



**HĀLĀWAI PAPA ALAKA'I KŪMAU O KE KE'ENA KULEANA HO'OKIPA O HAWAII'  
REGULAR BOARD MEETING OF THE HAWAII TOURISM AUTHORITY**

**HĀLĀWAI HŌ'EA KINO A KELEKA'A'IKE  
HYBRID IN-PERSON & VIRTUAL MEETING**

**PŌ'AHĀ, 25 'APELILA 2024, 9:30 AM  
THURSDAY, APRIL 25, 2024 AT 9:30 AM**

**Kikowaena Hālāwai O Hawai'i**  
Papahale Ho'okū Ka'a | Lumi Nui A  
1801 Alaākea Kalākaua  
Honolulu, Hawai'i 96815

**Hawai'i Convention Center**  
Parking Level | Executive Boardroom A  
1801 Kalākaua Avenue  
Honolulu, Hawai'i 96815

*E ho'olele 'iwa'ia ka hālāwai ma o ka Zoom.* Meeting will be live streaming via Zoom.

**<https://us06web.zoom.us/j/82378029440>**

*E noi 'ia 'oe e kainoa me kou inoa. E 'olu'olu, e ho'okomo i kou inoa piha akā hiki nō iā 'oe ke ho'ohana i ka inoa kapakapa e like me kou makemake. E noi 'ia 'oe e hā'awi mai i kāu helu leka uila. Hiki nō ke ho'opihapiha penei, [\\*\\*\\*\\*@\\*\\*\\*\\*mail.com](mailto:****@****mail.com)*

**You may be asked to enter your name. The Board requests that you enter your full name, but you may use a pseudonym or other identifier if you wish to remain anonymous. You may also be asked for an email address. You may fill in this field with any entry in an email format, e.g., [\\*\\*\\*\\*@\\*\\*\\*\\*mail.com](mailto:****@****mail.com).**

**Kelepona / Call In: (669) 900-6833  
Helu Hālāwai / Webinar ID: 823 7802 9440**

*Hiki i ka lehulehu ke hō'ike mana'o ma o ka palapala a i 'ole ma o ka waha. E kau palena 'ia ka hō'ike mana'o waha (ma ke kino a i 'ole ma o ka Zoom) he 'elima minuke ka lō'ihī no kēlā me kēia kumuhana. E kāinoa no ka hō'ike mana'o waha ma ke pākaukau ho'okipa ma ka lumi hālāwai. E kāinoa no ka hō'ike mana'o waha ma o ka Zoom ma o ke pihi "Q&A."*

**Members of the public may provide written or oral testimony on agenda items. Oral testimony (in-person or via Zoom) will be limited to five minutes for each testifier per agenda item. Signup for oral testimony in-person will be at the registration table in the meeting room. Signup for oral testimony via Zoom will be accepted through the Q&A feature on Zoom.**

*E ho'ohui 'ia nā palapala hō'ike mana'o i hiki ma ka pū'olo hālāwai. No nā palapala hō'ike mana'o i hō'ea mai ma hope o ka pa'a o ka pū'olo hālāwai (he 48 hola ma mua o ka hālāwai), e kākā'ahi 'ia nā kope i ka papa alaka'i a e mākaukau no ka 'ike 'ia e ke anaina ma ka hālāwai. E leka uila 'ia nā palapala iā Carole Hagihara-Loo ma [carole@gohta.net](mailto:carole@gohta.net), a i 'ole, e lawe kino 'ia i ke ke'ena.*

**Written testimony received ahead of the preparation of the board packet will be included in the board packet. Written testimony received after the issuance of the board packet (48 hours ahead of the meeting) will be distributed to the board and available for public inspection at the meeting. Email written testimony to Carole Hagihara-Loo at [Carole@gohta.net](mailto:Carole@gohta.net) or hand-deliver or mail to the Hawai'i Tourism Authority office, 1801 Kalākaua Avenue, 1<sup>st</sup> Floor, Honolulu, HI 96815.**

**PAPA KUMUMANA'O**  
**AGENDA**

1. *Ho'omaka*  
**Call to Order**
2. *Kikolā*  
**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 Protocol**
4. *Hō'ike O Nā Hālāwai 'Ae 'Ia*  
**Report of Permitted Interactions at Informational Meetings or Presentations Not Organized by the Board Under HRS section 92-2.5(e)**
5. *'Āpono Mo'olelo Hālāwai*  
**Approval of Meeting Minutes of the March 28, 2024 Regular Board Meeting**
6. *Hō'ike A Ka Luna Ho'okele Ho'okō*  
**CEO Report**
  - a. *Hō'ike Kāko'o Maui*  
**Update on the Maui Wildfires Recovery**
  - b. *Hō'ike 'Aha'olelo*  
**Legislative Update**
7. *Hō'ike A Ka Luna Ho'omalū Papa Alaka'i HTA*  
**Board Chair Report**
8. *Hō'ike'ike A Kūkā No Nā 'Ike A Kūlana Mākeke O Kēia Wā I Hawai'i A Me Nā Mākeke Ho'okipa Nui I Hawai'i*  
**Presentation and Discussion of Current Market Insights and Conditions in Hawai'i and Key Major Hawai'i Tourism Markets**
9. *Hō'ike No Ka Ho'olaule'a o Nā Hana No'eau o Ka Pākīpika me ka Mo'omeheu 'Ōiwi*  
**Update on the 13<sup>th</sup> Festival of Pacific Arts & Culture, June 6 – 16, 2024**
10. *Hō'ike A Ke Kōmike Mo'ohelu Kālā, 'Oihana Kālā, a me ke Kikowaena Hālāwai*  
**Report and Update by the BUDGET, FINANCE, AND CONVENTION CENTER STANDING COMMITTEE of their Meeting Held on April 22, 2024**
  - a. *Kūkākūkā a Ho'oholo No Ka Mo'olelo Kālā*  
**Discussion and/or Action on HTA's Financial Report for April 2024**

b. *Kūkākūkā a Ho'oholo No Ka Mo'olelo Kikowaena Hālāwai O Hawai'i*  
**Discussion and/or Action on the Hawai'i Convention Center's April  
Financial Report**

11. *Hō'ike A Ke Kōmike Alowelo*

**Report and Update by the BRANDING STANDING COMMITTEE of their Meeting  
Held on April 12, 2024**

- a. *Hō'ike'ike a Kūkā no ka Nūhou e Pili Pū ana i ka Papahana Ho'olaha a ka HTA*  
**Presentation and/or Discussion on HTA's Messaging and Marketing  
Insights**
- b. *Hō'ike'ike a Kūkā no nā Ho'olaha a ka Hawai'i Tourism USA*  
**Presentation and/or Discussion on HTUSA's Advertising and Messaging  
Campaigns**

12. *Ho'oku'u*

**Adjournment**

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

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

*Ma lalo o ka māhele 531.5 o ka Budgetary Control Accounting Manual, Moku'āina 'o Hawai'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 Hawai'i, lunch is served as an integral part of the meeting, while the meeting continues in session, and not during a break.

*Inā he lawelawe a mea like paha e pono ai ke kīnānā, e ho'oka'a'ike aku me Carole Hagihara-Loo ma (808)-973-2289 a ma ka leka uila e like me ka wikiwiki i hiki, 'a'ole ho'i a ma 'ō aku o ka 'ekolu lā ma mua o ka hālāwai. Inā 'ike 'ia he noi i ka lā ma mua o ka hālāwai, e ho'ā'o mākou e 'imi i ka lawelawe a mea like paha, 'a'ole na'e ho'i e hiki ke ho'ohiki 'ia ke kō o ua noi lā. Ua noa pū kēia ho'olaha ma nā kino 'oko'a e like me ka mea pono.*

If you need an auxiliary aid/service or other accommodation due to a disability, contact Carole Hagihara-Loo at (808) 973-2289 or [carole@gohta.net](mailto:carole@gohta.net) as soon as possible, preferably no later than 3 days prior to the meeting. **Requests made as early as possible have a greater likelihood of being fulfilled.** Upon request, this notice is available in **alternative/accessible** formats.

*E like nō me ka 'ōlelo o ke Kānāwai Hawai'i i ho'oholo 'ia māhele 92-32.7, 'a'ole e mālama ana ke Ke'ena Kuleana Ho'okipa o Hawai'i i kekahi wahi ka'awale no ka lehulehu a lālā papa alaka'i e nānā a e komo ai i ka hālāwai ma ka ho'ohana i ka 'enehana komo hālāwai, no ka mea, hiki nō i ka po'e o ka lehulehu a lālā papa alaka'i ke nānā a komo pū ma ka hālāwai hō'ea kino.*

In accordance with HRS section 92-3.7, the Hawai'i 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.

**05**

**Approval of Meeting Minutes of the  
March 28, 2024 Regular Board Meeting**



Ke'ena Kuleana Ho'opipa O Hawai'i  
1801 Kalākaua Avenue  
Honolulu, Hawai'i 96815  
**kelepona** tel 808 973 2255  
**kelepa'i** fax 808 973 2253  
hawaiiauthority.org

**REGULAR BOARD MEETING  
HAWAII TOURISM AUTHORITY  
Thursday, March 28, 2024, 9:30 a.m.**

**Hybrid In-Person & Virtual Meeting**

**Hawai'i Convention Center**  
Parking Level | Executive Boardroom A  
1801 Kalākaua Avenue  
Honolulu, Hawai'i 96815

**MINUTES OF THE REGULAR BOARD MEETING**

**MEMBERS PRESENT:**

Mufi Hannemann (Chair), Mahina Paishon-Duarte (Vice Chair) (Zoom), Kimberly Agas (Zoom), David Arakawa, Dylan Ching, Stephanie Iona, James McCully, Blaine Miyasato (Zoom), James Tokioka (Ex Officio, DBEDT Director), Mike White (Zoom)

**MEMBER NOT PRESENT:**

Sherry Menor-McNamara, Sig Zane

**HTA STAFF PRESENT:**

Daniel Nāho'opi'i, Kalani Ka'anā'anā, Talon Kishi, Caroline Anderson, Ilihia Gionson, Iwalani Kaho'ohanohano, Maka Casson-Fisher, Carole Hagihara-Loo

**GUESTS:**

Kylie Butts, Jennifer Chun, Jeffrey Eslinger, Tyler Gomes, Laci Goshi, Dan Hoffend, Nathan Kam, Erin Khan, Lawrence Liu, Guillaume Maman, Tom Mullen, Teri Orton, Dennis Suo, Mari Tait, Jay Talwar

**LEGAL COUNSEL:**

John Cole

## **1. Call to Order**

Chair Hannemann called the meeting to order at 9:30 a.m.

## **2. Roll Call to Announce Name of Participating Board Members and to Identify Who Else is Present with Board Member if Location is Nonpublic**

Mr. Gionson conducted the roll call, and members were in attendance except for Ms. Menor-McNamara and Mr. Zane, who were excused. Members who attended via Zoom were by themselves.

## **3. Opening Protocol**

Mr. Casson-Fisher conducted the opening cultural protocol.

## **4. Report of Permitted Interactions at Informational Meetings or Presentations Not Organized by the Board Under HRS section 92-2.5(e)**

There was no input on Permitted Interaction Groups.

## **5. Approval of Meeting Minutes of the February 29, 2024 Regular Board Meeting**

Mr. White proposed a motion to approve the minutes. Ms. Paishon-Duarte seconded, and the motion passed unanimously.

## **6. CEO Report**

Mr. Nāho'opi'i provided a detailed presentation covering the activities of the HTA during the previous month. February and March had been busy months. The State Legislature had been in session, and the HTA had worked on the Mākaukau Maui project and other branding and marketing projects. The main target markets for Maui recovery were the U.S. and Canada, for which the Board had already approved additional resources. Updates on the U.S. market had been given during the recent meeting of the Branding Standing Committee.

Going forward into the next year, the HTA continued to focus on destination management, which entailed the provision of additional resources on an island-by-island basis. The intention was to steer the tourism mindset towards becoming more regenerative, with fewer negative impacts but more impacts that would bring economic development to communities and be more environmentally sustainable.

Mr. Nāho'opi'i reviewed the actions that the Board had approved to aid recovery from the Maui wildfire disaster, including increasing the visibility and call to action for travel to Hawai'i while targeting high-potential markets and, at the same time, supporting businesses to continue to provide the consistent message that Maui was open for visitors. The U.S. Maui marketing program was underway, with Phase 1 almost completed, while the Canada Maui recovery program was not funded by the Tourism Emergency Fund. The GoHawaii app was to be enhanced, and staff worked on revisions with Hawai'i Tourism USA. The program included support for activations in New York, with Maui businesses sponsored to attend, and it ensured that these Maui businesses would have access.

A consistent Mālama Maui message to visitors had been encouraged, and Kilohana and the CNHA had worked on developing specific Maui post-arrival communications. These would steer visitors towards curated experiences in areas ready to receive them, while steering them away from areas still recovering and where construction was underway.

Many small businesses in Maui experienced significant sales reductions due to the fewer visitors and the loss of outlets in Lahaina. The HTA was working with the CNHA and the County of Maui to create locations to promote sales and services, with possible tie-ins to online marketing. The HTA and its partners were working to develop and expand tourism products on Maui to provide new activities for visitors and support Maui businesses.

The HTA also worked with the CNHA on a contract to provide residents and businesses with temporary housing and appeals to owners of temporary vacation rentals (TVRs) to make them available. Communication strategies were being developed to encourage residents to participate in this program.

Tourism Week was the most significant activity in March, starting at the Convention Center and ending at the Capitol. The first day consisted of a partners' meeting between staff and stakeholders at all international offices. On Wednesday, March 6, Spring Tourism Update was livestreamed with presentations by all the marketing partners, management, Kilohana, and others.

On Thursday, March 7, O'ahu hosted a FAM event for Global Marketing Teams, updating them on new developments, what they should be promoting, and relevant facts about the HTA.

Friday, March 8, was marked by Tourism Day at the State Capitol. This event gave an opportunity to meet legislators face to face to inform them about the work taking place. The HCC hosted a gathering at which partners such as the Department of Land and Natural Resources and the agricultural community shared their collaboration with the visitor industry. Mr. Nāho'opi'i thanked Ms. Iona for facilitating this event.



Mr. Nāho'opi'i continued to emphasize that visitors to Maui were welcome, and Maui residents hoped that their lives would return to normal. Maui businesses were open and were ready to welcome visitors who would support Maui economic recovery. All material provided to visitors stressed the importance of being respectful.

