance	Current Month Prior Year	YTD Actual	YTD Budget	Variance	YTD Prior Year
Direct Event Income								
Rental Income (Net)	171,440	257,135	(85,695)	160,397	1,775,718	1,546,390	229,328	1,886,798
Service Revenue	75,511	209,030	(133,519)	128,346	997,234	1,344,435	(347,201)	1,598,553
Total Direct Event Income	246,951	466,165	(219,214)	288,742	2,772,952	2,890,825	(117,872)	3,485,351
Direct Service Expenses	140,822	638,470	497,648	122,861	1,197,490	2,452,586	1,255,096	1,490,445
Net Direct Event Income	106,129	(172,305)	278,434	165,881	1,575,462	438,239	1,137,223	1,994,906
Ancillary Income								
Food and Beverage (Net)	97,394	307,408	(210,014)	4,716	449,391	1,240,980	(791,589)	146,242
Event Parking (Net)	45,693	30,520	15,173	0	477,292	182,820	294,472	46,149
Electrical Services	3,600	3,480	120	0	26,613	46,200	(19,587)	0
Audio Visual	38,947	19,500	19,447	87	67,610	77,940	(10,330)	3,254
Internet Services	0	0	0	0	0	0	0	0
Rigging Services	0	2,400	(2,400)	0	116,920	10,400	106,520	0
First Aid Commissions	0	0	0	0	0	0	0	0
Total Ancillary Income	185,634	363,308	(177,674)	4,803	1,137,826	1,558,340	(420,514)	195,645
Total Event Income	291,763	191,003	100,760	170,684	2,713,288	1,996,579	716,709	2,190,551
Other Operating Income								
Non-Event Parking	180	0	180	0	5,988	0	5,988	(875)
Other Income	6,064	1,417	4,647	913	57,340	12,753	44,587	15,174
Total Other Operating Income	6,244	1,417	4,827	913	63,328	12,753	50,575	14,299
Total Gross Income	298,008	192,420	105,588	171,597	2,776,615	2,009,332	767,283	2,204,851
Net Salaries & Benefits								
Salaries & Wages	329,501	394,820	65,319	250,021	2,845,928	3,309,860	463,932	2,475,734
Payroll Taxes & Benefits	47,053	125,893	78,840	209,388	773,822	1,133,037	359,215	933,657
Labor Allocations to Events	(34,717)	(193,923)	(159,206)	(112,664)	(600,529)	(1,304,177)	(703,648)	(1,411,881)
Total Net Salaries & Benefits	341,837	326,790	(15,047)	346,745	3,019,221	3,138,720	119,499	1,997,510
Other Indirect Expenses								
Net Contracted Services	61,067	24,292	(36,775)	10,228	196,875	212,237	15,362	89,117
Operations	14,632	10,534	(4,098)	7,359	74,393	94,806	20,413	96,128
Repair & Maintenance	72,315	72,367	52	39,188	633,822	651,303	17,481	466,503
Operational Supplies	36,091	42,850	6,759	5,359	205,364	326,434	121,070	138,336
Insurance	14,721	13,486	(1,235)	8,393	112,253	101,096	(11,157)	28,390
Utilities	170,374	185,819	15,445	128,376	1,543,750	1,314,246	(229,504)	1,204,195
Meetings & Conventions	0	850	850	0	8,874	10,150	1,276	10,584
Promotions & Communications	1,326	2,300	974	630	2,481	20,700	18,219	5,540
General & Administrative	17,684	20,657	2,973	8,275	118,333	136,427	18,094	89,555
Management Fees	18,633	18,633	(0)	0	167,700	167,697	(3)	0
Other	470	2,166	1,696	46,411	28,235	19,494	(8,741)	6,721
Total Other Indirect	407,313	393,954	(13,359)	254,219	3,092,080	3,054,590	(37,490)	2,135,068
Net Income (Loss) before CIP Funded Expenses	(451,142)	(528,324)	77,182	(429,367)	(3,334,686)	(4,183,978)	849,293	(1,927,727)
CIP Funded Expenses	0	0	0	45,206	7,991	0	7,991	3,981
Net Income (Loss) from Operations	(451,142)	(528,324)	77,182	(384,161)	(3,326,694)	(4,183,978)	857,284	(1,923,746)
Fixed Asset Purchases	3,588	8,333	4,745	1,564	234,261	74,997	(159,264)	25,347
Net Income (Loss) After Fixed Asset Purchases	(454,730)	(536,657)	81,927	(385,725)	(3,560,956)	(4,258,975)	698,020	(1,949,093)

Hawaii Convention Center
Facility
Income Statement
From 3/01/2022 Through 3/31/2022
(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	222,566	508,636	(286,070)	6,263	1,036,753	2,089,503	(1,052,750)	219,626
Facility	350,477	530,642	(180,165)	289,742	3,597,139	3,252,348	344,792	3,549,053
Total Revenues	573,043	1,039,278	(466,235)	296,005	4,633,892	5,341,851	(707,958)	3,768,680
Expenses								
Food & Beverage	227,591	309,822	82,231	29,380	1,371,061	1,740,264	369,203	497,819
Facility	796,594	1,257,780	461,186	695,992	6,597,517	7,785,565	1,188,048	5,198,588
Total Expenses	1,024,185	1,567,602	543,417	725,371	7,968,578	9,525,829	1,557,251	5,696,407
Net Income (Loss) before CIP Funded Expenses	(451,142)	(528,324)	77,182	(429,367)	(3,334,686)	(4,183,978)	849,293	(1,927,727)
CIP Funded Expenses	0	0	0	45,206	7,991	0	7,991	3,981
Net Income (Loss) from Operations	(451,142)	(528,324)	77,182	(384,161)	(3,326,695)	(4,183,978)	857,284	(1,923,746)
Fixed Asset Purchases	3,588	8,333	4,745	1,564	234,261	74,997	(159,264)	25,347
Net Income (Loss) after Fixed Asset Purchases	(454,730)	(536,657)	81,928	(385,725)	(3,560,956)	(4,258,975)	698,020	(1,949,093)

Summary Of Investments

Investment Allocation



0.0%	CASH	300.33
100.0%	CASH EQUIVALENTS	5,008,885.18
100.0%	TOTAL	5,009,185.51

Investment Summary

	Market Value	%	Estimated Income	Current Yield
CASH	300.33	0.01	0	0.00
CASH EQUIVALENTS	5,008,885.18	99.99	3,506	0.07
Total Fund	5,009,185.51	100.00	3,506	0.07

Schedule Of Investments

UNITS	DESCRIPTION	BOOK VALUE	MARKET VALUE	% OF CATEGORY
	CASH	300.33	300.33	100.00
	CASH EQUIVALENTS			
	CASH MANAGEMENT			
5,008,885.18	DREYFUS TREASURY OBLIGATIONS CASH MANAGEMENT FUND	5,008,885.18	5,008,885.18	100.00
	Total Fund	5,009,185.51*	5,009,185.51*	100.00*

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9a.2
Budget Reallocation Summary
FY 2022
Through April 30, 2022

Budget Reallocation Summary
 FY 2022
 Through April 30, 2022

Budget Line Item	Program Code	Original Budget	Year-to-Date		April 2022 Activity
			Reallocation	Budget After Reallocations	
Perpetuating Hawaiian Culture					
<i>From:</i>					
Hawaiian Culture Opportunity Fund	215	200,000	(150,000)	50,000	
				-	
				-	
			(150,000)		-
<i>To:</i>					
Resort Area Hawaiian Culture Initiative	718	-	400,000	400,000	
				-	
				-	
				-	
				-	
			400,000		-
Natural Resources					
<i>From:</i>					
None				-	
				-	
				-	
			-		-
<i>To:</i>					
				-	
				-	
				-	
			-		-
Community					
<i>From:</i>					
None				-	
				-	
				-	
			-		-
<i>To:</i>					
				-	
				-	
				-	
				-	

Budget Reallocation Summary
 FY 2022
 Through April 30, 2022

Budget Line Item	Program Code	Original Budget	Reallocation	Budget After Reallocations	April 2022 Activity
			-	-	
			-	-	
			-	-	
			-	-	
Branding					
<i>From:</i>					
Route Development	005	250,000	(250,000)	-	
gohawaii.com	318	2,500,000	(710,000)	1,790,000	
				-	
			(960,000)		-
<i>To:</i>					
Marketing Opportunity	380	250,000	43,000	293,000	
				-	
				-	
			43,000		-
Sports					
<i>From:</i>					
				-	
				-	
			-		-
<i>To:</i>					
UH Athletics Branding Partnership	378	-	167,000	167,000	
Sports Programs - Unallocated	379	1,500,000	-	1,500,000	
LPGA	343		500,000	500,000	
				-	
			667,000		-
Safety and Security					
<i>From:</i>					
None				-	
				-	
			-		-
<i>To:</i>					
				-	
				-	
			-		-
Tourism Research					
<i>From:</i>					

Budget Reallocation Summary
 FY 2022
 Through April 30, 2022

Budget Line Item	Program Code	Original Budget	Reallocation	Budget After Reallocations	April 2022 Activity
None			-	-	-
			-	-	-
To:			-	-	-
			-	-	-
<hr/>					
Planning					
From:					
None			-	-	-
			-	-	-
To:			-	-	-
			-	-	-
<hr/>					
Administration					
From:					
None			-	-	-
			-	-	-
To:			-	-	-
			-	-	-
<hr/>					
Governance and Organization-Wide					
From:					
None			-	-	-
			-	-	-
To:			-	-	-
			-	-	-
<hr/>					

Budget Reallocation Summary
 FY 2022
 Through April 30, 2022

Budget Line Item	Program Code	Original Budget	Reallocation	Budget After Reallocations	April 2022 Activity
Board Allocations					
<i>From:</i>					
None			-	-	-
			-		-

9a.3

Budget Statement - Summary
FY 2022
As of April 30, 2022

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 April 2022	Budget	YTD Amount of Budget Used	Balance	Activity for April 2022
Revenues								
TAT Revenue Allocation			-	-			-	-
Federal ARPA Funds	60,000,000	44,274,500	15,725,500	-	11,000,000	11,000,000	-	-
Prior Year Carryover			-	-			-	-
Availability of \$5M Emergency Fund (Subject to Governor Approval)			-	-			-	-
Other			-	-			-	-
Total Revenues	60,000,000	44,274,500	15,725,500	-	11,000,000	11,000,000	-	-
Encumbrances								
Perpetuating Hawaiian Culture								
Hawaiian Culture Programs	1,815,500	-	1,815,500	-				
In-House Contracted Staff - Hawaiian Culture								
Subtotal	1,815,500	-	1,815,500	-				
Natural Resources (Statute: \$1M minimum)								
Natural Resources Programs	665,000	50,000	615,000	50,000				
In-House Contracted Staff - Natural Resources								
Subtotal	665,000	50,000	615,000	50,000				
Community								
Community Programs	735,500	120,000	615,500	-				
In-House Contracted Staff - Community								
Subtotal	735,500	120,000	615,500	-				
Branding								
Branding Programs	33,563,000	30,368,696	3,194,304	1,356,300				
In-House Contracted Staff - Branding								
State Employee Salaries - Branding	920,222	920,222	-	-	72,958	72,958	-	-
Subtotal	34,483,222	31,288,918	3,194,304	1,356,300	72,958	72,958	-	-
Sports								
Sports Programs	4,344,889	2,594,889	1,750,000	250,000				
Subtotal	4,344,889	2,594,889	1,750,000	250,000				
Safety and Security								
Safety and Security Programs	900,000	1,380	898,620	-				
Subtotal	900,000	1,380	898,620	-				
Tourism Research								
Tourism Research Programs	60,000	-	60,000	-				
In-House Contracted Staff - Tourism Research								
Subtotal	60,000	-	60,000	-				
Planning								
Planning Programs	2,005,200	441,538	1,563,662	75,380				
In-House Contracted Staff - Planning								
Subtotal	2,005,200	441,538	1,563,662	75,380				
Hawai'i Convention Center								
Sales & Marketing								
Operations								
Major Repair & Maintenance					9,995,655	-	9,995,655	-
Subtotal					9,995,655	-	9,995,655	-
Administrative (Statute: Cannot exceed 3.5% = \$2,765,000)								
Operations	999,111	201,422	797,689	9,753				
In-House Contracted Staff - Admin								
State Employee Salaries - Admin	1,379,778	1,179,778	200,000	-	247,042	247,042	-	-
Subtotal	2,378,889	1,381,200	997,689	9,753	247,042	247,042	-	-
Organizationwide Costs								
State Employee Fringe	1,110,000	1,110,000	-	-	170,000	170,000	-	-
Organization-Wide	230,000	105,000	125,000	-	514,345	-	514,345	-
Governance - Board/Others	121,800	116,661	5,139	6,245				
Subtotal	1,461,800	1,331,661	130,139	6,245	684,345	170,000	514,345	-
Total Encumbrances	48,850,000	37,209,586	11,640,414	1,747,678	11,000,000	490,000	10,510,000	-
Revenues vs Encumbrances	11,150,000	7,064,914			-	10,510,000		

Category	Tourism Special Fund (TSF)				Convention Center Enterprise Special Fund (CCESF)			
	Fiscal Year 2022				Fiscal Year 2022			
Revenues								
TAT Revenue Allocation					11,000,000	11,000,000	-	-
Convention Center Revenue - Relating to FY22 (also tied to FY21 encumbrance)						3,599,089	(3,599,089)	542,043
Convention Center Revenue - Relating to Prior Years						309,454	(309,454)	-
Other		293,821	(293,821)	60,693		321,579	(321,579)	34,305
Total Revenues	-	293,821	(293,821)	60,693	11,000,000	15,230,122	(4,230,122)	576,348

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Budget Statement
As of April 30, 2022
FY 2022

Hawaii Tourism Authority
Budget Statement
As of April 30, 2022
FY 2022

Program Code	Program Title	Budget FY22	YTD Amount of Budget Used	Remaining Balance	Monthly Activity Actual and Enc
Tourism Federal Fund					
Perpetuating Hawaiian Culture					
202	Hawaiian Culture Initiative	475,000.00	0.00	475,000.00	0.00
203	Ma'ema'e HTA	50,000.00	0.00	50,000.00	0.00
204	Market Support	50,000.00	0.00	50,000.00	0.00
214	Legacy Award Program	25,000.00	0.00	25,000.00	0.00
215	Hawaiian Culture Opportunity Fund	50,000.00	0.00	50,000.00	0.00
216	Olelo Hawaii	500,000.00	0.00	500,000.00	0.00
217	FESTPAC	250,000.00	0.00	250,000.00	0.00
297	Memberships and Dues - Hawaiian Culture	500.00	0.00	500.00	0.00
298	Travel - Hawaiian Culture	15,000.00	0.00	15,000.00	0.00
718	Resort Area Hawaiian Cultural Initiative	400,000.00	0.00	400,000.00	0.00
Subtotal	Perpetuating Hawaiian Culture	1,815,500.00	0.00	1,815,500.00	0.00
Natural Resources					
406	Visitor Impact Program	350,000.00	50,000.00	300,000.00	50,000.00
407	Hawaii Eco Tourism Association	50,000.00	0.00	50,000.00	0.00
416	Wahi Pana Series	250,000.00	0.00	250,000.00	0.00
498	Travel - Natural Resources	15,000.00	0.00	15,000.00	0.00
Subtotal	Natural Resources	665,000.00	50,000.00	615,000.00	50,000.00
Community					
702	Community Product Capacity Building (formerly Workshops)	500,000.00	0.00	500,000.00	0.00
797	Memberships and Dues - Community	500.00	0.00	500.00	0.00
798	Travel - Community	15,000.00	0.00	15,000.00	0.00
802	Current Workforce Development (Industry Career Dev)	100,000.00	0.00	100,000.00	0.00
803	Future Workforce Development (LEI)	120,000.00	120,000.00	0.00	0.00
Subtotal	Community	735,500.00	120,000.00	615,500.00	0.00
Branding					
004	Cruise Infrastructure Improvements and Arrival Experience	100,000.00	100,000.00	0.00	0.00
010	HTUS/HTJ Campaign Effectiveness Study	270,000.00	270,000.00	0.00	0.00
012	Rebranding of the Hawaiian Islands	1,000,000.00	1,000,000.00	0.00	1,000,000.00
013	Creative Agency	250,000.00	250,000.00	0.00	250,000.00
014	Pono Travel Tips (Kuleana Travel Messaging at NI Airports)	175,000.00	0.00	175,000.00	0.00
102	Hawaii Tourism Summit	125,000.00	5,251.30	119,748.70	0.00
317	Convention Center Sales & Marketing - City Wide	2,600,000.00	2,600,000.00	0.00	0.00
318	gohawaii.com (formerly Online Website Coordination)	1,790,000.00	155,000.00	1,635,000.00	0.00
319	MCI MFF	850,000.00	850,000.00	0.00	0.00
321	US (formerly North America)	22,500,000.00	22,500,000.00	0.00	0.00
331	Meetings, Convention & Incentives	1,900,000.00	1,900,000.00	0.00	0.00
339	Global Digital Marketing Strategy (former Intl Online Strat)	713,000.00	200,000.00	513,000.00	0.00
350	Global Mkt Shared Rescues (formerly Intellect Prop Data Bank)	787,000.00	395,000.00	392,000.00	0.00
380	Marketing Opportunity Fund	293,000.00	32,975.00	260,025.00	975.00
397	Memberships and Dues - Branding	160,000.00	99,200.00	60,800.00	99,200.00
398	Travel - Branding	50,000.00	11,269.53	38,730.47	6,125.27
934	State Employee Salaries - Branding	920,222.00	920,222.00	0.00	0.00
Subtotal	Branding	34,483,222.00	31,288,917.83	3,194,304.17	1,356,300.27
Sports					
312	PGA Tour Contracts	2,177,889.00	2,177,889.00	0.00	0.00
343	LPGA	500,000.00	250,000.00	250,000.00	250,000.00
378	UH Athletics Branding Partnership	167,000.00	167,000.00	0.00	0.00
379	Sports Programs - Unallocated	1,500,000.00	0.00	1,500,000.00	0.00
Subtotal	Sports	4,344,889.00	2,594,889.00	1,750,000.00	250,000.00
Safety and Security					
601	Visitor Assistance Programs	500,000.00	0.00	500,000.00	0.00
602	Crisis Management	100,000.00	1,380.00	98,620.00	0.00
603	Lifeguard Program	200,000.00	0.00	200,000.00	0.00
604	Preventative Programs	100,000.00	0.00	100,000.00	0.00
Subtotal	Safety and Security	900,000.00	1,380.00	898,620.00	0.00
Tourism Research					
506	Infrastructure Research (Accommodations and Airseats)	60,000.00	0.00	60,000.00	0.00
Subtotal	Tourism Research	60,000.00	0.00	60,000.00	0.00
Planning					
652	Planning Tools and Assessments	410,000.00	141,000.00	269,000.00	75,000.00
653	Hotspot Mitigation	500,000.00	0.00	500,000.00	0.00
654	Program Evaluation	500,000.00	300,000.00	200,000.00	0.00
655	Community Engagement	175,000.00	0.00	175,000.00	0.00
656	Community Tourism Collaborative	400,000.00	0.00	400,000.00	0.00
697	Memberships and Dues - Planning	3,200.00	0.00	3,200.00	0.00
698	Travel - Planning	17,000.00	537.81	16,462.19	379.60
Subtotal	Planning	2,005,200.00	441,537.81	1,563,662.19	75,379.60
Administrative					
101	Community-Industry Outreach & Public Relations Svcs	200,000.00	0.00	200,000.00	0.00
103	hawaiiauthority.org (formerly HTA web/Global Social)	100,000.00	73,494.64	26,505.36	0.00
901	General and Administrative	648,700.00	120,396.39	528,303.61	2,523.81
930	State Employee Salaries - Admin	1,379,778.00	1,179,778.00	200,000.00	0.00
998	Travel - Admin	50,411.00	7,531.15	42,879.85	7,229.34
Subtotal	Administrative	2,378,889.00	1,381,200.18	997,688.82	9,753.15
Governance and Org-Wide					
915	Organization-Wide	230,000.00	105,000.00	125,000.00	0.00
919	Governance - Gen Board/Others	121,800.00	116,660.78	5,139.22	6,245.25
931	State Employees Fringe	1,110,000.00	1,110,000.00	0.00	0.00
Subtotal	Governance and Org-Wide	1,461,800.00	1,331,660.78	130,139.22	6,245.25
Total	FY 2022 Funds	48,850,000.00	37,209,585.60	11,640,414.40	1,747,678.27
Convention Center Federal Fund					
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 Org-Wide					
915	Organization-Wide	514,345.00	0.00	514,345.00	0.00
931	State Employees Fringe	170,000.00	170,000.00	0.00	0.00
Subtotal	Governance and Org-Wide	684,345.00	170,000.00	514,345.00	0.00
HCC Repair and Maintenance					
860	HCC Repair and Maintenance	9,995,655.00	0.00	9,995,655.00	0.00
Subtotal	HCC Repair and Maintenance	9,995,655.00	0.00	9,995,655.00	0.00
Total	FY 2022 Funds	11,000,000.00	490,000.00	10,510,000.00	0.00

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Budget Statement
July 1, 2021

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 Experienc	-
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 Stra	-
350	Global Mkt Shared Resces (formerly Intellect Prop Data B	-
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

9b

Hawaii Convention Center's April 2022 Financial Plan
and Update on the Hawaii Convention Center's 6-year
CIP Plan

Hawai'i Convention Center



*Update for
April 2022*

Financial Update

	April FYTD Actual	FY 2022 Reforecast	FY 2022 Budget	Variance	CY 2019 Actual
Contracted Room Nights	9,285	17,577	31,181*	(13,604)	132,104
Facility Occupancy	28%	28%	20%	8%	32%
Facility Number of Events	176	211	100	111	238
Facility Gross Revenue	\$5,483,700	\$6,954,300	\$7,701,500	(\$747,200)	\$16,866,900
Facility Gross Expenses	\$9,134,100	\$11,851,300	\$13,218,900	\$1,367,600	\$17,649,200
Facility Net Loss	(\$3,650,400)	(\$4,897,000)	(\$5,517,400)	\$620,400	(\$782,300)
Local S&M Gross Expenses	(\$386,600)	(\$514,600)	(\$533,000)	\$18,400	(\$5,315,00)
HCC Net Loss	(\$4,037,000)	(\$5,411,600)	(\$6,050,400)	\$638,800	(\$6,097,300)

Definite Citywides April 2022 FYTD

Start Date	End Date	Event Name	Actual Attendance	EEI Value	Tax Generation
01/06/22	01/08/22	2022 IDQ Expo (C)	1,450	\$13,429,710	\$1,571,276
1/15/22	1/17/22	TransPacific Volleyball Championships 2022	9,567	\$9,219,415	\$1,078,671
03/22/22	03/27/22	Association for Asian Studies (AAS) Annual Convention 2022	2,200	\$9,541,778	\$1,116,388
Total			13,217	\$32,190,903	\$3,766,335

ROI-April 2022-FYTD

HCC Revenue + State Revenue + Tax Revenue
= \$41.4M

HCC Expense + HVCB MCI Expense = \$13.9M

***ROI = For every dollar spent,
\$2.97 returned to the State***

Recent Events @ Hawai'i Convention Center

- Kawaii Kon 2022, (April 22-24), 17,850 attendees (Local)
- Jam on It Hawaii District Championships, (April 30-May 1), 5,280 attendees (Basketball/Sporting Event)
- **MRS Spring Meeting 2022 (May 6-13), 4,000 *forecast* attendees (CW)**



Upcoming Local/Citywide Events

- Hawaii Baptist Academy Commencement, (June 4), 2,000 attendees
- Monet: The Immersive Experience (June 13-July 31), 100,000 attendees
- The Joy of Sake (June 24), 1,000 attendees
- Hawaii's Active Senior Expo 2022 (June 25-26), 11,000 attendees



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Servicing and Educating Families and their Kupunas™

Saturday, June 25 & Sunday, June 26, 2022
8:30am – 4pm • Hawaii Convention Center

Definite Citywide Bookings for Remainder CY2022

Start Date	End Date	Event Name	Forecast Attendance	EEI Value	Tax Generation
05/06/22	05/13/22	MRS Spring Meeting 2022	4,000	\$26,579,965	\$3,109,856
07/01/22	07/03/22	Pacific Rim Championship 2022 (Jam on It)	1,600	\$5,048,727	\$590,701
07/10/22	07/15/22	Goldschmidt Conference 2022	2,500	\$13,129,182	\$2,154,234
10/19/22	10/28/22	2022 Applied Superconductivity Conference	1,800	\$11,960,948	\$1,399,435
11/07/22	11/16/22	2022 AMA Interim Meeting of the House of Delegates (C)	3,500	\$23,728,741	\$2,776,263
Total			13,400	\$80,447,563	\$10,030,489

Definite Local Bookings for next 3 months

				May 2022	
	Start Date	End Date	Description		Forecast Attendance
1	05/01/22	05/01/22	Miss Hawaii Outstanding Teen 2022		100
2	05/03/22	05/03/22	Young Professionals High School Mentoring Networking Event		80
3	05/05/22	05/05/22	Visitor Public Safety Briefing		50
4	05/14/22	05/15/22	Papa 'Ahu'ula		20
5	05/14/22	05/14/22	Hawaii Republican Party Convention		350
6	05/16/22	05/16/22	Second Look Meeting		1,100
7	05/20/22	05/20/22	Myron B. Thompson Academy Commencement Ceremony		400
8	05/20/22	05/25/22	PSI Seminars		100
9	05/20/22	05/20/22	Damien Memorial School Commencement		1,500
10	05/21/22	05/21/22	Kalani High School Senior Prom		500
11	05/21/22	05/21/22	James Campbell High School Graduation		2,100
12	05/21/22	05/21/22	'Iolani Spring Ho'ike		400
13	05/22/22	05/22/22	2021-22 'Iolani Stage Band Final Concert		450
14	05/22/22	05/27/22	Department of the Prosecuting Attorney Training		100
15	05/25/22	05/25/22	Hawaii Technology Academy Commencement Ceremony		1,600
16	05/27/22	05/29/22	Jump Dance Convention 2022		500
17	05/28/22	05/30/22	Aloha Region Summer Volleyball Classic 2022		6,000
18	05/28/22	05/28/22	Na Kupuna Nights		400

Cont...

Definite Local Bookings for next 3 months

			June 2022	
	Start Date	End Date	Description	Forecast Attendance
1	06/02/22	06/02/22	"Growing Up Local" Filming	15
2	06/04/22	06/04/22	Hawaii Baptist Academy Commencement	2,000
3	06/04/22	06/05/22	Punahou School Project Grad	400
4	06/04/22	06/04/22	WSB Trainer's Academy	450
5	06/11/22	06/11/22	World Wide Dreambuilders Regional Rally	1,300
6	06/11/22	06/11/22	HMSA Kaimana Awards & Scholarship Luncheon	90
7	06/13/22	07/31/22	Monet: The Immersive Experience	100,000
8	06/14/22	06/15/22	AVID 2022	1,000
9	06/17/22	06/17/22	Honolulu Board of REALTORS General Membership Meeting	700
10	06/18/22	06/18/22	Jacinta and Jewel's Wedding	250
11	06/23/22	06/23/22	TKC 3RD STAGE AWARD TRIP	620
12	06/23/22	06/23/22	Dr. Richard Kelley - Celebration of Life	300
13	06/24/22	06/24/22	The Joy of Sake	1,000
14	06/25/22	06/26/22	Hawaii's Active Senior Expo 2022	11,000
15	06/26/22	06/26/22	Na Kupuna Nights	400
16	06/28/22	06/30/22	2022 EWC International Media and EWC/EWCA International Conference	400
17	06/30/22	06/30/22	Annual Leadership Meeting	300

Cont...

Definite Local Bookings for next 3 months

			July 2022	
	Start Date	End Date	Description	Forecast Attendance
1	07/05/22	04/05/23	Conservation and Resources Enforcement Academy Program	50
2	07/17/22	07/24/22	Hawaii Youth Symphony's Pacific Music Institute	250
3	07/19/22	07/19/22	2022 Educational Leadership Institute Conference	1,200
4	07/20/22	07/20/22	Tsuruda Organizational Open	350
5	07/21/22	07/23/22	5-0 Volleyball Tournament & Polyfest	6,000
6	07/23/22	07/23/22	Ma'ohi Nui - 20th Anniversary	2,500
7	07/25/22	07/26/22	Driver Education Classes	200
8	07/26/22	07/27/22	Hawaii State Judiciary Bar Exams	250
9	07/29/22	07/29/22	NFT Hawaii Conference	3,000
10	07/30/22	07/30/22	Mrs. Philippines World	300
11	07/30/22	07/31/22	Aloha Region Friendship Tournament	2,000
12	07/31/22	07/31/22	Na Kupuna Nights	400
13	07/31/22	07/31/22	Jesus Is Lord Church 10th Anniversary	300

Tentative

Local Bookings for Next 3 Months

Start Date	End Date	Event Name	Forecast Attendance
06/06/22	06/10/22	Hawaiian Cultural Training	350
07/15/22	07/20/22	PSI Seminars	100
07/28/22	07/28/22	Merrill Lynch - Beyond Monet Reception	100
07/28/22	07/28/22	Hawaii Innovation Cloud Conference	200
08/02/22	08/02/22	Aligned Mortgage - The Winning Minds Group	450
08/13/22	08/13/22	Fire Fighter Recruit Test	750
08/19/22	08/19/22	Institutional Purchasing Food and Product Trade Show	400
08/19/22	08/19/22	Employee Town Hall Meeting	400
08/27/22	08/27/22	Na Kupuna Nights	400

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WOMEN AT THE HELM: TERI ORTON, GENERAL MANAGER, HAWAI'I CONVENTION CENTER

May 9, 2022
Lisa Plummer Savas

B orn and raised in the Hawaiian islands, Teri Orton's passion for the hospitality industry started early. In fact, it's part of her family legacy. Both her parents worked in hospitality, so she was born into and exposed to the industry as a small child, yet never felt the need to rebel against or stray from the family business as a young adult.

After majoring in communications at the University of Hawai'i and advancing her training in hospitality management through various certifications with Starwood and Hilton Hotels, Orton stayed the course, spending more than 25 years holding an array of management and sales and marketing roles with leading hotel brands including Embassy Suites, The Ilikai, W Diamond Head, Sheraton Princess Kai'ulani and the Huntington Beach Hilton Resort.

In 2014, Orton had the chance to make the transition to facility management, joining ASM Global and the Hawai'i Convention Center (HCC), the Aloha State's sole convention facility, in Honolulu, as general manager, a move she says has been a great experience and a welcome change.

"Managing a convention center is exciting," she says. "No two events are ever the same—hosting small to large meetings one day to large indoor sporting events or festivals the next. It's what I love about my job now. I've also had the pleasure of



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WOMEN AT THE HELM: TERI ORTON, GENERAL MANAGER, HAWAI'I CONVENTION CENTER

April 28, 2022
Lisa Plummer Savas

B orn and raised in the Hawaiian islands, Teri Orton's passion for the hospitality industry started early. In fact, it's part of her family legacy. Both her parents worked in hospitality, so she was born into and exposed to the industry as a small child, yet never felt the need to rebel against or stray from the family business as a young adult.

After majoring in communications at the University of Hawai'i and advancing her training in hospitality management through various certifications with Starwood and Hilton Hotels, Orton stayed the course, spending more than 25 years holding an array of management and sales and marketing roles with leading hotel brands including Embassy Suites, The Ilikai, W Diamond Head, Sheraton Princess Kai'ulani and the Huntington Beach Hilton Resort.

