



NEIL ABERCROMBIE
Governor

MIKE MCCARTNEY
President and
Chief Executive Officer

Hawai'i Tourism Authority

Hawai'i Convention Center, 1801 Kalākāua Avenue, Honolulu, Hawai'i 96815
Website: www.hawaii tourism authority.org

Telephone: (808) 973-2255
Fax: (808) 973-2253

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Statement attributable to Mike McCartney, President and CEO Hawai'i Tourism Authority

Regarding Hawai'i Tourism Authority's Fiscal Year 2012 Budget

Today, the HTA board of directors approved \$74,971,500 for the Authority's fiscal year 2012 budget. While we fully anticipated the reduction in budget from fiscal year 2011, we feel confident that we will be able to build upon the successes of 2011 and continue the recovery of Hawai'i's tourism economy.

The HTA board and staff have made it a priority to work towards increasing the efficiency and effectiveness of our programs, while continuing to place an effort on improving the quality of the visitor experience. Creating an experience of value for visitors will help to optimize expenditure for the industry and maximize our return on investment.

In our strategic planning, we realigned the HTA into two areas that define the Hawai'i brand – marketing and experience. This realignment has allowed us to achieve certain efficiencies while striking a balance between marketing the Hawaiian Islands and creating programs and products that are unique to the Hawai'i experience. And we are confident that with this new strategic approach we will be able to meet our preliminary 2012 target of 7.7 million arrivals and \$13.3 billion in expenditures, an increase of 3 percent and 5.5 percent respectively, over anticipated 2011 year-end target goals.

Hawai'i's tourism economy continues to fare well despite global economic uncertainty, with an increase in arrivals and visitors who are staying longer and spending more than they did in 2010. Through the first seven months of the year, increased airlift to our neighbor islands has better distributed visitor arrivals and expenditures across the state, reaching \$7.2 billion in total, built on an increase in average length of stay and per person per day spending.

The HTA also remains committed to aggressively promote Hawai'i as a global meeting destination and will take advantage of the growing interest in our state as we prepare to host the APEC 2011 Leaders' Meeting in November.

This continues to be critical time for our state, and the HTA will do its part to help lead Hawai'i's economic recovery.

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For more information, contact:

Momi Akimseu
Hawai'i Tourism Authority
(808) 973-2278

Dawn Hirai
Stryker Weiner & Yokota
(808) 532-8802/722-9445 (cell)