Chair Hannemann praised the impact of the Mākaukau Maui program, in which leading figures recounted their experiences and explained why continuing to welcome visitors was important. Chair Hannemann, Vice-Chair Paishon-Duarte, and Sen. DeCoite had taken part in these broadcasts. Several other Board members took part in various media opportunities, stressing the importance of reopening Maui and supporting the community. This was important not only to Lahaina but also to many other small towns across Maui.

Mr. Nāho'opi'i noted that paid media would continue until the end of April while work on social media and trade queries continued. The next phase was to begin at the end of April.

## **7. Board Chair Report**

Chair Hannemann thanked all who participated in Tourism Week, particularly Tourism Day, which became increasingly important every year. It was now a full-on collaboration with all industry stakeholders. He thanked Ms. Iona and the agricultural community. Partnership with the government was essential, and the legislators enjoyed Tourism Day.

On being elected as Board Chair, Chair Hannemann had promised to do his best to eliminate talk of abolishing or defunding the HTA, and he was happy to report that excellent progress was being made towards this aim. Formerly, the focus of the HTA had been on marketing, but the agency was now committed to effective destination management. It was important to realize that the visitor industry was responsible for generating a billion dollars in Transient Accommodations Tax (TAT) and economic development every year. While some of this income was returned to the HTA for development, most funds remained with the State. It was important for the HTA to do as much as possible with the income that it received from the State.

Chair Hannemann reported that the HTA would not be defunded during the legislative session. The House had passed a budget of \$60 million, and the Senate Ways and Means Committee had proposed an additional amount to be debated on the floor. Chair Hannemann hoped the public, the legislature, and the Governor would favor the HTA's work.

The Chair noted that the Mākaukau campaign was working well, and the timing could not have been better. He thanked Ms. Anderson for her detailed work on these arrangements. Public TV and radio stations provided additional coverage. There had been 120,000 media views, and a

full report would be given at a subsequent meeting with the contract officers. If funds were sufficient, the program would continue into May. The mayor and administration of Maui County had been enthusiastic.

The initiative to codify destination management within the responsibilities of the HTA was progressing, and it was unlikely that funding for destination management would be transferred to a different department. Discussion of the naming rights of the HCC also progressed.

Mr. Nāho'opi'i, Ms. Anderson, and the HTA staff were studying workforce development. A bill passing through the legislature would provide eight tourism industry internships. The State Department of Labor mainly focused on government, agriculture, health care, and technology posts. Tourism was emphasized less than it should be. There was collaboration with the Department of Labor, the Department of Education, and some higher education institutions, a process that started several years ago with the HLTA. With the support of Sen. De La Cruz, these internships would complement what was already being done at the High School level. Chair Hannemann encouraged the HTA staff and Board members to continue speaking with members of the legislature they know.

Chair Hannemann mentioned the importance of large meetings to the State economy and cited the good performance of the HCC during the past year. Hawai'i needed respectful, high-spending visitors. Conferring naming rights for the Convention Center would place it in a stronger position for higher revenues and greater resources for repairs and maintenance.

Chair Hannemann mentioned the recent visit of Mr. Marcos Manotoc, the Governor of Ilocos Norte, Philippines. Although visitors from the Philippines were few, this was the largest ethnic group in the hospitality industry, and many sent economic support to their families back in the Philippines. Governor Manotoc shared several ideas about methods for the HTA to support and interact with the Philippine community.

March had been a busy and successful month. The Chair thanked Mr. McCully for coordinating with the administration and Ms. Iona for her close interaction with Senate members. She had worked closely with House Tourism Chair Quinlan, as well as with Sen. DeCoite. Chair Hannemann also appreciated the collaboration of House Speaker Saiki and Senate Ways and Means Chair Dela Cruz. He praised these legislators' efforts to change their colleagues' perceptions. As the primary industry and significant provider of employment in the State, tourism would always be a target for suspicion, but Chair Hannemann was determined always to be transparent.

Ms. Iona stated that as a Maui resident for almost thirty years, she had received many calls about the Mākaukau program, and these were all positive and could be summed up with the

word “hope”. The program had meant a lot to the community and the individuals who appeared in the segment. Everyone understood the challenges that the government faced, but the opening of the mall and the butterfly farm, as well as the employees' return to work for the Luau, had given hope. On behalf of the community, Ms. Iona stated that the forthcoming opening of the school meant a lot, and children were looking forward to returning to their classes.

Ms. Iona was delighted by the Department of Agriculture's involvement in Tourism Day. The department tried to support a different island each year; last year, they supported Maui. The Farm Bureau had supported the message that local produce was important. Ms. Iona thanked the HTA for providing hope for Maui families.

On behalf of the Board, Mr. Arakawa congratulated Chair Hannemann and Mr. Nāho'opī'i's team for the successful Tourism Week. He asked the Board to consider that interested Board members and the HTA staff should be invited to attend the internal industry partners' meeting in future years. Regarding the FAM tour, Mr. Arakawa suggested that it can be rotated in neighbor islands in the future so that Board members can participate.

Chair Hannemann cited Gov. Green's frequent visits to Japan and pointed out that these trips were important for the international market. He mentioned the plan to install a processing center at Japan airports and stated that it was important to encourage the return of the Japan market.

Campaigns for the recovery of tourism were important to set the stage for projects upon which the HVCB was working in parallel with the work of the HTA. The Mālama campaign had been great, and the Mākaukau and Beautiful Hawai'i campaigns still contained elements of Mālama. The Chair of the Branding Standing Committee was to make a statement to the Board. Industry stakeholders had been asking about messaging, but the main encouragement to visit had to come from the people who lived in Hawai'i.

## **8. Update on the Services for Destination Stewardship Contract by Kilohana**

Mr. Ka'anā'anā introduced Mr. Tyler Gomes, who gave a presentation on the Kilohana contract for destination stewardship services. Details of this project were in the packet submitted to Board members. Mr. Ka'anā'anā pointed out that Maui recovery, VEPAM, was a separate Kilohana contract, #24016, already taking place.

Mr. Gomes informed Board members that there were two sections of the Kilohana project, firstly needs assessment and secondly the launching of community tourism collaboratives.

The separate contract focused exclusively on Maui had been running for less than a month and would operate until May 31. The key performance indicators (KPI) for this contract were related to social, native, and digital media, visitor TV, streaming, and radio.

Reports had been received that many visitors had been accessing the burn site by hiking down from the Bypass Road, up from the ocean, or from the South Maui side. Kilohana was developing material advising visitors to stay out of the burn site. The CNHA produced a Maui video featuring Hokulani Holt Padilla, who addressed this concern. This was to be broadcast on a loop in the TV section of Costco, and car rental companies were to be asked to permit a rear mirror hanger advising visitors to stay out of the burn site. Mr. Ka'anā'anā added that partners were developing itineraries for other areas of Maui to encourage visitors to support other districts by directing visitor traffic to places that needed and wanted it.

The primary contract relating to technical assistance and capacity building began with a needs assessment program, which had been completed the previous week. Preliminary results would now be presented to the Board. The contract would then move into the program design phase, which would continue until May. Execution of the program would begin during June, running up to December, with funding opportunities being disbursed at the end of the year.

The needs assessment program consisted of a quantitative survey with additional qualitative interviews. The purpose of the survey was to assess the level reached by local businesses and communities regarding market arrival and to use this information to design three separate technical assistance programs. The goal was to reach 900 respondents, and the survey was finally closed at 902. 9,000 emails and almost 9,500 mailers had been sent, and nearly 13,000 phone calls had been conducted. This corresponded to the contract's key performance indicator (KPI) and was a representative sample of all the types of entities Kilohana hoped to support.

Mr. Gomes gave an outline of the needs assessment data, stating that most of the data came from O'ahu, but there was also solid participation on Hawai'i Island, Maui, and Kauai. 2% of the applicants were from Ni'ihau, 29% had operations on Maui, 27% were non-profit organizations, and 65% self-reported having up to four full-time employees. Agricultural enterprises represented 6% of the respondents, and this was important because one of the aims of the technical assistance was to create more regenerative experiences tied to agriculture. 38% of the applicants categorized their enterprises as mature, and 28% stated that they had been involved in the industry for over 20 years.

The qualitative section of the survey consisted of 85 lengthy interviews, which will be explained in greater detail in the final report. 40% of those interviewed were in Oahu, 5% operated in the agricultural sector, and 19% conducted activities in the visitor industry.

As a result of the preliminary analysis of the needs assessment survey, three technical assistance programs had been planned, although it was likely that a more detailed examination of the needs assessment survey would lead to some modifications of these programs.

The first program was to be foundational technical assistance intended to help small businesses scale up, whether these businesses were already mature, were in operation while seeking to grow, or were looking to establish themselves. An example was the lei-making business. It had been reported that 90% of leis were imported, leaving home flower-growing operations on the verge of collapse, with the local lei industry facing rapid changes. It was important for local flower farmers to prosper.

This technical assistance program consisted of eight in-person or virtual community workshops, possibly including marketing, finance, insurance, social media, grant-raising, funding opportunities, best practices for the Umeke platform, merchandising support, and methods of starting a nonprofit organization. The tentative calendar was for the marketing campaign to begin in mid-May, applications to open in June, and awards to take place from September to December.

The second program was to concern community stewardship and would replicate the Turtle Beach model. This was designed to help community organizations that significantly impacted the visitor industry, a possible example being traffic. This program would involve a small cohort, each applicant paired with a mentor with expertise in the problem issue, along with a strategist to assist them in designing a problem-solving plan and a coordinator to help manage it. This was envisaged to be a 12-week program, with the curriculum including universal capital improvement sessions and other tailored sessions depending on geography and the specific problem. It was hoped to host in-person panels with representatives from government departments such as the DLNR to ensure access to government resources. Only those who completed the program would be eligible to apply for the funds allocated for funding opportunities. Foundational programs were to start in May, marketing would begin in June, and applications would be selected and awarded between October and January.

The third program would be a regenerative experience technical assistance program focusing on agritourism and voluntourism. For example, 'Āina Aloha Farms had grown māmaki tea for three generations and sought additional labor. This might be an opportunity for them to build up a voluntourism experience. For this technical assistance program, the cohort would be

between ten and fifteen businesses or nonprofits in different niche areas such as farms, cultural practitioners, or experiences aimed at improving regenerative aspects. The program was likely to last eight weeks, with a curriculum similar to the previous programs. Funding opportunities would only be available to cohort members who completed the curriculum. The schedule would begin about one month after the prior program, with applications selected and awarded between November and February.

Mr. Ka'anā'anā repeated that these were preliminary outlines of the programs, and a detailed analysis of the needs assessment would likely cause some reshaping.

Mr. Ching was concerned about the report that visitors were accessing the burn zone and appreciated the actions and educative materials intended to divert them. Noting that the extent of the burn zone was changing to allow more access to residents, Mr. Ching expressed the hope that the diversion of visitors from the burn zone would not cause a backlash on social media.

Mr. McCully had been surprised by the information that 2% of the survey respondents were from Ni'ihau, in terms of the total population of Ni'ihau. He was informed that 19% of respondents already in the industry referred to the 85 in-person interviews. Not all of the 900 respondents to the quantitative survey were already in the visitor industry. Details of the emails and the contact lists will be given subsequently in a full presentation. The data is still being processed at the present time.

Mr. Gomes stated that the contract for technical assistance was \$17 million, and the cost of the needs assessment section was \$222,500.

Chair Hannemann thanked Kilohana for their participation in the trade show. Kilohana had recently been awarded \$100,000 to create a farmers' market in Lahaina to provide an outlet for businesses which had been displaced by the fire. At the present time, the preliminary selection of a site is in progress. CNHA was to match funds to create a physical Maui-specific marketplace. Mr. Ching noted this significance, showing that the HTA was working with the County of Maui. It was noted that Ms. Iona had a connection with this project and would partner with the head of the Farm Bureau to provide Statewide participation.

At the trade show, a partnership with the HTA had formed part of a contract to create small regional popups, which had traditionally been an online platform. This idea could be expanded.

Ms. Iona congratulated Ms. Menor-McNamara for traveling with Sen. Hirono on Kaua'i and encouraging local agricultural companies to participate in Hawai'i on the Hill in D.C. in June.

Many vendors would find it hard to take part, and the Senator solicited support. Some Maui vendors had never attended this event and looked forward to doing so for the first time.

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

Ms. Chun presented data about visitor expenditures and arrivals in February 2024, noting that these numbers were slightly higher than those in February 2023. However, it was necessary to note that February 2024 had one extra day. The average daily census was lower overall. Spending per person per day was higher than in February 2023. In terms of the different islands, there had been increases for O'ahu, Kauai, and Hawai'i Islands, while Maui was significantly lower.

Occupancy for the State was 79.8%, higher than February 2023, but lower than February 2019. The average daily rate was \$372, lower than 2023 but higher than 2019. Occupancy of vacation rentals was lower at 60.8%, and the average daily rate was lower at \$339.

Overall, hotel demand was higher than the demand for vacation rentals. Transient accommodations tax (TAT) received in February in respect of January was \$72.7 million, and this was only the State collection, not that of the counties. This was 4.2% lower for fiscal year 2024 than for the fiscal year 2023, with a reduction of \$24.4 million.

Chair Hannemann asked for information about the amount of TAT collected by the Counties. This was levied at a rate of 3%, but information was rarely available from the counties. He noted that the annual collection of TAT was almost a billion dollars, of which the HTA received only a fraction while the remainder funded other State entities. The Chair appealed for accurate information about TAT collected by the Counties.

Mr. Arakawa noted that the amount should appear in the budget as revenue. He asked the Attorney General to prepare a letter to Mayors and Council Budget Committee Chairs for this information. Mr. Nāho'opi'i was to submit a written request for this important information.

Ms. Chun noted that even with one extra day in February 2024, air seats had decreased compared with 2019 but were higher than 2023. This included domestic air seats and some international seats. This trend continued into April and May. The SKIFT Travel Health Index administrators had decided to cease using 2019 as the benchmark and instead would use year-on-year.

U.S. spending during January was higher than in 2019, with more air passengers, but overseas arrivals were down by 17.3% for the U.S. as a whole in January. Ms. Chun noted that the U.S. Travel Association used a two-month lag for its data, while Hawai'i used a one-month lag.

Looking forward to August for all markets, the U.S. was to improve slightly. Although air seats were expected to decrease, Japan, Canada, and Korea were expected to improve. Detailed information about Australia, New Zealand, China, and Europe was presented in the report in the Board packet.

Chair Hannemann thanked Ms. Chun for her presentation.

#### **10. Presentation and/or Discussion on Air Service Development – Routes America 2024**

Ms. Kaho'ohanohano thanked everyone at the HTA and the HVCB who had been involved in executing the global marketing contract for brand management. This contract helped develop and manage the website, the GoHawaii app, and social media tools and resources such as the digital knowledge bank and digital assets library.