In 2014, Orton had the chance to make the transition to facility management, joining ASM Global and the Hawai'i Convention Center (HCC), the Aloha State's sole convention facility, in Honolulu, as general manager, a move she says has been a great experience and a welcome change.

"Managing a convention center is exciting," she says. "No two events are ever the same—hosting small to large meetings one day to large indoor sporting events or festivals the

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Repair and Maintenance Projects Update

Repair & Maintenance Projects

6-Year Plan (page 1)

Project #	Project Title	Estimated Project Cost	Prior Fiscal, incl FY22 to date	Remaining FY22	FY23	FY24	FY25	FY26	FY27	Total
001	Rooftop Terrace Deck Repair	\$ 64,000,000	\$ -	\$ -	\$ 64,000,000					\$ 64,000,000
002	Rooftop Terrace Deck Repair, Planning - 2018, 2020	\$ 340,208	\$ 328,880	\$ 11,328						\$ 340,208
003	Building Envelope Repairs (Kalākaua Kitchen, 3rd fl planters, planters, exterior paint)	\$ 18,631,604	\$ 249,648	\$ 8,189,126	\$ 10,192,832					\$ 18,631,606
007	Kitchen Hood Control Panel and Fire Suppression	\$ 1,102,366	\$ 32,299	\$ 557,944	\$ 512,123					\$ 1,102,366
008	F&B Refrigerator, 3rd floor (#348) Replacement	\$ 319,004	\$ 14,047	\$ -	\$ -	\$ -	\$ 304,957			\$ 319,004
009	Slate Tile Repair	\$ 2,142,108	\$ 12,963	\$ 1,065,256	\$ 1,063,888					\$ 2,142,107
010	Chiller Replacement	\$ 4,363,870	\$ 16,051	\$ 30,000	\$ 4,332,145					\$ 4,378,196
	Chiller Replacement Repairs	\$ 275,000	\$ 86,429	\$ 188,571						\$ 275,000
011	Ballroom Gutter, Foyer Transom Glass Repair and Soffit Repair	\$ 10,635,599	\$ 25,873	\$ 2,605,661	\$ 8,004,065					\$ 10,635,599
012	Parapet Roof Repairs	\$ 2,959,559	\$ -	\$ -	\$ 2,959,559					\$ 2,959,559
	Parapet Roof Repairs	\$ 45,000	\$ 10,404	\$ 34,596						\$ 45,000
013	Ballroom Roof Repairs	\$ 2,143,187	\$ 6,712	\$ 1,330,429	\$ 806,046					\$ 2,143,187
014	Lobby Water Feature	\$ 1,035,800	\$ 1,985	\$ -	\$ -	\$ 253,946	\$ 779,869			\$ 1,035,800
015	House Sound Audio System Upgrade	\$ 1,344,650	\$ 9,183	\$ -	\$ 1,335,467					\$ 1,344,650
016	Camera, NVR and Access Control	\$ 1,998,341	\$ 1,556,043	\$ 442,831						\$ 1,998,874
017	Trellis Replacement	\$ 5,000,000	\$ 4,102,434	\$ 1,251,629						\$ 5,354,063
022	Chill Water Pipe Reinsulation	\$ 250,000	\$ -	\$ 250,000						\$ 250,000
023	Air Wall Repairs	\$ 400,000	\$ -	\$ -	\$ 400,000					\$ 400,000
024	Roll-up Door Replacement	\$ 225,000	\$ 23,656	\$ 201,344						\$ 225,000
025	Ballroom and Meeting Room Wallpaper Replacement	\$ 450,000	\$ -	\$ 450,000						\$ 450,000
026	IT Network Upgrades	\$ 125,000	\$ -	\$ -	\$ -	\$ 125,000				\$ 125,000
027	Ice Machines Replacement	\$ 500,000	\$ -	\$ -	\$ -	\$ 500,000				\$ 500,000
028	Theatre 310 and 320 Furnishings Upgrade	\$ 750,000	\$ -	\$ -	\$ -	\$ -	\$ 375,000	\$ 375,000		\$ 750,000
029	Theatre 310 and 320 Seating Upgrade	\$ 500,000	\$ 155	\$ -	\$ -	\$ -	\$ 249,845	\$ 250,000		\$ 500,000

Repair & Maintenance Projects

6-Year Plan (page 2)

030	FB China and Equipment Upgrade	\$ 3,500,000	\$ -	\$ -	\$ -	\$ -	\$ 3,500,000			\$ 3,500,000
031	Ala Wai Waterfall Repair	\$ 1,013,271	\$ 1,985	\$ -	\$ -	\$ 1,011,286				\$ 1,013,271
035	Stairwell 5 and 6 Repair	\$ 1,189,205	\$ 15,930	\$ 25,000	\$ 1,148,275					\$ 1,189,205
036	Water Intrusion Remediation	\$ 400,000	\$ 10,106	\$ 389,894						\$ 400,000
037	Exterior Security Camera Upgrade	\$ 150,000	\$ -	\$ 150,000						\$ 150,000
040	Exterior Planter Repair	\$ 2,313,660	\$ -	\$ -		\$ 2,313,660				\$ 2,313,660
041	Children's Courtyard Repair	\$ 250,000	\$ -	\$ -		\$ 250,000				\$ 250,000
042	Kahakai/Atkins Drywell Rehabilitation	\$ 250,000	\$ -	\$ -				\$ 250,000		\$ 250,000
043	Air Handler Unit 9 and 10 Replacement	\$ 300,000	\$ -	\$ -				\$ 300,000		\$ 300,000
044	Fire Sprinkler Line Refurbishment	\$ 270,000	\$ -	\$ -				\$ 70,000	\$ 100,000	\$ 170,000
045	Escalator and Elevator Refurbishment	\$ 1,000,000	\$ -	\$ -				\$ 200,000	\$ 200,000	\$ 400,000
046	LED Light Upgrade	\$ 1,700,000	\$ -	\$ -		\$ 500,000	\$ 200,000	\$ 500,000	\$ 500,000	\$ 1,700,000
047	Lighting Control System Replacement	\$ 200,000	\$ -	\$ -	\$ 200,000					\$ 200,000
048	Electrical Harmonics Testing	\$ 100,000	\$ -	\$ -				\$ 100,000		\$ 100,000
049	Main Kitchen Dishwasher Replacement	\$ 300,000	\$ -	\$ -	\$ 300,000					\$ 300,000
050	Main Kitchen Flooring Replacement	\$ 2,000,000	\$ -	\$ -					\$ 2,000,000	\$ 2,000,000
051	PBX System Replacement	\$ 50,000	\$ -	\$ -				\$ 50,000		\$ 50,000
052	Ride-on Sweeper Replacement	\$ 55,000	\$ -	\$ -	\$ 55,000					\$ 55,000
053	Forklift	\$ 25,000	\$ -	\$ -		\$ 25,000				\$ 25,000
054	Boardroom Upgrade	\$ 1,000,000	\$ -	\$ -			\$ 1,000,000			\$ 1,000,000
055	Elevator #2 Upgrade	\$ 250,000	\$ -	\$ -		\$ 250,000				\$ 250,000
056	Lobby Glass Panels	\$ 170,000	\$ -	\$ 16,000	\$ 104,000					\$ 120,000
	GRAND TOTAL	\$ 136,022,432	\$ 6,504,783	\$ 17,189,609	\$ 95,413,400	\$ 5,228,892	\$ 6,409,671	\$ 2,095,000	\$ 2,800,000	\$ 135,641,355

Repair & Maintenance Projects

ARPA Funding

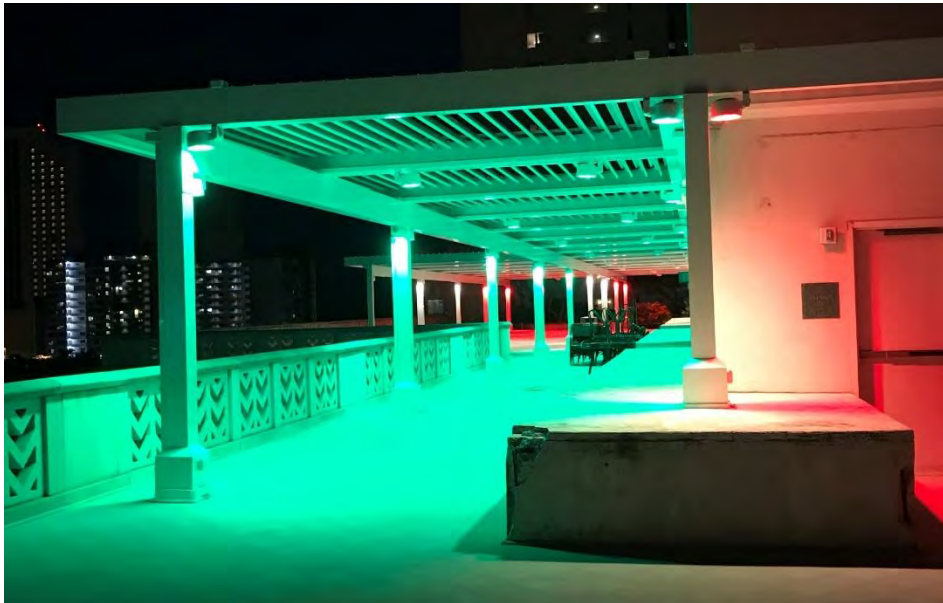
- *Stairwell 5 and 6 Repairs; \$1,189,205; Qtr end June 2023*
- *Chiller Replacement; \$4,363,870; Qtr end Sept 2023*
- *Parapet Roof Repairs; \$2,959,559; Qtr end June 2023*
- *Kitchen Hood Control Panel and Fire Suppression Upgrade; \$1,102,366; Qtr end Dec 2022*
- *Ballroom and Meeting Room Wallpaper Replacement; \$450,000, Qtr end Dec 2022*
- *Air Wall Repairs; \$400,000, Qtr end Dec 2022*

- *TOTAL: \$10,465,000*

Repair & Maintenance Projects Completed

- *Boiler Replacement; \$585k, completed 2020*
- *Ala Wai Waterfall Repairs; \$185k, completed 2020*
- *Chiller 4 Repairs; \$55k, completed 2020*
- *#320 Roof Repairs; \$1.4M, completed 2020*
- *Banquet Chairs and Facility Equipment Upgrade; \$2.25M, completed 2020*
- *Cooling Tower Replacement; \$3.2M, completed 2021*
- *Theatre LED Lighting Upgrade; \$77k, completed 2021*
- *Roof Overflow Drain Repairs; \$16k, completed 2021*
- *Jockey Chiller Repairs; \$28k, completed 2021*
- *ADA Lift Replacement, \$71.5k, completed 2021*
- *Emergency Generator Repairs, \$32k, completed 2021*
- *Window Repairs – Vandalism, \$177k, completed 2021*
- *Leak Repairs – December 2021 / January 2022, \$396k, completed 2022*
- *Chiller Repairs – \$69.3k, completed 2022*

New Trellis System – Rooftop



New Trellis System – Ala Wai Terraces



New Trellis System – Parking and Rooftop



New Trellis System – 3rd floor Patio



New Accent Lighting Options





Mahalo Nui Loa

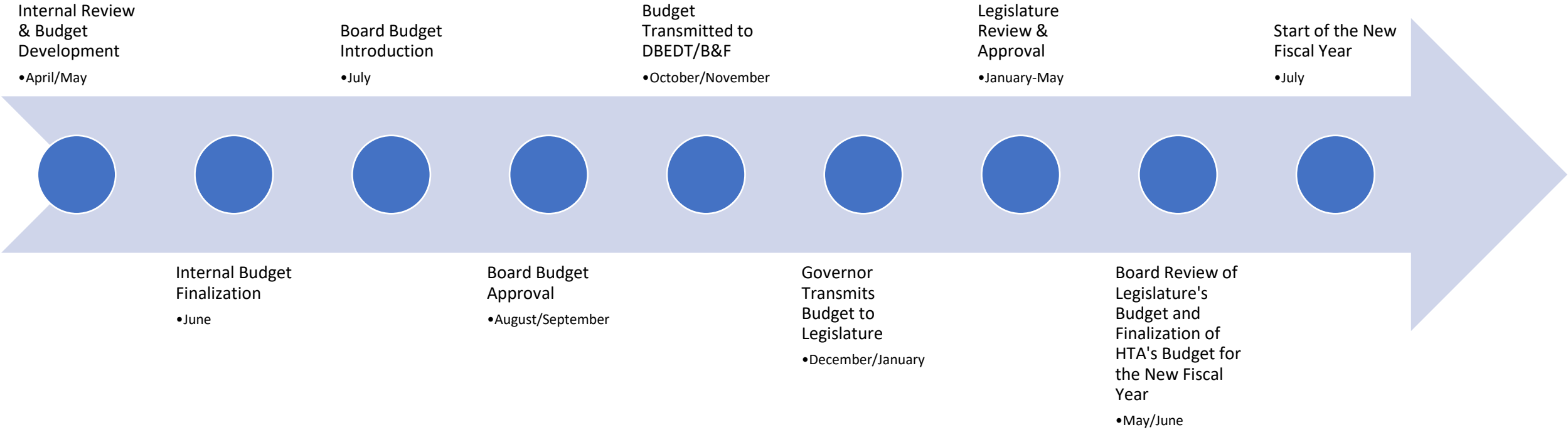
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Discussion and Action on the
Revised Fiscal Year Budget Process

Legislative Fiscal Year Budget Process		
Date	Task	Notes
April/May	Staff starts reviewing needs for next fiscal year. Builds basic budget for their respective areas.	This begins the process for the next fiscal year budget that will be included in the legislative proposal that comes from the Governor.
June	Staff begins to finalize budget proposal. Review proposals by programs, make revisions, and finalize internal version of proposal to the board.	This is the first round of internal reviews of the proposals that will come from the teams. This is to ensure alignment with overall HTA direction.
July	Introduce draft budget proposal to board. Provide overview of requests by budget line items. Meet with board members to go over requests and answer questions.	This is the start of the board's review of the proposal that staff has worked on. Staff will work with the BFCC committee to review the proposal to include non-BFCC board members for their input/feedback.
August/September	Board approves draft for next fiscal year budget.	Ideally, the board would approve the proposed next fiscal year budget in August but an additional month has been provided to address any issues/concerns that may take time to address at the board and team levels.
October/November	Proposed fiscal year budget is transmitted through DBEDT to B&F and eventually approved by Governor.	Historically, the department requests all divisions and attached agencies to submit their proposed budget for the next fiscal year no later than November. Discussions on the budget have started earlier than November which is why we have added October as a potential due date to transmit the HTA's proposed budget.
December/January	Budget transmitted to legislature by Governor. Info briefings scheduled in the House and Senate.	The governor is required to transmit her/his budget to the legislature at least 30 days before the legislature convenes in regular session. Typically, the budget is transmitted to the legislature by/on December 20 th .
May	End of session.	The HTA board will know by the end of the session what funds have been appropriated to it through the legislative process. The date may be earlier than May if the legislature approves a budget and transmits it

		to the governor for her/his approval before May.
May/June	HTA Board reviews the outcome of the legislative process and adjusts its budget (if necessary). Board ratifies next fiscal year budget.	The board will need to review the budget that has been approved through the legislative process. This may or may not align with what was previously reviewed and approved by the board. This may require that the board adjust the HTA's budget to ensure alignment with the legislature's budget.
July	Start of New Fiscal Year	This is the start of the expenditures of funds for the new fiscal year budget that was originally presented to the Board in the prior July period and subjected to the legislative process.

Legislative Fiscal Year Budget Process Timeline



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Introduction of HTA's FY2023 Draft Budget

Program Code	Budget Category	Program Title	FY2022 Budget (a/o April 30, 2022)	FY2023 - Draft Budget	Strat Plan Pillar	HRS Reference	DMAP Impl Initiative	Description	Past Performance & Data	Expected Future Benefits	Notes (includes examples of projects)	Staff Lead	
201	Perpetuating Hawaiian Culture	Kūkulu Ola: Living Hawaiian Cultural Program	\$1,750,000	\$1,500,000	2	§201B-3(20) §201B-7(b)(5)(C)	YES	Support for community initiated projects that preserve the Native Hawaiian culture into the future. Funding will be awarded through an RFP process to support community projects that align with the HTA Strategic Plan to support long term cultural preservation efforts that enhance, strengthen, and perpetuate Hawaiian culture.	<p># of Proposals Received:84 # of Proposals Reviewed: 72 # of Reviewers:12 Avg Score:80 Total Amount Requested: \$5,243,465.75 Total Funds Available: \$1,575,000.00 Hawai'i County: 4 funded; \$267,000.00 O'ahu: 14 funded; \$705,000.00 Maui Nui: 5 funded; \$231,000.00 Kaua'i: 1 funded; \$25,000.00 Statewide: 7 funded; \$347,000.00</p> <p>FY21 performance data is not available</p> <p>FY20 performance data includes 34 Projects. These contracts were reduced at HTA's discretion to 50% of the original contract value in an effort to reduce our run rate as COVID began. These projects are implemented on a calendar year basis. Project deliverables and key performance indicators were adjusted accordingly on a per project basis. Contractors were also instructed to implement their projects in accordance with all applicable laws and emergency orders at the time. Capacity building workshops were conducted on all major islands including grant writing workshops, org capacity building, project management, diversifying sponsorships. Communications campaign to promote the program.</p> <p>2020 Kūkulu Ola: Hawai'i County (7, \$137,500) Maui County (5, \$87,500) Honolulu County (14, \$295,000) Kaua'i County (2, \$15,600) Statewide (6, \$147,500) TOTAL: 34, \$683,100.00</p> <p>Select examples of programs include: Queen Lili'uokalani Keiki Hula, Mākau Mo'omeheu, I Le'a ka Hula, and many others.</p>	Support of community initiated programs identified in the DMAPs as well as those programmatic actions called for in the HTA strategic plan. These programs should support the perpetuation of Hawaiian cultural knowledge, assets and world view. These programs should also work to differentiation Bridging Hawaiian community with the visitor industry.	<p>CON 20127 S1: 45th Annual Queen Lili'uokalani Keiki Hula Competition - Due to impacts from COVID-19, the 45th Annual event will be a hō'ike (showcase) over 3-5 celebrating the 45 year history of Keiki Hula. It will be aired nightly on KFVE and online. We anticipate at least 500,000 viewers. All halau (20+) have confirmed the participation. This project's proposed Key Performance Indicators include: 1) 20 soloists participating, 2) 20 group hālau participating, 3) 100,000 social media views, 4) 95% of participants/viewers are satisfied, 5) 95% of participants are likely to return to the project in the future, 6) 300,000 on-island residents participating/viewing the 2020 Keiki Hula Hō'ike, 7) 300,000 neighbor-island residents viewing the project.</p> <p>CON 20143 S1: Mākau Mo'omeheu - the series provides cultural competency training across the Hawaiian Islands for professionals and volunteers working in Hawai'i's heritage sector. More specifically, our goal is to equip participants with the knowledge and skill to better understand and respectfully interpret Native Hawaiian culture through consultation and collaboration with cultural practitioners and knowledge.</p>	Maka Casson-Fisher	
202	Perpetuating Hawaiian Culture	Hawaiian Culture Initiative	\$1,302,620	\$475,000	2	§201B-3(22) §201B-7(b)(5)(A) §201B-7(b)(5)(C)		<p><u>CONTING TO CULTURAL RESOURCES</u> HI A.1-3, B.4, B.8, C.1, C.4, D.3-4, H.1 KA A.4-5, A.7, C1-7, F.1, G.1-3 OA A.3, B.1-2, B.7, D.2, G.1, G.3, G.6, H.4 MA A.2, A.4, B.1, D.1, D.4, E.1, E.2 MO A.2-4, B.3, C.1-3, D.1 LA B.1, B.3-4, C.2-4, D,1-2</p> <p><u>WORKFORCE TRAINING</u> HI B.2-3, B.8; KA A.5, B.3, C.1, C.6, G.1; OA B.2-3, H.3; MA B.4, C.2, D.3-4, MO A.2, B.2-3, C.1, D.5; LA B.1</p> <p><u>OUTREACH/BUSINESS & PRODUCT DEVLPMNT</u> HI C.4-5, D.5, F.1, F.3, G.1, G.3, H.1; KA C.5, C.7, D.5, E.1, E.3-4, G.5, H.1 OA G.1, G.3-4, G.6, H.1 4. I.2-3. MA A.1. C.2.</p>	<p>In accordance with HRS 201B, HTA's Strategic Plan and collective ambition to integrate authentic cultural practices into the visitor industry to perpetuate Hawaii's unique cultural heritage. Programs supported under this area will provide structural change in the Industry to increase the authenticity and frequency of Hawaiian culture in the visitor industry. These programs will also help to bridge the visitor industry and the Hawaiian community. Examples of programs are the Native Hawaiian Hospitality Association, Hawaiian Language projects, support for various community and other state agency projects that support the continued integration of Hawaiian culture and the visitor industry and other similar programs.</p>	<p>FY22 NaHHA's 2021-22 work plan (\$1,849,530.00) is organized into the following buckets: Training & Education, Product & Business Development, Conferences & Convenings, and Misc Support Service (including but not limited to Translation, support for tourism updates/conferences, fielding general inquiries related to the NH tourism industry. Final Report due to HTA 6/30/22</p> <p>FY21 (\$450,000) From July1, 2020 to June 30, 2021 NaHHA has placed our various training curriculums in front of 4,219 participants, triple previous year's numbers for the entire Fiscal Year (1,222 participants in FY2019/2020) and our largest number of participants to date.</p> <p>FY20 performance data includes CON 18200 S1 Native Hawaiian Hospitality Association (NaHHA) \$445,000. Areas of growth for NaHHA include re-framing mission objectives to support those that have been identified in the HTA strategic plan and DMAP.</p> <p>The following is a short recap of outcomes from the major objectives in the 2019 S1 contract: (A) Assisting the State in developing the cultural tourism tracks by providing speakers, organization and logistics, staffing and executing cultural sessions for GTS with guidance and collaboration from HTA's Director of Hawaiian Cultural Affairs: NaHHA was responsible for the planning and implementation of Cultural FAM Huaka'i, two cultural tracks, the opening protocol for the event, entertainment</p>	Long term partnerships with organizations that align with HTA's strategic plan who will have a direct impact in bridging the Hawaiian community and the visitor industry.	<p>NaHHA has placed various cultural training curriculums in front of 4,219 participants, triple last year's numbers for the entire Fiscal Year (1,222 participants in FY2019/2020) and the largest number of participants to date.</p> <p>On Feb. 21st, NaHHA participated in the Tourism Day at the Capitol in collaboration with HLTA and continues to participate in various vendor booths focused on increasing cultural knowledge.</p> <p>contractor: Native Hawaiian Hospitality Association (NaHHA) original start (6/07/18) and end (6/30/2022) date of existing S3 contract Options info (four (4) one-year options to extend, with a possible end date of 6/30/2023</p> <p>Original method of procurement: Sole Source</p> <p>FY23: Exercise Option 4 To continue & complete Professional Congress Organizer, buildout of Hawaiian music & media microsite w/in gohawaii.com to extend our reach.</p>	Maka Casson-Fisher

Program Code	Budget Category	Program Title	FY2022 Budget (a/o April 30, 2022)	FY2023 - Draft Budget	Strat Plan Pillar	HRS Reference	DMAP Impl Initiative	Description	Past Performance & Data	Expected Future Benefits	Notes (includes examples of projects)	Staff Lead
203	Perpetuating Hawaiian Culture	Ma'ema'e Program	\$50,000	\$50,000	2	§201B-7(b)(5)(A)	YES	Use of modern technology and engaging tools to uphold the cultural elements of HTA's brand management (marketing) activities. Inclusive of the toolkit, consulting support and ongoing improvement strategies, this area assures that HTA is promoting Hawai'i in a way that is consistent with our brand identity. It includes educational programs for HTA contractors, media and travel trade in all markets to assure that Hawai'i is being represented and shared in a way that is authentic, appropriate, and consistent with our Hawaiian Islands brand.	FY22: HTA met with NaHHA and key stakeholders to review the current content against new trends and needs associated with our community and industry needs. These needs were presented at trade shows, workshops/meetings and throughout the DMAP journey via concerns that led to action items and sub action items for each county (see DMAP Impl Initiative). In addition to these workshops and industry meetings, Ma'ema'e Toolkit continues to be shared by our partners like NaHHA and GMT. The pageviews and unique pageviews are still low at 78 and 67 counts respectively, with an average time on page of 2 minutes and 21 seconds. FY21: Update the Ma'ema'e Toolkit to reflect the latest trends and issues, including updated instructions to access Hawaiian language tools on computers and devices	Increase pageviews by optimizing technology to update the toolkit and its resources so that it's more engaging and easily accessible for users, which will hopefully increase the number of pageviews and therefore, use of the toolkit and its resources.	One example considered is using ISSU - an online magazine platform that companies like Olukai and Hawaiian Airlines uses for their cataloging. This platform allows for embedding video files and hyperlinks within the digital flip-through magazine which would give us an opportunity to leverage our community partners and experts for topics highlighted in each section.	Maka Casson-Fisher
204	Perpetuating Hawaiian Culture	Market Support	\$50,000	\$50,000	2	§201B-7(b)(5)(A)	YES	Providing for cultural representation in the markets for trade shows, missions, promotional events and other activities that showcase Hawai'i's unique people, place and culture. This is a key pillar to our strategy to incorporate Hawaiian culture in all we do.	FY22: NO Market Support due to COVID19 FY21: NO Market Support due to COVID19 FY20: (PAST EVENTS W/ FUTURE FUNDS?) 2018 Korea Mission 2018 Hong Kong Mission 2018 China Mission 2017 Aloha Europe Mission 2017 Scoot Launch and other various market activations. Hula auana and Hula kahiko performances in various countries with hundreds of performances ranging from 10 minutes to 40 minutes each. With performances, for media, travel trade and trade shows. This also include lei making demonstrations and other cultural hands on learning experiences for participants.	Authentic representation of Hawai'i in international markets. Entertainers/musicians and practitioners representing Hawai'i, carrying the brand message in these developing markets. Develop lasting relationships with the Hawaiian Islands and loyalty with the destination * Include formalized process/form/checklist for MMAs	N/A	Maka Casson-Fisher
206	Perpetuating Hawaiian Culture	Kāheha Program - Harbors	\$110,000	\$0	2	§201B-7(b)(5)(A)	YES	Continue to create a sense of place through programs that highlight the host culture at Hawai'i cruise ship piers. This is accomplished through incorporation of the Hawaiian language, Hawaiian cultural content, greeting programs that share Hawaiian music and hula at the entry and exit points to the State, and other educational programs to enhance the arrival experience for visitors. Also to execute improvements to the entertainment area and upgrading of signage and decor, as well as pursuance of harbor access cards for volunteers and entertainers, all with which is to enhance the arrival experience of Hawai'i's visitors to the harbors.	FY21 programming is still taking place in 2022. The harbors at Nāwiliwili and Hilo have been on hold due to the COVID-19 pandemic, leaving Kailua-Kona Pier as the only full-running program as of April 2022, with music, hula and information. The expected cruise schedule is as follows: # of cruise: 63 through December 2022 Highest number of guests: 4250 in October FY20 performance data is not available since the contract was canceled due to budget constraints arising from COVID-19 and the Governor's Sixth Emergency Proclamation in April 2020. FY20 expenditures were reimbursed for the implementation of the program as follows: Hilo Harbor- \$0.00 Lahaina Harbor- \$0.00 Nawiliwili Harbor- \$1,316.32 Kona Harbor- \$7,863.70 FY19 Estimated Harbor greetings for Nawiliwili, Lahaina, Kona, and Hilo. Nawiliwili: 223,042 passengers greeted Lahaina: 122,969 passengers greeted Kona: 158,192 passengers greeted Hilo: 241,097 passengers greeted	Increase visitor satisfaction maintain/increase # of entertainers supported through this program Decrease paper maps/pamphlets	Procurement exemption Kona - 6/25/21 - 3/31/23 (3 options) Hilo - 6/25/21 - 3/31/23 (3 options) Nāwiliwili (MOA) - 6/29/21 - 12/31/22 (3 options) FY23 See Ho'okipa Malihini Initiative	Irina De La Torre

Program Code	Budget Category	Program Title	FY2022 Budget (a/o April 30, 2022)	FY2023 - Draft Budget	Strat Plan Pillar	HRS Reference	DMAP Impl Initiative	Description	Past Performance & Data	Expected Future Benefits	Notes (includes examples of projects)	Staff Lead
207	Perpetuating Hawaiian Culture	Kāheha Program - Airport	\$534,828	\$0	2	§201B-7(b)(5)(A)	YES	Continue to create a sense of place through programs that highlight the host culture at Hawai'i airports. This is accomplished through incorporation of the Hawaiian language, Hawaiian cultural content, greeting programs that share Hawaiian music and hula at the entry and exit points to the State, and other educational programs to enhance the pre- and post-arrival experience for visitors. Continued work on providing Hawaiian language greeting, signage, arrival information, and increased safety information. Also support for a pilot program of enhanced VIP ambassadors who can educate visitors of local COVID protocols.	FY21 (as of April 2022): HNL: 6 performances/week + 1 Anniversary event OGG: 4 performances/week KOA: 3 performances/week LIH: 2 performances/week ITO: 2 performances/week, with strategic timing of performances during Merrie Monarch FY20 performance data is not available (COVID-19) FY19 Hawaiian music and hula at all major airports. Honolulu: 312 performances (6 per week). Hilo: 104 performances (2 per week). Kona: 104 performances (2 per week). Lihue: 104 performances (2 per week). Kahului: 208 performances (3 per week). Support for inaugural flights and new routes. New Program: Airports (HNL, KOA, LIH, OGG) Ocean Safety PSAs starting on July 1, 2018	Maintain/increase # of supported performers # of training for airport staff for ho'okipa at airport facilities Updated overhead announcements to also include 'ōlelo Hawai'i Updated landscaping to add to the Hawaiian sense of place	Procurement Exemption Airports (MOA) - 7/1/21 - 9/30/22 (4 options) FY23 See Ho'okipa Malihini Initiative	Irina De La Torre
208	Perpetuating Hawaiian Culture	Center for Hawaiian Music & Dance	\$5,948,568	\$0	2	§201B-3(a)(20) §201B-7(a)(3) §201B-7(b)(5)(C) §237D-6.5(b)3(B)(i)	YES	Budget reduced due to pandemic. The CHMD allocation is to explore the development of a virtual concept that would make Hawaiian music, dance, related histories and cultural storytelling available to the world on-line. Essentially, this approach takes HMDC into the digital world and would complement a "bricks and mortar" concept – as envisioned, originally (location and final concept: TBD).	No past performance data is available. No expenditures have been made to this program since 2016	A virtual Center for Hawaiian Music and Dance (CHMD) to create mixed space, contribute to cultural preservation and enhance resident/visitor experiences.	Encumbered \$5.948M in ASM's contract with FY21 funds.	'Iwalani Kūali'i Kaho'ohano hano
214	Perpetuating Hawaiian Culture	HTA Legacy Program	\$25,000	\$50,000	2	§201B-7(b)(5)(C)	YES	Awards program held at the annual HTA Global Tourism Summit to recognize individuals, organizations and businesses who demonstrate a long term commitment towards the perpetuation of Hawaiian culture for the long term.	FY22: Not available due to program being held in November 2022 FY21: Not held due to COVID-19 pandemic Previous Year HTA hosted the Legacy awards luncheon with over 2,000 guests at the Hawai'i Convention Center. The award is a resounding success year over year and highlights the accomplishments of those individuals and organizations which showcase best practices of cultural preservation.	Qualified recognized individual(s) # of local vendors at the event, including decorations # of participants (relative to COVID-19 pandemic restrictions)	Sole Souce Small purchase(s) tied to the Fall Tourism Summit/Update that year (2019)	'Iwalani Kūali'i Kaho'ohano hano
215	Perpetuating Hawaiian Culture	Hawaiian Culture Opportunity Fund	\$1,384,995	\$100,000	2	201B-3(a)(20)§201B-7(b)(5)(C)	YES	Development of a digital content platform and ongoing content to feature local made products, performances, and information/content that is a compliment to the GoHawaii platform.	N/A	Strengthen the Hawaii product and provide a medium to showcase its depth.	N/A	Kalani Kaanaana