Senior Director of Digital Marketing Kara Imai, would continue with market insights and air route development, with support from Senior Vice President and Chief Marketing Officer Jay Talwar, along with Jeffrey Eslinger, Senior Director of Marketing Insights and CRM, and Susie Kim, Director of Content Development. Other members of the HVCB team had helped with support and collaboration. During the Spring Update, they met with the Global Marketing Teams and obtained useful feedback. Training would be given on the tools available and the strategy moving forward.

Mr. Eslinger continued the presentation by giving an update on air service development. Prior to the execution of the GSS contract, he spoke with carriers in conjunction with the international global marketing teams and brand managers for the markets, and community members, hotels, and attractions. He recently attended a meeting about Kobe airport obtaining international airport status. He had also attended a meeting in Bogota, Colombia, bringing together carriers for North and South America, Europe, and Asia.

The meeting focused on Latin and South America since it was held in South America for the first time since the pandemic. Mr. Eslinger's report listed the airlines and airports involved in this meeting. He referred to Condor, the largest leisure carrier in Western Europe based in Frankfurt. Condor carried a significant number of passengers from Western Europe to eleven cities in the U.S., using Seattle and San Francisco as primary gateways to Hawai'i. They had shown strong interest in the summer. They had cochair relationships with Alaskan and Hawaiian Airlines, which picked up passengers in Seattle or San Francisco and brought them to



Honolulu. Condor was conducting feasibility studies on flying on to Hawai'i in their own planes, either using Anchorage as a transfer point or a plane modified to fly nonstop from Europe to Honolulu.

WestJet was facing a challenge for the Canadian market regarding market yield for service to Hawai'i. They had been unable to charge the fare needed to operate sustainably in Hawai'i. They were affected by the U.S. exchange rate, and WestJet and Air Canada decided not to fly to neighbor islands for September and October 2024. This created a problem for business planners on Maui and the Island of Hawai'i, and the MCI team was to work with the airlines to ensure that their delegates could transfer to other carriers.

Mr. Eslinger reported that he met with Hawaiian Airlines regularly, and they had six planes parked without engines. They had increased some flights out of San Francisco and had developed additional capacity to Las Vegas for the summer. The engine situation created a problem for narrow-bodied aircraft.

Alaskan Airlines had made some adjustments to eliminate some services to neighbor islands for the summer and fall before the holiday calendar. They would continue with their present schedule and had no plans to add services.

American Airlines had made similar changes and was now down to one flight per day to neighbor islands out of Los Angeles, keeping a daytime flight with no redeye flights. They faced a challenge to fill their planes, especially midweek. There was a similar situation with Delta and SouthWest. Flights from Los Angeles to Maui had been suspended.

Sun Country was operating a charter flight from Oakland to Kona for residents of the communities. This had been successful, and an additional flight might even be scheduled. Some hoteliers in Maui had expressed interest in a similar program.

Hawai'i was becoming a bucket list destination for wealthy Indians. Emirates carried many Indians to the U.S. and might consider taking them to Hawai'i or transferring them to other carriers for onward flights to Hawai'i.

Statistics obtained from San Francisco airport showing that since the pandemic, the Mexico market has increased by 40%. Increased working from home has enabled people to relocate to other parts of the U.S.

Availability of aircraft had an impact on air seats, and this not only concerned Boeing but also Airbus, which had delivery challenges for wide body planes. The strength of the dollar had an impact on Hawai'i and also impacted the international market. Canada continued to be strong. Mexico had been carrying out competitive marketing. The shorter booking window for Hawai'i

was having an impact on air seats. Airlines did not see advance bookings and needed to understand that passengers had begun to make last-minute decisions. Formerly, the booking window was three months or longer, but the shorter booking window made it difficult for airlines to make decisions.

There were continuing concerns about the availability of accommodation in Maui. Airlines had heard about anti-tourism sentiment across Hawai'i and felt this would impact forward bookings. Changes in customer loyalty meant that customers went to different destinations. There was a shortage of premium seats in Hawai'i, since premium planes traveled to other destinations.

Mr. McCully commented on the popularity of the Sun Country flights into Kona and noted that other passengers hoped to have access to these flights. No Mid-East airline operated direct flights into Honolulu, although it was within reach of existing routes. Hawai'i hoped to target fewer visitors paying more per day. Mr. Eslinger pointed out that one way to have Middle Eastern airlines fly into Honolulu was to tag into Hong Kong. This was a political issue that had to be solved at the Federal level. A similar example was when Qantas used to fly from JFK to Los Angeles and then from Los Angeles to Sydney, but they were only allowed to carry passengers traveling to Sydney. This was termed "the fifth freedom." Middle Eastern airlines were following conservative policies and utilizing their co-chair partners. For instance, Qatar and Alaskan Airlines were part of the OneWorld Alliance, whereas Emirates was no longer a co-chair; it relied on Hawaiian or United Airlines.

Mr. Eslinger informed the Board that staff members had been meeting with Condor to leverage passengers from Europe. He also pointed out that there was still no Taipei flight, and a flight from Hawai'i to Hong Kong would be a good initiative, but at the moment, this was not a priority for the airlines.

Chair Hannemann recalled that when he was the DBEDT Director with Gov. Waihe'e in the 90's, there had been a trial of a 14-hour nonstop Lufthansa flight from Europe to Honolulu. Mr. Eslinger responded that British Airways had aircraft capable of this but would need fewer passengers to go from Europe to Honolulu nonstop. Condor was still calculating what the market would bear since a nonstop flight might cost an additional \$1,000. Some European travel was seasonally specific; flying to Las Vegas in winter could allow flights to continue to Hawai'i. Marketing would be necessary to stimulate demand.

Asked whether there were other opportunities to develop eastbound route development, Mr. Eslinger stated that this might be discussed at a Washington D.C. meeting in May. At the meeting of Routes Asia in Australia, he would contact the Asia, Oceania and European carriers.

World Routes was to be held in Bahrain, but he felt arranging meetings with individual carriers to discuss opportunities would be more useful.

Mr. Nāho'opi'i pointed out that developing a return from the eastbound side was important, and the D.C. market could be expanded. Raleigh and Charlotte were also good markets. United had suspended the nonstop Newark-Honolulu flight. This left only Hawaiian and Delta flying to Honolulu from JFK. It would be necessary to work with United to bring back the Newark flight at periods when there was demand.

Mr. Eslinger informed the Board that Condor operated the flight from Europe to Las Vegas, formerly part of Lufthansa but was now a separate company. The Las Vegas flight was part of a package. Condor operated into eleven U.S. airports with a co-chair that carried passengers onward to Hawai'i. Seattle was Condor's most westerly airport, but they flew to Las Vegas during the summer, and Hawaiian Airlines had lift to bring passengers to Hawai'i during the winter.

Mr. Miyasato appreciated the robust conversation but pointed out that air lift was a matter of supply and demand. Air seats were available but were not filled and it was important to discover why people were not traveling. He suggested that the Branding Committee could develop strategies to encourage the airlines.

Mr. Eslinger commented that there was a strategy component in the GSS plan, but the main goal was the maintenance of existing air routes.

#### **11. Report and Update by the BUDGET, FINANCE, AND CONVENTION CENTER STANDING COMMITTEE of their Meeting Held on March 21, 2024**

Mr. Arakawa presented a brief update on the Budget, Finance, and Convention Center Standing Committee meeting, which took place the previous week. He thanked Mr. Choy, Mr. Kishi, and the HTA budget and finance staff, as well as Ms. Orton and the staff of the Convention Center, for their hard work on budget issues. Work was still in progress on most issues that needed to be shared with the Board.

The HTA's response to House Tourism Chair Quinlan's requests and comments will be reviewed in detail at the next Budget and Finance Committee meeting. The Committee was developing policies and procedures for communications about budget, and finance matters from the administration and the legislature to ensure that the Board would be kept informed and receive documents in a timely fashion.

The legislative audit continued pursuant to the Hawai'i Revised Statutes 23–13. Mr. Arakawa is happy to report that the HTA staff has provided all the required documents and attended all the requested meetings. He had not yet had the opportunity to discuss two outstanding matters with Mr. Nāho'opi'i. The Board had asked for a letter to be written to the auditors requesting details of the scope of the audit and its compliance with Hawai'i Revised Statutes. Secondly, the Attorney General was to be asked for an opinion on whether employees would be permitted to record meetings with the auditors or could be accompanied by a representative.

Mr. Nāho'opi'i replied that he would follow up on these issues, and there had been an email exchange between himself, the Board Chair, and the auditors. He was to check whether the Attorney General had responded to the email request for clarification. The auditors needed to be aware of the legal opinion about the conduct of meetings, but so far, their meetings had gone well.

Mr. Arakawa stated that the development of policies, procedures, and reports regarding using the Tourism Emergency Special Fund was continuing. Policies and procedures would be in place if another emergency were to arise. One of the contractors for the wildfire emergency had already finished their work before a contract was drafted, but Mr. Arakawa hoped that there would be better preparation on a future occasion.

Work continued to evaluate the campaign effectiveness, the cost-benefit ratio, and the return on investment for the wildfire incremental budget request. Various contracts had been increased by \$11 million, which were to be monitored. The Mākaukau program was an example of the good work which had been done.

Staff members were working on a report for the Board of the expected amount and timeline of the federal reimbursement for the wildfire incremental budget requests.

Mr. Arakawa was happy to report that the HTA past-due accounts were up to date for the past four or five months, apart from an outstanding \$1.5 million to be paid that day. He congratulated the staff for their work and documented policies and procedures to ensure that invoices were cleared on time.

Work was also being done on procedures for modifying existing contracts.

The Finance Committee also worked on policies and procedures for the HTA executive employment contracts and bonuses. Formerly, the Board had not been aware of the existence of bonuses or the amounts of bonuses and how these were granted. At present, this point was

moot since the budget did not provide bonuses. The Board and the public would be made aware of the policies and procedures regarding granting bonuses.

Work on the HTA travel policies and procedures was still ongoing.

The budget and finances of the Hawai'i Convention Center will be discussed at the next meeting, and the General Manager of the center will inform the Board about the policies and procedures in place.

The Budget and Finance Committee was to discuss budget and fiscal issues that were being reviewed by the governance study.

Mr. Arakawa informed the Board that due to the success of the Mākaukau Maui program, the question "Does the HTA pay vendors who are opposed to the Mākaukau program?" had been asked by three persons in different ways. Some people believed that Maui was not ready to reopen, and it was necessary to discover whether their organizations were being funded by the HTA.

#### **a. Discussion and/or Action on HTA's Financial Report for February 2024**

The Budget and Finance committee had approved a prior version of the HTA Financial Report for February 2024 and presented a summary of this report.

Mr. Arakawa proposed a motion to approve the HTA's Financial Report for February 2024. The motion was seconded by Ms. Agas.

Mr. Kishi presented the Financial Report and reminded the Board that a detailed financial statement and balance sheet had been included in their document packet. His presentation was based on the summarized report labeled 11a.

In February, \$5,554,000 was spent on tourism programs from the general and tourism special funds combined. \$260,000 had been spent from the Tourism Emergency Special Fund on the USA Maui recovery program #1, and this contract was closed. During the fiscal year to date, \$60,244,000 had been collected, including a general fund appropriation of \$59.7 million, along with interest and some other income. The amount spent from tourism funds was \$33,540,000 to date. A detailed breakdown was provided in the report.

The Convention Center has received \$24,363,000 year to date, including \$11 million of general fund appropriation for the Fiscal 24 budget. \$11 million of Transient Accommodations Tax (TAT) had been collected in January. \$1.2 million had been collected from Hawai'i Convention Center operations, and this was the net profit realized so far.

To date, \$3,427,000 had been spent on Convention Center operations and marketing and subsidizing repairs and maintenance. To date, no funds have been spent on the Convention Center roof repairs, but this project is expected to start soon.

The Tourism Emergency Fund had earned \$129,000 from interest and changes in the value of dollar notes. \$2.6 million had been spent on branding for the USA Maui marketing recovery program #1, which was now completed. \$250,000 had been spent on the immediate Maui response, such as temporary shelter and returning luggage.

\$449,000 had been spent from federal funds, which had been contracted with the DLNR through a \$7 million contract. Mr. Kishi noted that general fund appropriations had not yet been granted at the beginning of the year, so \$250,000 of ARPA funds from FY22 and FY23 had been used for two pay periods of the fiscal year. The HTA had been awarded \$95 million of ARPA funds for FY22 and FY23 and had returned \$36,833,000 to the Department of Budget and Finance in July 2023.

The balance sheet showed that \$42 million in tourism funds had been awarded for this fiscal year, comprising \$27.9 million in general funds and \$14.1 million in special funds. Encumbrances comprised \$26.3 million in general funds and \$7.1 million in the tourism special fund.

The Convention Center had \$7.8 million in general funds and \$47.6 million in the Convention Center Enterprise Special fund. No ceiling had been designated for special funds, which explained the large balance that could not be spent. \$7.8 million in general funds and \$35 million in special funds were encumbered. For the Convention Center roof repair project, there was \$14.8 million in cash, of which \$670,000 was encumbered for the PMCM contract.

The Tourism Emergency Special Fund had \$2.3 million remaining, of which \$1.8 million was in cash or cash equivalent as well as \$497,000 in U.S. Treasury notes set to mature over two years, which could be liquidated and transferred to the checking account when needed. \$13.6 million remained from the EDA grant, including \$6 million encumbered to date.

Mr. Arakawa called for the vote, and Mr. Gionson conducted the roll-call vote. The motion was carried unanimously.

**b. Discussion and/or Action on the Hawai'i Convention Center's February Financial Report and Update on the Hawai'i Convention Center's 6-Year Repair and Maintenance Plan**

Mr. Arakawa stated that this report had been presented to the Budget, Finance, and Convention Center Standing Committee, which recommended its approval.

Mr. Arakawa proposed a motion to approve the Hawai'i Convention Center's February Financial Report and Update on the Hawai'i Convention Center's 6-Year Repair and Maintenance Plan. The motion was seconded by Mr. McCully.

Ms. Orton presented the Convention Center Financial Report for February. She thanked Mr. John Strandberg of Pacific Digital Signs for loaning a complementary screen, which was being tested and would eventually be mounted on the wall. One of the upgrades planned for the Convention Center was improved boardroom technology.

During February, the center hosted 17 licensed events, two more than had been budgeted. One was a Citywide sporting event, and the remainder were local events. The total revenue for the facility had exceeded \$1.4 million, including \$163,000 in other income, giving a total over \$600,000 more than budgeted. It was projected that by the end of the current fiscal year on June 30, the total facility gross revenue would be \$25.1 million, including \$1.5 million in interest. This represented a record for the facility and would give a net income of \$34,100. The center would thus reach the break-even point for the third year in the ten years ASM Global managed it. The center was expected to save the State \$5.3 million in subsidies for the present fiscal year. Citywide events had made a strong showing, thanks to the work of the HVCB team.