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216	Perpetuating Hawaiian Culture	‘Ōlelo Hawai‘i	\$600,000	\$700,000	2	§201B-7(b)(5)(B)	YES	Programs that work towards revitalizing and normalizing Hawaiian Language as a foundation of the Hawaiian culture which educates and invites visitors to Hawai‘i as well as encourage appropriate use of the language.	<p>FY22: He Aupuni Palapala data: End of Phase I - Total number of pages inventoried 56,760</p> <p>‘Ōiwi TV helped to produce (through NaHHA contract) five (5) videos for us to post to our Social Media channels for Mahina ‘Ōlelo Hawai‘i that highlight our efforts and support for ‘Ōlelo Hawai‘i, including an intro of our staff who speak it. Below are the videos and views for each:</p> <p>He Aupuni Palapala: (IG - 1,234) NaHHA Partnership (IG - 335) Kalani Intro (IG - 769 not including IG Stories view) Māhealani Intro (IG - 776 not including IG Stories view) Maka Intro (IG - 512 not including IG Stories view)</p> <p>Total posts for the month of February = 41 Mahina ‘Ōlelo Hawai‘i was 31% of that content Total impressions for February = 6,618 Mahina ‘Ōlelo Hawai‘i content impressions = 4,393 average impression/post = 161 average impression/normal post = 167 average impression/M‘ŌH post = 337</p> <p>(Add # of pages completed, etc. for both years below)</p> <p>FY21: CONs executed to support the continued perpetuation of Hawaiian Language was put on hold. We have programs that are ready to go and are awaiting the green light to execute them.</p>	<p>Increase # of impressions on Social Media platforms during Mahina ‘Ōlelo Hawai‘i/overall</p> <p>Increase # of followers on Social Media platforms during Mahina ‘Ōlelo Hawai‘i/overall</p> <p>Completed # of scanned/updated pages on Papakilo database</p> <p># of Hawaiian words added to Ulukau.org</p> <p>Increase # of translators/resources for translation for formal documents</p> <p>Formalized Ho‘okipa Ceremony for tourism Industry and # of industry partners trained</p>	<p>Examples of programs are the Native Hawaiian Hospitality Association, Hawaiian Language projects, support for various community and other state agency projects that support the continued integration of Hawaiian culture/language and the visitor industry and other similar programs. Examples of programs that are being explored by staff include Awaiāulu, He Aupuni Palapala Phase 2, ‘ŌiwiTV and ‘Aha Pūnana Leo (see details below)</p> <p>CON2019S S1, He Aupuni Palapala, The inventorying of Bishop Museum’s nūpepa collections has started. Over 700 pages of nūpepa have been inventoried and their condition reported at Bishop Museum. Additionally, 2,344 pages have been inventoried in other repositories, totalling 2,982 pages. The inventorying process also includes a working style-guide of nūpepa conventions.</p> <p>contractor: Bishop Museum contract expiration date: 3/31/2022 start (5/12/20) and end (3/31/2023) date of existing S2 contract Options info (four (4) one-year options to extend with a possible end date of May</p>	Maka Casson-Fisher
217	Perpetuating Hawaiian Culture	FestPAC	\$250,000	\$250,000	2	§201B-3(a)(20) §201B-7(a)(3) §201B-7(b)(5)(C)	YES	Funding to support costs associated with the planning for the FestPAC. This is inclusive of website domain costs, server and other costs (planning, meetings, etc?).	<p>FY22 No past performance data is available as no funds were expended.</p>	<p>Economic Impact Media Value Exposure Highlight Host Culture Community Integration</p>	<p>FY23 See NaHHA Scope of Work - 3A.1 - Provide logistical support to HTA for FestPAC Commission mtgs; to include planning, execution, and meeting management & support</p>	Maka Casson-Fisher
297	Perpetuating Hawaiian Culture	Memberships and Dues - Hawaiian Culture	\$500	\$1,000	2	N/A	YES	Funds for membership to organizations that amplify our learning and community outreach efforts in the Hawaiian and native communities.	<p>Dues for AIANTA membership were paid.</p>	N/A	N/A	Todd Toguchi
298	Perpetuating Hawaiian Culture	Travel - Hawaiian Culture	\$15,000	\$19,000	2	N/A	YES	Funds to support staff travel as needed and necessary to support our community work and contractors.	<p>Due to the COVID-19 pandemic, staff did not travel during fiscal year 2021. Number of trips by program staff during fiscal 2020: 23</p>	N/A	N/A	Kalani Kaanaana
717	Perpetuating Hawaiian Culture	Monthly Music Series	\$250,000	\$0	2	§201B-3(a)(20) §201B-7(a)(3) §201B-7(b)(5)(C)	YES	Creating a monthly event at various venues that would showcase Hawai‘i’s musicians. These events would lead up to May Day and Mele Mei in the month of May. Bringing attention to Hawaiian music year round it would be used to market Hawaiian Music Month.	<p>FY21 performance data is not available.</p> <p>FY19: 12 concerts were held and conducted with leading Hawaiian musicians and local venues throughout the island of Oahu include Waimea Valley, Sea Life Park, Windward Mall, Iolani Palace, Ward Center, Kakaako and others.</p>	<p>Bringing attention to Hawaiian music year round to maintain cultural integrity, provide awareness of high quality Hawaiian music performances and raise the demand for Hawaiian Music. Supports Convention Center and other venues. Increase the # of: performances.</p>	<p>NOTE: Encouraged contractor/organization to apply to KO RFP administered by HCF</p> <p>FY23 See Ho‘okipa Malihini Initiative</p>	N/A

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718	Perpetuating Hawaiian Culture	Resort Area Hawaiian Culture Initiative	\$400,000	\$0	2	§201B-3(20) §201B-7(b)(5)(A)	YES	The purpose of these programs is to enhance the visitor experience and resident-visitor interaction. This includes cultural programs and entertainment in various resort and visitor areas state wide that support Hawaiian programs and cultural practitioners, craftsmen, musicians, linguists and/or other artists to help preserve and perpetuate Hawaiian culture in a way that is respectful and accurate, inviting and educational.	FY21 performance data is not available since the program was eliminated due to budget constraints arising from COVID-19 and the Governor's Sixth Emergency Proclamation in April 2020. FY20 performance data is not available since the contract was canceled due to budget constraints arising from COVID-19 and the Governor's Sixth Emergency Proclamation in April 2020. FY20 expenditures were reimbursed for the implementation of the RAHCI program as follows: Kuhio Beach- \$28,164.61 Hilo- \$3,075.00 Lahaina- \$3,196.33 Kailua Kona- \$5,371.71 FY19: 156 times a year (3 times a week) Hawaiian Music and Hula, torch lighting, conch blowing at the Kuhio Beach Hula Mound Tues-Thurs-Sat, 6:30-7:30 p.m. (6:00-7:00 p.m. Nov-Dec-Jan). Other sites include Hilo, Kona and Lahaina with weekly and some bi-weekly performances.	Hula/music, cultural apractitioners, craftsmen, musicians, linguists and/or other artists and other activities statewide in resort areas like Waikiki, Hilo, Kona, Lahaina, Pō'ipū. Enhances visitor experience and resident-visitor interaction. We also ensure representation on all islands. Increase the # of: performances, practitioners, workshops, frequency,	Bringing attention to Hawaiian music year round to maintain cultural integrity, provide awareness of high quality Hawaiian music performances and raise the demand for Hawaiian Music. Supports Convention Center and other venues. Increase the # of: performances, practitioners, workshops, frequency etc.	Irina De La Torre
932	Perpetuating Hawaiian Culture	Salaries - Hawaiian Culture	\$13,471	\$0	2	§201B-2	N/A	Salaries and wages.	N/A	Efficiently and effectively executing on programs.	Salaries for programl staff are included in the Payroll area in FY23.	N/A
TBD-1	Perpetuating Hawaiian Culture	Ho'okipa Malihini Initiative	\$0	\$1,625,000	2	§201B-3(20) §201B-7(b)(5)(A)	YES	The purpose of these programs is to enhance the visitor experience and resident-visitor interaction. This includes cultural programs and entertainment in various resort and visitor areas state wide that support Hawaiian programs and cultural practitioners, craftsmen, musicians, linguists and/or other artists to help preserve and perpetuate Hawaiian culture in a way that is respectful and accurate, inviting and educational.	New program, no past performance data is available.	Hula/music, cultural apractitioners, craftsmen, musicians, linguists and/or other artists and other activities statewide in resort areas like Waikiki, Hilo, Kona, Lahaina, Pō'ipū. Enhances visitor experience and resident-visitor interaction. We also ensure representation on all islands. Increase the # of: performances, practitioners, workshops, frequency,	N/A	TBD
TBD-2	Perpetuating Hawaiian Culture	Hawaiian Culture Festivals & Events	\$0	\$780,000	2	§201B-3(20) §201B-7(b)(5)(A) §201B-3 (a)(20) §201B-7 (a) (3)	YES	Support for larger Hawaiian Cultural Festivals & Events	N/A See Past Performance/Data info from festivals & events examples (but not limited to) - Prince Kuhio Festival - Prince Lot Hula Festival - Buffalo Big Board Classic	Economic Impact Media Value Exposure Highlight Hawaiian Culture Community Integration	New RFP for FY23	Maka Casson-Fisher
Subtotal	Perpetuating Hawaiian Culture		\$12,684,982	\$5,600,000								

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402	Natural Resources	Aloha Aina (formerly NR and Leg Prov NR)	\$1,750,000	\$1,500,000	1	\$201B-11(c)(2)	Yes	Support for community initiated programs to manage, improve and protect Hawai'i's natural environment. Funding will be awarded through an RFP process to support community projects that align with the HTA Strategic Plan and island DMAP actions to address impacts on natural resources.	<p>FY22 RFP Released 9/15/21 # of Proposals Received:95 # of Proposals Reviewed: 84 # of Reviewers:13 Avg Score:77 Total Amount Requested: \$6,129,388.35 Total Funds Available: \$1,575,000.00 Hawai'i County: 6 funded; \$398,000.00 O'ahu: 12 funded; \$590,000.00 Maui Nui: 8 funded; \$417,750.00 Kaua'i: 2 funded; \$46,400.00 Statewide: 3 funded; \$122,850.00</p> <p>FY21 performance data is not available since the program was eliminated due to budget constraints arising from COVID-19 and the Governor's Sixth Emergency Proclamation in April 2020.</p> <p>FY20 performance data includes 34 total projects funded and completed deliverables.</p> <p>2020 RFP Projects : Hawai'i County (6, \$199,000) Maui County (11, \$377,200) Honolulu County (9, \$202,000) Kaua'i County (7, \$273,000) Statewide (1, \$25,000) TOTAL: 34, \$1,076,200 (after 50% reduction due to budget constraints resulting from COVID economic crisis)</p>	<p>Support of community initiated programs that help towards the long term survival of our destination's environment into the future. A key factor in visitor's decision to visit. Also identified as an action by the community DMAP.</p> <p>increased # of community programs supported</p> <p>increased # of visitor participation</p> <p>etc.</p>	<p>Examples of FY20 projects supported under this RFP include: Mālama Kahalu'u: Restoring Our Coral Reef Ecosystem; Liko No Ka Lama; Hawai'i Wai Ola, Rapid Ohia Death Seed Banking Initiative; Hawaii Youth Conservation Corps; Fire and Oysters: Improving Ma'alaea Bay's Ocean Water Quality; Planting together; Malama na Honu Conservation through Education Project; From Beach to the Classroom Growing a Plastic Free Movement.</p> <p>NOTE: Hawai'i Community Foundation (HCF) to Administer 2021 Kūkulu Ola (KO) & Aloha 'Āina (AA) Programs start (6/22/21) and end (6/30/2023) date of existing contract Options info (four (4) one-year options to extend, with a possible end date of May 31, 2026 Original method of procurement: Sole Source</p> <p>FY23 HCF to continue to administer</p>	Maka Casson-Fisher
406	Natural Resources	Visitor Impact Program	\$1,886,910	\$285,000	1	\$201B-11(c)(2)	Yes	To support projects or organizations that work to mitigate and regenerate areas that have a significant visitor (footprint) impact on the environment, commonly referred to as hot spots.	<p>FY22 In 2022, HTA plans to fund Hawaii Green Business Program through a sole source contract. Additionally, HTA plans to release an RFP for a Sustainable Tourism Forum.</p> <p>FY20 & FY21 performance data is not available.</p> <p>FY19 performance data includes 1 project totaling \$11,092.70 in funding for MOA 19197- Hawaii Green Business Program- DBEDT/HSEO. The project's KPI's included: 26 business recruited; 170 trainees at seminars, forums, & workshops; 1 intern hired; HGB Logo re-designed. The recognition ceremony and events planned for March, April, & May were cancelled due to COVID-19.</p> <p>FY18 performance data includes 1 project totaling \$459,087.86 for MOA 18145 S1- Mālama Hawai'i- DLNR. This project's KPI's included: 2 Television specials; 7 Mālama Hawai'i PSA aired on variety of platforms; Hired a social media specialist for DLNR; Rapid 'Ōhi'a Death survey of land area affected; Progress on forest carbon certification project.</p>	<p>Improved management of hot spots across the state with an emphasis on community empowerment, convening of appropriate departments and agencies from all levels of government and the private sector. This includes establishing a Sustainable Tourism Forum to enable islands to learn from one another. This group would consist of island stakeholders with the support of island experts. This forum would promote visitor industry alignment with the Aloha+ Challenge, Hawai'i's recognized model to achieve the United Nations Sustainable Development Goals</p>	<p>Hawaii Business Program Hawaii Green Growth Sustainable Tourism Forum</p>	Irina De La Torre

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407	Natural Resources	Sustainable Tourism Association of Hawai'i (Hawaii Ecotourism Association)	\$100,000	\$50,000	1	§201B-11(c)(2)	Yes	Support for Sustainable Tourism certification for attractions and other visitor industry products that have an environmental impact on Hawai'i.	<p>FY 22 STAH will be focusing on three areas: 1) Sustainable Tour Operator Certification Program, 2) Tour Operator/Tour Guide Training Program, and 3) Educational Outreach/Partnership Development. STAH continues to re-certify 35 companies as they certify five new companies and transition training to a new online platform called Travelife. This platform is robust and ties into the UN Sustainable Development Goals (SDGs) network. Lastly, STAH is also still working on a 10- step program to begin engagement for new companies to create easier access to starting the certification process for 2022-2023.</p> <p>FY21 current project includes continuing Sustainable Tourism Management in Hawaii through Certifications, Training, & Partnerships.</p> <p>FY20 performance data is not available due to funding not being allocated due to the COVID-19 pandemic.</p> <p>FY 19 performance data includes 1 project totaling \$43,588 for CON 18150 S1- Sustainable and Eco-Friendly Tourism Training and Programs in Hawaii- Hawaii Ecotourism Association. This project's KPI's included: 1) Re-certify existing CTO's, certify a minimum of 4 new operators Statewide, and outreach directly to 20 new tour operators. 2)Strengthen an update Certification checklist. 3)Increase visitor and resident engagement with Pono Traveler tour operation evaluator program. 4)Make improvements to the HEA website, branding and social media platforms. 5)Support workforce</p>	<p>Continue and expand HEA's Sustainable Tourism Association of Hawai'i's (STAH):</p> <p>1) Sustainable Tour Operator Certification Program;</p> <p>2) Tour Operator/Tour Guide Training Program;</p> <p>3) Educational Outreach/Partnership Development</p>	N/A	Irina De La Torre
416	Natural Resources	Wahi Pana Series	\$250,000	\$0	1	§201B-7 §201B-14	Yes	<p>A continuation of Kulāiwi Seires - a seven-part video seires that will feature a local company/community program that we support on each island as a means to connect travelers to place through compelling storytelling about those who are from here - providing an authentic experience that entices viewers to support local through a call to action toward an e-commerce site. Each chapter will follow a host in their hometown and while at work as they lead our viewers through the importance of becoming a part of the community.</p> <p>Outputs: - 5-7 minute pieces - Social Media cutdowns - Photos * Other (3-5 minute intro video the series and push for ecommerce site)</p> <p>Platforms: - Airline IFEs - Social Media - GoHawaii Website - community program sites/platforms</p>	<p>No past performance data is available at this time as Kulāiwi series has yet to launch for FY22.</p>	<p>positive/increased economic impact toward regenerative tourism</p> <p>Highlight host and local culture through authentic experience and bridge visitors to kama'āina</p> <p>Increased resident sentiment and trust toward tourism industry</p> <p>Collaboration with other state entities, including</p>	<p>This program will set the foundation for Local Business Support Program</p> <p>Holoholo Stories (Toyota Hawai'i)</p> <p>https://www.bing.com/videos/search?q=holoholo+stories+toyota+hawaii&qpv=h+holoholo+stories+toyota+hawaii&FORM=V DRE</p>	'Iwalani Kūali'i-hano
498	Natural Resources	Travel - Natural Resources	\$15,000	\$15,000	1	N/A	Yes	To support projects or organizations that work to mitigate and regenerate areas that have a significant visitor (footprint) impact on the environment.	Due to the COVID-19 pandemic, staff did not travel during fiscal year 2021. Number of trips by program staff during fiscal 2020: 23	N/A	N/A	Kalani Kaanaana
936	Natural Resources	State Employee Salaries - Natural Resources	\$5,000	\$0	1	§201B-2	N/A	Salaries and wages.	N/A	Efficiently and effectively executing on programs.	Salaries for program staff are included in the Payroll area in FY23.	N/A

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TBD-3	Natural Resources	Tour Guide Certification/Licensure Program	\$0	\$150,000	1	\$201B-3 (a)(20) \$201B-7 (a) (3)	Yes	building on the findings/recommendations from the Landscape Analysis conducted by UH TIM	New program, no past performance data (Data will be available after close out in FY22 with current study, etc.)	centralized certification/licensure program for the State of Hawai'i	N/A	Maka Casson-Fisher
Subtotal	Natural Resources		\$4,006,910	\$2,000,000								
700	Community	Signature Events	\$500,000	\$1,700,000	3	\$201B-3 (a)(20); \$201B-7 (a) (3)	No	These are typically world-class events, larger in scale than those in the CEP and serve the purpose of attracting attendees and participants from outside of the state of Hawai'i through the use of extensive national and international marketing and media exposure.	In FY 2021, 86 projects were awarded \$2,913,305 for CY 2022 projects. The Community Enrichment Program and Signature Events program were combined into 1 RFP and selection process.	N/A	FY21 Community Enrichment budget: \$1,950,000 FY21 Signature Events budget: \$1,000,000 CONTRACTOR: Hawai'i Visitors & Convention Bureau (HVCB) to Administer CY 2022 Community Enrichment Program (CEP) (CON 21038) Contract Expiration date: 5/31/23 with option to extend	Irina De La Torre
701	Community	Community Enrichment Program	\$2,000,000	\$1,700,000	3	\$201B-3 (a)(20); \$201B-7 (a) (3)	Kauai (C4 and C6), Maui (D3, E1 and E2), Molokai (B3, D1, D2, D4, D5, D6), Lanai (I1 and I2), and Hawaii Island (C1, C2, C4,D5, G1, H2).	Program to support the development of projects and events in CY 2023 in the following areas: Agritourism, cultural tourism, nature tourism, edutourism, community sports, health and wellness, and voluntourism. Development of a database to connect community organizations/projects with travel and tourism companies.	FY22: No funds were issued for this program. CY22 programs were funded from FY21 funds. FY21: Funded 86 projects that were awarded \$2,913,305 for CY22 projects. The Community Enrichment Program and Signature Events program were merged into a single program for CY22. HVCB administered this program via CON 21038. FY20: Funded 92 projects prior to COVID -19. During COVID-19, contractors were asked to stop and submit receipts so they could get reimbursed for their expenses. In the end, only 12 projects and events were fully funded.	New and enhanced projects in the area of agritourism, cultural tourism, edutourism, nature tourism, health and wellness, community sports, and voluntourism on each island for increased resident/visitor interaction and growth of economic activity; development of community-led tourism efforts, and an active database to be used by tourism activity suppliers (target audience community and nonprofit) and buyers (wholesalers, tour operators, receptive).	FY21 Community Enrichment budget: \$1,950,000 FY21 Signature Events budget: \$1,000,000 FY23 CEP & Signature Events to be separate programs. CONTRACTOR: Hawai'i Visitors & Convention Bureau (HVCB) to Administer CY 2022 Community Enrichment Program (CEP) (CON 21038 (procurement exemption) Start date: 6/30/21 End date: 5/31/23 Contract options: 2 15month options to extend	Dede Howa
702	Community	Community Capacity Building	\$500,000	\$300,000	3	\$201B-3 (a)(20); \$201B-7 (a) (3)	YES	Training and capacity building program targeted at organizations and individuals in the areas of agritourism and voluntourism activities and products; market/tourism readiness; and festivals and events management. Includes costs for trainers and development of materials.	FY21: In 2022 HTA funded the 'Growing Success' IFEA Webinar series. IFEA held a week long webinars with 130 registrations. FY20 In 2020, HTA funded the Agritourism Summer Webinar Series whereby over 300 people across the state attended. HTA funded 2 webinars with Hawai'i Alliance for Nonprofit Organizations in the areas of fundraising and nonprofit financial management -- over 250 people attended these webinars.	Investing in Hawai'i's tourism product for new and enhanced projects with a focus on agritourism and voluntourism products, capacity building and training. Addresses action items for DMAPS and will be complemented by the Local Business Support program for Branding.	FY17,18,19,21 IFEA Wokrshops 'Growing Success Series' In-person and Virtual. FY 21 Universtiy of Hawai'i - Hawai'i AgTourism Initiative. Others include Volunteer Product Development, EDA impact/collab, etc.	Irina De La Torre
731	Community	Community-Based Tourism - Oahu	\$1,693,796	\$250,000	3	\$201B-3 (a)(14); \$201B-3 (a)(20); \$201B-3 (a)(21); \$201B-7 (9) (a) (2)	YES	Implementation of Oahu's Destination Management Action Plan (DMAP) - specifically govt/community collaboration on managing and stewarding sites through a pilot project(s) - action C.	Funds used to move O'ahu DMAP actions, including Destination Manager position. O'ahu Phase 1 report: https://www.hawaiiauthority.org/media/9286/oahu-dmap-progress_winter-2022_ada-checked.pdf	Implemented projects which address the DMAP subactions in Phase 2.	See past Performance/Data for examples of projects. Funds for DMAP implementation with the Island Chapters goes through May 31, 2023. Some of HTA's other programs (i.e. Community Enrichment, Kūkulu Ola, Aloha 'āina, Ho'okipa Malihini) are also moving DMAP actions forward	Caroline Anderson
732	Community	Community-Based Tourism - Maui County	\$1,070,000	\$250,000	3	\$201B-3 (a)(14); \$201B-3 (a)(20); \$201B-3 (a)(21); \$201B-7 (9) (a) (2)	YES	Implementation of Maui Nui's Destination Management Action Plan (DMAP) , On Maui - specifically creation and implementation of communications plan and supporting. On Lanai - support for work group to develop sustainable tourism practices On Molokai - communicatin materials - action a, resource guide for event organizers to Molokai; Moloka'i community town hall meetings and collateral development - action d.	Funds used to move Maui Nui DMAP actions, including Destination Manager position. Maui Phase 1 report: https://www.hawaiiauthority.org/media/9285/maui-dmap-updates_winter-2022_ada-checked.pdf Lāna'i Phase 1 report: https://www.hawaiiauthority.org/media/9283/lanai-dmap-updates_winter-2022_ada-checked.pdf Molokai Phase 1 report: https://www.hawaiiauthority.org/media/9284/molokai-dmap-updates_winter-2022_ada-checked.pdf	Implemented projects which address the DMAP subactions in Phase 2 and partial Phase 3.	See past Performance/Data for examples of projects. Funds for DMAP implementation with the Island Chapters goes through May 31, 2023. Some of HTA's other programs (i.e. Community Enrichment, Kūkulu Ola, Aloha 'āina, Ho'okipa Malihini) are also moving DMAP actions forward.	Caroline Anderson

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733	Community	Community-Based Tourism - Hawaii Island	\$846,204	\$150,000	3	\$201B-3 (a)(14); \$201B-3 (a)(20); \$201B-3 (a)(21); \$201B-7 (9) (a) (2)	YES	Implementation of Hawaii's Island's Destination Management Action Plan (DMAP), specifically development and implementation of a community communications campaign - action E, and development of program to encourage visitor industry to buy local. - action G.	Funds used to move Hawaii's Island DMAP actions, including Destination Manager position. Hawaii's Island Phase 1 report: https://www.hawaiitourismauthority.org/media/9282/hawaii-island-dmap-updates_winter-2022_ada-checked.pdf	Implemented projects which address the DMAP subactions in Phase 2 and partial Phase 3.	See past Performance/Data for examples of projects. Funds for DMAP implementation with the Island Chapters goes through May 2023. Some of HTA's other programs (i.e. Community Enrichment, Kūkulu Ola, Aloha 'āina, Ho'okipa Malihini) are also moving DMAP actions forward	Caroline Anderson
734	Community	Community-Based Tourism - Kauai	\$840,000	\$150,000	3	\$201B-3 (a)(14); \$201B-3 (a)(20); \$201B-3 (a)(21); \$201B-7 (9) (a) (2)	YES	Implementation of Kauai's Destination Management Action Plan (DMAP), support for project to manage movement of visitors around the island - action d, specifically developing a community communications plan- action f, and supporting buy local - action H.	Funds used to move Kauai DMAP, including Destination Manager position. Kauai's Phase 1 Report: https://www.hawaiitourismauthority.org/media/9281/kauai-dmap-updates_winter-2022_ada-checked.pdf	Implemented projects which address the DMAP subactions in Phase 2 and partial Phase 3.	See past Performance/Data for examples of projects. Funds for DMAP implementation with the Island Chapters goes through May 31, 2023. Some of HTA's other programs (i.e. Community Enrichment, Kūkulu Ola, Aloha 'āina, Ho'okipa Malihini) are also moving DMAP actions forward	Caroline Anderson
797	Community	Memberships and Dues - Community	\$500	\$500	3	N/A	N/A	Annual membership for International Festivals & Events Association (IFEA).	Member of IFEA - ability to use resources and network.	Member of IFEA - ability to use resources and network.	N/A	Todd Toguchi
798	Community	Travel - Community	\$15,000	\$13,500	3	N/A	N/A	The program anticipates travel needs to support community outreach and inspection of activities to ensure proper utilization of program funds.	Due to the COVID-19 pandemic, staff did not travel during fiscal year 2021. -Number of trips by program staff during fiscal 2020: 18	Engagement and outreach with community organizations, county agencies visitor industry, and evaluation of projects.	N/A	Kalani Kaanaana
802	Community	Current Workforce	\$100,000	\$250,000	3	\$201B-3 (a)(22)	NO	Funds to be used to address current and future workforce needs identified in the Workforce Needs Assessment (WFNA).	In FY21, there were 113 individuals trained with 93% received their certification for Hawaii's professional tour guides and 88% received their certificate of professional development for customer service training. Due to timing of the WFNA, FY22 funds were carried over to FY23.	More knowledgeable and skilled industry workforce.	Contractor for WFNA: Anthology Contract Period: 3/12/20-8/31/22 with no option. A new RFP to be issued for new WF projects in FY23.	Jadie Goo
803	Community	Future Workforce	\$120,000	\$150,000	3	\$201B-3 (a)(22)	YES	Funds to be used to support the annual L.E.I. program.	In 2021, over 1,000 students participated in the L.E.I. program and approx. 1,000 students will receive a certificate in service excellence.	More students seeking to pursue a career in the hospitality/tourism industry.	2021 LEI: virtual event 2022 LEI: in-person event	Irina De La Torre
933	Community	State Employee Salaries - Community	\$12,608	\$0	3	\$201B-2	N/A	Salaries and wages.	N/A	Efficiently and effectively executing on programs.	Salaries for program staff are included in the Payroll area in FY23.	N/A
TBD-4	Community	Local Business Support Program	\$0	\$200,000	3	HRS 201B-6(a)(5) HRS 201B-7(a)(1) HRS201B-7(b)(2)	Kaua'i H.1; O'ahu H; Maui Nui G.2	\$50,000 to go toward a list of resources to be shared with industry partners to utilize and support local (Maui Nui DMAP Action Item G.2) A continuation of Kulāiwi video series that highlights local companies/community programs that we support on each island as a means to connect travelers to place through compelling storytelling about those who are from here - providing an authentic experience that entices viewers to support local through a call to action toward an e-commerce site. Each chapter will follow a host in their hometown and while at work as they lead our viewers through the importance of becoming a part of the community. Outputs: - 5-7 minute pieces - Social Media cutdowns - Photos * Other (3-5 minute intro video the series and push for ecommerce site) Platforms: - Airline IFEs - Social Media - GoHawaii Website - community program sites/platforms	No past performance data is available at this time as Kulāiwi series has yet to launch for FY22.	A list of local resources for industry partners # of people visiting e-commerce site # of increased purchases on e-commerce site/vendor #of views/impressions on social media Collaboration with other state entities, especially on Made in Hawaii'i	Holoholo Stories (Toyota Hawaii'i) https://www.bing.com/videos/search?q=hohoholo+stories+toyota+hawaii&qvvt=hohoholo+stories+toyota+hawaii&FORM=V DRE No current contract. This is a new project.	Dede Howa
Subtotal	Community		\$7,698,108	\$5,114,000								

Program Code	Budget Category	Program Title	FY2022 Budget (a/o April 30, 2022)	FY2023 - Draft Budget	Strat Plan Pillar	HRS Reference	DMAP Impl Initiative	Description	Past Performance & Data	Expected Future Benefits	Notes (includes examples of projects)	Staff Lead
4	Branding	Cruise Industry Consultant Services	\$100,000	\$100,000	4	201B-3(a)(10)	Yes	Cruise consulting services to the HTA which includes coordination and communication with the cruise industry and local stakeholders on initiatives to ensure a superior guest arrival experience. Additionally, the consultant coordinates and communicates with local government agencies (DOT, DLNR, CLIA & HVCB and Island Visitor Bureaus) on all Hawai'i specific cruise industry matters.	2019: Cruise \$490.1M (+2.9%) Expenditures \$240.00 (-5.1%) PPPD\$ 277,093 (+8.5%) Arrivals 2020: Cruise \$93.9M (-80.8%) Expenditures \$244.1 (+1.7%) PPPD\$ 53,098 (-80.8%) Arrivals 2021: Cruise No cruise ship activities in 2021.	Satisfactory execution of the cruise industry consultant services in alignment with HTA's 4 pillars, targeting mindful visitors and recovering travel demand in a safe, responsible, and regenerative manner and meeting annual performance targets.	Contractor: Access Cruise, Inc. Contract Period: 11/16/20-9/30/23 with 2 one-year or 1 two-year options.	Jadie Goo
010	Branding	HTUSA/HTJ Campaign Effectiveness Study	\$270,000	\$260,000	ALL	§201B-7(a)(8) (A) §201B-7 (a)(8)(C)	Yes	Studies to evaluate campaign effectiveness for the USA and Japan major market areas, including the incremental trips generated, visitor spending per trip, incremental spending generated, and the taxes generated on spending.	N/A	Having a third party assessment to HTA funded major marketing campaigns in order to evaluate the return on investment.	RFP in process. CY2023 is the first year of the study with final reports due to HTA by June 2024.	Jadie Goo
012	Branding	Rebranding of the Hawaiian Islands	\$1,000,000	\$0	4	HRS 201B-7(a)(1)	Yes	A full rebranding/refresh of the Hawaiian Islands and HTA so that it aligns with our vision and Strategic Plan and each Island's DMAP. Contractor is to come up with our brand identity and strategy based on research of current market conditions, resident sentiment and is inclusive of discovery and research, competitive analysis, brand positioning and key messages, logo and visual identity system update, brand standard guidelines, communications/brand audit, and rollout plan.	FY22: Performance & Data will be available after contract ends in June 2023 Last refresh was done in 2017.	Stronger brand and positioning for Hawai'i that is better aligned to current market conditions and resident sentiment, and is consistent across our efforts, internally and external of HTA.	N/A	'Iwalani Kūali'i Kaho'ohano hano
013	Branding	Creative Agency	\$250,000	\$0	4	201B-3(a)(10)	Yes	An updated creative suite of multi-media assets and resources including presentation and stationary templates, as well as one-off requests for builds like infographics, short videos, etc. To help better communicate HTA's position on important issues and help us to address resident sentiment concerns and visitory industry partnerships.	This is scheduled to go out for RFP in FY22	Satisfactory delivery of high-quality creatives that are aligned with HTA's 4 pillars and Hawai'i's brand.	N/A	'Iwalani Kūali'i Kaho'ohano hano

Program Code	Budget Category	Program Title	FY2022 Budget (a/o April 30, 2022)	FY2023 - Draft Budget	Strat Plan Pillar	HRS Reference	DMAP Impl Initiative	Description	Past Performance & Data	Expected Future Benefits	Notes (includes examples of projects)	Staff Lead
014	Branding	Pono Travel Education	\$175,000	\$0	4	HRS 201B-6(a)(5) HRS 201B-7(a)(1) HRS201B-7(b)(2)	Yes	Consistent messaging throughout our airports statewide via digital and static banners that educate our traveling public (malihini and kama'āina) how to visit Hawai'i respectfully, responsibly and safely.	FY22: Pono Travel Education is currently up and running at all major airports in Hawai'i via Pacific Radio Group, Inc. For neighbor islands and InTerSpace Services, Inc. (dba Clear Channel Airports). NI: 4/18/2022 - 08/2023 HNL: 4/18/2022 - 10/18/2022 # of banners at NI Airports # of digital screens at NI Airports Visibility: 14 million annual passangers OGG: 5 banners; 14 digital LIH: 9 banners; 8 digital KOA: 5 banners; 8 digital ITO: 3 banners; 4 digital # of banners at HNL: 7 # of digital screens at HNL: 24 Visibility: 21,735,558 annual passangers The digital messaging is on rotation with other messaging and we've increased frequency for them during summer period, while also adding more static banners throughout the neighbor island airports.	Permanent spots throughout the airports increased frequency per message, especially during peak travel periods	Sole Source 4 options 6/27/2022 - 6/30/2023	'Iwalani Kūali'i Kaho'ohano hano
102	Branding	HTA Tourism Updates	\$125,000	\$300,000	4	HRS201B-3(b)(1) HRS201B-7(b)(2)	Yes	Funds to be used for Winter/Spring/Fall tourism updates, island roundtables, industry partners group meetings, and GMT FAMs to bring together community members, thought leaders, visionaries, suppliers, operators, policy makers and the media in a format that fosters networking and sharing.	2019 Fall Tourism Update: Hilton Waikoloa Village November 18-19, 2019 77% attendee satisfaction 2021 Mālama Ku'u Home Update (virtual): October 1, 2021 81% attendee satisfaction 2022 Winter Tourism Update (virtual): February 9, 2022 85% attendee satisfaction	Satisfactory execution of periodic tourism events to update the public of HTA's efforts as they relate to the 4 pillars.	RFP 2019 Contractor: Pacific Rim Concepts A new IFB to be issued for a conference services provider in FY22 for CY2022 HTA Tourism Conference in November.	'Iwalani Kūali'i Kaho'ohano hano
317	Branding	Convention Center Sales & Marketing - City Wide	\$2,600,000	\$2,600,000	4	HRS201B-6(a)(5) HRS201B-7(a)(1) HRS201B-7(a)(5) HRS201B-7(a)(7)	Yes	CCESF fund for MCI sales and marketing is transferred into this line item. In CY 2021, HCC Sales & Marketing was funded entirely from the Meetings, Conventions & Incentives line item (#331).	2019: HCC Citywide Sales Production 88,537 Definite Room Nights 31,888 New to Hawaii Room Nights 237,017 Tentative Room Nights 2020: Citywide Sales Production 10,016 Definite Room Nights 2,654 New to Hawai'i Room Nights 220,639 Tentative Room Nights 2021: Citywide Sales Production 4,211 Definite Room Nights 300 New to Hawai'i Room Nights 101,558 Tentative Room Nights	Satisfactory execution of the 2023 global MCI marketing and management plan including brand consistency, cultural authenticity, targeting mindful visitors/groups and high profile global events that are aligned with Hawaii's culture, natural resources and community. Recover travel demand in a safe, responsible, and regenerative manner and meet annual performance targets.	Contractor: Hawai'i Visitors & Convention Bureau Contract Term: 3/21/22 - 12/31/2025 No Options Method or Procurement: RFP	Ross Willkom
318	Branding	gohawaii.com	\$1,790,000	\$310,000	4	HRS201B-7(a)(1) HRS201B-7(b)(2)	Yes	Development and maintenance for the GoHawaii website. This includes the English, Japanese, Chinese, Korean, German, French, and Spanish sites in support of the Global Marketing Team. Funds also pay for hosting, licensing, analytics, search engine optimization, ADA/browser compliance, and event listings support.	Page Views 2019: 16.6M 2020: 12.2M 2021: 24M	Services for website development, hosting & maintenance.	Contractor: Hawai'i Visitors & Convention Bureau (Support Services) Contract expiration date: 06/29/2022 A new RFP for USA MMA which incl. gohawaii.com was issued in FY22 with initial contract ending on 12/31/2024.	'Iwalani Kūali'i-Kaho'ohano hano

Program Code	Budget Category	Program Title	FY2022 Budget (a/o April 30, 2022)	FY2023 - Draft Budget	Strat Plan Pillar	HRS Reference	DMAP Impl Initiative	Description	Past Performance & Data	Expected Future Benefits	Notes (includes examples of projects)	Staff Lead
319	Branding	MCI MFF	\$850,000	\$550,000	4	HRS201B-6(a)(5) HRS201B-7(a)(1) HRS201B-7(a)(5) HRS201B-7(a)(7)	Yes	MFF is an incentive fund used to attract and secure citywide events that use the HCC and it is committed at the time of agreement negotiation and paid upon fulfillment of contract deliverables for each event. Funding for 2022 has been committed by HTA previously for 2022 definite and tentative citywide businesses on the books.	2021 MFF: \$174,500 / 12 events (preliminary) 2022 MFF: \$55,000 / 2 events	Satisfactory execution of the 2023 global MCI marketing and management plan including brand consistency, cultural authenticity, targeting mindful visitors/groups and high profile global events that are aligned with Hawaii's culture, natural resources and community. Recover travel demand in a safe, responsible, and regenerative manner and meet annual performance targets.	Contractor: Hawaii'i Visitors & Convention Bureau Contract Term: 3/21/22 - 12/31/2025 No Options Method or Procurement: RFP	Ross Willkom
320	Branding	Island Destination Marketing & Management Services	\$2,400,000	\$2,400,000	4	HRS 201B-6(a)(5) HRS 201B-7(a)(1) HRS 201B-7(b)(2)	Yes	The Island Chapters provide representation for each of the islands and work closely with HTA, its Global Marketing Team members and the numerous tourism industry partners to showcase each island's unique accommodations, activities and tours. The Island Chapters are staffed by Hawaii Visitors and Convention Bureau (HVCB) employees.	Completed services/deliverables in support of HTA's Global Marketing Team. Demonstrated good communication with HTA.	Services & staffing for Leisure & MCI marketing assistance with on-island execution & in-market programs; provide oversight of the island brands.	Contractor: Hawaii'i Visitors & Convention Bureau (Island Chapter Support Services) CON 21030 (Sole Source) Start date: 12/24/2021 End date: 12/31/2022 No contract options	Dede Howa
321	Branding	US	\$22,500,000	\$17,000,000	4	HRS 201B-6(a)(5) HRS 201B-7(a)(1) HRS 201B-7(b)(2)	Yes	The Hawaii'i Visitors and Convention Bureau (HVCB) is contracted by the HTA for CY22 Jan-June brand marketing management services for the United States major market area. The U.S. West and U.S. East are Hawaii's two largest source markets for visitors. The U.S. West market includes visitors who travel to Hawaii from the 12 states	2019: USA \$11.63B (+5.0%) Expenditures \$188.7 (+0.2%) PPPD\$ 6,871,839 (+7.9%) Arrivals 2020: USA Expenditures - NA PPPD\$ - NA 1,987,326 (-71%) Arrivals	Satisfactory execution of 2023 brand marketing and management plan including brand consistency, cultural authenticity, alignment with HTA's 4 pillars, targeting mindful visitors with emphasis on lifetime trip expenditures, raising awareness of Mālama Hawaii'i, maintaining travel demand in a safe, responsible, and regenerative manner, and meeting annual performance targets.	RFP This contract was executed in 2017, exercised 18 supplementals and this will close 6/30/2022. Contractor: Hawaii'i Visitors & Convention Bureau Contract expiration date: 06/29/2022	'Iwalani Kūali'i-Kaho'ohano hano
322	Branding	Canada	\$800,000	\$750,000	4	HRS 201B-6(a)(5) HRS 201B-7(a)(1) HRS201B-7(b)(2)	Yes	Canada is the second largest international market for the Hawaiian Islands and has an important relationship with Hawaii'i, specifically the western provinces of British Columbia and Alberta. Canadian Snowbirds spend a great amount of time in Hawaii'i during the winter months and many Canadians own real estate throughout the islands. In 2022, the HTCAN continues to focus on promoting the Hawaiian Culture and Hawaiian values as the differentiator to other destinations and training the Canadian travel trade to become brand ambassadors who can educate and attract the mindful responsible travelers to Hawaii'i.	2019: Canada \$1,081.5 (-2.4%) Expenditures \$165 (+0.4%) PPPD\$ 540,103 (-1.6%) Arrivals 2020: Canada Expenditures - NA PPPD\$ - NA 164,393 (-69.5%) Arrivals 2021: Canada \$238.4M Expenditures \$178.1 PPPD\$ 86,491 (-47.4%) Arrivals	Satisfactory execution of 2023 brand marketing and management plan including brand consistency, cultural authenticity, alignment with HTA's 4 pillars, targeting mindful travelers with emphasis on lifetime trip expenditures, raising awareness of Mālama Hawaii'i, recovering travel demand in a safe, responsible, and regenerative manner, and meeting annual performance targets.	Contractor: VOX International Inc. Contract Period: 1/1/22-12/31/22 with no option A new RFP to be issued in FY23.	Jadie Goo
323	Branding	Japan	\$9,000,000	\$6,500,000	4	HRS 201B-6(a)(5) HRS 201B-7(a)(1) HRS201B-7(b)(2)	Yes	Japan has long been Hawaii's largest source of international visitors. While the coronavirus pandemic significantly reduced the number of Japanese arrivals, HTJ continues to leverage the regions' longstanding ties to advance tourism recovery efforts in 2022. HTJ's sustainable tourism framework aims to inspire the values of <i>aloha</i> and <i>mālama</i> with travelers and industry partners while developing consumer, public relations, and travel trade programs to educate and connect visitors with the local community.	2019: Japan \$2,25B (+4.8%) Expenditures \$242 (+0.2%) PPPD\$ 1,576,205 (+5.8%) Arrivals 2020: Japan Expenditures - NA PPPD\$ - NA 289,137 (-81.7%) Arrivals 2021: Japan 82.9M Expenditures 218.9 PPPD\$ 24,232 (-91.6%) Arrivals	Satisfactory execution of 2023 brand marketing and management plan including brand consistency, cultural authenticity, alignment with HTA's 4 pillars, targeting mindful travelers with emphasis on lifetime trip expenditures, raising awareness of Mālama Hawaii'i, recovering travel demand in a safe, responsible, and regenerative manner, and meeting annual performance targets.	Contractor: a.Link LLC Contract Period: 1/1/22-12/31/22 with no option A new RFP to be issued in FY23.	Jadie Goo

Program Code	Budget Category	Program Title	FY2022 Budget (a/o April 30, 2022)	FY2023 - Draft Budget	Strat Plan Pillar	HRS Reference	DMAP Impl Initiative	Description	Past Performance & Data	Expected Future Benefits	Notes (includes examples of projects)	Staff Lead
324	Branding	Korea	\$1,400,000	\$500,000	4	HRS 201B-6(a)(5) HRS 201B-7(a)(1) HRS201B-7(b)(2)	Yes	Korea is an important source market from Asia for Hawai'i. Affluent travelers from high-end market segments are primarily from the Seoul and Busan regions. Hawai'i continues to be a favored romance destination for Koreans. In 2022, the core branding message is Mālama Hawai'i and the marketing strategy is to revitalize travel demand in collaboration with industry partners, accelerate booking pace in partnership with online booking platforms, and develop marketing co-ops with key airlines to stimulate resumption and growth in air services to Hawai'i.	2019: Korea \$497.9M (+0.3%) Expenditures \$285.2 (-2.4%) PPPD\$ 229,056 (+0.3%) Arrivals 2020: Korea Expenditures - NA PPPD\$ - NA 46,884 (-79.5%) Arrivals 2021: Korea \$49.1M Expenditures \$267.8 PPPD\$ 12,217 (-73.9%) Arrivals	Satisfactory execution of 2023 brand marketing and management plan including brand consistency, cultural authenticity, alignment with HTA's 4 pillars, targeting mindful travelers with emphasis on lifetime trip expenditures, raising awareness of Mālama Hawai'i, recovering travel demand in a safe, responsible, and regenerative manner, and meeting annual performance targets.	Contractor: AVIAREPS Marketing Garden Holdings Ltd. Contract Period: 1/1/20-12/31/22 with 2 one-year options. A new RFP to be issued in FY23.	Jadie Goo
325	Branding	Oceania	\$1,900,000	\$750,000	4	HRS 201B-6(a)(5) HRS 201B-7(a)(1) HRS201B-7(b)(2)	Yes	The Oceania market is Hawaii's third largest international visitor market and over the past several years has been one of the fastest growing market in terms of arrivals. Through its Request For Proposals process, HTA selected The Walshe Group Pty Ltd to represent the Hawaiian Islands in Australia and New Zealand. The Hawaii Tourism Oceania Team will focus on travel trade training and continue to generate awareness and demand through cost effective digital and consumer direct marketing programs. HTO will also increase PR activities and utilize its robust digital media channels. HTO will renew its attempts to bring more Meetings and Incentive Groups from the Oceania market to Hawaii.	2019: Oceania \$895.1M (-14.4%) Expenditures \$261.70 (+0.5%) PPPD\$ 363,551 (-12.6%) Arrivals 2020: Oceania Expenditures - NA PPPD\$ - NA 50,710 (-86.1%) Arrivals 2021: Oceania \$16.6M Expenditures \$192.7 PPPD\$ 6,544 (-87.1%) Arrivals	Satisfactory execution of 2023 brand marketing and management plan including brand consistency, cultural authenticity, alignment with HTA's 4 pillars, targeting mindful travelers with emphasis on lifetime trip expenditures, raising awareness of Mālama Hawai'i, recovering travel demand in a safe, responsible, and regenerative manner, and meeting annual performance targets.	Contractor: The Walshe Group Pty Ltd Contract expiration date: 12/31/2023 A new RFP will be issued FY23	Maka Casson-Fisher
329	Branding	China	\$1,800,000	\$500,000	4	HRS 201B-6(a)(5) HRS 201B-7(a)(1) HRS201B-7(b)(2)	Yes	The China market continues to lead in per person per day spending among all major source markets for Hawai'i. In 2022, HTC focuses on market education with Mālama Hawai'i messaging. An integrated digital marketing strategy is deployed to elevate Hawai'i's image and brand awareness by using Chinese consumer preferred social and digital media platforms highlighting Hawai'i's culture, natural resources, community and regenerative tourism.	2019: China \$242.8M (-26.5%) Expenditures \$329 (-5.8%) PPPD\$ 92,082 (-25.3%) Arrivals 2020: China Expenditures - NA PPPD\$ - NA 10,736 (-88.3%) Arrivals 2021: China \$18.2M Expenditures \$288.5 PPPD\$ 6,348 (-41%) Arrivals	Satisfactory execution of 2023 brand marketing and management plan including brand consistency, cultural authenticity, alignment with HTA's 4 pillars, targeting mindful travelers with emphasis on lifetime trip expenditures, raising awareness of Mālama Hawai'i, recovering travel demand in a safe, responsible, and regenerative manner, and meeting annual performance targets.	Contractor: ITRAVLOCAL Limited Contract Period: 1/1/22 - 12/31/22 with no option. A new RFP to be issued in FY23.	Jadie Goo

Program Code	Budget Category	Program Title	FY2022 Budget (a/o April 30, 2022)	FY2023 - Draft Budget	Strat Plan Pillar	HRS Reference	DMAP Impl Initiative	Description	Past Performance & Data	Expected Future Benefits	Notes (includes examples of projects)	Staff Lead
331	Branding	Meetings, Convention & Incentives - Single Property	\$1,900,000	\$1,900,000	4	HRS201B-6(a)(5) HRS201B-7(a)(1) HRS201B-7(a)(5) HRS201B-7(a)(7)	Yes	The Meet Hawaii plan focuses on direct customer activities including FAMs, while also reevaluating and reprioritizing trade shows. Meet Hawaii remains nimble and has increased direct sales activities in MCI market segments that are producing lead opportunities for Hawaii now. Meet Hawaii will continue its ongoing communication and consultation with HTA to adjust as further appropriate.	2019: Global MCI \$904.7M Expenditures \$218.4 PPPD\$ 459,171 Arrivals 2020: Global MCI Expenditures - NA PPPD\$ - NA 132,442 Arrivals 2021: Global MCI Expenditures - TBD PPPD\$ - TBD 97,896 Arrivals	Satisfactory execution of the 2023 global MCI marketing and management plan including brand consistency, cultural authenticity, targeting mindful visitors/groups and high profile global events that are aligned with Hawaii's culture, natural resources and community. Recover travel demand in a safe, responsible, and regenerative manner and meet annual performance targets.	Contractor: Hawai'i Visitors & Convention Bureau Contract Term: 3/21/22 - 12/31/2025 No Options Method or Procurement: RFP	Ross Willkom
339	Branding	Global Digital Marketing Strategy	\$713,000	\$0	4	HRS 201B-6(a)(5) HRS 201B-7(a)(1) HRS 201B-7(b)(2)	Yes	Supports the efforts of HTA's Global Marketing Team in digital marketing, including the intellectual property data bank/digital assets library (Knowledge Bank) software licensing and consulting and staffing. Continuous improvements and maintenance and hosting of the Knowledge Bank.	Completed services/deliverables in support of HTA's Global Marketing Team Demonstrated good communication with HTA	Development services for data bank software licensing, consulting and staffing.	Contractor: Hawai'i Visitors & Convention Bureau (Support Services) Contract expiration date: 6/29/2022	'Iwalani Kūali'i Kaho'ohano hano
350	Branding	Global Market Shared Resources	\$787,000	\$1,500,000	4	HRS 201B-7(a)(1) HRS201B-7(a)(2) HRS201B-7(a)(8) HRS201B-7(b)(2)	Yes	Staffing for management of online marketing & social media in support of HTA's Global Marketing Team. Funds used to maintain various websites including Sharing Aloha and media websites; renew subscriptions to digital tools including social media management platforms, while also supporting the efforts of HTA's Global Marketing Team in digital marketing, including the intellectual property data bank/digital assets library (Knowledge Bank) software licensing and consulting and staffing. Continuous improvements and maintenance and hosting of the Knowledge Bank.	2022: Still in progress Completed services/deliverables in support of HTA's Global Marketing Team. Demonstrated good communication with HTA. PR/Media Site: 2021: 32,783 Total Users / 35,382 Sessions / 47,552 Page Views 2020: 5,211 Total Users / 6,201 Sessions / 82,242 Page Views 2019: 36,046 Total Users / 42,519 Sessions / 140,652 Page Views	Development services for online marketing, social media and staffing.	Contractor: Hawai'i Visitors & Convention Bureau (Support Services) Contract expiration date: 6/29/2022 A new RFP for USA MMA which incl. Global Market Shared Resources was issued in FY22 with initial contract ending on 12/31/2024. Combined Global Digital Marketing Strategy	'Iwalani Kūali'i Kaho'ohano hano
380	Branding	Marketing Opportunity Fund	\$293,000	\$0	4	HRS 201B-7(a)(1) HRS201B-7(a)(2) HRS201B-7(a)(8) HRS201B-7(b)(2)	Yes	Funds to support brand marketing and management efforts based on market conditions and opportunities.	In FY22, funds were used for Market Allocation Platform and IPW.	Stronger branding statement for Hawai'i	Contractor for MAP: Tourism Economics MAP Project Period: March - May 2022	Kalani Kaanaana
397	Branding	Memberships and Dues - Branding	\$160,000	\$160,000	4	HRS 201B-7(a)(1) HRS 201B-7(a)(2) HRS 201B-7(a)(8) HRS 201B-7(b)(2)	Yes	US Travel Assn: \$125,000 PATA Int'l: \$3,035 PATA HI Chapter: \$275 Destination Int'l: \$26,530	In FY22, HTA staff was able to participate in various networking events, educational seminars, and B2B meetings, hosted by USTA, PATA, and Detination Int'l.	Continue to receive market intelligence and training & networking opportunities	N/A	Todd Toguchi
398	Branding	Travel - Branding	\$50,000	\$53,000	4	HRS 201B-7(a)(1) HRS 201B-7(a)(2) HRS 201B-7(a)(8) HRS 201B-7(b)(2)	Yes	Travel cost for the Brand Team. To monitor and evaluate the GMT events. Sales calls to the markets.	In FY22, HTA staff traveled to D.C., Japan, IPW, ESTO, Route Dev Conference, etc.	Contractor oversight and evaluation; relationship building with in-market partners.	Exmaples of Past Trips: travel for media blitz, trade missions, and sales calls in mainland US, Japan, Canada, Oceania, Korean, China, Taiwan, SE Asia, and Europe.	Kalani Kaanaana
934	Branding	State Employee Salaries - Branding	\$959,162	\$0	4	\$201B-2	N/A	Salaries and wages.	N/A	Efficiently and effectively executing on programs.	Salaries for programl staff are included in the Payroll area in FY23.	N/A
Subtotal	Branding		\$51,822,162	\$36,133,000								

Program Code	Budget Category	Program Title	FY2022 Budget (a/o April 30, 2022)	FY2023 - Draft Budget	Strat Plan Pillar	HRS Reference	DMAP Impl Initiative	Description	Past Performance & Data	Expected Future Benefits	Notes (includes examples of projects)	Staff Lead
312	Sports	PGA Tour Contracts	\$2,177,889	\$1,800,000	4	201B-3(a)(19)	No	Contract with the PGA Tour through 2022 to host golf tournaments and execute a marketing program. Through the Aloha Season program, the focus is to increase exposure and generate interest in golf as an activity while visiting Hawai'i. In addition, three professional golf events on three different islands (O'ahu, Maui and Hawai'i) will be supported. Additional funds include a PGA Season-long promotion of The Hawaiian Islands showcasing each event winner's invitation to play in Hawaii at the Sentry Tournament of Champions Event. Term: 2019 - 2022	2020 Results Attendance: 88,500 Economic Impact: \$10.05M Marketing Value: \$21.3M Charitable Donations: \$1,599,870 2021 Results Attendance: 1,833 Economic Impact: \$6.8M Marketing Value: \$19.1M Charitable Donations: \$2,011,760 2022 Results Attendance: 44,000 Economic Impact: \$9M Marketing Value: \$20M Charitable Donations: \$2,500,000	Three professional golf tournaments in Hawaii and marketing throughout the year on Golf Channel and PGATour.com. Additionally, this contract allows HTA to build the foundation for a long-term relationship with the Tour and its lead sponsors Sony, Sentry and Mitsubishi.	Contractor: PGA Tour, Inc. Contract term: 1/9/18 - 12/31/2022 No Options Sole Source	Ross Willkom
343	Sports	Lotte LPGA Championship	\$500,000	\$0	4	201B-3(a)(19)	No	Contract with 141 Premiere to sponsor the Lotte Ladies Professional Golf Association Championship held in KoOlina, Oahu. Funding would help cover the broadcast of the event to a national and international audience as many LPGA stars are from countries that are Hawai'i's existing and emerging markets. Youth clinics and community engagement is also part of the festivities.	2019 Results Attendance: 16,816 Economic Impact: \$7.1M Marketing Value: \$17.9M	N/A	N/A	Ross Willkom
378	Sports	UH Athletics Branding Partnership	\$267,000	\$167,000	4	201B-3(a)(19)	No	Partnership with the University of Hawaii Athletics Department to promote visitation to the Hawaiian Islands by highlighting UH Sporting Events and UH Athletes as Hawaii's Ambassadors. Includes sponsorship of the Big West Conference Basketball and Men's Volleyball Tournaments. Previous partnerships revolved around UH Football and Men's Volleyball games.	N/A	Presenting Sponsor of the 2022 Big West Conference Men's and Women's Basketball and Men's Volleyball Tournaments and marketing assets throughout these events	Contractor: Big West Conference Contract term: 6/30/20 - 8/31/2023 No Options Sole Source	Ross Willkom
379	Sports	Sports Programs - Unallocated	\$1,500,000	\$2,000,000	4	201B-3(a)(19)	No	FY23 funds available to sponsor sporting events that submit proposals to HTA for funding and meet HTA's sports marketing criteria. Potential events that HTA sponsored in the past include the Maui Invitationa, Hawaii Bowl, LPGA Lotte Championship.	RFP 22-06 will award remaining FY22 unallocated funds.	Funds allocated through this BLI will allow HTA to extend its marketing and branding efforts across events and programs both large and small. Criteria for applicants seeking to obtain funding will include both a community impact and economic impact component.	Contract Term: 6/30/22 - 12/31/22 No Options Method of Procurement: RFP	Ross Willkom
Subtotal	Sports		\$4,444,889	\$3,967,000								
601	Safety and Security	Visitor Assistance Programs	\$1,150,000	\$500,000	4	§201B-3(21) §201B-3(24)	No	Support of the Visitor Assistance Programs in the four counties. These programs provide a vital service that supports our visitors in crisis. The VAPs had been supporting the State's COVID-19 response in many ways including the flight assistance program through the end of the Safe Travels program in March 2022 in addition to their normal daily operations.	CY2021 Hawaii Island: 218 Cases / 590 People Served CY2021 Maui : 120 Cases / 234 People Served CY2021 Oahu: 511 Cases / 1250 People Served CY2021 Kauai: 96 Cases / 242 People Served	The Visitor Assistance Programs serve as an insurance policy to provide assistance to visitors in distress. Taking a negative experience and transforming it into a more positive one for a visitor directly impacts the brand. Continuing to fund these programs will add a layer of protection to the brand at a nominal cost for the incredible services rendered by the existing partners.	Contract Term: 6/25/21 - 12/31/22 Four (4) one-year options Soul Source	Ross Willkom
602	Safety and Security	Crisis Management	\$100,000	\$100,000	4	§201B-3(24)	No	Funding will support crisis-related expenditures during the fiscal year. This funding will primarily be utilized to support ongoing COVID-related missions as assigned to the HTA through HI-EMA.	Funding went to support COVID-19 related missions in support of the Governor, HI-EMA, and the industry. This included operating a call center and supporting the airport contractors that were managed by DOT-Airports.	In the event a crisis occurs in Hawaii, having these funds available to react quickly and provide support is critical. HTA's ability to be flexible and nimble, especially in a moment of crisis, combined with the ability to fund an action, will allow us to continue to support and protect the Hawaii brand.	Per HRS §201B-3 (24), HTA is required to develop and implement emergency measures to respond to any adverse effects on the tourism industry.	Keith Regan

Program Code	Budget Category	Program Title	FY2022 Budget (a/o April 30, 2022)	FY2023 - Draft Budget	Strat Plan Pillar	HRS Reference	DMAP Impl Initiative	Description	Past Performance & Data	Expected Future Benefits	Notes (includes examples of projects)	Staff Lead
603	Safety and Security	Lifeguard Program	\$200,000	\$0	3	§201B-3(21)	No	This program provided much needed support to the 4 counties ocean safety programs and the statewide Junior Lifeguard program. The funding to the counties specifically supported the acquisition of ocean safety equipment which would be used at various beach parks.	In 2019, the JR Lifeguard program had 2,870 participants and was active in all four counties. The City and County of Honolulu had 1,800 participants, Kauai County had 600 participants, Maui County had 270 participants, and Hawaii County had 200. Hawaii County purchased 2 personal water craft, 2 rescue sleds, 1 truck, 2 radios, 1 trailer, 2 PWC hardware, 2 PTT headsets, (matched \$125K). City purchased 5 personal water craft, and 7 ATVs (matched \$125k). Kauai Lifeguard Assoc. purchased a utility vehicle, radios, ATVs, Jetski, PA system for towers, and software for CPR training. Maui County purchased portable radios, rescue fins, masks/snorkels, rescue boards, rescue sleds, rescue water craft, trailers, and ATV/UTCs.	Supporting the purchase of ocean safety equipment that otherwise would not have been purchased by a county may mean the difference between a swift rescue and/or a delayed rescue due to equipment needs. A minimal investment to purchase jet skis, boards, fins, and other ocean safety equipment may result in more lives saved, safer beaches, and safer visitors.	Funding was declined due to C&C program and uncertainty of future funding.	Ross Willkom
604	Safety and Security	Preventative Programs	\$100,000	\$0	3	§201B-3(21)	Yes	This program engaged DOT-Airport's advertising concessionaires to place PSAs in the baggage claim at all major airports throughout Hawaii. The primary message was focused on ocean safety for arriving visitors.	Clear Channel - DKI Int Airport - ran ocean safety videos on 20 screens in baggage claim, 1 spot per 6 minute cycle, 10 showings per hour or 240 spots per day. Pacific Media Group showed Ocean Safety Videos, provided by HTA, in Kahului, Līhu'e, and Kona Airports. In Kahului: Two (2) video screens (minimum 65") located in the baggage claim area visible to all arriving passengers; two 30-second spots played consecutively and exclusively with no other ads in rotation. In addition, four static message boards and six brochure racks were provided to complement the two video screens. In Kona: Eight (8) walls on baggage claim carousels; two 30-second spots played consecutively, one spot per 3-minute cycle and then repeated in sequence 24/7. 480 spots per day. In Līhu'e, Kaua'i: Eight (8) video walls on baggage claim carousels, two 30-second spots played consecutively; one spot per 3-minute cycle and then repeated in sequence 24/7. 480 spots per day.	The ability to display PSAs that help educate visitors while they are waiting at the baggage claim may result in saving the life of that visitor. These additional funds help to support an increased frequency of ocean safety videos throughout all of Hawaii's major airports. Saving a life through education equates to tremendous positive benefits.	N/A	Ross Willkom
Subtotal	Safety and Security		\$1,550,000	\$600,000								
506	Tourism Research	Infrastructure Research (Accommodations and Airseats)	\$60,000	\$65,000	ALL	§201B-7 Tourism-related activities. (a) (8) Tourism research and statistics (C) Provide tourism information (ii) The number of transient accommodation units available, occupancy rates, and room rates; (iii) Airline-related data including seat capacity and number of flights;	Yes	Hotel performance data	Monthly Hotel performance report (12)	The data is used to monitor hotel industry performance.	Hotel performance data: STR, Inc., annual subscription. Additional data were ordered during the pandemic. \$60,000 budgeted for FY22	Caroline Anderson
935	Tourism Research	State Employee Salaries - Research	\$33,119	\$0	ALL	§201B-2	N/A	Salaries and wages.	N/A	N/A	N/A	N/A
Subtotal	Tourism Research		\$93,119	\$65,000								