During the current fiscal year, the center was to host 21 Citywide events in addition to more than 230 local events. These events were expected to generate \$45 million in tax revenue and \$387.6 million in economic impact. This was mainly due to Citywide events offering a good return on investment (ROI). Ms. Orton gave a detailed running total of the expenditure and income figures used to calculate ROI and informed the Board that ROI was currently \$13.94 while it is expected to pass the \$20 level by the end of the fiscal year.

27 local events were scheduled for March, April, and May, including Kawaii Kon, with up to 20,000 participants. Mother's Day would be celebrated on the preceding Saturday with a special brunch and show. Ms. Orton gave details of the carbon offset program, which, since its inception, had financed the planting of 294 trees in two reforestation projects, resulting in the offset of 286.5 metric tons of carbon dioxide (CO<sub>2</sub>).

Ms. Tait gave a presentation on repairs and maintenance, with details in the report made available to Board members. A contract had been awarded for the exterior painting, and the team was working with the contractor to schedule the work and select colors. The replacement of the chillers was now 50% completed, with two of the four old chillers removed and new chillers installed. An LED lighting upgrade was underway and was expected to result in savings on utility bills. Selection of the LED fixtures had been completed, and a sample installation was

to be carried out before all upgrades were implemented. Design and build projects were in progress, with a firm of architects completing the qualification process.

The rooftop project was now on schedule, and a contract had been awarded to an architectural design firm. Ms. Tait thanked Attorney General Cole and his legal team for ensuring the contract negotiations were smoothly navigated.

The existing escalators were initially built in the building and were now 25 years old, although the lifespan of such equipment was usually estimated at 20 years. There were frequent breakdowns, and repairs were becoming more and more costly. Modernizing these escalators was in the evaluation stage, and several proposals had been received. The same escalator company would be used, and the plan is to maintain the trusses but replace the mechanism.

Chair Hannemann asked the Convention Center team to prepare a visual progress report in October for submission to Board and legislature members to show that taxpayers' dollars were being put to good use.

Mr. Nāho'opi'i expressed his gratitude to the Senate Ways and Means Committee for their draft of the HTA budget bill, including another \$20 million in the ceiling to allow a further \$20 million to be tapped from the Convention Center Special Enterprise Fund to accelerate major replacement projects. The Ways and Means Committee recognized the importance of keeping up with the repair and maintenance plan for the center. They proposed that some projects should be accelerated since funds were available. Chair Hannemann's suggestion would provide feedback to the legislature on their foresight in making funds available. It might also set the stage for a discussion of naming rights.

The branding bill for the Convention Center and Meetings, Conventions, and Incentives was all part of the economic recovery strategy and reflected well on the HTA. The expenditure ceiling was helpful to the management team because it would enable them to carry out several projects at the same time.

Mr. Ching commented on the furnishings of the Boardroom, which had been improved since he became a member of the Board. However, he pointed out that the room had little to portray Hawaiian culture, such as artworks that the artists might have loaned.

Ms. Tait informed the Board that there were about 30 projects in the queue for repair and maintenance, which were being addressed on a priority basis. One of these is related to leakages from the planters.

Chair Hannemann pointed out that the essence of Hawai'i was the native environment, and the Convention Center Boardroom was devoid of plants. Ms. Orton agreed that plants would make



the room more attractive, but plants would also entail additional staff to tend to them. At the moment there was a labor shortage, and projects were being attended to by priority.

Mr. Gionson conducted the roll-call vote, and the motion was carried unanimously.

## **12. Presentation by Dan Hoffend, ASM Global, on Convention Center Trends and Legends Acquisition**

Ms. Orton introduced Dan Hoffend, Executive Vice President of ASM Global Convention Centers.

Mr. Hoffend pointed out the importance of experience in creating a person's selfhood and the truths by which they lived. The theme of his presentation was "Redefining the live experience." ASM had 91 convention centers in its portfolio, and the Hawai'i Convention Center was special. Its finances were outstanding, and it was the only center with a positive return during three of the past ten years. Mr. Hoffend congratulated the team on their dedication. He also commented that sustainability had been an issue in Hawai'i longer than any other center. Other centers had attempted to put a price on tree planting but could not do so. Many corporate events had carbon and dollar budgets, which would encourage many organizations to come to the Hawai'i Convention Center.

Out of the 91 buildings operated by ASM Global, only Hawai'i and San Francisco reported directly to him, while every other building was overseen at a regional level. Other centers could learn much from the environment and the cooperation that was to be found in Hawai'i .

Mr. Hoffend summarized the current trend in the convention center industry. Experience, learning, networking, and commerce were the top four impact areas. This was equally true for sporting events, which were now recognized as revenue-generating events. Mr. Hoffend presented schematics showing the main elements of each of the four impact areas.

He emphasized the importance of creating an experience that would encourage participants to return to the location on their own. The majority of people found in-person learning experiences preferable. Networking refers to sharing with other people in the same field. Commerce refers to buying and selling.

The top aspects of the experience were immersive quality and customized agenda plans, and this created a storyline that was both business-related and personal. Many people abandoned the concept of work/life balance and preferred to regard life as a whole.

Mr. Hoffend reminded the Board that one of the results of the COVID pandemic had been making people prioritize experience. 28% of convention participants cited the importance of

after-hours events, and 22% emphasized more comfortable seating. More comfortable seating areas would also enable participants to share what they had learned after the formal convention events. Another result of the COVID pandemic was the increase in importance assigned to in-person learning, which was emphasized by 70% of participants and 7% over pre-pandemic levels. Material presented through online courses was not always easy to retain, whereas live discussions were memorable and created action.

Networking refers to connecting with people whose experiences resembled one's own and who had similar professional challenges and opportunities. Live experiences create motivation to action.

Regarding commerce, 80% of participants stated that in-person events were their most visited source for discovering new products or services. Live experiences were authentic, and the product could be seen as real. Online events could be streamed, but they were different from live interactions. There was a need to adapt and create locations where people could communicate.

Mr. Hoffend pointed out that whereas formerly participants at trade shows had been 85% male, shifts in age and gender had taken place. In the rising group of participants, there were more women than men. Many young people would prefer to spend available funds on a trip to Hawai'i rather than a car and concentrate on meaningful experiences rather than possessions. Millennials were the group of the future that had to be targeted. One of the issues of this group was that promotion in their career was challenging without being in the office. Their presence at live events provided an opportunity for promotion.

Mr. Hoffend pointed out that many convention centers now contained a TV studio that could produce sufficient content during an event to be used for a year. Interviews with exhibitors and participants during a four-day event would provide material for the following year, creating interest in subsequent events at the same venue.

Some convention centers now provide a "grab-and-go" facility for snacks and drinks. Some centers offered exclusive lounges for rent by exhibitors and could be sublet to sponsors or participants. Rooftop gardens emphasize wellness and sustainability.

Mr. Hoffend listed three core event elements: protecting the environment, investing in people, and strengthening our communities. He emphasized the importance of becoming part of the local community and supporting local projects. He also mentioned non-traditional revenue, such as naming rights for the venue or some part of it, sponsorship for individual parts, digital art, and entitlements.

Chair Hannemann asked Mr. Hoffend where the Hawai'i Convention Center stood among the 91 centers operated by ASM Global and what the center could do in addition to naming rights. He understood that youth and sports were major concerns.

Mr. Hoffend responded that these were good questions and that the Hawai'i Convention Center had enormous potential and a great foundation, especially regarding sustainability. Hawai'i was the only center which charged shows for tree planting. The aspect of aging plants, such as the escalators, was an issue. Every building at the 20–25-year mark was facing infrastructure problems. Finance had to be dedicated to solving this problem. The public and the legislature had to be informed about the importance of plant maintenance. The state of the roof was another issue since it was a usable space and could be a highlight. More could be done with artwork, and Mr. Hoffend cited the Albuquerque center, which was almost like an art museum with storylines behind each piece of art. More could be done in the Hawai'i Convention Center to provide areas where people could communicate once they had learned something. Digital screens with sound could be sold to sponsors. Comfortable seating areas were needed, with food provided. The Philadelphia center had changed its concession stands to “grab and go,” and increased revenue by 125% during two events. Every convention center was doing some good things, although none of them excelled at everything.

Mr. McCully asked whether Mr. Hoffend could provide a brief memorandum listing possible improvements to the Hawai'i Convention Center, which could be shared with the public and the legislature. Mr. Hoffend promised to work with Ms. Orton and Ms. Tait to develop guidelines. Examples were digital signage, which could be sold to sponsors, and food service, which could either be dining-room standard or “grab-and-go.”

Mr. Ching thanked Mr. Hoffend for his presentation and stated that he had been surprised to see wellness receiving such low interest from participants. Mr. Hoffend responded that while some participants were unconcerned, many younger participants were concerned about wellness. He noted that San Francisco Airport had stopped general announcements and broadcast them only in the small area related to the announcement. This enabled people to find quiet areas where they could make phone calls or participate in Zoom calls. If a participant had to leave a convention center to return to their hotel to make phone calls, they were unlikely to return to the center. It was important to keep participants in the convention center while the event was in progress. Wellness meant the provision of quiet zones where participants could get away from the shared areas. In some hotels, a credit card can be used to buy some quiet time.

Mr. Ka'anā'anā asked whether it would be possible for Hawai'i to be the site of tree-planting projects for other ASM-managed venues that might not have access to these projects. LED walls

were a good way to create non-traditional revenue and would be a good start for FESTPAC in June. Investment of about a million dollars in sports courts had created a recurring business to justify the expense.

Mr. Arakawa congratulated Mr. Hoffend on his presentation. He noted that FESTPAC hosted by the Hawai'i Convention Center had brought in 45,000 people for two days and financed tree-planting, some participants had also taken part in a project to clean up the harbor. Mr. Arakawa asked whether Mr. Hoffend would be open to looking at that major festival and contributing ideas that could be used in the future. Ms. Orton suggested that a movie theater could show movies during the festival and showcase Hawai'i goods and services on a live stream. This year, the center should try at least three innovations recommended by convention center staff for experimentation. Another idea would be to conduct live interviews with people in different areas of the festival and use this content not only for the host organization but also to provide publicity for the convention center. In the first year that FESTPAC was held at the convention center, the chef served 65,000 meals in two days. The HCC had a good foundation for this type of traffic.

Mr. Hoffend informed the Board that Legends was seeking to merge with ASM Global, although this was still under the Department of Justice's oversight stage. Legends was part of a larger corporation with no convention centers in their portfolio but concentrated on arenas and high-end food service. They were concerned to learn more about convention centers.

Chair Hannemann thanked Mr. Hoffend and invited him to return any time.

### **13. Presentation and Discussion Regarding an Update of the Meetings, Conventions and Incentives Market Activity and Pace Report, and Hawai'i Convention Center Activity and Local Sales**

Ms. Lynn Whitehead gave a presentation about the meetings, conventions, and incentives market activity, and the Board members were provided with a detailed report. Ms. Whitehead stated that she was gratified to see the passion and energy with which the destination was moving forward.

Regarding staffing updates, Ms. Whitehead thanked staff for pushing forward funding for the Citywide sales position. Candidates had been interviewed, and the position was hoped to be offered by the week of April 8. She welcomed Mr. Tom Casademont, who had recently been hired to take on the Citywide role Ms. Whitehead had formerly held.

Interviews were currently taking place for the West Coast single-property position, and it was hoped to select a candidate by the week of April 15. Ms. Lori Ohara had just completed her first

month as Senior Director of Sales for Single Property and Ms. Whitehead welcomed her to the team. Final negotiations to recruit a Client Services Manager were taking place, and it was hoped that the process would be completed by the end of the present week. Ms. Whitehead stated that this good momentum with staff assisted greatly with production.

Ms. Whitehead's report gave details of meetings that she and her team had attended, including hospital and bar association partnership meetings, AIME with hotel partners in Melbourne Australia, and 'Ohana Lunch with partners in Sydney, Australia, and the CESSE meeting in Vienna, which was in partnership with scientific meetings, representing \$150 million in contracted future business for Hawai'i in economic impact. The bar association partnership alone organized about 200 meetings annually, and this was a good opportunity for Hawai'i to get in front of their meeting planners.

The Client Services Team attended three sites in February: The American Pediatric Dentistry planning conference for 2029, the American Fisheries Society for September 2024, and the Association of Computing Machinery (CHI) scheduled for May 2024. Staff members also attended a meeting of the American Society for Transplantation and Cellular Therapy in San Antonio. These promotional trips were important to educate participants and ensure they were prepared to commit to their upcoming conventions.

Ms. Whitehead reminded the Board that strategic partnerships were key. Several of these had committed last year and were moving forward. In February, they committed to SITE Classic in Maui in 2025, and this would drive more incentive exposure to Maui. SITE Classic had hosted a webinar focusing on regenerative tourism with 189 attendees from 31 countries. HelmsBriscoe was a global strategic partnership with 1400 associates in 60 countries. They were to organize a webinar in the following week. They had provided much business, keeping information about Maui on their website and being a great partner in the MCI marketplace.

The MCI team was to partner with Marriott for a "Meet with Momentum" event in May. Marriott was a key sponsor and expected to bring about 30 corporate and incentive clients to Maui.

Ms. Whitehead gave an outline of production for Citywide and single-property events. Tentative room nights were strong, up 9% for Citywide. Citywide definite production had decreased, but during March, the team had closed two groups for 2024 and one for 2025. The Asia Oceania team was doing an exceptional job and committed to three groups representing 18,000 room nights and \$540 million in economic impact. More details would be given in next month's report showing quarterly production.

Short-term booking PACE for 2027 and beyond looked daunting but it was being made up in Citywide and single-property bookings. The team worked on the licensing agreement to close four verbal definite bookings. Two of these events were for 2025. The issue for 2026 events was the scheduling of the roof project to give sellers confidence to close bookings. One verbal definite group for 2026 was waiting for details of the roof project schedule to determine if they would have to postpone the event until the following year.

Tentative room nights for single property production were doing well, but definites were low. However, in March, they had just closed a total of 8700 room nights, representing 13 bookings altogether.

PACE was lower in 2024 and 2025, but Ms. Whitehead believed hiring a single property seller for the West Coast would make a difference. The team was considering moving incentives to midyear to increase momentum. They were reaching out to all islands and identifying opportunities.

During the past month, tentative room nights have grown significantly, especially on the Island of Hawai'i and O'ahu. Ms. Whitehead was looking forward to the quarterly report since MCI production always increased at the end of the quarter when clients and salespeople were aligned to confirm contracts.

Mr. Nāho'opi'i thanked Ms. Whitehead for her hard work by herself and her team. The Hawai'i Convention Center was breaking even on the operations side, but the hard work of the sales teams generated the income required for repairs and maintenance. Ms. Whitehead responded that the beginning of the year had been difficult, but she looked forward to catching up by the end of March.

Chair Hannemann thanked Ms. Whitehead and her team for their hard work.

#### **14. Report and Update by the Branding Standing Committee of their Meeting Held on March 27, 2024**

##### **a. Presentation and/or Discussion on HTC's China Market Updates**

##### **b. Presentation and/or Discussion on HTUSA's New Campaign**

##### **c. Presentation and/or Discussion on Planning for Long-Term Tourism Marketing Strategy**

Mr. Miyasato, the Chair of the Branding Standing Committee, stated that the committee had met the previous day. The Branding had pivoted away from Mālama to Mākaukau. The Branding Standing Committee acted as a clearing house for recommendations to the full Board.

Mr. Nāho'opi'i referred to a previous discussion about providing more information. He promised that detailed reports about campaign effectiveness and analyses of visitors' and residents' reactions would be provided for the Branding Standing Committee and the full Board at their April meetings.

Chair Hannemann agreed that data was needed to reinforce commitment going forward. Mr. Miyasato stated that today's meeting was a good example of data provision.

## **15. Adjournment**

Chair Hanemann asked for a motion to adjourn. The adjournment motion was proposed by Mr. McCully and seconded by Mr. Ching. The meeting adjourned at 1:22 pm.

Respectfully submitted,

A handwritten signature in cursive script that reads "Sheillane Reyes". The signature is written in black ink and is positioned above a horizontal line.

Sheillane Reyes  
Recorder

# **6**

## **CEO Report**





# HTA CEO REPORT

APRIL 2024

## EXECUTIVE SUMMARY

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 the month of March 2024 in support of the organization's overall mission, its strategic plan, and the community-led Destination Management Action Plans.

Maui Wildfires Recovery: Pursuant to HRS §201B-3(a)(23), HTA has been supporting the state's response and recovery efforts relating to the Maui wildfires. Details of that support is now centralized in a section under the Office of the President & CEO's report. As of Governor Josh Green's tenth emergency proclamation related to the fires issued on March 5, the tourism emergency declaration issued pursuant to §201B-9 is in effect until May 4, 2024.

Office of the President & CEO: The office continues to work diligently on advancing the Change Management Plan to ensure adequate levels of staffing. The Governance Study is also moving forward with our contractor working efficiently to gather input from stakeholders.

Destination Stewardship: Our stewardship team started the month strong with our participation and support of the Spring Tourism Week. Highlights included our internal sessions and breakout meetings where we shared our initiatives and strategies for destination stewardship with our global marketing team, our staff and stakeholders. Staff continued to review various procurements pending release in March and early April and continued monitoring DMAP implementation and stewardship programs with HVCB and Kilohana, respectively. HTA's Maui Recovery Visitor Education & Post-arrival marketing campaign as part of HTA's larger recovery initiatives in response to the Maui Wildfires is underway, and we are adjusting the content to meet the needs from what we are hearing on the ground. Lastly, program staff completed the extensions of our Kāheha Harbor Greetings program contracts across the state.

Brand and Marketing: The Brand team is executing CON 23003 Supplemental 2 to include an additional \$750,000.00 of EDA funds for the pre-approved Wholesaler Co-op Program. The Campaign Effectiveness study with SMARInsights concluded wave 5, which is the ROI phase of the study covering 2023, which was presented to the Branding Standing Committee Meeting on April 12. HTUSA is in production phase for new video assets of our new visitor-facing campaign and was able to share story boards for the first in edit at our Branding Standing Committee Meeting too.

Planning & Evaluation: The Planning and Evaluation team continued to focus efforts on the coordination of the Mākaukau Maui Resident Campaign which launched on February 15. Staff continued working Kilohana in the development of the Tourism Quality Assurance Program and capacity building needs assessment. A request for quotation was issued for the evaluation of each Destination Management Action Plan (DMAP). The findings will be used to developed the next DMAP process and plans. In the area of workforce, staff participated ClimbHI’s LEI (Lead. Explore. Inspire.) program events on Maui and Hawai’i Island. The LEI program is a career motivator program targeted and high school and college students held on the islands of O’ahu, Maui, Kaua’i and Hawai’i island.

## II. OFFICE OF THE PRESIDENT & CEO

**Functional Statement:** The Office of CEO is responsible for implementing the policies and instructions of HTA’s Board of Directors and administering the activities of HTA by planning, organizing, directing, coordinating and reporting its work.

- Leads relationship with Governor, Legislature, Board and state agencies
- Leads relationship with national tourism policy and strategy, Congressional offices, and national and international industry organizations
- Oversees HTA’s strategic direction and performance
- Oversees HTA’s administration, resource allocation, vision, and culture

### *Maui Wildfires Recovery*

#### Overview of Tourism Emergency Fund Utilization

Guided by the Maui tourism recovery plan, staff has been working on executing various actions called forth in that plan as approved by the board. The below table shows the status of our current efforts utilizing the Tourism Emergency Fund pursuant to HRS §201B-3(a)(23) during this gubernatorially-declared tourism emergency pursuant to HRS §201B-9, which is in effect until May 4, 2024.

Action	Tourism Emergency Funding	Vendor	Status
<b>1a. In early 2024, increase the visibility and call to action for travel to Hawai’i targeting high-potential markets.</b>			
US Maui Recovery Marketing Program #2	\$900,000	HT USA	Ongoing

Canada Maui Recovery Marketing Program #1	---	HT Canada	Ongoing
<b>1b. Support businesses to continue providing a consistent message that Maui is open for visitors.</b>			
Enhancement of the gohawaii.com site	\$250,000	HT Global Support	Ongoing
HTA-subsidized booth space or reduced participation fees at certain domestic roadshows or travel trade events.	\$200,000	HT Global Support	Ongoing
<b>2. Support and encourage consistent messaging and outreach to Maui residents, visitor industry stakeholders and businesses.</b>			
Develop and air local messages that share that many Maui residents want to return to work full-time and it is a path to economic recovery (TV, social, radio - Maui Focus) (Makaukau)	\$350,000	Kinetic TV & Radio Stations	Ongoing
<b>2b. Support and encourage consistent Mālama Maui message to visitors.</b>			
Increase post-arrival visitor communication and education that is Maui site-specific and addresses changes post-disaster.	\$350,000	Kilohana MVCB	Ongoing
<b>3. Support Maui small businesses that are experiencing significant reductions in sales because of lower number of visitors on island.</b>			
Support Maui small businesses and Maui Made products. Promotion of "Maui Made" products during West Coast saturation visits.	\$100,000	Council for Native Hawaiian Advancement	In Development <i>Lahaina Mākeke Scheduled to Open May 2024</i>
		Promotion of Maui Made products through US Maui Recovery Marketing Program #2	Ongoing
<b>4. Expand tourism product on Maui to provide new activities for visitors and support Maui businesses.</b>			
Create opportunities that allow potential visitors to explore different parts of Maui to see what is available.	Hawai'i Tourism USA Campaign #2		Ongoing
Encourage and support capacity building for small businesses	Kilohana Technical Assistance		In Development <i>Conducting Needs Assessment, Scheduled for Launch Q3 2024</i>
<b>5. Support providing longer-term housing for wildfire-impacted households living in visitor-type accommodations by appealing to TVR owners.</b>			

Increase communication efforts to alert residents of housing options: Develop commercial promoting various housing programs to encourage residents to move out of hotel properties and into long-term resident housing.	\$25,000	CNHA	Contract ready for signatures.
Lele Aloha seeks to be a critical bridge between community and agencies supporting Lahaina’s housing efforts.	\$25,000	Lele Aloha	Contract being drafted

*Mākaukau Maui Campaign*

As part of Hawai'i Tourism Authority's (HTA) efforts to support Maui's recovery, HTA recently launched the Mākaukau Maui campaign ([makaukaumaui.com](http://makaukaumaui.com)) on February 15, which gives a voice to Maui residents who are ready to get back to work in our visitor industry. While the fire-affected sections of Lahaina Town remain closed to the public, other parts of Maui are open to visitors to foster stability and economic recovery for its residents. Finding stability, reducing uncertainties, and establishing a new normal after the wildfires are crucial steps in healing emotionally and financially. The campaign highlights Maui residents in the visitor industry and includes TV, print, social and radio.

The Mākaukau Maui campaign was featured on a number of shows including Talk Story: Mākaukau Maui with McKenna Maduli (airdates on March 3 (K5), 4 (K5), 5 (KGMB), 7 (KHNL), 9 (K5), 10 (KHNL), 31 (K5)), HI Now Daily (every Friday from 2/16-3/29), and KITV's Island Life Live (every Thursday from 3/14-4/25). The campaign has been extended and with the last ad running on KGMB on May 5 (KGMB).

Paid social media placements for the Mākaukau Maui campaign were also placed from February 29 – April 15, and YouTube placements from March 19 – April 15. Metrics to be included in next month's report.

*Communications*

- Coordinated and assisted with interviews and statements, including:
  - Baxter Media, Ann Ruppenstein (Canada): Drafted responses on Mālama Hawai'i and Maui recovery efforts. (March 18)
- Updated Maui Recovery section on HTA website with resources and information geared toward visitors, businesses, employees, and community members throughout the month.

## ***Change Management Plan***

The HTA organization continued to transition into the structure presented and approved by the HTA Board at its July 2023 meeting. The objectives of this structure were to strengthen island-based management, increase resources for destination stewardship, and have dedicated leadership for brand and marketing. As of March HTA still had five vacant positions. A candidate for one Brand Manager position has been selected and authorization to hire has been transmitted to the Governor for approval. We also await Governor's approval to fill the second vacant Brand Manager position. The Fiscal Office did not find any compatible candidates from the list of Accounting Assistants provided by DHRD so another list was requested. Approval for redescribing the positions for Chief Brand Officer and Planner are still being reviewed. Working with the Deputy AG on amending the employment contracts to remove the bonus structure as approved by the Board.

## ***Governance Study***

Better Destinations, LLC has been contracted to complete the Governance Study. The contractor submitted a second findings report that was focused on identifying governance structures to achieve collective aspirations for Hawai'i's tourism.

Activities included:

- A situational Analysis and outcomes from the five co-creation labs
- Local focus groups and interviews from the four main islands
- Five Ideation Sessions
- Final results of the stakeholder survey

They started interview with board members and conducted an Ideation Session with HTA staff.

## ***Public Affairs***

### **Industry and Community Relations**

- Spring Tourism Week – March 4-8
  - March 4: Internal Partners Meeting, Staff & Major Contractors
    - Live KITV Good Morning Hawai'i interview with IG
  - March 5: Industry Partners Meetings, By Market
    - Empowered Hawai'i Forum aired on KHON with DN, Chair Hannemann, and Tyler Gomes from Kilohana
  - March 6: HTA Spring Tourism Update, Live from the Hawai'i Convention Center

- Presentations by all GMTs, Stewardship Team, Governance Study Team, Panel with Destination Managers
- 811 people participated via Zoom, an additional 807 viewed on Facebook, with additional viewers live on YouTube and 'Ōlelo Community Television.
- March 7: O'ahu FAM organized by O'ahu Visitors Bureau
- March 8: Tourism Day at the Capitol in partnership with the Hawai'i Lodging & Tourism Association, Hawai'i Visitors & Convention Bureau, Council for Native Hawaiian Advancement & Kilohana, and the Native Hawaiian Hospitality Association.
- HTA E-Bulletin
  - Finalized and distributed March 2024 HTA e-Bulletin. (March 8)
  - Drafted copy, edited, compiled images, and created layout for April 2024 HTA e-Bulletin.
- East Meets West Conference
  - Drafted social media copy on HTA's support of the conference, advancing O'ahu DMAP Action H.1. (March 13)
- Prince Kūhiō Parade
  - Drafted talking points for closing remarks by Kalani Ka'anā'anā at the parade (March 14)
- Mākaukau Maui
  - Completed guest form for DN appearance on KHON's Living808 segment. (March 6)
  - Provided edits to news release. (March 18)
  - Assisted with HTA request to place Meta ads and YouTube media buys.
- HTDC Innovate Hawai'i's E-Commerce and Digital Marketing Program
  - Drafted and distributed e-blast encouraging companies to apply for the program. (March 19)
- ClimbHI
  - Drafted Chair Hannemann quote for news release on LEI Maui event. Quote was incorporated in each island's event news release. (March 21)
- Merrie Monarch Festival
  - Drafted DN talking points for HINow interview on April 5. (March 27)
- IPW
  - Coordinated with Global Marketing Team to compile list of qualified media participating in the conference for outreach.
  - Requested Media Marketplace appointments with GMT-vetted, targeted media for May 5. (March 19)

- Festival of Pacific Arts and Culture
  - Shared FestPAC news release and media contacts with HT Canada. (March 14)
- DMAP Resident Communications Campaign
  - Participated in planning meeting. (March 18)
- Legislative Session
  - Updated Tourism Policy Page on HTA website and uploaded HTA testimonies. (Ongoing)

## Communications

### **News Releases/Reports/Announcements**

- News Release: Public Input Sought to Shape Governance of Tourism in Hawai'i (March 13)
- Report: Hawai'i Hotel Performance Report for February 2024 (March 19)
- News Release: Hawai'i Tourism Authority and O'ahu Visitors Bureau Initiate the Process to Revitalize the Content and Preservation of the Waikīkī Historic Trail (March 22)
- Report: Hawai'i Vacation Rental Performance Report for February 2024 (March 25)

### **News Bureau**

- Coordinated and/or assisted with the following interviews and statements, including:
  - Pitched and managed media interviews on-site promoting Tourism Week activities and Mākaukau Maui campaign.
    - KITV: IG interviews on Good Morning Hawai'i (March 4)
    - KHON: Daniel Nāho'opi'i (DN) interview on Wake Up 2day. Drafted talking points. (March 5)
    - Hawai'i Public Radio: DN interview on The Conversation (March 5)
  - KHON, Empowered: DN, Chair Hannemann, Tyler Gomes of Kilohana interviews on Mālama Hawai'i - The Future of Tourism. Drafted talking points for show. (March 5)
  - KHON, Brigitte Abbot: DN interview on Mākaukau Maui. Drafted talking points. (March 7)
- Assisted with the following media relations:
  - KHON, Jill Kuramoto: Provided Spring Tourism Update presentations on Market Insights and Japan market. (March 6)



- @viajesemlimites, Nataly Castro (Brazil): Reviewed and declined social influencer partnership request. (March 6)
- Hawai'i Business, Noelle Fujii-Oride: Provided potential interview recommendations for story on Native Hawaiian-owned hotels. (March 12)
- Honolulu Star-Advertiser, Allison Schaefer: Inquired about HTA data reference quoted by HIMAST in article on vacation rentals. (March 18)
- Travel Pulse, Scott Laird: Provided quote from HTA about the outlook of Maui visitation in 2024. (March 25)

**HTA's Social Media**

- Managed social media calendar, drafted copy, sourced images, and scheduled posts on HTA's Facebook, Instagram and Twitter accounts. Also monitored and responded to direct messages and post comments.
- Phasing LinkedIn and Threads into our social media presence and will begin reporting once established.