Program Code	Budget Category	Program Title	FY2022 Budget (a/o April 30, 2022)	FY2023 - Draft Budget	Strat Plan Pillar	HRS Reference	DMAP Impl Initiative	Description	Past Performance & Data	Expected Future Benefits	Notes (includes examples of projects)	Staff Lead
652	Planning	Planning Tools and Assessments	\$410,000	\$50,000	ALL	\$201B-3(a)(14)(17)(20)	Yes	Planning tools to help communicate information to the public.	Past funds were used for a destination assessment, creation of a DMAP microsite to share activities of DMAPS, and creation of infographics. The destination assessment report will be issued in June 2022, DMAP microsite expected to be completed in Q3 2022, and creation of infographics will start in June 2022.	Increased understanding by residents of HTA's activities and value of tourism.	See past Performance/Data	Caroline Anderson
653	Planning	Hotspot Mitigation	\$500,000	\$1,000,000	3	\$201B-3(a)(14)(17)	Yes	Planning and mitigation of hot spots/issues as identified in the DMAPs. Includes facilitation services.	In FY 22, HTA is working with the County of Kaua'i to conduct a mobility hub plan and County of Hawai'i for a Keaukaha pilot stewardship program.	Hotspot mitigation/resolutions per DMAP	N/A	Caroline Anderson
654	Planning	Program Evaluation	\$500,000	\$50,000	ALL	\$201B-3(a)(14)(17)	Yes	Evaluation of HTA's programs, including events evaluation, development of measures, dashboards and KPI tracking of HTA's programs outcomes and results.	HTA's contract with PlayFly LLC, the company who was selected for the Festivals & Events Evaluation will begin in June 2022. No evaluation reports done yet. Funds to be used for continued dashboard creation of program data.	Measured activities that are easily digestible and available to the public. Creation of report cards and dashboards.	Not requesting funds for FY 23 for events/festivals evaluation as the FY 22 funds will last through FY 23 projects.	Caroline Anderson
655	Planning	Community Engagement	\$175,000	\$0	ALL	\$201B-3(a)(14)(17)	Yes	Engagement meetings/forums with community/industry on tourism development decisions, including industry and community input and feedback on identified topics. Includes development of materials to communicate information. There is remaining ARPA FY 22 funds that will be put towards FY23 activities. No FY 23 funds are required.	DMAP community engagement meetings were held in late 2021 on Maui and Lana'i which did not require HTA.	Continued engagement and collaborative with community and industry per DMAPs	See past Performance/Data	Caroline Anderson
656	Planning	Community Tourism Collaborative	\$400,000	\$400,000	ALL	\$201B-3(a)(20); \$201B-7(a)(3), 7(a)(9)(b)(4)	Yes	Assist organizations through trainings and providing resources to develop community management/stewardship plans and tourism product projects for their communities.	Collaboratives will take place in July 2022.	Community Management Action Plans and Tourism Projects to that provide for jobs, economic development, and improved visitor experiences.	Pohoiki Community Tourism Collaborative partnership with the County anticipated to begin in July 2022.	Caroline Anderson
697	Planning	Memberships and Dues - Planning	\$3,200	\$1,000	ALL	N/A	Yes	Annual membership to Travel & Tourism Research Association and TTRA Chapter and the American Planning Association - Hawai'i Chapter	Travel and tourism research and data to understand the tourism landscape and markets, and	Networking and relationship building, travel and tourism research and data.	Travel and Tourism Research Association and TTRA Hawai'i Chapter: \$690 annual dues American Planning Association - Hawai'i Chapter - \$350	Caroline Anderson
698	Planning	Travel - Planning	\$17,000	\$20,000	ALL	N/A	Yes	The program anticipates travel needs to support community and industry outreach and inspection of DMAP activities and conference registration fees.	N/A	Engagement and outreach with community organizations, DMAP steering committees, county agencies, visitor industry, and evaluation of projects.	N/A	Caroline Anderson
Subtotal	Planning		\$2,005,200	\$1,521,000								

Program Code	Budget Category	Program Title	FY2022 Budget (a/o April 30, 2022)	FY2023 - Draft Budget	Strat Plan Pillar	HRS Reference	DMAP Impl Initiative	Description	Past Performance & Data	Expected Future Benefits	Notes (includes examples of projects)	Staff Lead
101	Administrative	Community-Industry Outreach & Public Relations Services	\$600,000	\$200,000	ALL	§201B-3 (a)(17) §201B-3 (a)(21) §201B-3 (a)(22) §201B-3 (a)(23) §201B-3 (a)(24) §201B-7 (9b)(1-5) §201B-16	YES	Provides communications support to HTA's PAO, including a contract with HTA's current vendor (Anthology Media Group), as well as support for digital assets and other communications-related costs.	1. Keeping HTA's online resources up to date, including crisis communications (COVID-19 alert pages, adding HTA's daily briefer to the alerts page, etc.) 2. Supporting, coordinating, and maintaining continuity of external communications (events, appearances, announcements, distribution lists, community relations, social media, etc.) 3. Helping to maintain Government relations, inter-agency, and county connectivity via communications, as well as keeping up to date with industry news as it relates to HTA in the Media and policies, and facilitating conversations and events around tourism 4. Assisting with the development of a strategic communications plan	The HTA's 2020-2025 Strategic Plan includes milestones to (a) grow reach and engagement on all HTA social media platforms, and (b) increase numbers of news stories about HTA-sponsored events and programs. While the second milestone was created prior to the pandemic - when the Aloha Aina, Kukulu Ola and Community Enrichment Programs were active - Anthology will continue to help create and boost HTA's original social media posts to help promote projects that HTA is taking initiative with to align tourism with its strategic plan.	Social media postings for the Community-Based Tourism and the Destination Management Action Plans (DMAPs) and resources like the Maemae Tool Kit. Anthology is also helping to create the structure for a speakers bureau to help promote the DMAPs.	Ilihia Gionson
103	Administrative	Hawaiitourismauthority.org	\$100,000	\$75,000	ALL	§201B-3 (a)(21)	YES	Ongoing design, support, maintenance, and hosting of the HTA's primary website.	Anthology helped to create the HTA website, and provides ongoing maintenance and support. The team has been responsive when HTA's staff reached out for help and they met the expectations that were set forth in the contract. HTA's website did not experience any outages during 2020 and has handled the increased traffic throughout the COVID-19 pandemic. Currently, most people are visiting hawaiitourismauthority.org for COVID-related information along with research data. Our website has been a useful tool for many visitors and residents during the pandemic. covid-19-novel-coronavirus page traffic: - January 1 - December 31, 2020 (total of 4,396,302 views of which 3,760,452 views were unique). covid-19-updates page traffic: - January 1 - December 31, 2020 (total of 1,153,010 views of which 852,449 views were unique). - January 1 and October 24, 2021 (total of 1,682,212 views of which 1,223,749 were unique). research/monthly-visitor-statistics page traffic: - January 1 - December 31, 2019 (total of 17,789 views of which 14,535 views were unique). - January 1 - December 31, 2020 (total of 33,244 views of which 28,139 views were unique)	Using Google Analytics, we can gauge the traffic to our HTA website. Post-pandemic, we expect more website traffic driven to the community pages. With the reopen of our RFP, we've seen a total of 7,965 views. 7,073 of which were unique between January 1 and October 25, 2021.	The scope was reduced for 2021, and Anthology Marketing Group reduced their retainer fee from \$2,100/month to \$1,000/month for 2021. Monthly subscription fees remain the same for hosting (\$500/month), Swiftype (\$299/month), and Cloudflare (\$210/month). Additional requests beyond the scope will be charged on a per project basis. We intend to go out to bid on this once the current contract ends on 12/31/2021.	Keith Regan
901	Administrative	General and Administrative	\$648,700	\$648,700	ALL	§201B-2 §201B-11	YES	Administrative support costs include: 1) \$58,000 Computer Programs/Software; 2) \$35,000 Telephone; 3) \$35,000 Rental of Copy Machines; 4) \$80,000 IT Consultant, related purchases and miscellaneous IT expenses; 5) \$315,000 Audit and Federal Support.	Operated with efficiency. Volume attributed to Finance and/or Contracts team includes: 2020 Contracts/supplemental contracts executed or notifications: 411 2019 Contracts/supplemental contracts executed or notifications: 334 2019 Payments processed: 2116 2020 Payments processed: 1884	Admin team will continue to support all programs throughout HTA in their execution, through processing of contract and non-contract encumbrances, processing payments, reporting financial information, working with the Department of the Attorney General, providing guidance to staff, federal compliance. Functions also include monitoring and responding to draft legislation, supporting the HTA Board and leadership, supporting and responding to preparation of information and requests from external parties that include legislative matters and State departments.	Expenditures based on historical spend in this BLI.	Keith Regan

Program Code	Budget Category	Program Title	FY2022 Budget (a/o April 30, 2022)	FY2023 - Draft Budget	Strat Plan Pillar	HRS Reference	DMAP Impl Initiative	Description	Past Performance & Data	Expected Future Benefits	Notes (includes examples of projects)	Staff Lead
930	Administrative	State Employee Salaries - Admin	\$1,451,993	\$0	ALL	§201B-2 §201B-11	N/A	Salaries and wages.	N/A	Efficiently and effectively executing on programs.	Salaries for program staff are included in the Payroll area in FY23.	N/A
998	Administrative	Travel - Admin	\$50,411	\$70,000	ALL	§201B-2 §201B-11	YES	Funding to support possible travel during the fiscal year by members of the administrative team.	Due to the COVID-19 pandemic, staff did not travel during fiscal year 2021. -Number of trips by admin staff during fiscal 2020: 32	Travel by admin team, including CEO, to support program efforts and meet with stakeholders.	Travel budget increased due to anticipated increase in travel. In the prior year, travel budget was decreased due to COVID travel restrictions.	Keith Regan
Subtotal	Administrative		\$2,851,104	\$993,700								
915	Governance and Organization-Wide	Organization-Wide	\$230,000	\$250,583	ALL	§201B-2	YES	Costs include: 1) \$150,583 Legal & Audit; 2) \$100,000 Support Contracts (Support in developing RFPs/Contracts)	N/A	Support of Board governance and oversight.	Expenditures based on historical spend in this BLI. Includes: -Office of the Auditor contract will increase to approximately \$130,000 beginning FY 2023, for the annual financial and federal compliance audit.	Keith Regan / Marc Togashi
919	Governance and Organization-Wide	Governance - Gen Board/Others	\$121,800	\$221,800	ALL	§201B-2	YES	Costs associated with the Board's strategic oversight of the HTA, including: 1) \$123,000 for Board and Commission expenses (including meeting minutes); 2) \$40,000 for D&O insurance coverage; 3) \$40,000 Board travel	Meeting minutes have been produced on schedule for all board and committee meetings. Typically, there are four board members requiring travel support once per month.	Support of Board governance and oversight.	Expenditures based on historical spend in this BLI. -Aloha Data Services for Board meeting minutes (\$576/meeting) -Increase in Board costs relating to AV support of Board meetings	Keith Regan
Subtotal	Governance and Organization-Wide		\$351,800	\$472,383								
931	Governance and Organization-Wide	State Employees Fringe	\$1,191,493	\$1,010,340	ALL	§201B-2	YES	Fringe benefit costs for all HTA State employees	Please see past performance and data for program 901 above.	Fringe benefits for staff. Efficient operations.	Expenditures based on salary/fringe calculations as provided for by the State. Staff is currently researching whether fringe costs will be paid from this appropriation.	Keith Regan
TBD-5	Payroll	State Employee Salaries - All	\$0	\$2,523,577	ALL	§201B-2	YES	Salaries and wages.	Please see past performance and data for program 901 above.	Please see expected future benefits for program 901 above.	Expenditures based on salary schedule.	Keith Regan
Subtotal	Payroll		\$1,191,493	\$3,533,917								
Total			\$88,699,767	\$60,000,000								

9g

Discussion and Action on the Economic Development
Administration FY2021 American Rescue Plan Act
Travel, Tourism, and Outdoor Recreation Grant
Assigned to the Hawaii Tourism Authority by
Governor Ige

9g.1

EDA ARPA Travel, Tourism and Outdoor
Recreation Non-Competitive Grant

The logo for the Hawai'i Tourism Authority features the words "HAWAII TOURISM" in a blue, stylized font. A horizontal bar with a rainbow gradient (red, orange, yellow, green, blue) is positioned below the text. A small "TM" trademark symbol is located to the right of the word "TOURISM".

HAWAII TOURISM™

AUTHORITY

EDA ARPA
Travel, Tourism
& Outdoor
Recreation
Non-
Competitive
Grant

Presentation to the Budget,
Finance, & Convention
Center Standing Committee
Meeting

May 24, 2022

EDA NOFO Eligible Uses

- Projects that would support the economic recovery of the travel, tourism, and outdoor recreation sectors
 - Tourism marketing and promotion campaigns
 - Workforce training
 - Economic development planning and coordination
 - Technical assistance projects to assist regional economies to recover
 - Upgrades/retrofits to existing travel, tourism, and outdoor recreation infrastructure
 - Infrastructure projects that lead to long-term increases in tourist activity
 - Other uses to support the travel, tourism, and outdoor recreation industries

Tourism Recovery Branding & Education Campaign

If we want mindful visitors who spend at an appropriate level, we need to let them know we'd like them to visit

We also need to educate all visitors on how to be mindful

Our activity now keeps us in the consideration set for someone who may not book until this fall for travel in 2022 and beyond

Attracting more mindful visitors will take time and consistency; first be heard and then ultimately believed

Media inflation is up approximately 33% from the start of the year

Total Budgeted Amount: \$4,000,000



Downtown Honolulu – Urban Trail


An Economic Revitalization Experience

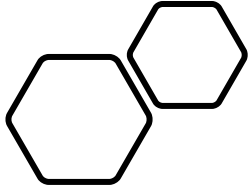


Budgeted Amount: \$750,000



Unique and Engaging Experience

- Historic “traditional” signage
 - Incorporate technology to lead experience
 - Augmented Reality (AR) to educate hikers
 - Share the historic nature
 - See these areas as they were
 - Develop trail markers to ensure hikers are on the right path
 - Physical and virtual
 - Encourage economic engagement of businesses along the trail
- 



Community Tourism Collaborative



Stewardship/Management

Work with communities who seek to steward lands – providing training and resources



Tourism Product Development

Work with communities to develop strategies to shape tourism in a sustainable way and create new/enhance experiences/product offerings

DLNR Projects

- Recreational Trailhead and Access Road Improvements - Kula Forest Reserve, Maui, Hawai'i
- Recreational Trail Improvements - O'ahu Trails, Hawai'i
- Recreational Trailhead and Access Road Improvements - Koai'a Tree Sanctuary and Corridor Trails and Access Road Improvements
- Awa`awapuhi Trailhead Parking Lot Improvements Recreational
- Improve the Alaka'i Swamp Trail Boardwalk
- Bridging the Gap: Valley of the Lost Tribe vista trail repair and improvements
- Statewide Trail Capacity Study
- DOCARE Equipment and Educational Materials
- DOCARE Equipment and Educational Materials
- Day-Use Mooring Buoy (DMB) Program
- Waikiki Snorkel Restoration Trail
- Resource Use and Behavior Change app content development: Play Pono Points
- Ala Kahakai Interpretive Plan
- Nāpu'u Recreation Plan
- Statewide signage, branding, and trailhead biosanitation
- Nā Manu 'Elele: Land Steward Program

Total Budgeted Amount: \$7,200,000

9g.2

Draft Grant Administration Plan for EDA-ARPA funds for
Travel, Tourism & Outdoor Recreation

Grant Administration Plan for EDA-ARPA funds for Travel, Tourism & Outdoor Recreation

The Hawai'i Tourism Authority's (HTA) Grant Administration Plan details the administration of the EDA's allotment of \$14,024,372 to the state of Hawai'i to support the travel, tourism, and outdoor recreation sectors. HTA recognizes that EDA monies are available until December 31, 2026 and all work must be completed by May 31, 2027. In its original proposal to EDA, there were 5 activity categories where the HTA proposed to expend funds:

1. Marketing Campaigns Promoting State and Regional Assets
2. Short And Long-Term Economic Development Planning and Coordination
3. Business Technical Assistance
4. Infrastructure Projects To Support Growth In The Travel, Tourism and Outdoor Recreation Industries
5. Workforce Training

As part of the outdoor recreation component of the grant, the HTA intends to collaborate with the State of Hawai'i Department of Land & Natural Resources (DLNR). The DLNR is the leading manager of public recreational opportunities and resources used by the visitor industry, including hiking trails, forests and other natural areas, beaches, nearshore marine environments, and boating infrastructure. The agency is directly responsible for protecting natural resources and provides enforcement for rules and regulations regarding natural resources and the use of recreational assets under their management.

HTA will conduct its procurements in a manner consistent with Hawaii's procurement law, Hawaii Revised Statutes (HRS) §103D-102. The collaboration with DLNR will be formalized through the execution of contracts as allowable under §103D-102.

As mentioned in the proposal the EDA's State Tourism Grant will significantly contribute to the state's recovery. HTA will invest EDA's funds in viable projects and programs that lay the groundwork for future sustainable growth of our travel, tourism and outdoor recreation sectors. These projects include:

- **Program 1 – Outdoor Recreation: (\$7,200,000)**

Enhancement and development of Hawai'i's outdoor recreational assets (including but not limited to trail systems, recreational boat moorings, and natural areas) to improve safety, user experience, educational opportunities, resource protection, community relations, rule enforcement, and improvements to physical infrastructure in order to remain a competitive world-class visitor destination and provide for residents' quality of life.

- In alignment with State of Hawai'i procurement law, we will intend to contract with the **State of Hawai'i's Department of Land and Natural Resources** under Hawaii's procurement law to implement the following non-construction projects:

1.	Recreational Trailhead and Access Road Improvements - Kula Forest Reserve, Maui, Hawai'i	\$ 375,000
2.	Recreational Trail Improvements - O'ahu Trails, Hawai'i	\$ 375,000
3.	Recreational Trailhead and Access Road Improvements - Koai'a Tree Sanctuary and Corridor Trails and Access Road Improvements	\$ 150,000

4.	Awa`awapuhi Trailhead Parking Lot Improvements Recreational	\$ 100,000
5.	Improve the Alaka'i Swamp Trail Boardwalk	\$ 250,000
6.	Statewide Trail Capacity Study	\$ 1,100,000
7.	DOCARE Equipment and Educational Materials	\$ 400,000
8.	Day-Use Mooring Buoy (DMB) Program	\$ 800,000
9.	Resource Use and Behavior Change app content development: Play Pono Points	\$ 100,000
10.	Ala Kahakai Interpretive Plan	\$ 100,000
11.	Nāpu'u Recreation Plan	\$ 400,000
12.	Statewide signage, branding, and trailhead biosanitation	\$ 300,000
13.	Nā Manu 'Elele: Land Steward Program	\$ 1,500,000
14.	Bridging the Gap: Valley of the Lost Tribe Vista Trail Repair and Improvements	\$ 500,000
15.	Waikīkī Snorkel Restoration Trail	\$ 750,000

Workplan:

Task	Anticipated Start Date	Anticipated End Date
HTA Administrative Team meets with DLNR Staff to verify its projects and set timelines, milestones, and review project workplan template (see Appendix A)	4/15/2022	4/15/2022
DLNR and HTA internal team submit project workplans to HTA Administrative Team for review	4/18/2022	4/18/2022
HTA approves project workplans	4/19/2022	4/19/2022
HTA draft Contract with DLNR. This is in alignment with state of Hawai'i Procurement	4/25/2022	5/5/2022
Issue Contract with DLNR.	5/19/2022	5/19/2022
Monthly Status Meeting between DLNR and HTA and update workplans as needed.	Monthly	

Expected Outputs/Outcomes:

(These are just some of the expected outputs and outcomes.)

- Trailhead parking expansion
- More parking spaces
- Education signage
- Reduced hazards for pedestrians
- More educated community
- Enhanced access for public outdoor recreational activities
- Interpretive Planning and content design
- Reduced hazardous boardwalk conditions; A sturdier and longer-lasting boardwalk; safer conditions and more protection of nearby native plants

- Safe and enjoyable experiences for customers/passengers on dive/snorkel tours
 - Number of new moorings
 - Increased safety, cultural and sensitive-site awareness for public outdoor recreation features to help minimize impacts on historic sites and trails.
 - Educational signage and boot brush stations
 - Mentoring, Coaching, Training, Human Capital & Workforce Development
- **Program 2 – Marketing Campaigns: (\$4,000,000)**
Development of marketing and branding campaigns to support Hawai‘i’s businesses and communities through tourism’s recovery that are environmentally and culturally sensitive and sustainable. The HTA will follow the State of Hawai‘i procurement law to procure for this program.

Workplan:

Task	Anticipated Start Date	Anticipated End Date
Develop an RFP to find a contractor to handle the projects	06/01/2022	06/15/2022
Issue an RFP to identify a contractor to handle the project and award	06/15/2022	07/15/2022
Design, plan and approve for branding and marketing campaigns’ components	7/01/2022	7/29/2022
Implement branding campaign	08/01/2022	10/31/2022
Implement marketing co-op campaign	10/2022	3/2023
Contractor to submit marketing effectiveness and ROI for the branding campaign	11/1/2022	12/31/2022
Contractor to submit marketing co-op campaign results	11/2022	5/2023

Expected Outputs/Outcomes:

- Increased visitor expenditures
 - No. of visitor arrivals
 - No. of room nights
 - No. of impressions/views in digital, digital – Advanced TV, Digital + CTV, Facebook and Instagram
- **Program 3 – Urban Trail: (\$750,000)**
Planning and development of an “Urban Trail” which connects Honolulu’s capitol district with downtown Honolulu, the waterfront, and Chinatown. These areas are rich in Hawai‘i’s culture and history, provides for a new visitor experience, and will foster economic opportunities for retail, restaurants, art museums/galleries, and businesses along the trail. This prototype will set the framework to expand the concept across the state. The HTA will issue an **RFP** to implement this project.

Workplan:

Task	Anticipated Start Date	Anticipated End Date
Develop an RFP to find a contractor to handle the project	05/01/2022	05/31/2022
Issue an RFP to identify a contractor to handle the project and award	06/01/2022	07/29/2022
Work with contractor to move the project forward to completion	08/01/2022	06/01/2023

Expected Outputs/Outcomes:

- Increase Visitor Satisfaction Measure
 - Visitor Spending
 - Increased Sales
 - Positive Experience
 - Positive Economic Benefit
- **Program 4 – Community Tourism Collaborative: (\$750,000)**
 Work with and provide technical assistance to communities that identify tourism as a main economic driver and/or impacting factor to 1) develop action plans and support projects to manage tourism and address/mitigate impacts of an area/site of concern/hotspots or 2) create new or enhance tourism product to bring economic development into their communities based on local needs and values. The HTA intends to issue **RFPs** to implement this program.

Workplan:

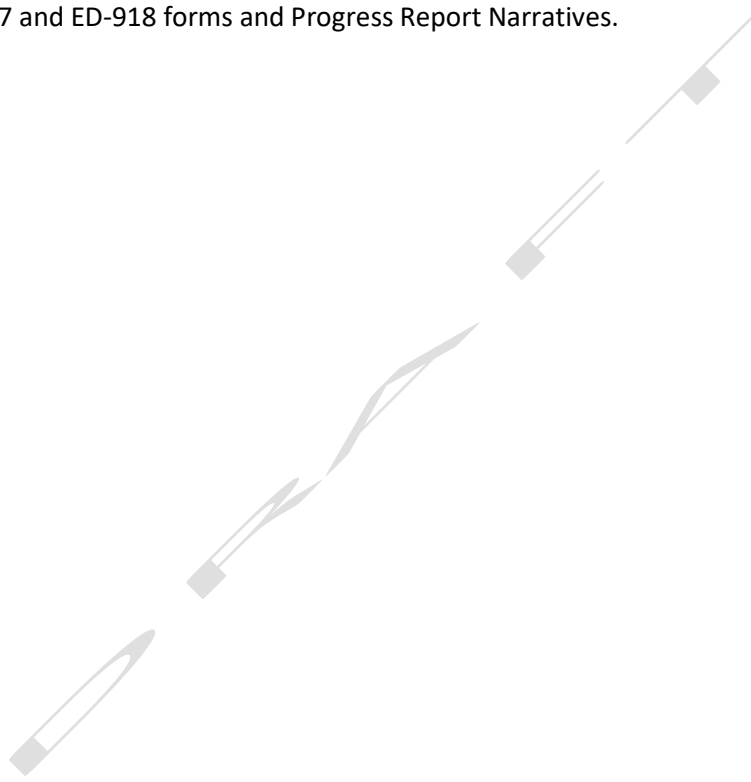
Task	Anticipated Start Date	Anticipated End Date
Develop Collaborative Workshops for Experiences	5/1/2022	8/30/2022
Issue RFP for Projects Relating to Stewardship/Destination Management	8/19/2022	10/7/2022
Hold Community Tourism Collaborative Workshops for Experiences	9/12/2022	12/1/2022
Select awardees for Stewardship/Destination Management RFP	10/24/2022	10/28/2022
Draft and issue contracts for Stewardship/Destination Management	10/31/2022	11/30/2022
Issue RFP for Projects Relating to Visitor Experiences in Communities	1/9/2023	3/20/2023
Select awardees for Visitor Experiences in Communities RFP	4/10/2023	4/14/2023
Draft and issue contracts for Visitor Experiences	4/24/2023	5/26/2023
Review and Approve Final Reports from Stewardship/Destination Management Awardees	12/1/2023	2/27/2024
Review and Approval Final Reports from Visitor Experiences in Communities Awardees	6/1/2024	8/30/2024

Expected Outputs/Outcomes:

- No. of projects identified for implementation
- No. of community action steward plans developed
- No. of community action stewardship projects supported

- No. of participants by island at the collaboratives
- No. of visitor experiences projects in communities supported
- No. of jobs created
- No. of sites protected and managed by community
- No. of new or enhanced community visitor experiences developed
- Participants strongly rate these statements:
 - “I feel like I have a voice in my island's tourism development decisions”
 - “Tourism presents Native Hawaiian language and culture in an authentic manner”
 - “Provides opportunities for residents to be involved”
 - “Tourism is consistent with community values on this island”

The HTA has individual workplans for each of these projects, and can provide to EDA at any time. The timing of HTA’s anticipated grant drawdowns are noted in HTA’s \$14,024,372 EDA award budget. Additionally, to fulfill HTA’s reporting requirements, we will submit to the EDA semiannual reports SF-425, ED-916, ED-917 and ED-918 forms and Progress Report Narratives.



11

Report by the **Branding Standing Committee** of
their Meeting Held on May 25, 2022

11a.1

Pono Travel Education and Ocean Safety
at NI Airports

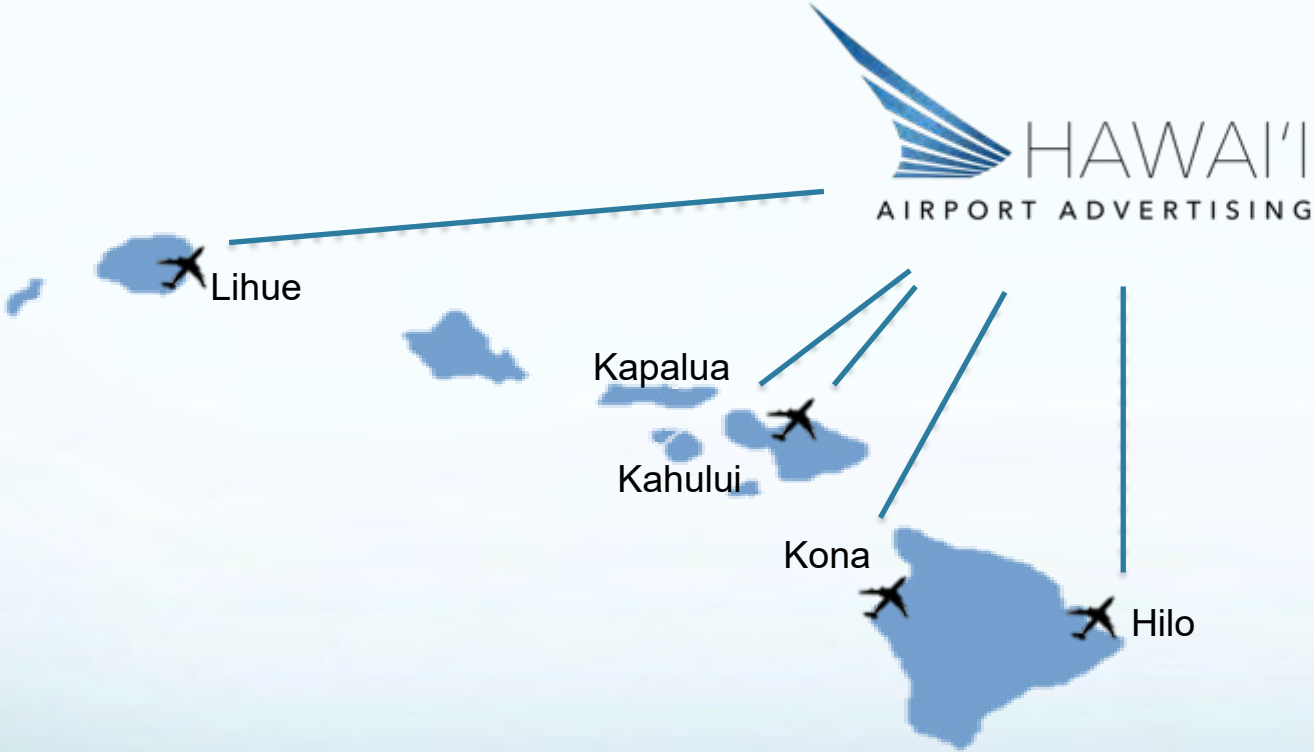
Hawai'i Tourism Authority

Visitor Messaging Program Highlights for

2022/23 Hawai'i Neighbor Island Airport Takeover



The Official Hawai'i Neighbor Island Airport Advertising Program



Total Audience

14 Million Annual Passengers



Kahului Airport
6.6 Million annual passengers



Kona International Airport at Keahole
3 Million annual passengers



Lihue Airport
2.8 Million annual passengers



Hilo International Airport
1.3 Million annual passengers

Key Origination Cities

Los Angeles San Francisco Seattle San Diego Portland Chicago New York San Jose Sacramento Oakland Dallas/Fort Worth Salt Lake City Denver Phoenix Vancouver Calgary

Reach All Travelling Passengers in One Advertising Program

AIRLINES



Some of Our Advertising Partners

OluKai



Hawaiian Host



HAWAII TOURISM
AUTHORITY



Blue Hawaiian
HELICOPTERS



HAWAIIAN
AIRLINES.



Southwest

Alaska
AIRLINES

OLD LĀHAINĀ LŪĀU.
TRADITIONAL HULA & FEAST

HYATT REGENCY
MAUI RESORT & SPA

SIXT

WAIKOLOA BEACH
RESORT & SPA
Marriott.

ANdAZ. MAUI
at WAILĒA

Queens'
MarketPlace

Maverick

THE
SHOPS
AT WAILĒA

TIMBERS
RESORTS

KINGS' SHOPS
WAILĒA MAUI

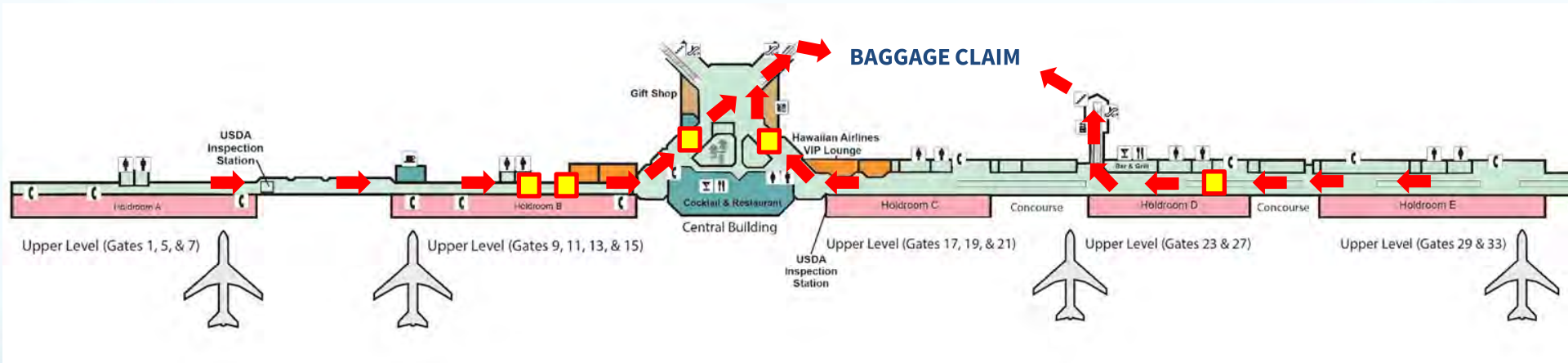
havaianas

TRILOGY
MAUI 1975 LĀHAINĀ

Kahului Airport (OGG)

Campaign Highlights

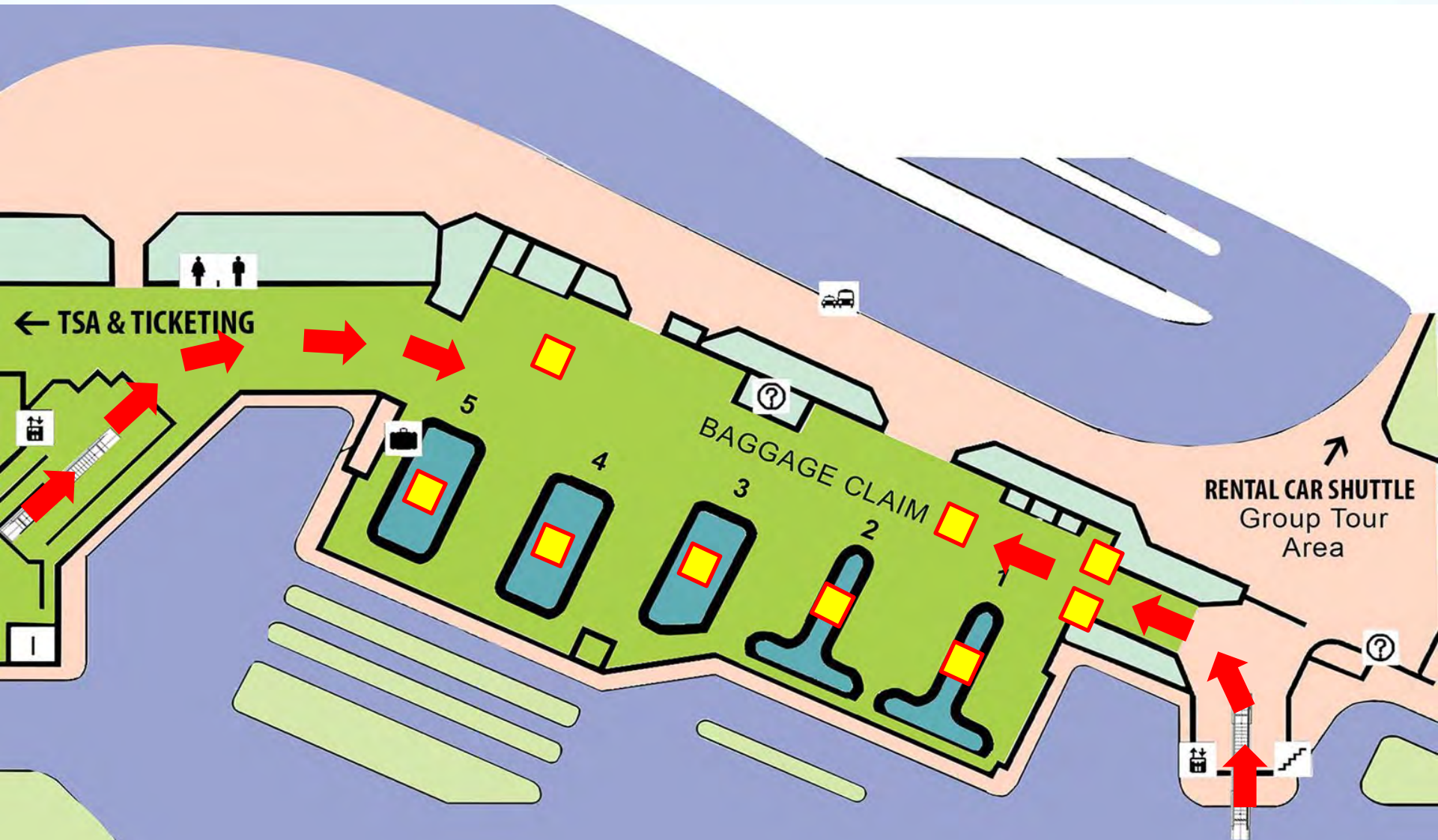
Kahului Airport (OGG) Inbound Passenger Arrival Flow



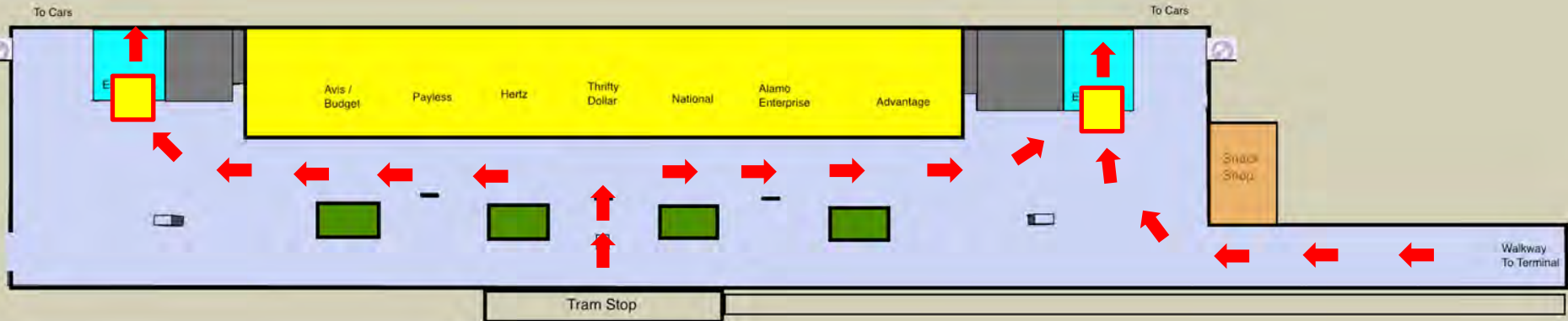
Southwest Concourse

Northeast Concourse

Kahului Airport (OGG) Inbound Passenger Arrival Flow Baggage Claim



Kahului Airport (OGG) CONRAC Building Arrival Traffic Flow Map



Baggage Claim Carousel Digital Video Walls

Targeting Arriving Visitors



Bag Claim Digital Video Wall Network

- (10) video walls, two walls on each of the five carousels
- Ultra High-Definition, XL 12' W x 4.5' H video wall size. Video synchronized across all ten video walls.
- Spot Length: 15 sec. (plays once per every 3 minutes)
- Approx 6-7 impressions per passenger

NE Baggage Claim Entrance Corridor

Synchronized Digital Video Kiosks



Bag Claim Entrance Corridor – Synchronized Digital Video Kiosks

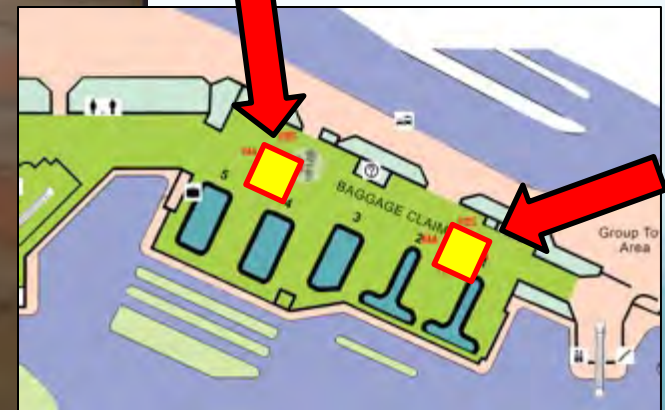
- (2) Video kiosks, synchronized
- Ultra High-Definition, 3' W x 5.5' H (each screen)
- Spot Length: 5 sec. (6 spots in rotation max, :30 second max loop time)
- Reach all passengers passing through corridor (total read time in corridor is :30-:45 seconds)



Baggage Claim Flight Information Digital Video Kiosks

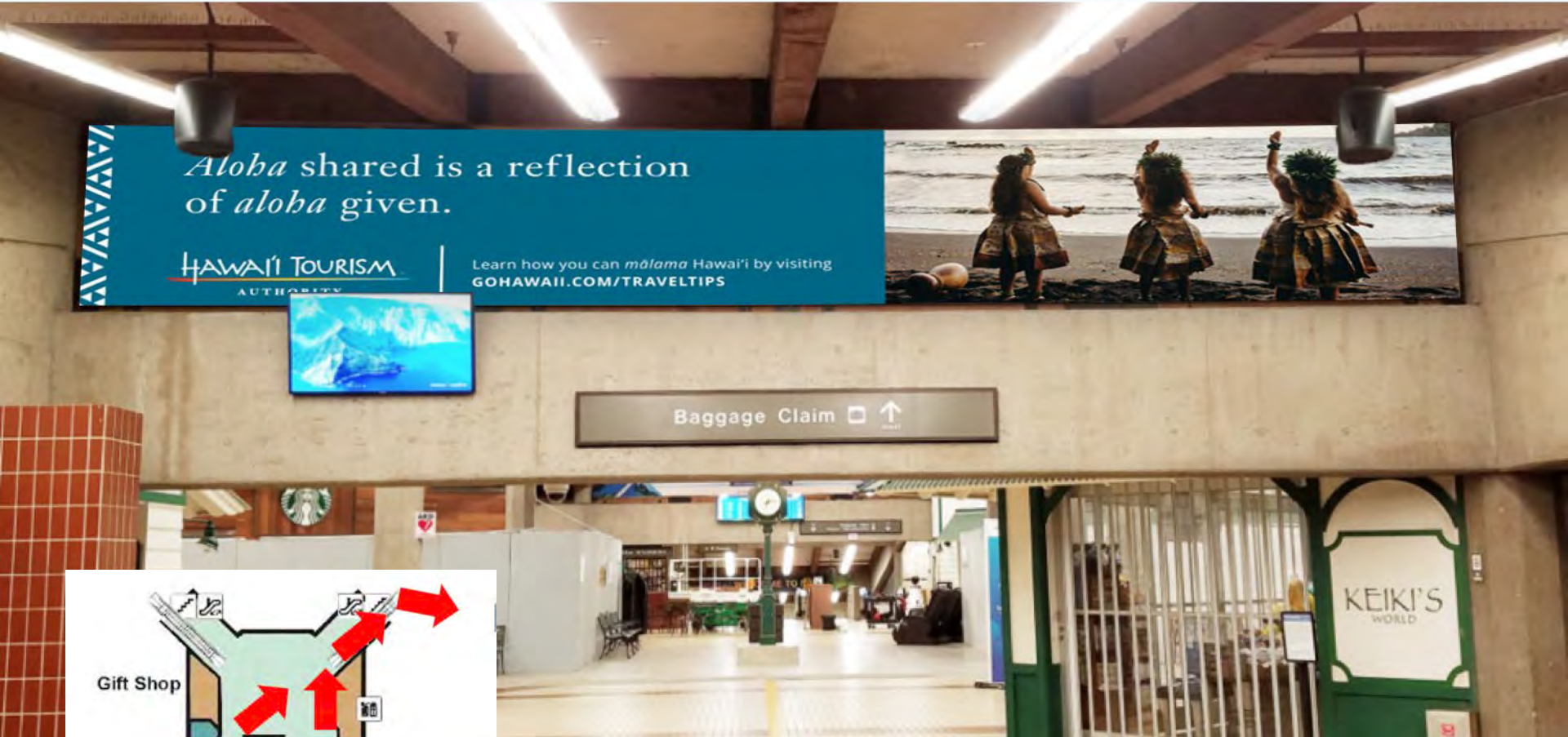
Baggage Claim Flight Information Digital Video Kiosks

- TWO Digital Video kiosks, ONE Kiosks on either side of bag claim. TWO screens on each kiosks, FOUR screens total.
- Each screen is sold individually or they can be purchased as a set.
- Ultra High-Definition, 3' W x 5.5' H (each screen)
- Reach all passengers in baggage claim area, with all FOUR screens purchased



South West Concourse Arrivals

Central Building XL Overhead TFB



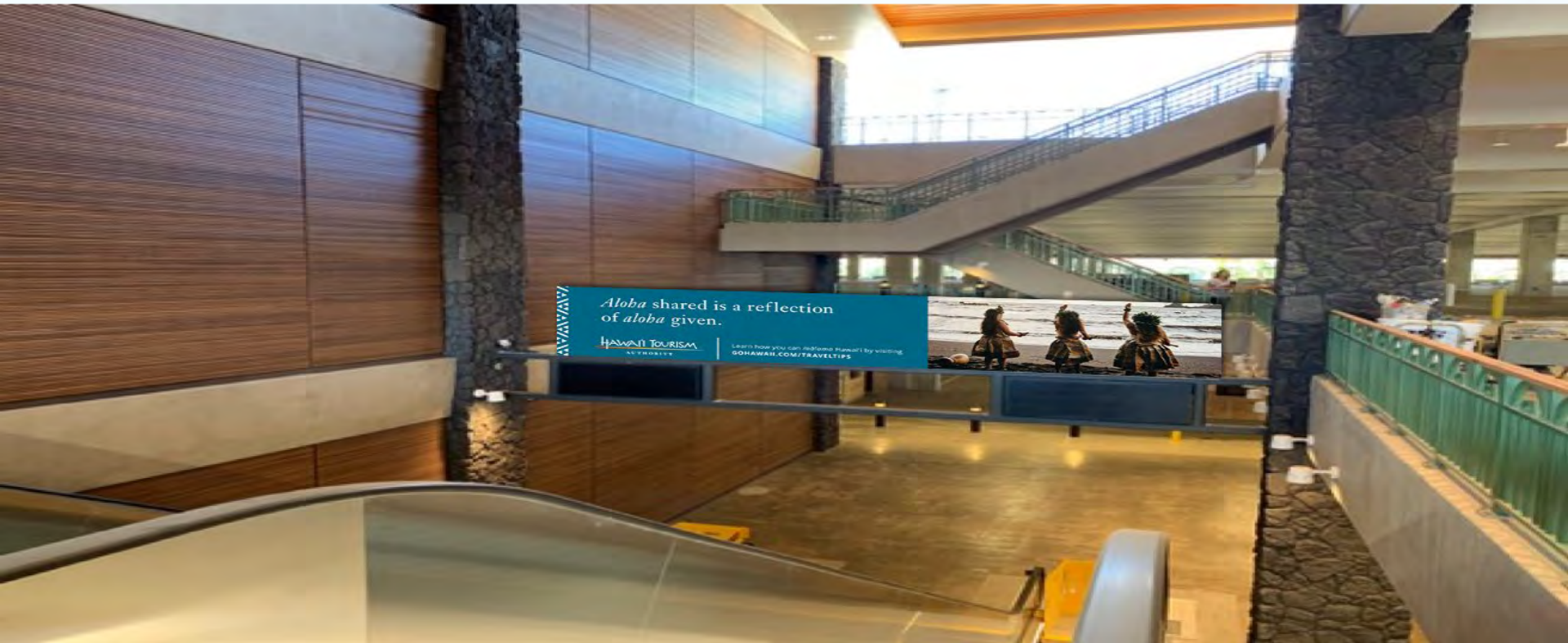
SW Concourse Arrivals XL Banner

- High impact, premium overhead location
- XL TFB, Massive size, approx. 32.5'W x 4.5' H
- Reach all SW exit arriving passengers on their way to Bag Claim

Conrac Rental Car Facility

Down Escalator Overhead Digital Video

TWO Locations (SW & NE)



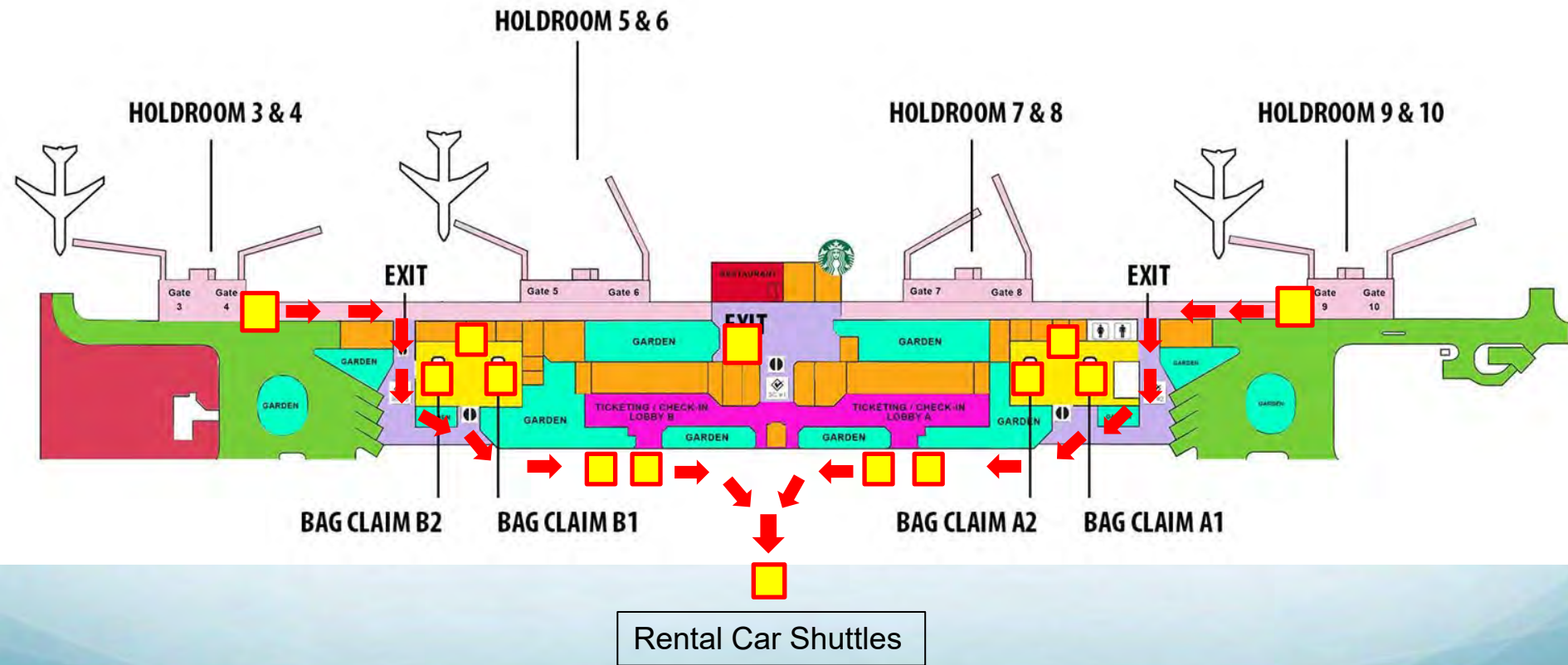
CONRAC Escalator Overhead TFB

- Note: new unit rendering is approximate, exact specifications to be confirmed
- Reach 50% of all passengers renting cars with SW Exit and other 50% renting cars with NE Exit
- Direct read for passengers retrieving cars from the lot
- Extra long hold time as passengers ride the escalator

Lihue Airport (LIH)

Campaign Highlights

Lihue Airport (LIH)



Bag Claim Digital Video Walls

ALASKA'S FAMOUS COMPANION FARE™

Alaska
AIRLINES

MyAlaskaCard.com

Buy One
→ ticket ←
Get One
for just the taxes & fees

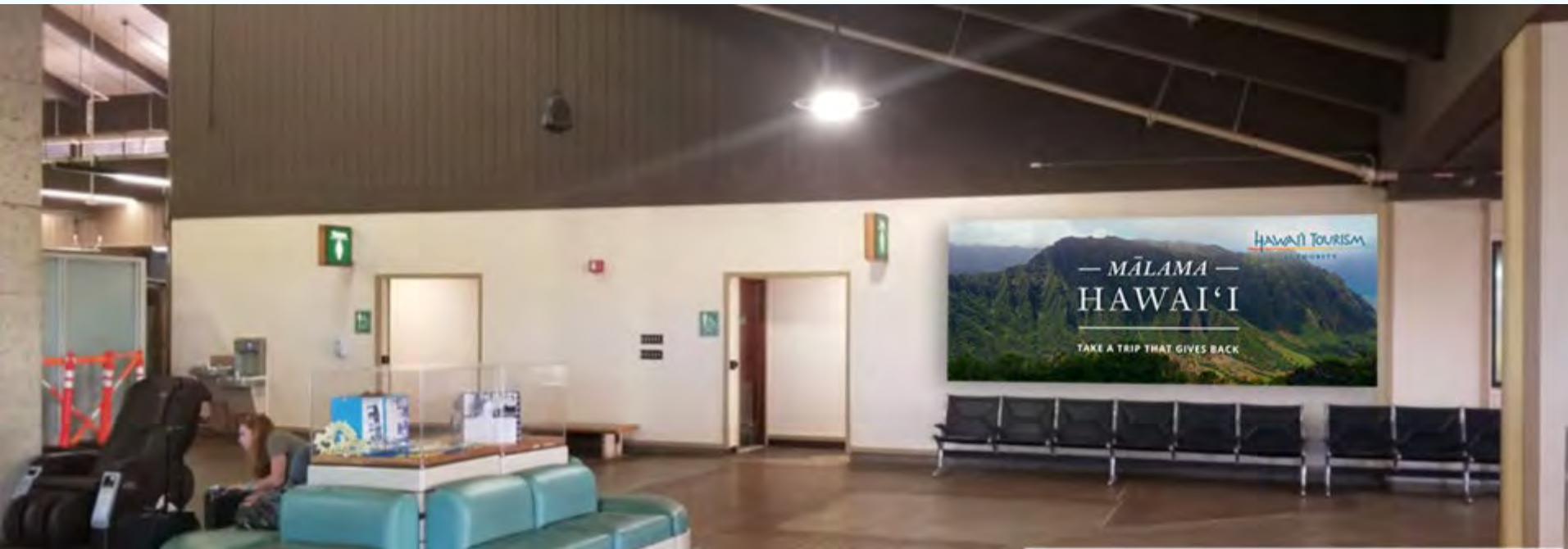
Alaska Mileage Plus
4000 1234 5678 9100
00/00
CHRIS L MARTIN
1234
VISA Signature

Introductory Offer

Bag Claim Digital Video Wall Network

- (2) video walls per carousel, (4) carousels total
- Ultra High-Definition, XL 11' W x 3" H video wall size
- Spot Length: 15 sec. (12 spots in rotation, 3 minute loop time)
- Approx 6-7 impressions per passenger
- 3840p W x 1080p H

Rotunda XL Wall TFB by Restrooms and Exit



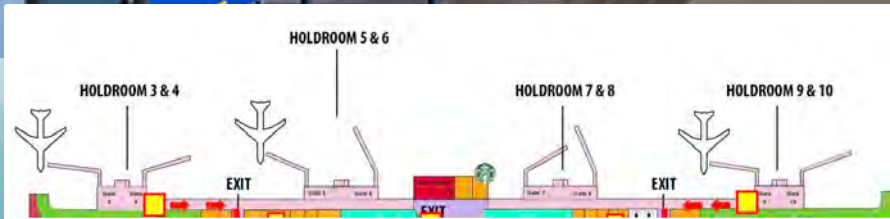
Rotunda XL Wall Tension Fabric Banner

- Central Location seen by Arrivals and Departures
- Close to dining (Tiki Bar), restrooms and water fountain
- Large Size Approximately 14' W x 6' H



Concourse Gates 3 & 4 - Overhead Vinyl

Second Location located at Gates 9 & 10

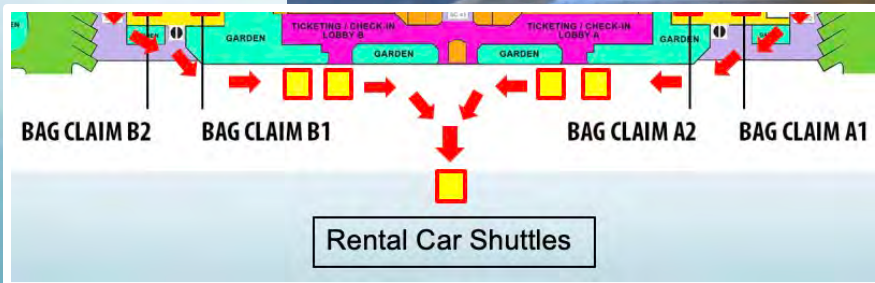


Gates 3 & 4 - Concourse Overhead Vinyl

- (2) High Quality Adhesive Vinyl Overhead Units (approximately 96"W x 28"H)
- High impact location – easy to read signage out the concourse gate
- Two side-by-side ad units

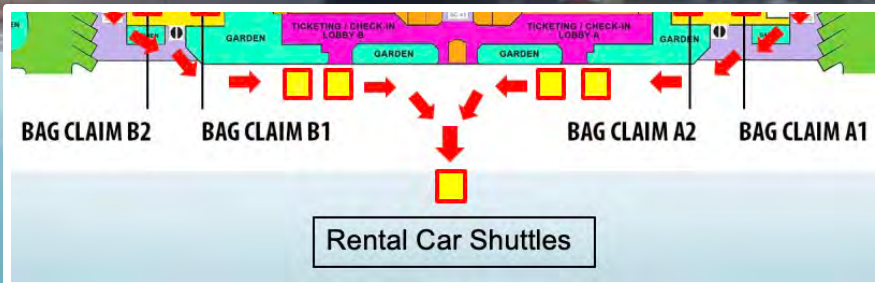
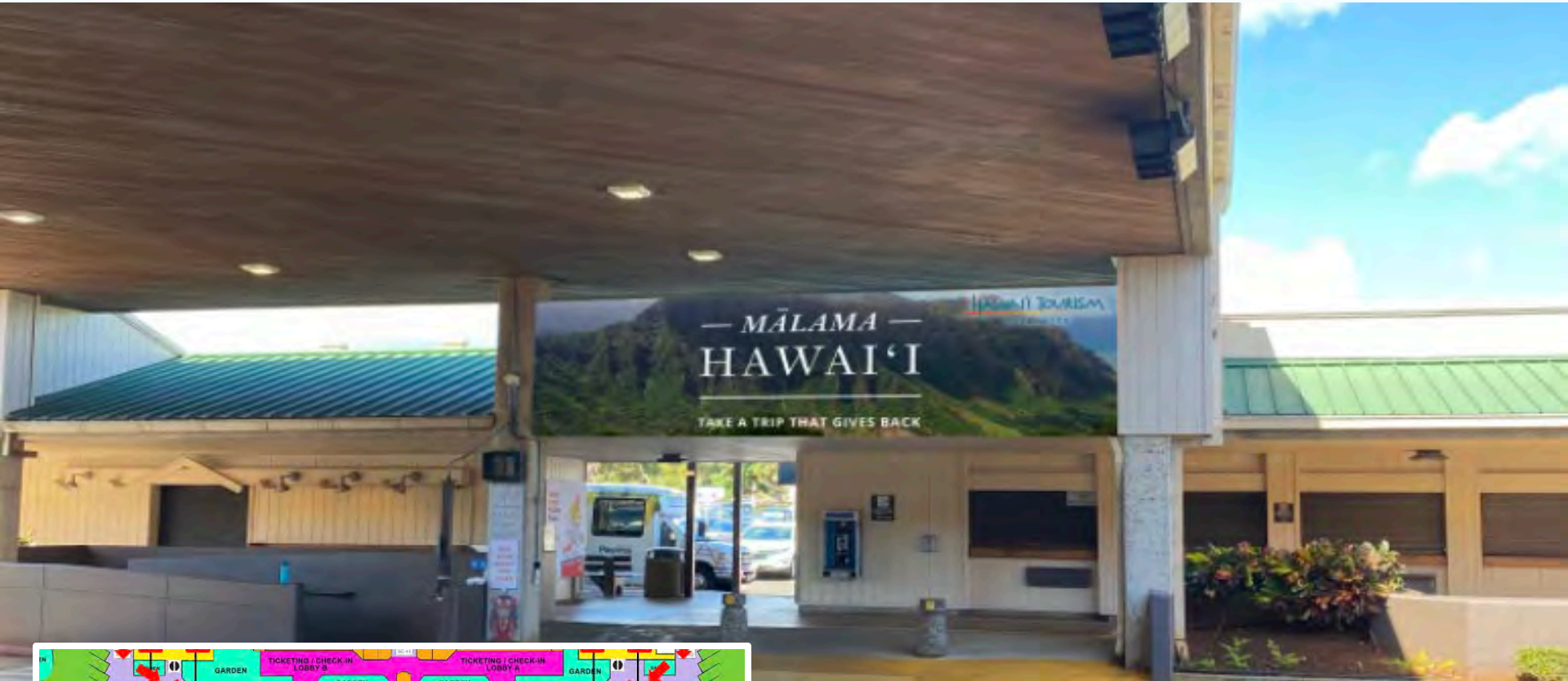
Baggage Claim to Rental Car Walkway