Platform	Facebook	Instagram	Twitter/X
Followers	28,648	10,823	43,409
Engagements	16,798	711	116
Posts	14	33	18

**Internal Communications**

- Managed 2024 Communications Calendar on an ongoing basis.
- Conducted weekly communications coordination calls with HTA leadership and Anthology.

*Government Affairs*

**Advisory Council**

Per HRS §201B-13 (b), HTA may establish an advisory group that meets regularly with leadership from other state agencies to advise HTA on matters relating to their respective departments. Based on input from the directors, HTA will have recurring meetings with each director instead of group meetings.

**Legislative Affairs**

The 2024 session of the Hawai'i State Legislature convened on January 17. HTA identified 135 measures of interest across the House and Senate that we are tracking, in addition to our budget request. Key leadership staff have also been scheduling one-

on-one meetings with legislators to answer any questions they may have about HTA's various requests and positions. The Tourism Policy Page on [hawaiitourismauthority.org](http://hawaiitourismauthority.org) shares our submitted testimonies as well as the board-approved positions for this session.

As of April 19, the following HTA priority measures remain alive and in conference:

- **HB1800: Relating to State Budget**
- **HB2563: Relating to the Hawai'i Tourism Authority (Visitor Mobile App)**  
*Requires the Hawai'i Tourism Authority to study the feasibility of, and create a plan for, developing and publishing, through a contract with a third party, a mobile application that includes all online application processes, including the collection of any applicable reservation fees, necessary to acquire a reservation to conduct recreational and commercial activities in the State that are regulated by or under the jurisdiction of a state or county agency.*
- **SB582/HB679: Relating to State Budget**  
*Moves funds from the Tourism Special Fund and Convention Center Enterprise Special Fund to the General Fund.*
- **SB2286: Relating to Internships**  
*Permits the Department of Labor and Industrial Relations to enter into contracts with eligible employers or registered apprenticeship programs in the private sector to provide on-the-job training to eligible interns. Requires the Department of Human Resources Development to collaborate with the Department of Labor and Industrial Relations for certain portions of the on-the-job-training work experience program.*
- **SB2659: Relating to Regenerative Tourism**  
*Incorporates a regenerative framework into the Hawai'i State Planning Act by expanding objectives and policies for the visitor industry. Requires periodic updates to the Tourism Functional Plan, specifies elements to be included in the Tourism Functional plan, and requires an update to the Tourism Functional Plan to be submitted to the Legislature no later than twenty days prior to the convening of the Regular Session of 2025.*

- **SB3364: Relating to Destination Management**

*Requires HTA to develop destination management action plans for each county and to perform specific actions in each plan. Expands the powers and duties of the HTA. Repeals the exemption of the HTA from administrative supervision of boards and commissions. Requires the strategic tourism management plan to include statewide destination management and regenerative tourism efforts and programs. Renames the tourism marketing plan as the strategic tourism management plan.*

### III. DESTINATION STEWARDSHIP BRANCH

**Functional Statement:** The Destination Stewardship Branch is responsible for implementing projects and programs that seek to balance and meet the economic, environmental, and social/cultural needs of Hawai'i while working in close partnership with the visitor industry and residents.

#### ***Natural Resources Initiative***

**Overview:** Support programs that protect, maintain and enhance Hawai'i's natural resources and cultural sites to improve the quality of life for all of Hawai'i's residents and to enhance the visitor experience in alignment with the Authority's 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 industry needs. The [HTA's Five-Year Strategic Plan 2020-2025](#) lays out the Natural Resources Pillar objectives to "encourage and support sustainable and responsible tourism; engage and encourage active natural and cultural resource management strategies in areas frequented by visitors; and to promote visitor industry alignment with the Aloha+ Challenge, Hawai'i's recognized model to achieve the UN's SDGs, especially for energy and water."

No significant updates for the month of March.

#### ***Hawaiian Culture Initiative***

**Overview:** Support programs that perpetuate and recognize the uniqueness and integrity of the Hawaiian culture and community and their significance in differentiating the Hawaiian Islands through unique and genuine visitor experiences.

#### ***Kūkulu Ola Program***

The Hawai'i Tourism Authority's Kūkulu Ola Program, consistent with Chapter 201B-7(a) of the Hawai'i Revised Statutes ("HRS") which allows HTA to "enter into agreements that include product development and diversification issues focused on visitors"; and Chapter 201B-7(5), which gives the HTA responsibility for "perpetuating the uniqueness of the native Hawaiian culture and community, and their importance to the quality of the visitor experience, by ensuring that Hawaiian cultural practitioners and cultural sites that give value to Hawai'i's heritage are supported, nurtured, and engaged in sustaining the visitor industry"; and Chapter 201B-3(a)(20) which states that HTA "may coordinate the development of products with the counties and other persons in the public and private sector, including the development of sports, culture, health and wellness, education, technology, agriculture, and nature tourism. In addition, the HTA Five-Year Strategic Plan 2020-2025 lays out HTA's plan to support Hawaiian Culture as stated above.

No significant updates for the month of March.

### *Festivals of Pacific Arts & Culture (June 6-16, 2024)*

HTA's Chief Brand Officer Kalani Ka'anā'anā is the Chair of the Commission on the 13th Festival of Pacific Arts & Culture. HTA staff continue to provide administrative support through the coordination and staffing of bi-weekly meetings, drafting and posting agendas and meeting minutes. As we near the June arrival dates we encourage those interested in learning more to visit: <https://www.festpachawaii.org/>

### ***Visitor Experiences Initiative***

**Overview:** The primary objective is to enhance the visitor experience while also preserving and promoting Native Hawaiian culture in addition to Hawai'i's multi-ethnic cultures and communities. This is achieved by fostering genuine, respectful, and accurate visitor activities and programs that connect tourists with the rich heritage of Hawai'i, all while supporting local cultural practitioners, artists, and craftsmen to ensure the preservation and perpetuation of Hawaiian culture and the local culture of Hawai'i.

### *Signature Events Program (SEP)*

The HTA's Signature Events program supports major events that have broad appeal and align with Hawai'i's destination's image and brand. These world-class events help Hawai'i to remain competitive, generate media exposure for Hawai'i, increase economic benefits and ensure tourism and communities enrich each other. Signature Events aim to attract attendees and participants from outside the state of Hawai'i with extensive

national and international marketing and have a significant economic impact as measured by the number of out-of-state participants. The program seeks to support and strengthen existing events and create new events for both residents and visitors.

No significant updates for the month of March.

Event Name	Organization	Island	Award Amount	Summary
Prince Kūhiō Celebration & Parade	Association of Hawaiian Civic Clubs	Maui	\$40,000.00	A month-long celebration honoring Prince Jonah Kūhiō Kalanianaʻole, this festival includes a parade, hoʻolauleʻa, and cultural activities across several Hawaiian islands. Targeting residents and visitors, the event seeks to promote authentic Hawaiian cultural experiences, aligning with increased interest in Hawaiʻi's unique history and traditions.
Molokaʻi Prince Kūhiō 2024	Hoʻolehua Homesteaders Association	Statewide	\$20,000.00	The "Molokaʻi Prince Kūhiō Celebration," scheduled for March 2024, aims to honor the legacy of Prince Jonah Kūhiō Kalanianaʻole, fostering unity and cultural awareness among Native Hawaiian communities, local organizations, and educational institutions. This event aligns with the Hawaiʻi Tourism Authority's strategic objectives by offering authentic cultural experiences that deepen visitors understanding of Hawaiʻi's heritage, thereby promoting positive interactions between residents and tourists. Emphasizing regenerative tourism, the festival seeks to preserve and perpetuate Hawaiian culture, ensuring that the visitor industry contributes meaningfully to the local community's sustainability and cultural vitality.

*Community Enrichment Program (CEP)*

The Community Enrichment Program fosters community-based tourism projects that improve and enrich Hawaiʻi's product offerings. These projects provide unique,

authentic, and highly valued visitor experiences and represent activities developed by our community, for our community, and that the community wants to share with our visitors.

No significant updates for the month of March. Below is a list of CEP events for the month of March:

Event Name	Organization	Island	Award Amount	Summary
Maui Pops Orchestra 2024 Concerts	Maui Pops Orchestra Inc.	Maui	\$17,500.00	The Maui Pops Orchestra 2024 Concerts at the Maui Arts & Cultural Center offer an enriching cultural experience through diverse musical performances, featuring Disney and Broadway music, a 'Roaring 20s' revue, and Hawaiian artists. By engaging a broad demographic including seniors and promoting Hawaiian musical heritage, these concerts align with the goal of celebrating Hawai'i's multicultural legacy and fostering community relations. The educational outreach "Ensembles in Schools" project, alongside regular concert seasons, exemplifies the orchestras commitment to cultural preservation and intergenerational community engagement.
28th Honolulu Festival	Honolulu Festival Foundation	O'ahu	\$25,000.00	The 28th Honolulu Festival, themed "Walk Together with Aloha, Pass the Baton to a Sustainable and Peaceful Future," is a vibrant celebration of Hawai'i's multicultural heritage, taking place at the Hawai'i Convention Center and other venues in Honolulu. This festival fosters positive resident-visitor interaction through a plethora of cultural activities, including performances from Pacific Rim countries, a local craft fair, and the Genki Ala Wai Project. Emphasizing education, nature conservancy, and economic contributions, the festival encapsulates a responsible

				stewardship of Hawaiian culture and tourism.
Downtown Līhu‘e 2nd Saturday Night Market	Rice Street Business Association	Kaua‘i	\$18,000.00	<p>The Downtown Līhu‘e Night Market, held monthly, focuses on local revitalization and community engagement. It features over 30 local businesses, artists, and cultural practitioners, fostering a sense of community reminiscent of plantation days.</p> <p>The event includes performances, educational booths, and supports local commerce. The market's success is evaluated through economic impact on vendors, cultural preservation, and community support, with metrics tracked via sales data, cultural activity logs, and community surveys.</p>
E Kanikapila Kākou 2024	The Garden Island Arts Council	Kaua‘i	\$2,500.00	<p>The E Kanikapila Kākou 2024, a music event themed "He Manamana Ka Welo" (Tradition is Diverse), will run every Monday for eight weeks in February and March at Kaua‘i Beach Resort &amp; Spa. This series offers a deep dive into the Significant Songs of Hawai‘i, showcasing the diversity of Hawaiian traditions through narrative-rich performances. The event targets both local residents and visitors, aiming to provide an enriching cultural and musical experience that emphasizes the enduring legacy of Hawaiian songs and dances.</p>
Prince Kūhiō Maui Ho‘olaule‘a (PKMH)	Lōkahi Pacific	Maui	\$20,000.00	<p>The Prince Kūhiō Maui Ho‘olaule‘a is a one-day event at Queen Ka‘ahumanu Center, Maui, dedicated to celebrating Hawaiian cultural heritage and the legacy of Prince Jonah Kūhiō Kalaniana‘ole. Scheduled for March 22, 2024, the event features Hawai‘i-made artists, exhibits, music, hula performances, and educational activities, aiming to deepen appreciation for Hawaiian traditions among residents and visitors. This program aligns with the strategic</p>

				objectives of promoting cultural heritage and arts while enhancing resident-visitor interaction through community engagement.
Celebration of the Arts	Kapalua Maui Charities	Maui	\$50,000.00	The Celebration of the Arts Festival, organized by 'Āina Momona and founder Clifford Naeole, is set to be held at the Ritz Carlton in Kapalua on March 29-30, 2024. The event, renowned for celebrating Hawaiian culture, will feature over 60 of Hawai'i's top artisans, educators, and entertainers. This year's focus is on supporting Maui artisans and musicians affected by recent fires. The festival includes traditional Hawaiian chants, music, hula, and a "Celebration of Island Tastes" event, aiming to provide a cultural exchange for visitors and residents.
Merrie Monarch 2024	Merrie Monarch Festival	Hawai'i	\$90,000.00	The 61st Annual Merrie Monarch Festival, slated for March 31-April 6, 2024, in Hilo, Hawai'i, will be broadcasted live, featuring a three-night hula competition and the Hō'ike exhibition. In partnership with Pono'i Productions, LLC, and Hawai'i News Now, the festival will reach a global audience through live television broadcasts and streaming. This festival aligns with HTAs goals by showcasing Hawaiian culture and hula, enhancing resident-visitor interactions, and providing a platform for cultural education and appreciation worldwide.
Volunteer Month Hawai'i 2024	Kanu Hawai'i	Statewide	\$40,000.00	Volunteer Week Hawai'i, now expanded to Volunteer Month Hawai'i, is an annual statewide event fostering community engagement through volunteerism, recognized by the Hawai'i state legislature. This program aims to increase volunteer participation among residents and visitors, strengthening community bonds and supporting local nonprofits. By integrating voluntourism, the initiative aligns with HTAs strategic objectives, promoting responsible tourism and



				enhancing visitor experiences through meaningful cultural and community interactions.
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Visitor Assistance Program (VAP)

**Overview:** HTA’s Visitor Assistance Program (VAP) provides support, resources and guidance to visitors who are victims of crime and other adversities while traveling in Hawai‘i. Services include providing phone cards, transportation, meals, hospital visits and moral support, replacing lost IDs, assisting with hotel and airline bookings, and more. Under HRS 237D-6.5(b)(2), HTA, at a minimum, is required to spend 0.5 percent of the Tourism Special Fund on safety and security initiatives.