Direct Read Tension Fabric Banner Pillars



Rental Car Shuttle Station Entrance

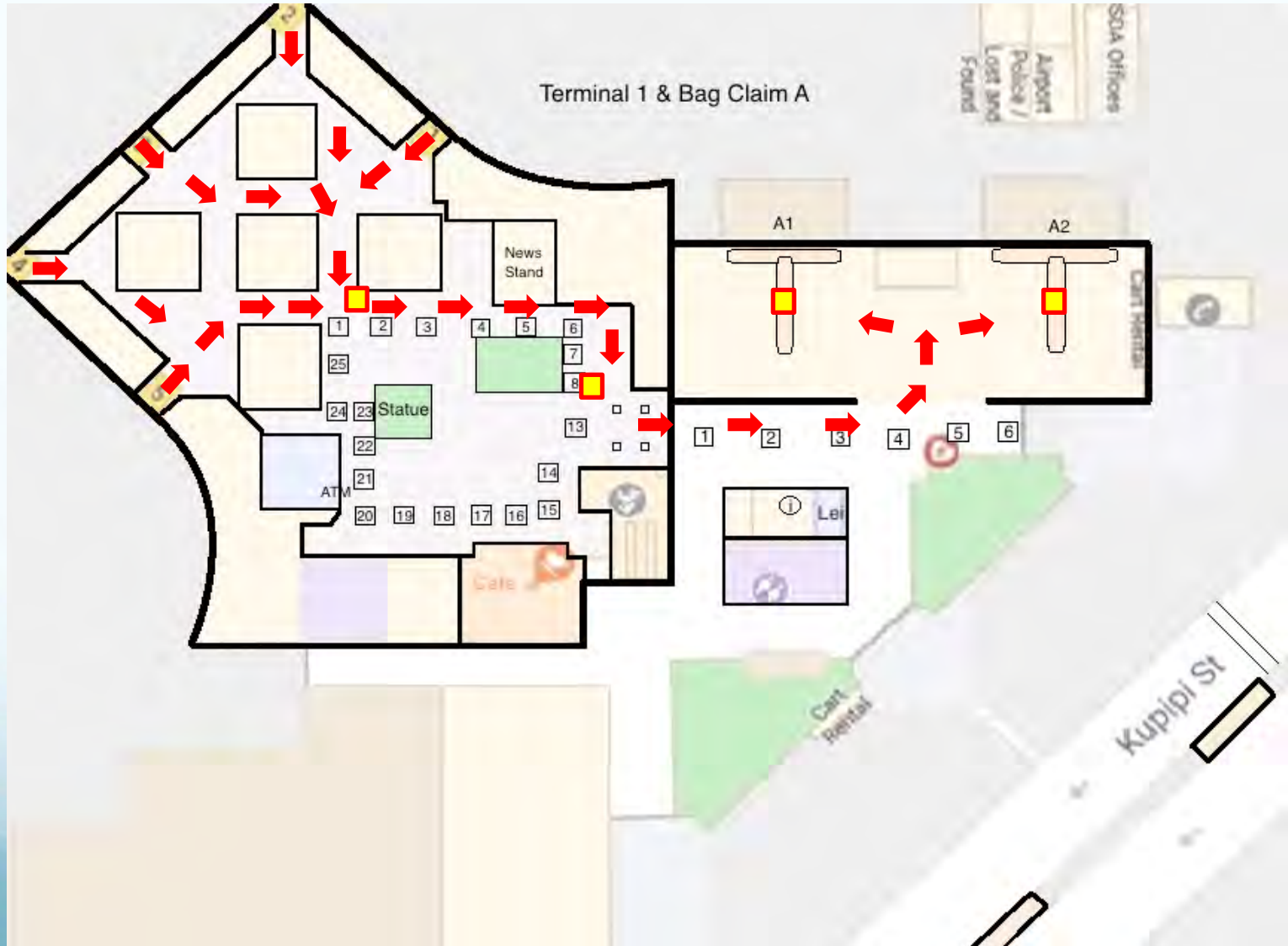
Welcome to Kauai Sign



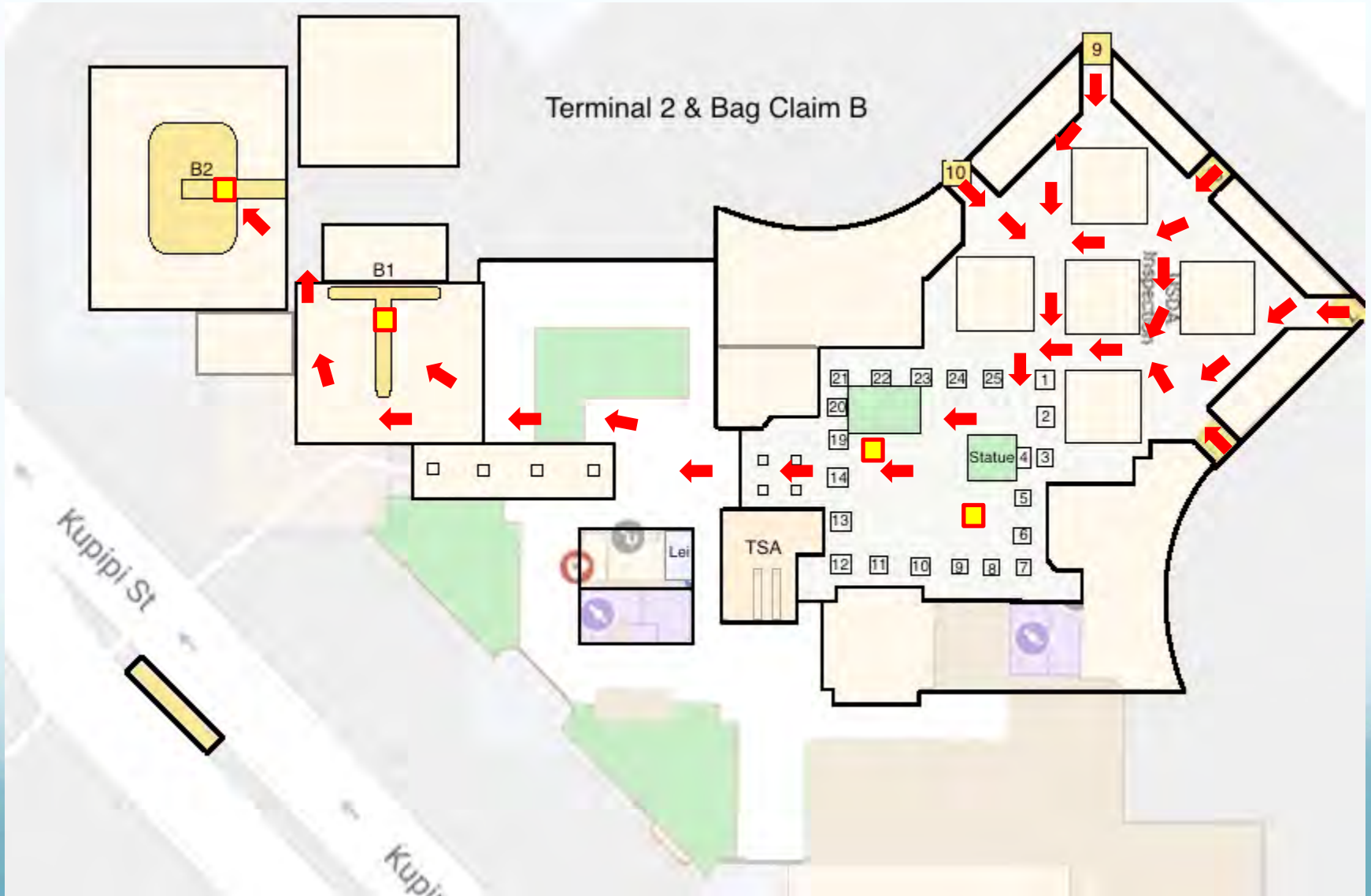
Kona Airport (KOA)

Campaign Highlights

Kona Airport (KOA) Terminal 1: Bag Claim A



Kona Airport (KOA) Terminal 2: Bag Claim B



Baggage Claim Carousel Digital Video Wall



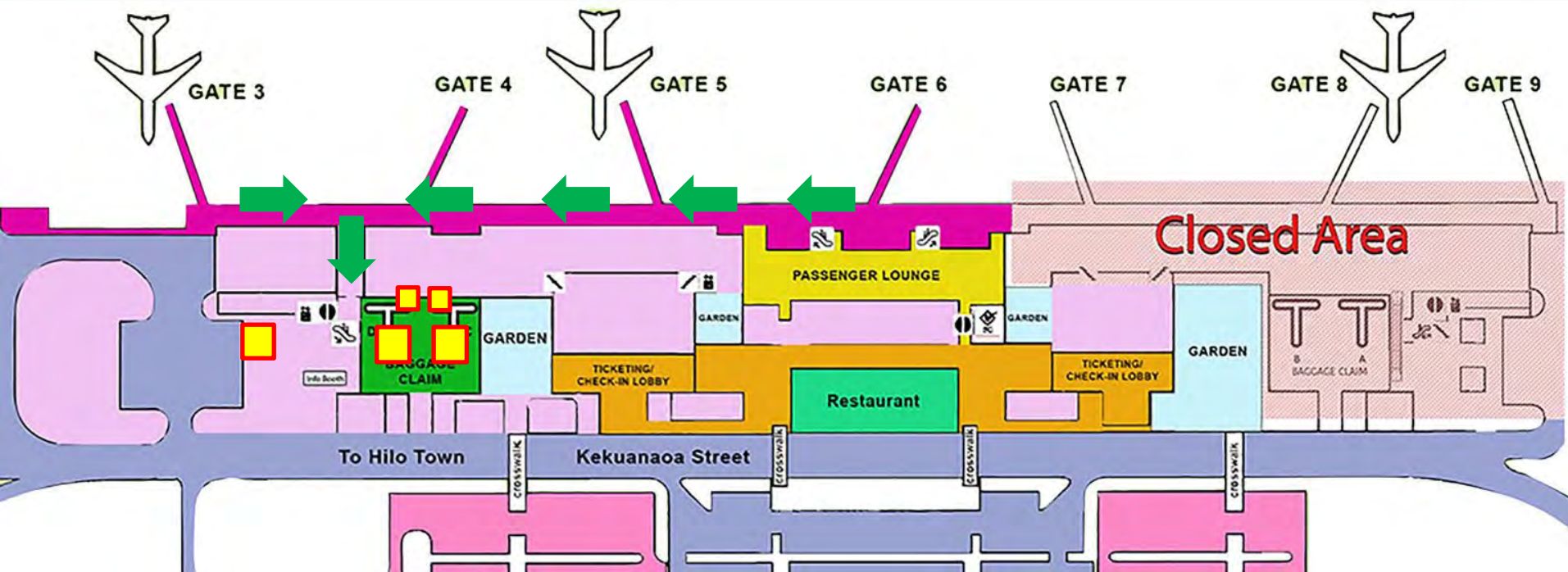
Bag Claim Digital Video Wall Network

- (8) video walls, two walls on each of the four carousels
- Ultra High-Definition, XL 3840p W x 1080p H video wall size
- Spot Length: 15 sec. (12 spots in rotation, 3 minute loop time)
- Approx 6-7 impressions per passenger
- Request available units

Hilo Airport (ITO)

Campaign Highlights

Hilo Airport (ITO)



Baggage Claim Carousel

Digital Video Walls



Bag Claim Digital Video Wall Network

- Two video walls per carousel, mounted on opposite side of each carousel
- Walls measure approx. 5.5' Wide x 3' Height
- Each video spot runs on both screens, advertiser is buying total coverage on one carousel
- There will be a max of (12) :15 second video spots rotating, to create a 3:00 minute loop
- Based on 20-minute wait time, each spot will be served approx. 6+ times per passenger

Baggage Claim Tension Fabric Banners

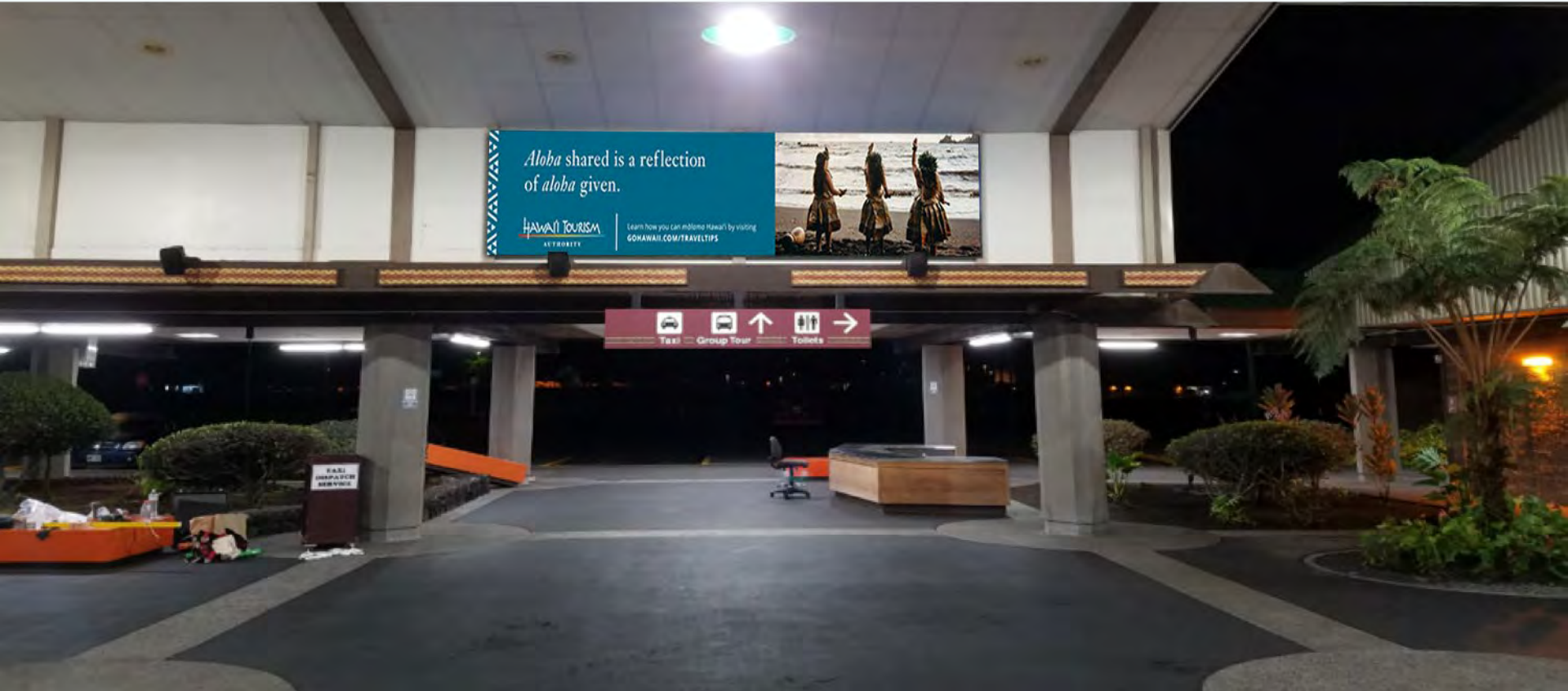


Baggage Claim Carousel Wall Tension Fabric Banner

- High visibility locations on premium tension fabric (approximately 6' W x 6')
- Direct read on Carousel Wall with excellent visibility
- Limited Availability (2 available at this size and location)

Baggage Claim Exit

XL Tension Fabric Banner



Baggage Claim Exit Header XL Tension Fabric Banner

- High visibility locations on premium tension fabric
- Near directional signage for a direct read
- High impact XL Banner (Approximately 18.5' W x 5.5' H)

11a.2

Pono Travel Education and Ocean Safety
at DKI Airport

DANIEL K. INOUE INTERNATIONAL AIRPORT

Honolulu, HI

Presentation to Hawai'i Tourism Authority



HNL




Pono Travel Education
Program

6/27/22 – 10/18/22

Ocean Safety Campaign

6/27/22 – 9/18/22



5/25/2022

Harriet Mizuguchi
SkyHI Media LLC

harriet@skyhimediallc.net
(808) 521-0006

GET SEEN. BE LOVED.

 Clear Channel Airports

INTRODUCTION: CLEAR CHANNEL AIRPORTS/SKY HI MEDIA LLC

- CLEAR CHANNEL AIRPORTS (CCA) was awarded the Advertising Concession for the Daniel K. Inouye International Airport by the DOT on February 1, 2017.
- **SKY HI MEDIA LLC (SKY HI) entered into an agreement with CCA as its exclusive Service and Sales Representative in Hawai'i.** Key team members for this project are:

- **PRINCIPALS OF SKY HI**



Harriet Mizuguchi
Member/Owner
Over 35 years in
OOH sales for
Shopping Malls, The Bus.



Reid Mizuguchi
VP/General Manager
Over 30 years in
OOH sales for
Shopping Malls, The Bus.



Mark Taketa
Project Manager
Over 30 years in
Graphic Arts
Digital Media



WHY THE DANIEL K. INOUE INTERNATIONAL AIRPORT?



HONOLULU INTERNATIONAL AIRPORT IS THE BUSIEST AIRPORT IN HAWAII

REACH AND ENGAGE VISITORS UPON THEIR ARRIVAL IN HONOLULU

ANNUAL PASSENGERS

21,735,558

IMPRESSIONS **60,859,562**

MONTHLY PASSENGERS

1,811,297

IMPRESSIONS **5,071,632**

FLIGHTS

595

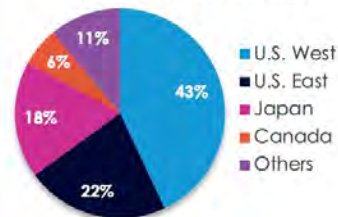
DAILY
FLIGHTS

AIRPORT EXPANSION PLANS

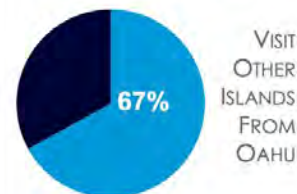
**\$1.1 BILLION
CONCOURSE**

TO INCREASE NUMBER
OF GATES, ADD
PASSENGER CAPACITY
& NEW INTERNATIONAL
ARRIVALS

PASSENGER ORIENTATION



INTER-ISLAND TRAVEL



Source: Airports Council International 2019, Daniel K. Inouye International Airport, Hawaii Tourism Authority, Hawaii Airports Modernization

Phase 1 and Phase 2 Timelines

SKY HI appreciates the opportunity to share its proposal for The Hawai'i Tourism Authority (HTA) who is responsible for the comprehensive management of tourism for the State in a sustainable manner.

- **Background/Phase 1**

SKY HI entered into a contract with MVNP on behalf of the HAWAII VISITORS & CONVENTION BUREAU for signage at the Daniel K. Inouye International Airport to launch the Pono Travel Education Program from April 18, 2022 to June 26, 2022.

This messaging educates visitors to Hawai'i *pre-arrival, while on their way and once they arrive*. CCA's Signage in strategic areas of the airport is a cost effective and efficient media for HVCB to target visitors immediately upon their arrival into Honolulu.

- **Timeline/Phase 2**

HTA will take over HVCB's signage on June 27, 2022. In addition to the Pono Travel Education Program, HTA will also launch its Ocean Safety campaign to target summer arrivals.

Pono Travel Education Program: Launch 6/27/2022-10/16/2022

Ocean Safety Campaign: Launch 6/27/2022-9/18/2022

As new opportunities become available and the International Market rebounds, SKY HI will present them to HTA for consideration.



RATIONALE FOR SELECTION OF LOCATIONS

Signage opportunities offering high traffic exposure to domestic visitor arrivals were selected for HTA's campaigns using data from GEOPATH, CCA's 3rd party audited source, which is the standard source for the OOH industry.

GEOPATH's chart below reflects Monthly Carrier Shares for the period of 2/2021 thru 1/2022. Hawaiian Airlines has a lion share of the market followed by United and Southwest.

Carrier	Passengers	Share
Hawaiian	5,312	43.62%
United	1,950	16.02%
Southwest	1,773	14.55%
American	1,155	9.48%
Delta	1,008	8.28%
Other	980	8.05%

Based on enplaned passengers (000) both arriving and departing.



PROPOSED INVENTORY

4 Welcome Video Walls provide high exposure to domestic arrivals

Click on photo & arrow to play video



Daniel K. Inouye International Airport (HNL)

4 Video Walls

HNLPK4VW-1-2/PK4VW-1-3

Description: This Notable Package of (4) Video Walls are located throughout Terminal 1 and 2. These displays are targeting passengers over the arrival escalators and allows for customized messaging.

Target: Domestic Arrivals

Size: 90.75" W x 56.5" H

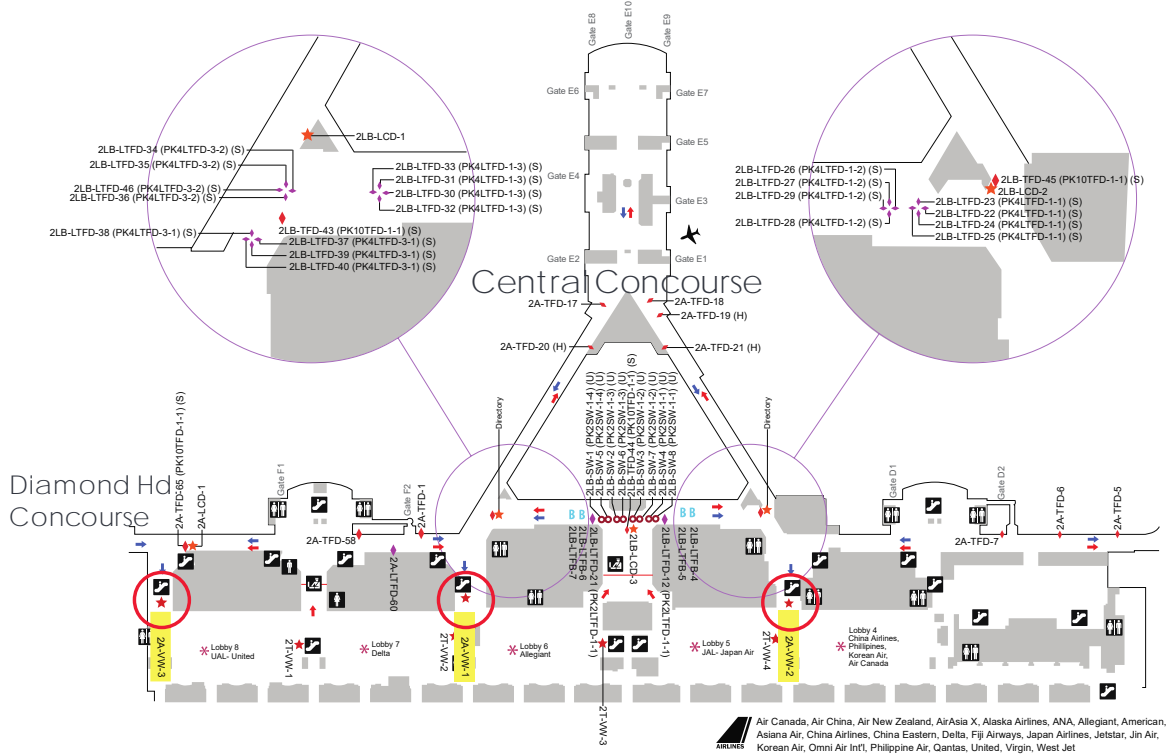
Pixel Dimension: 576 x 360

Duration: :20 Spot / :80 Loop

Capabilities: Static And Motion

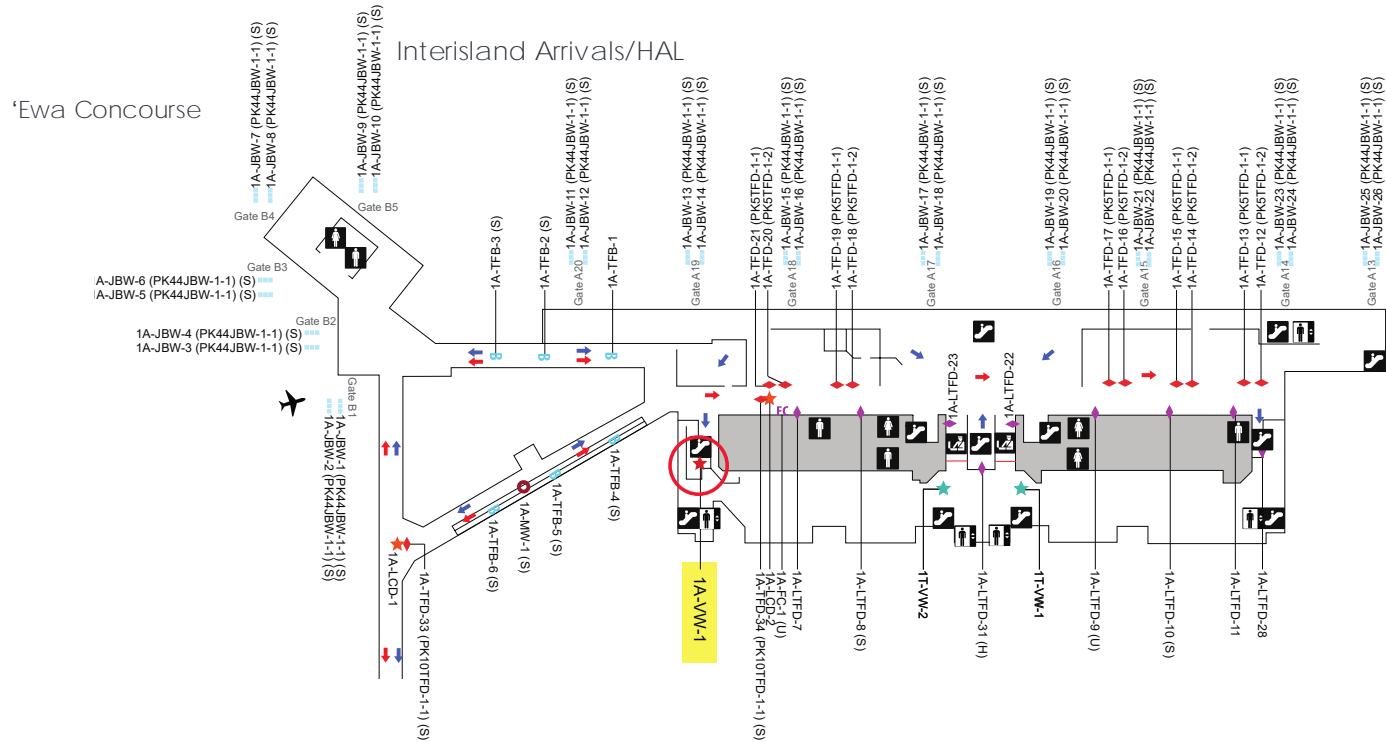
- **Traffic 4-** week count: 1,085,088
- **Flexibility to change copy within 48 hrs.**
- **Engage passengers with long exposure** in sterile areas

3 Video Welcome Walls in Terminal 2, Escalators leading to Baggage Claim



Daniel K. Inouye International Airport • HNL • Terminal 2 Upper Level

1 Video Welcome Wall in Terminal 1, Escalators leading to HAL Baggage Claim



Daniel K. Inouye International Airport • HNL • Interisland Concourse

MAUKA TERMINAL TO BAGGAGE CLAIM, TERMINAL 1 (HAL)



Click on photo &
arrow to play video

20 LCD pkg. on baggage belts for all domestic airlines offers high exposure



Baggage Claim Digital

HNLPK20LCD-3-2

Description: Powerful Package of (20) LCDs engaging passengers with customizable messaging. Providing comprehensive coverage throughout baggage claim.

Target: Domestic and Interisland Arrivals

Size: 65", 75"

Pixel Dimension: 1920 x 1080 (width x height).

Duration: :20 Spot / :360 Loop

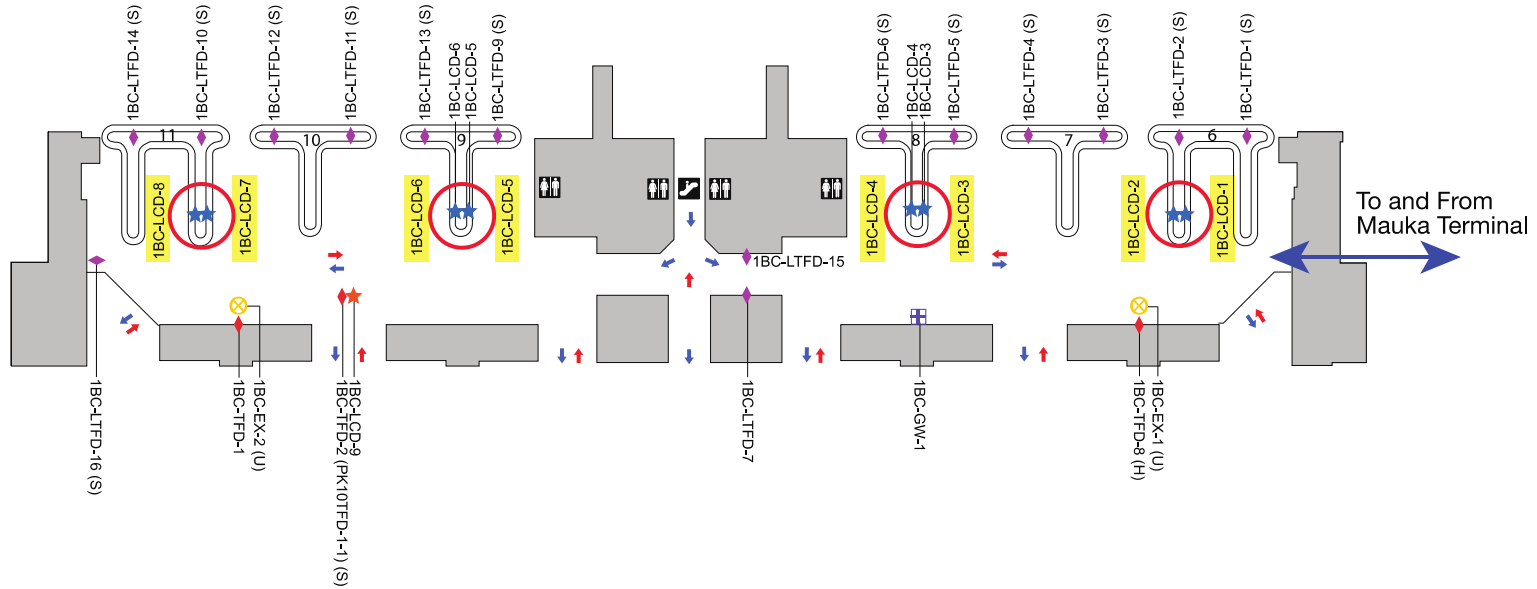
Capabilities: Static And Motion

TERMINAL 1: 8 LCD'S

TERMINAL 2: 12 LCD'S

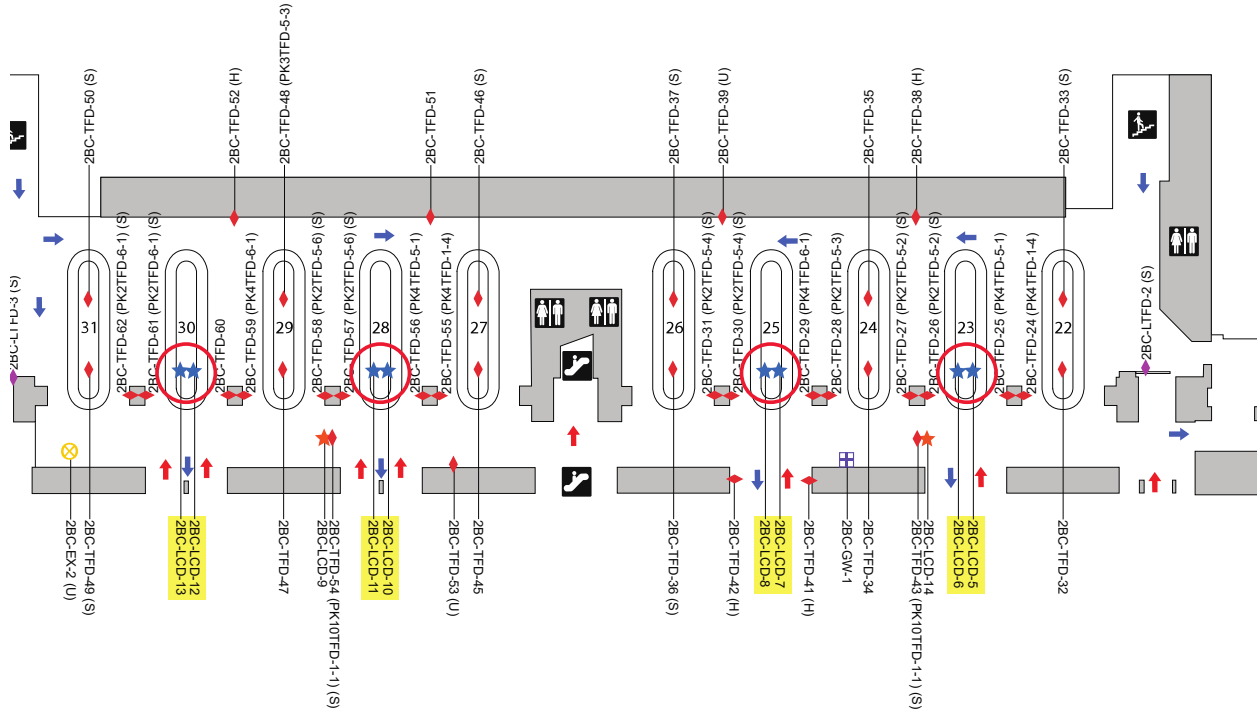
- **Engage arrivals with long dwell** time at baggage claim carousels for all domestic Airlines.
- **Flexibility to change copy** within 48 hours .

8 of 20 LCDs on Baggage Belts in Terminal 1, HAL Arrivals



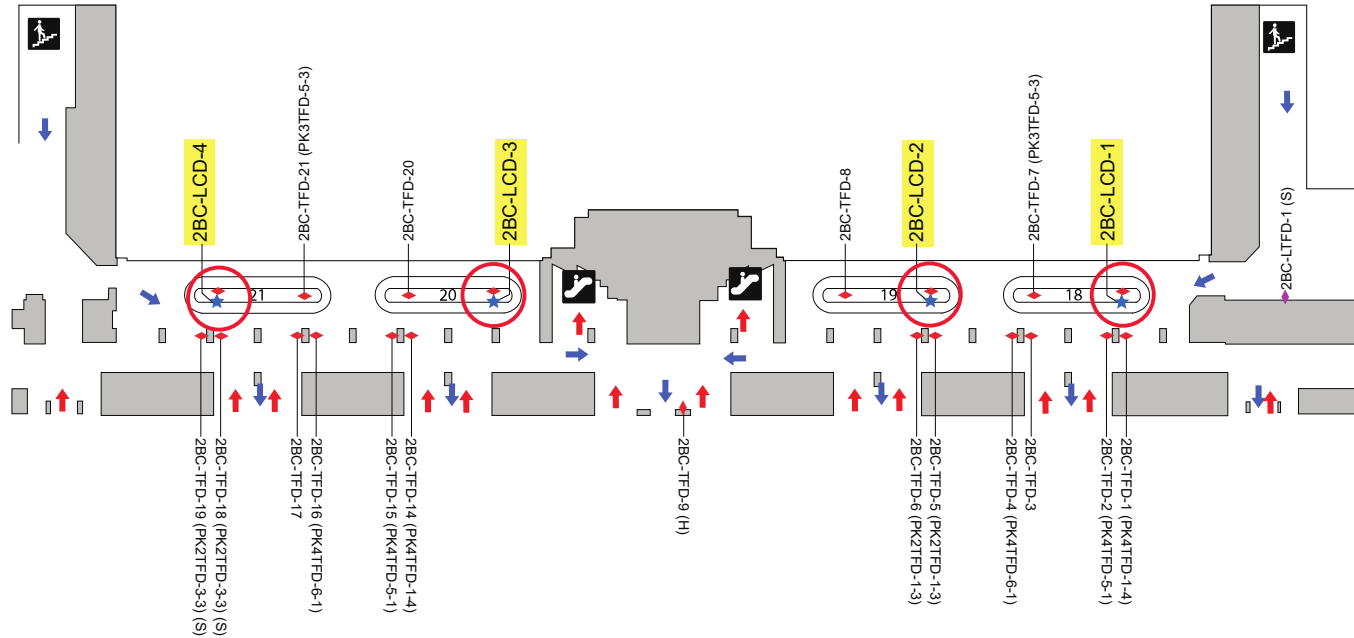
Daniel K. Inouye International Airport • HNL • Terminal 1 Bag Claim

8 of 20 LCDs on Baggage Belts in Terminal 2, UAL/DELTA/Southwest Arrivals



Daniel K. Inouye International Airport • HNL • Terminal 2 Bag Claim

4 of 20 LCDs on Baggage Belts in Terminal 2, American, Southwest, Alaska Arrivals



Daniel K. Inouye International Airport • HNL • Terminal 2 Bag Claim Domestic

Lit Tension Fabric Display



Daniel K. Inouye International Airport (HNL)

HNL1BC-LTFD-2

Description: This impressive lit tension fabric display is located in Terminal 1, Bag Claim. Providing exceptional coverage to those with considerable dwell time, waiting for luggage along carousel 6; targeting Hawaiian Air Arrivals.

Target: Arrivals

Size: 180" W x 60" H

TERMINAL 1, HAWAIIAN AIRLINES baggage claim carousel 6.

Hawaiian Airlines has 43.62% market share.

Lit Tension Fabric Display



Daniel K. Inouye International Airport (HNL)

HNL1BC-LTFD-9

Description: Located in Terminal 1, Bag Claim. This Illuminated Large format printed sign on the wall of carousel 9 targeting Hawaiian Air arrivals.

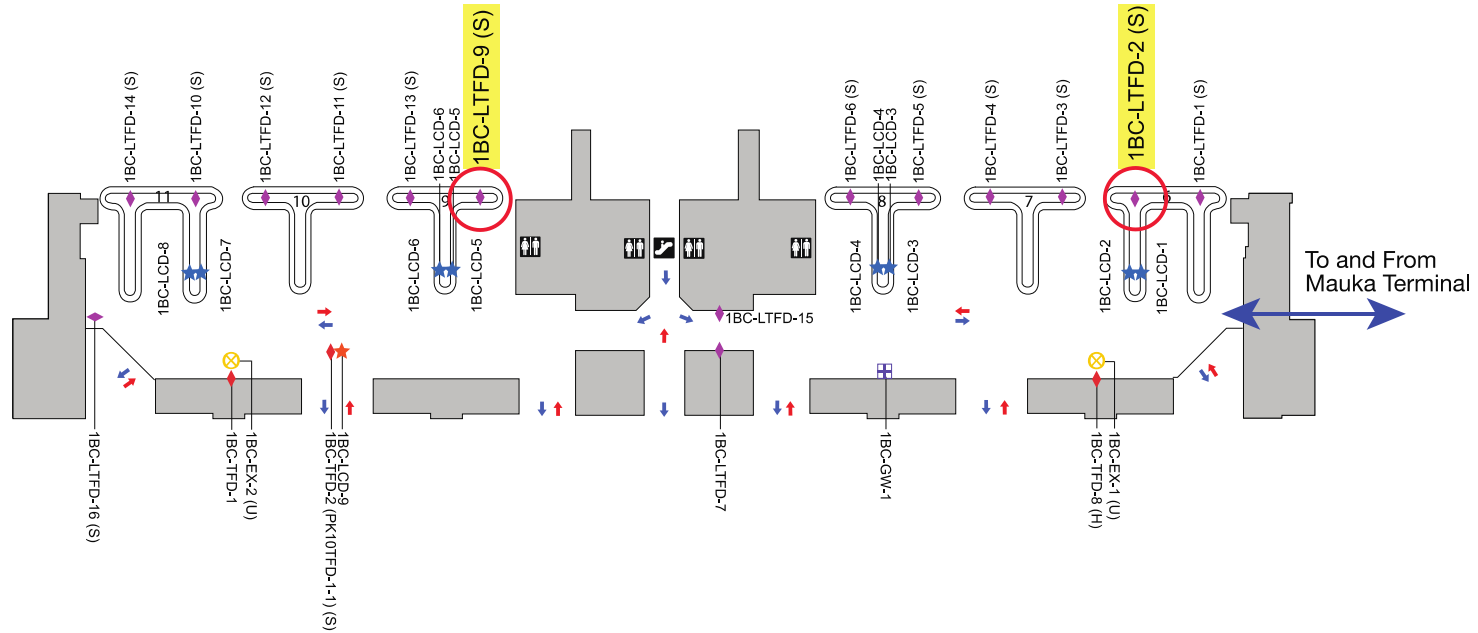
Target: Arrivals

Size: 180" W x 60" H

TERMINAL 1, HAWAIIAN AIRLINES baggage claim carousel 9.

Hawaiian Airlines has 43.62% market share.

2 Lit Tension Fabric Displays on Baggage Belts in Terminal 1, HAL Arrivals



Daniel K. Inouye International Airport • HNL • Terminal 1 Bag Claim

Double-sided Tension Fabric Display



Daniel K. Inouye International Airport
(HNL)

HNL2BC-TFD-36

Description: This Eye-Catching Double Sided Tension Fabric Display is located in Terminal 2, Baggage Claim. Providing coverage to passengers with considerable dwell on Carousel #26.

Target: Domestic Arrivals

Size: 120" W x 36" H

TERMINAL 2, BAGGAGE CLAIM
DELTA AIRLINES ARRIVALS

Delta has 8.82% market share.

Double-sided Tension Fabric Display



Daniel K. Inouye International Airport (HNL)

HNL2BC-TFD-37

Description: This Eye-Catching Double Sided Tension Fabric Display is located in Terminal 2, Baggage Claim. Providing coverage to passengers with considerable dwell on Carousel #26.

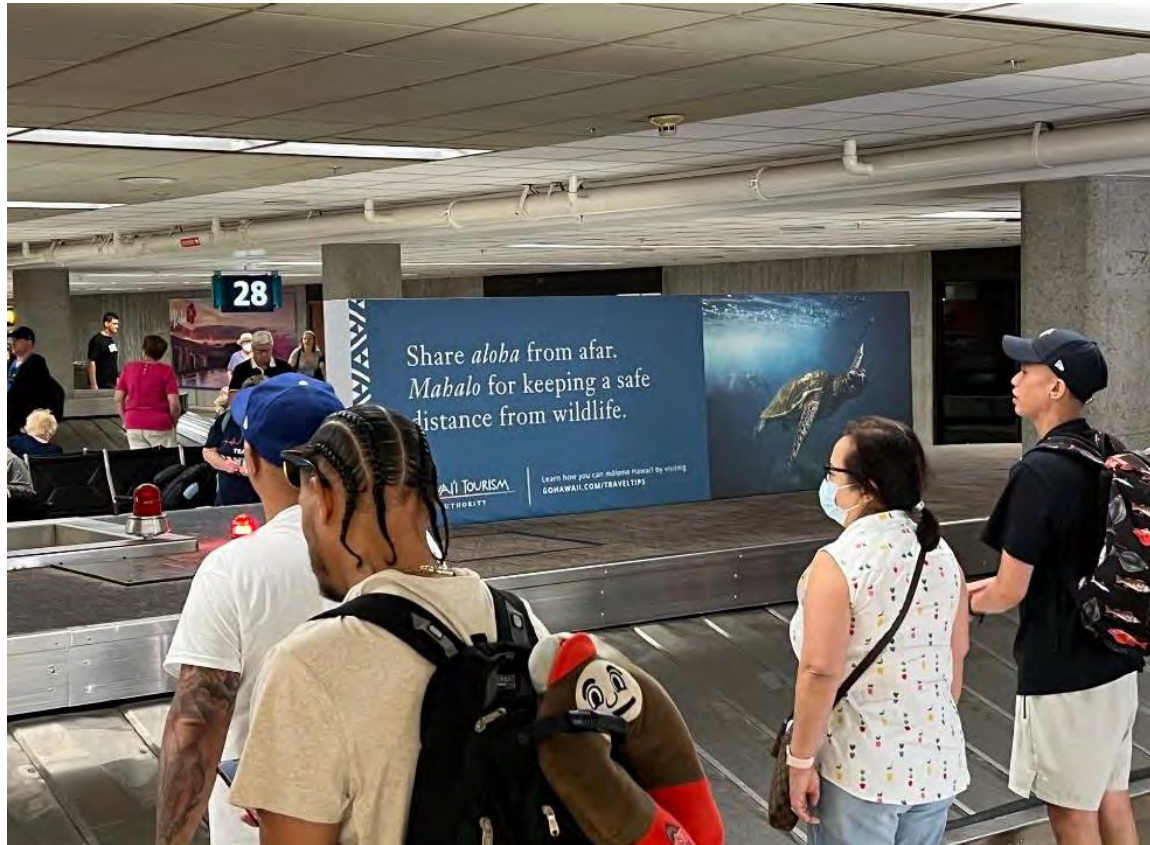
Target: Domestic Arrivals

Size: 120" W x 36" H

TERMINAL 2, BAGGAGE CLAIM
DELTA AIRLINES ARRIVALS

Delta has 8.82% market share.

Double-sided Tension Fabric Display



Daniel K. Inouye International Airport (HNL)

HNL2BC-TFD-46

Description: This Impactful, Double-Sided Tension Fabric Display is located at Carousel #27 providing exceptional exposure to passengers in Terminal 2 Baggage Claim.

Target: Domestic Arrivals

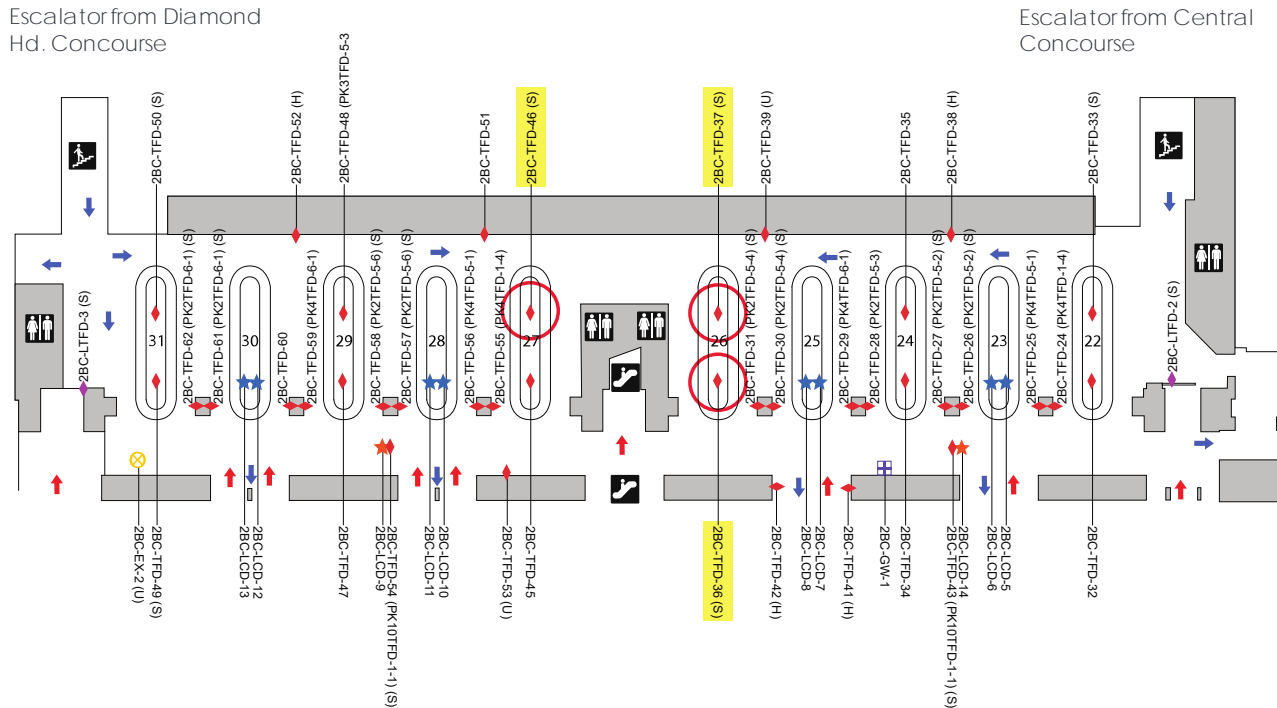
Size: 120" W x 36" H

TERMINAL 2, BAGGAGE CLAIM
DELTA AIRLINES AND
SOUTHWEST ARRIVALS

Southwest has 14.55%
market share.

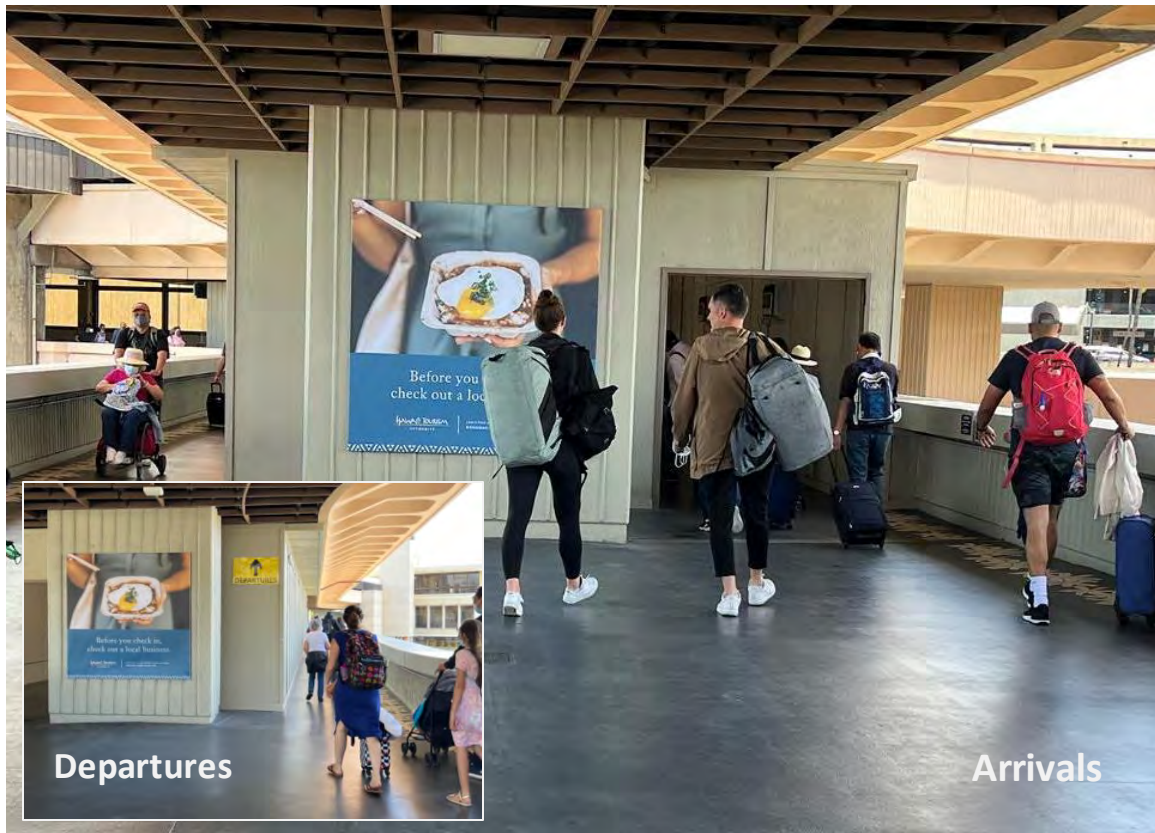
Delta has 8.28% market share.

3 Double-sided Tension Fabric Displays on Baggage Belts in Terminal 2, DELTA/SOUTHWEST Arrivals



Daniel K. Inouye International Airport • HNL • Terminal 2 Bag Claim

Package of 2 Tension Fabric Displays



Daniel K. Inouye International Airport (HNL)

HNLPK2TFD-15-3

Description: This Impressive, Package of (2) Tension Fabric Displays are strategically located in the Diamondhead Connector to Terminal 2. Providing exceptional exposure to both Arrivals and Departures.

Target: Arrivals and Departures

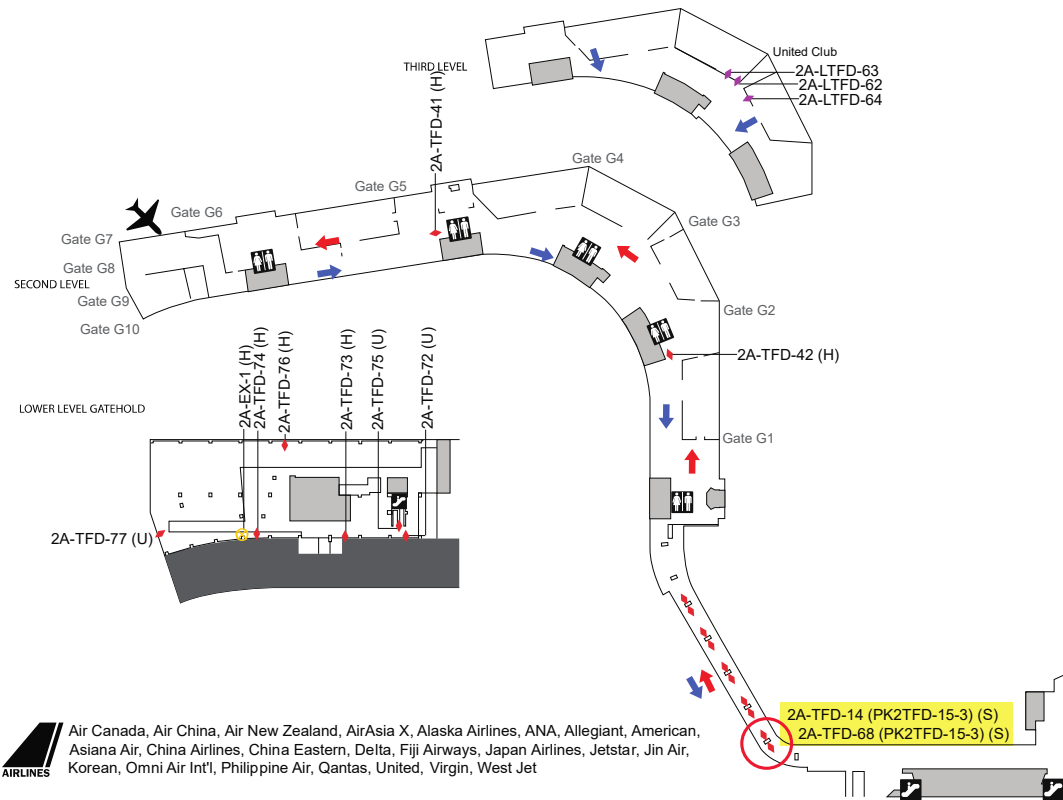
Size: 72" W x 72" H

TERMINAL 2, DIAMOND HEAD CONCOURSE TO BAGGAGE CLAIM

Targeting United, Delta and Southwest Arrivals.

UAL has 16.02% Market share

2 Tension Fabric Displays in Terminal 2, Diamond Hd. Concourse, Arrivals & Departures



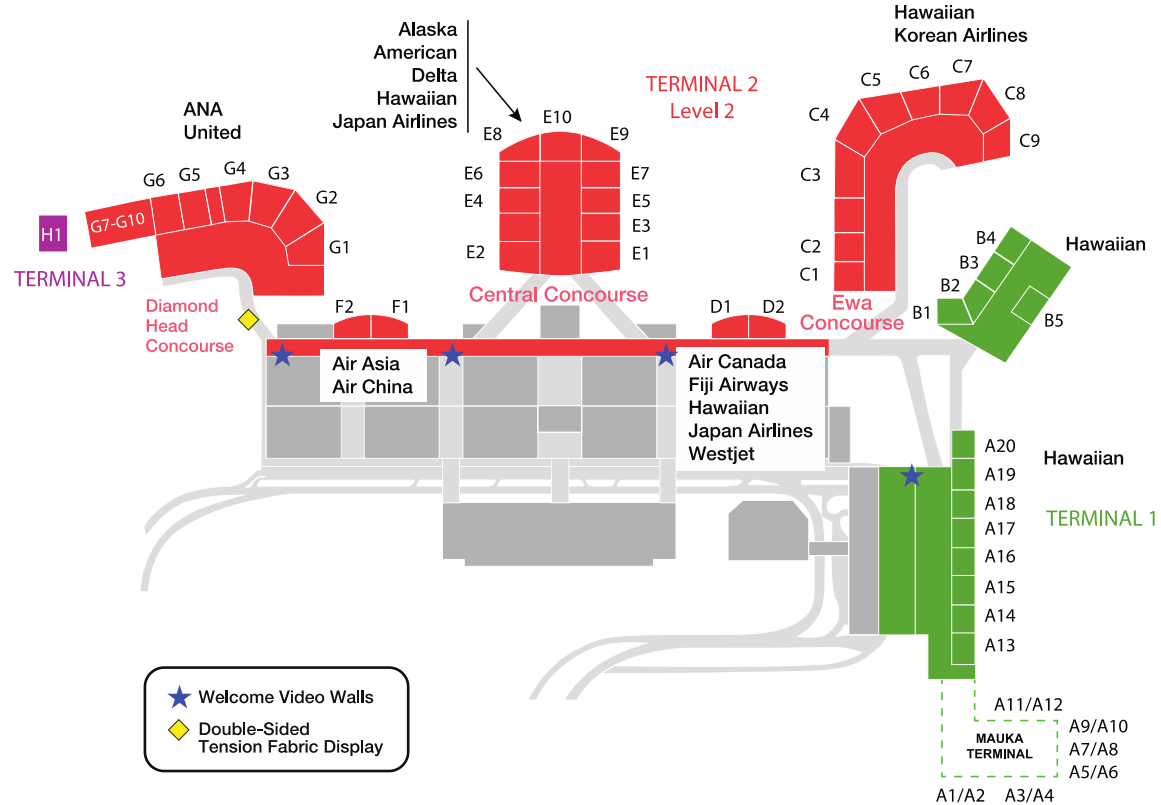
Daniel K. Inouye International Airport • HNL • Diamond Head Concourse

SKY HI MEDIA would like to summarize its proposal to the HAWAI'I TOURISM AUTHORITY for the launch of Phase 2 for their Pono Education Program in addition to their Ocean Safety campaign.

- **Pono Travel Education Program - 6/27/2022 thru 10/16/2022**
- **Ocean Safety Campaign - 6/27/2022 thru 9/18/2022**

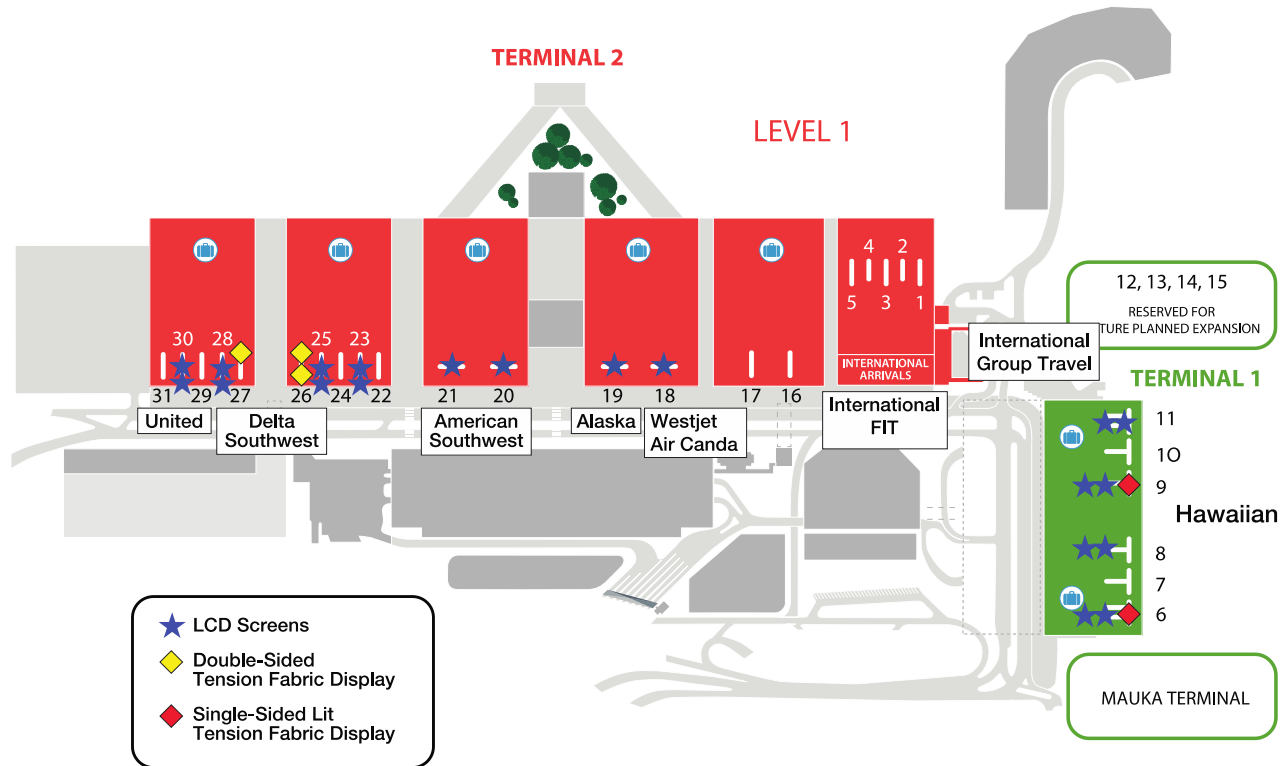
DANIEL K. INOUE INTERNATIONAL AIRPORT, LEVEL 2

4 Welcome Video Walls Targeting Domestic Arrivals / All Airlines 1 – 2 Sided Tension Fabric Display Targeting Domestic Arrivals / UAL, Southwest, Delta



DANIEL K. INOUE INTERNATIONAL AIRPORT, LEVEL 1

20 LCD Baggage Belt Screens Targeting Arrivals for all Airlines
8 Tension Fabric Displays in Terminals 1 & 2



Mahalo for the opportunity to present our proposal to you. With the launch of Phase 2 for the Pono Education Program, in addition to the Ocean Safety campaign on June 27th at the Daniel K. Inouye International Airport, HTA will engage visitor arrivals cost effectively immediately upon their arrival into Honolulu.

SKY HI MEDIA looks forward to growing its partnership with HTA and supports its mission...

“to strategically manage Hawai‘i tourism in a sustainable manner consistent with economic goals, cultural values, preservation of natural resources, community desires and visitor needs.”