**March Stats:**

County	No. of Cases Handled	No. of visitors served	Primary Visitor Market(s) Served	Industry \$\$ Contributions
Hawai‘i	25	88	US East & West	\$105.00 (cash) \$11,644.00 (In-Kind)
Honolulu	46	124	US East & West	\$280.00 (cash) \$15,524.10 (In-Kind)
Kaua‘i	9	26	US West	\$900.00 (In-Kind)
Maui	7	17	US West	\$4,600.00 (In-Kind)

Ho‘okipa Malihini Program

Ho‘okipa malihini means to welcome guests and as its name suggests, this program will enhance the visitor experience and resident-visitor interaction. Programming includes cultural programs and entertainment in various resort and visitor areas statewide 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. The program will directly support the Hawaiian community and cultural practitioners by creating opportunities to involve them in the industry with industry partners and visitors. While some resort/hotel areas have cultural directors this program helps to reinforce our collective kuleana to Mālama Hawai‘i.

**Resort Area Hawaiian Cultural Initiative (RAHCI)**

HTA’s Resort Area Hawaiian Culture Initiative provides support to cultural practitioners and musicians who present Hawaiian experiences, entertainment, and music in resort areas.

No significant updates for the month of March.

**Kāhea Greetings Program (Airports And Harbors)**

Programming includes regularly scheduled, free, year-round entertainment to create a Hawaiian sense of place for the millions of visitors entering Hawai’i through our airports and harbors statewide. Contract extensions were executed in March 2024 for Hilo Harbor, Kona Pier, and Nāwiliwili Harbor to continue providing greeting services for calendar year 2024.

Below is the programming schedule at each port:

HNL	OGG	KOA	LIH	ITO	Hilo Harbor	Kona Pier	Nāwiliwili Harbor
Mon - Sat 9:30am- 1:30pm	Fri, Sat, Sun 10:00am- 2:00pm	Thu & Fri 11:00am- 3:00pm	Fri & Sat 10:00am - 2:00pm	Mon 11am – 3:00pm	<i>With Cruise Ship Arrivals</i>		

**Post-Arrival Messaging**

Finalized the Maui Recovery Visitor Education & Post-Arrival Marketing campaign as part of HTA’s larger recovery initiatives in response to the Maui Wildfires. All four channels of Visitor Education and Post-Arrival Marketing – Native Ads, Digital Display, Search Engine, Social Media – are tracking well to KPIs established by our Destination Stewardship contract. The click-thru rate of social media is tracking higher than anticipated which is a favorable metric. We will be reporting specific KPIs for this quarterly. Please see the Destination Stewardship appendix for more details on this topic.

**Smart Tourism**

HTA staff has asked Kilohana to pause on this part of their scope of work while HTA evaluates how to move forward given the Maui wildfire, bills addressing destination apps currently moving through the Legislature, and other factors.

**Destination Management**

HTA staff are working with the island destination managers on revamping their reporting templates to fit this new CEO report model.

### ***Technical Assistance & Capacity Building***

HTA staff is working with Kilohana on the technical needs assessment. The assessment and its final report are slated for completion at the end of March. Once the needs assessment final report is completed the staff and Kilohana will utilize the findings to finalize the content and format for the three community tourism collaboratives. We anticipate that they will launch in Q3 2024 and be focused on Foundational Technical Assistance, Community Stewardship and Regenerative Experiences.

### ***Workforce Development Program***

Pursuant to HRS 201B-3(a)(22) HTA will address the industry's evolving needs in workforce training by working with educational institutions to make training available for the industry workforce to help enhance overall skills and quality of service. Sustaining tourism's success also depends on Hawai'i's youth helping to carry the industry forward and becoming the next generation of leaders. Encouraging Hawai'i's high school and college-age students to choose tourism as their career is another important part of HTA's workforce development initiative in ensuring that there are career opportunities in the tourism industry for Hawai'i's own.

### ***Tour Guide Certification***

Development of curriculum for an online Tour Guide Certification training program that will include but not be limited to: Hawaiian culture, Hawai'i's history, customer service and safety issues. Identification and implementation strategies also to be developed to increase enrollment and certification completion. This program is being developed through a contract with Kilohana.

### ***ClimbHI's LEI (Leadership.Exposure. Inspiration.) Program***

HTA supports ClimbHI's LEI (Leadership, Exploration, Inspiration) program, which is designed to inspire Hawai'i's high school and college students to pursue a career in Hawai'i's visitor industry. The events are scheduled in April – April 4 (Maui), 9-10 (Hawai'i Island), 16 (Kaua'i) and 22 (O'ahu). More than 1,000 students and 100 businesses are expected to participate in the program's 12th year. Students will engage industry leaders and participate in activities that provide an overview of the hospitality industry. They also discussed topics such as resident sentiment, the importance of the hospitality industry, and Hawai'i's cultural values. This includes an Exposure Fair, where students network with businesses and organizations in the visitor industry. HTA has a

table at this event to share with the students and teachers the value of Hawai'i's visitor industry.

## VI. BRAND BRANCH

**Functional Statement:** The purpose of the Brand Branch is to strengthen tourism's overall contribution to Hawai'i by taking the lead in protecting and enhancing Hawai'i's globally competitive brand in a way that is coordinated, authentic, and market-appropriate. This includes the oversight of the implementation of annual brand marketing plans in select major market areas (USA, Japan, Canada, Oceania, Korea, China, and Europe), sales & marketing for single property and city-wide global meetings, conventions and incentives or MCI, Global Support Services which includes management of a digital assets library, social media tools, and the gohawaii.com consumer website, affiliate sites, and application, Island Destination Brand Management & Marketing with representation and expertise provided in each county of Hawai'i, and sports programs.

### *Major Market Destination Brand Management*

**Overview:** This initiative focuses on destination brand marketing for leisure travel in seven major market areas with pre-arrival communications to educate visitors with information about safe, respectful, and mindful travel within the Hawaiian Islands. Another key emphasis of the initiative is to drive visitor spending into Hawai'i-based businesses to support a healthy economy, including supporting local businesses, purchasing Hawai'i-grown agricultural products, and promoting Hawai'i-made products in-market, in partnership with the state's Department of Business, Economic Development & Tourism (DBEDT) and the private sector.

### US Major Market Area

- CON 23003 – HTUSA launched GoHawaii on TikTok on March 1, 2024, and is off to a successful start with 2,011 followers and 2,190 likes across 6 posts, ranging in 700,000 to 2,100,000 views each for the month.
- HTUSA shared the timeline and a storyboard for its new campaign at the recent Branding Standing Committee Meeting, which welcomes U.S. visitors to Hawai'i. The campaign highlights activities and experiences that are attractive to mindful travelers while sharing their kuleana as visitors in a way we've seen works with recent Mālama Hawai'i and Mālama Maui messaging. The campaign begins with new social media messaging starting at the end of March and continues with

additional social and digital messaging rolling out throughout the spring culminating with long-form digital video content in June.

- Also shared in the Branding Standing Committee Meeting were findings from our Campaign Effectiveness Study with SMARInsights. We found that advertising is especially effective at motivating travel, with a visitation rate of 16.4 percent by those who were exposed. The result is a 9-point lift in travel, generating more than 583,400 influenced trips. US travel parties spent close to \$6,000 per trip. With party sizes averaging just over 3 people, the per person per day spending amounts to about \$1,900. Given the number of incremental trips, this generated over \$3 billion in influenced visitor spending. With over \$8 million in targeted spending in the continental US, this results in a return on investment of \$407 for every \$1 invested in paid media. A total of \$8,320,330 was spent on paid media for calendar year 2023.
- CON 24017 – HTA is reviewing and approving HTUSA’s proposal for using Tourism Emergency Special Funds to update gohawaii.com as it relates to Maui.

### Canada Major Market Area

- In March, HTCAN launched a program with Baxter (Travel Trade Media) to encourage agents to enroll and complete the Hawai’i Destination Specialist Program. It offers gift card prizing and will be promoted via e-communications and website presence over the next few months.
- March also showed the enthusiasm for cruising among Canadians is on the rise, with travel advisors noting a significant uptick in cruise sales to Hawai’i. This trend can be attributed to the increasing recognition among travelers that cruises offer exceptional value for their holiday budget. With enticing special offers, shipboard credits, and other inclusions, individuals are finding that booking a cruise to the Hawaiian Islands not only fulfills their vacation desires but also provides added benefits that enhance their overall experience.
- In March, HTCAN maintained its organic social media presence with a combination of Instagram, Facebook and Twitter. Throughout the month, a series of posts showcased a range of activities and scenic locations. The top performing post for the month was an Instagram post related to a large Maui Moments contest awarding a trip to Maui. It generated 152 healthy engagements including Likes, Comments, and saves.

### Japan Major Market Area

- In March, the Yappari Hawai’i campaign advertising continued on OOH and digital channels generating over 61 million impressions including taxi signage (2.3mil), SNS (1.8mil), and Yahoo banners (57mil). In addition, HTJ garnered support and

participation from 22 industry partners with special offers as part of this major campaign.

- For romance promotion, HTJ placed advertisements at Seibu Railway's Train Channel, in conjunction with taxi signage and digital ads on SNS and YouTube in March. Total impressions reached over 22 million. HTJ is also working with Mynavi Wedding, a top wedding search site in Japan, to create a special romance campaign page for Hawai'i. Preparation is also underway to conduct a romance-themed FAM in April.
- HTJ will conduct its annual Japan Summit at Hawai'i Convention Center on April 25, inviting travel agents from major and mid-size travel agencies from Japan, to meet with Hawai'i industry stakeholders. To date, over 100 people from 26 companies in Japan, and more than 110 people from 64 businesses in Hawai'i have signed up for the summit. There will also be speakers from Expedia, MyNavi, and Yomiko Advertising.

### Oceania Major Market Area

- This March HTO partnered with First Travel to introduce and update their key travel consultants on the destination of Hawai'i. The FAM included O'ahu and Maui providing an update on the Maui recovery as well as key product on both islands. First Travel (via their wholesale division Lifestyle Holidays is expanding their Hawai'i product, supported by HTO)
- In March HTO presented a webinar to the Flight Centre NZ Wholesale team, focused particularly on Maui updates. This was very well received and will help the wholesale staff sell Maui and support their travel consultant network.
- The HTO team also attended the Outrigger Hotel showcase in Sydney as well as providing support for the showcase in Sydney, Melbourne and Brisbane by providing hula dancers for each event.

### Korea Major Market Area

- HTK has organized a media and influencer group FAM to O'ahu and Hawai'i Island. Two leading travel magazines, Hey! Travel and National Geographic Traveler, will each publish one print advertorial and one online article; the two influencers will upload 6 posts on their Instagram channels. All four will introduce the Merrie Monarch Festival, various cultural activities, historic spots, and Mālama-themed accommodations on both islands.
- HTK collaborated with Honeymoon Resort to promote a series of romance products with a focus on Maui since January. The promotion concluded successfully in March, with 1,087 couples purchasing the products, surpassing the sales target of 1,000. In

addition, the campaign generated a total of 787,560 impressions and reached 202,769 viewers through various digital channels including Naver Keyword Ads, Naver Blog, YouTube, and Instagram.

- HTK distributed the B2C Aloha Newsletter, sharing news and updates for the 1st quarter of 2024. The newsletter introduced the launch of #MyTrueAloha campaign on HTK's social media channels, as well as upcoming festivals in Hawai'i in Q2. This month, HTK also distributed the B2B Spring Aloha Newsletter to over 700 trade partners, sharing airlift updates, highlights of HTK's activities, and Korean market updates for the 1st quarter of 2024.

### *China Major Market Area*

- HTC has been working diligently to develop direct air service from China. The team is currently in discussion with Beijing Capital Airlines, a subsidiary of Hainan Airlines, to fly non-stop to Honolulu from either Hangzhou or Beijing. HTC is also facilitating closely with DBEDT and Hawai'i Department of Transportation. A letter of interest has been received from Beijing Capital Airlines and forwarded to DOT for follow up.
- In March, across its social media platforms Weibo, WeChat Official Account, WeChat Video Channel, Douyin, and Xiaohongshu, HTC made multiple posts covering topics of Hawai'i gardens including McBryde Garden, Allerton Garden, Kahanu Garden, and Limahuli Garden; Hawai'i's local beer brands and the Kona Brewers Festival; various outdoor and cultural activities; giving back to nature; marine conservation activities; and more.
- On March 29, HTC attended the U.S. Consulate Chengdu Roadshow, in partnership with Dista Travel. There was other 7 organizations who participated in this promotion: Los Angeles Tourism and Convention Board, Destination DC, Kissimmee Tourism Office, the Rockefeller Center, Philadelphia, and Brand USA. A total of 75 travel trade professionals were in attendance. HTC supported the event with hula performance and showcased the Hawaiian Islands with a destination presentation.

### *Europe Major Market Area*

- HTE launched its first digital consumer campaign, "Discover Hawai'i," in Germany, Switzerland, and the UK. The campaign is designed to re-build Hawai'i's brand as well as to drive engagement and conversion. The campaign distributes creative content across the themes, Food, Culture, Nature, and Adventure, to relevant audience segments. Throughout the year, a series of tour operator partners will be included within the tactical elements of the campaign driving engagers to book their trip to Hawai'i. To date, the campaign has already driven 135K interactions and an interaction rate of more than 5%.

- HTE launched trade campaigns in the UK and Germany with the focus of agents signing up to and completing the Hawai'i Specialist Training Program. A webinar, the 1<sup>st</sup> out of 3, was conducted this month as part of the German travel trade campaign, sharing general information about the islands. There was a total of 87 participants. The webinar was also recorded and will be placed on a landing page promoting the islands.
- In March, In UK, sales team training was undertaken with Flight Centre with 21 agents in attendance. The recording has been distributed to all Flight Centre branches. In Germany, a webinar was undertaken in collaboration with CUNARD Cruises with 42 agents. The recording also has been distributed to agents that had signed up but weren't able to join the live webinar.

### ***Global Meetings, Conventions & Incentives***

**Overview:** The MCI market can become a critical source of profitable "base" business booked years in advance. This base of business enables a higher yield of shorter-term leisure business. It can also help fill hotel occupancy gaps in future years by capitalizing on off-peak opportunities. To be competitive and thrive in the changing world of business tourism (MCI market), Hawai'i must capitalize on its strategic mid-Pacific location, which conveniently connects East and West, helping organizations create business events that are international, engaging and memorable experiences. Our location also contributes to a unique experience and the group setting of these meetings, conventions and incentives allows us to further educate our markets about Hawaiian culture and our precious resources by immersing attendees and stakeholders in these activities. Primary focus is on MCI sales and marketing in the United States, Japan, Canada, Oceania, Korea, and other Asia markets as appropriate.

### **Sales & Marketing Efforts:**

- Meet Hawai'i is still in the process of filling vacant positions.
- Meet Hawai'i activities will be highlighted in Budget Finance Committee Meeting from April 2024 onward as opposed to Branding Standing Committee Meeting.
- North America: Industry forecasts predict the meeting sector reaching or exceeding pre-pandemic volumes by the end of Q1, signifying a significant comeback. While recovery paces vary by destination, positive progress is evident across the board. Some reports suggest a potential slowdown in service sector inflation, including hospitality, which could further benefit the travel and meetings industry.
- Asia/Oceania: International travel also shows promise. Nearly half of meeting planners surveyed intend to host cross-border events in 2024, with a strong focus on Europe, the Caribbean, Mexico, and Canada. This bodes well for US destinations



aiming to attract international gatherings. The Asia-Pacific region presents a mixed picture, including limited airline capacity, economic underperformance, and the growing adoption of virtual meeting platforms – for China as an example. While some markets face headwinds, others like New Zealand offer exciting growth opportunities.

- **Citywide:** This month the team licensed three events representing 18K tentative room nights. The team exceeded its YTD YOY production in contracted room nights (+87 percent) and remained flat for the number of booked events. The team continues to exceed its YOY tentative room nights with an +11 percent increase from 2023.
- **Single Property:** Q1 tends to be a slower production month for the Single Property team that still managed to make tremendous strides in riving business to all islands in the first part of the year. The team contracted 13 events representing 9K+ total room nights. YOY was significantly over last year's production. From a YTD perspective, YOY definite bookings were up 143 percent and definite room nights were up 97 percent. From a tentative perspective, the team exceeded both YTD tentative leads YOY (+10 percent) and room nights (+21 percent).
- **List of March Sales Activities:**
  - Client promotional events
    - March 5, 2024 – MPI Aloha Chapter – O'ahu, HI
    - March 7, 2024 – Marriott Hawai'i Ho'olaule'a – San Fransisco, CA
    - March 14, 2024 – GMC PCMA Awards Reception – Industry Event – Chicago, IL
    - March 20-21, 2024 – Outrigger Showcase – Melbourne & Sydney, AU
    - March 21, 2024 – IAEE Northern California Spring Mixer – San Fransisco, CA
  - Educational events and trade shows
    - March 4-7, 2024 – The Asia-Pacific Association for International Education (APAIE) – Perth, AU
    - March 5-7, 2024 – MPI NCC ACE – Industry Event – San Fransisco, CA
    - March 7, 2024 – HIS Group Staff Hawai'i Workshop
    - March 21, 2024 – DMS Connect – Sydney, AU
  - Sales blitzes
    - None to report for this month.
  - March Major site visits and familiarization (FAM)
    - Island of Hawai'i - 1
    - Kaua'i - 1

- Maui – 1
- O‘ahu – 1

### ***Island Destination Brand Management and Marketing Services***

**Overview:** The Island Destination Brand Management and Marketing Services (IDBMMS) include the support from on-island representatives on behalf of HTA for visitor education, visitor industry engagement, and public relations activities; serving as advisors to HTA on the respective islands and The Hawaiian Islands statewide brand; collaborating with HTA’s Global Marketing Team to develop and implement familiarization trips and press trips to areas that are welcoming visitors; providing island-based visitor education support during promotions, trade shows, and missions in major market areas, and coordinating with city and county government officials and designated organizations during crisis management situations.

- CON 24009 – Island Destination Brand Management & Marketing Services continues to support the HTC Mission and, as mentioned in last month’s CEO Report, IPW in Los Angeles.
- In addition, IDBMMS is finalizing amenity kits that will be provided to the HTA for upcoming events as a part of their contract and that will highlight local businesses across Hawai‘i at networking opportunities.
- IDBMMS is also working with Brand Managers and their respective GMT to strategically implement the post-FAM survey, which will help us to enhance our product based on participants’ needs.

### ***Global Support Services for Brand Management & Marketing***

**Overview:** The Hawai‘i Tourism Global Support Services for Brand Management and Marketing support HTA’s comprehensive pre- and post-arrival visitor education and destination management efforts, as well as HTA’s Global Marketing Team throughout the U.S., Canada, Japan, Oceania, Korea, China, and Europe. The support services include providing market insights to boost strategy, management and development of creative and digital assets, social media, website management, including GoHawaii.com, application development and maintenance, and maximizing emerging technology to support the updating of our Ma‘ema‘e Toolkit and Brand Guidelines. The resources are also shared broadly with the public for the community, visitor industry, businesses, media, travel trade, and meetings, conventions and incentives industry representatives to utilize in their respective areas.

- RFP 24-09 – The Hawai'i Tourism Global Support Services for Brand Management and Marketing team is scheduling training with GMT and Brand Mangers to (re)familiarize each user to the platforms, identify needs raised in our internal meeting during Spring Tourism Update, and provide the market insights support outlined in the scope of services. The outcome of these training sessions is a checklist for HTA and its partners to reference when creating content to share, fact sheets on an annual and biannual basis, quarterly check-in meetings, and a list of resources for ongoing assistance, which will be available via SharePoint to all users.

## **Sports**

**Overview:** HTA is committed to continuing its support for amateur, collegiate and professional sports programs and events seeking to hold tournaments, exhibitions, and other activities in Hawai'i. Such events and programs extend the brand image of, and attract visitors to, our islands. These visitors will travel to support these events and programs while concurrently stimulating our state and local economies. As part of this program, HTA requires all its sports events and programs to include a community engagement and benefit component as part of their proposal. Community engagement and benefits may involve activities, such as youth clinics, coaches' clinics and other activities designed to provide Hawai'i's youth with access to resources and guidance not normally available to them.

- **April Event Partnerships**
  - The Big West Men's Volleyball Championship Tournament, April 18-20, Stan Sheriff Center

## **VIII. PLANNING & EVALUATION BRANCH**

**Functional Statement:** The purpose of the Planning & Evaluation Branch is to strategically plan for the near, mid, and long-term health and vitality of our visitor industry and manage destination issues that affect communities and the visitor experience. This includes the development, monitoring, and oversight of various plans for the HTA including but not limited to the Strategic Plan, the Destination Management Action Plans (DMAPs), and the Tourism Management and Marketing Plan. Other activities include development of policy as it relates to tourism.

### **Planning**

**Overview:** This area develops plans in addition to carrying out research and evaluation functions to develop HTA programs and activities.

## ***Product Development***

**Overview:** Develop, lead, assess, and optimize the development of new products and experiences. Leverage data and research to identify opportunities and areas where the development of programming is needed.

### **Tourism Quality Assurance Program**

This is a certification program to recognize and grow responsible, sustainable businesses. In addition, this program is meant to provide and maintain consistency in areas such as quality, reliability, environmental, sustainable, and responsible tourism practices. This program is being developed through the CNHA/Kilohana contract.

- Meetings were held in March with the advisory committees to conduct the final review of the criteria that businesses will be evaluated.
- The last meeting with the Advisory Committees was held on April 12 to share out the final name of the program, pilot program details and overall program rollout timeline.
- Next steps are to pilot the program with a handful of visitor industry businesses. A website is also in development. Program roll out is anticipated in June 2024.

### **Technical Assistance Needs Assessment**

The purpose of the needs assessment is to gather input from Hawai'i businesses and organizations on the current needs, barriers, and opportunities in working within and partnering with the visitor industry. Insights will help to inform future efforts, including the development of technical assistance (TA) and capacity building programs in the areas of foundational TA, community stewardship, and new regenerative experiences. This is also part of CNHA/Kilohana contract. A draft report was provided to HTA on March 28. Leadership team met with CNHA/Kilohana, Solutions Pacific and Ward Research to review the draft plan on April 8. Final report will be provided to HTA by the end of April. Findings and recommendations will be used to develop the Technical Assistance and Capacity Building programs.

### **EDA's Noncompetitive Travel, Tourism & Outdoor Recreation Grant**

Work continues with DLNR in managing and monitoring their contract for the 7 projects. Staff has been finalizing the projects for the Urban Trail Program and the Agritourism Collaborative.

## **X. FINANCE BRANCH**

**REPORT OF THE CEO**

April 25, 2024

Page 28



Contracts List: Pursuant to Hawai'i Revised Statutes §201B-7 (9), please note the below contracts executed during the month of March 2024.

Contract No.	Contractor	Description	Contract Amount	Total Contract Value	Start Date	End Date
23003 S1	Hawai'i Visitors and Convention Bureau	Hawai'i Tourism Destination Brand Management & Marketing Services for the United States Market	N/A	\$38,350,000.00	3/1/2024	12/31/2025
24020	'Ōlelo Community Television dba 'Ōlelo Community Media	Spring Tourism Update 2024 Audio Visual Service Provider	\$13,612.56	\$13,612.56	3/4/2024	4/30/2024
19162 S8	EVO DC, LLC dba Evocative / VPLS	IT Support Services	\$30,031.50	\$494,916.05	3/15/2024	9/25/2024
24018	Hawai'i Visitors and Convention Bureau	Hawai'i Tourism Global Support Services for Brand Management & Marketing	\$1,475,695.00	\$1,475,695.00	3/15/2024	12/31/2024
†24011	Office of Economic Development, County of Kaua'i	Kāhea Harbor Greetings at Nāwiliwili Harbor - County of Kaua'i	\$62,830.00	\$62,830.00	3/20/2024	3/31/2025
21038 S4	Hawai'i Visitors and Convention Bureau	CEP & DMAP Implementation and Communications for Kaua'i, O'ahu, Maui Nui & Hawai'i Island	N/A	\$13,589,112.00	3/20/2024	8/30/2024
21035 S3	Hilo Hawai'i Visitor Industry Association, Inc. dba Destination Hilo	Hilo Kāhea Harbor Greetings	\$40,000.00	\$105,000.00	3/21/2024	3/31/2025
21036 S3	Destination Kona Coast	Kona Kāhea Harbor Greetings	\$63,000.00	\$149,000.00	3/21/2024	3/31/2025
24012	Allana Buick & Bers, Inc.	Professional Architectural / Engineering Services for Rooftop Repair Project at the Hawai'i Convention Center	\$289,200.00	\$289,200.00	3/22/2024	12/31/2026
Ø24015 S1	Kinetic Productions, Inc.	Maui Resident Communications Campaign	\$17,000.00	\$141,993.91	3/27/2024	5/31/2024

**REPORT OF THE CEO**

April 25, 2024

Page 29



Contract Type: • Sole Source † Procurement Exemption ⊖ Emergency		\$1,991,369.06			
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Other activities related to procurement, contracts, Hawai'i Convention Center, and Legistive Audit will be reported in the Budget, Finance, and Convention Center Standing Committee report at the HTA board meeting.

# **8**

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

# HTA REGULAR BOARD MEETING

Thursday, April 25, 2024

*Hō‘ike ‘Ikepili Noi‘i ‘Oihana Ho‘omāka‘ika‘i*

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

Jennifer Chun

Director of Tourism Research



STATE OF HAWAII • DEPARTMENT OF BUSINESS,  
ECONOMIC DEVELOPMENT & TOURISM



# Table of Contents

- Monthly Highlights
  - Hawai'i Airport Throughput
  - Lodging Performance
  - TAT Collections
  - Air Seat Outlook
- Market Trends and Insights
  - Skift Travel Health Index
  - US Travel Association Dashboards
  - MMGY Portrait of American Travelers – Hawai'i Edition
- Visitor Satisfaction and Activity Report Q4 2023
- Air Ticket Booking Trends

# March 2024 Highlights – Hawai‘i Airport Throughput

## Throughput by Week

State: Hawaii; Airport: All



## Hawaii Airports

Throughput for the last 6 months, % change compared to 2023

	Oct-23	Nov-23	Dec-23	Jan-24	Feb-24	Mar-24
All Airports	1%	3%	-4%	-1%	6%	-2%
Daniel K. Inouye International Airport	13%	14%	3%	6%	15%	6%
Kahului	-31%	-22%	-23%	-17%	-12%	-19%
Ellison Onizuka Kona International Airport	9%	12%	2%	3%	7%	-4%
Lihue	-2%	-4%	-7%	-1%	2%	0%
Hilo International	-1%	4%	-3%	-2%	7%	1%

Source: TSA by Tourism Economics

# March 2024 Highlights - Lodging

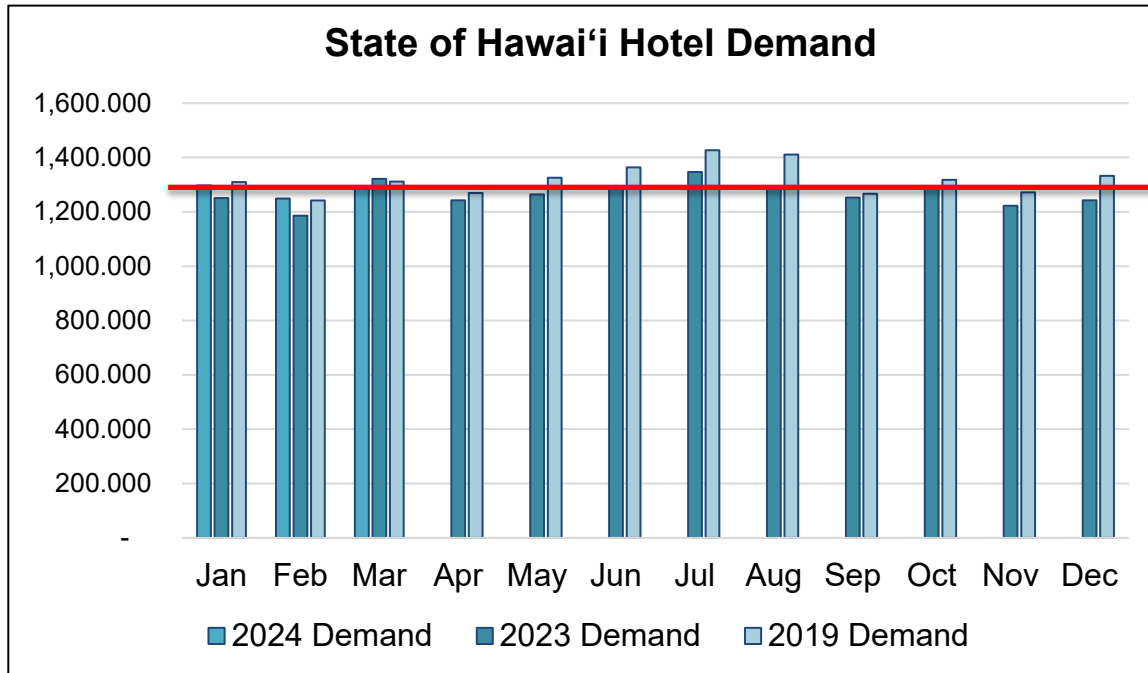
## State of Hawai'i Hotel Performance

	2024	2023	2019
Occupancy	74.6%	76.5%	78.8%
ADR	\$384	\$388	\$285
RevPAR	\$287	\$297	\$224

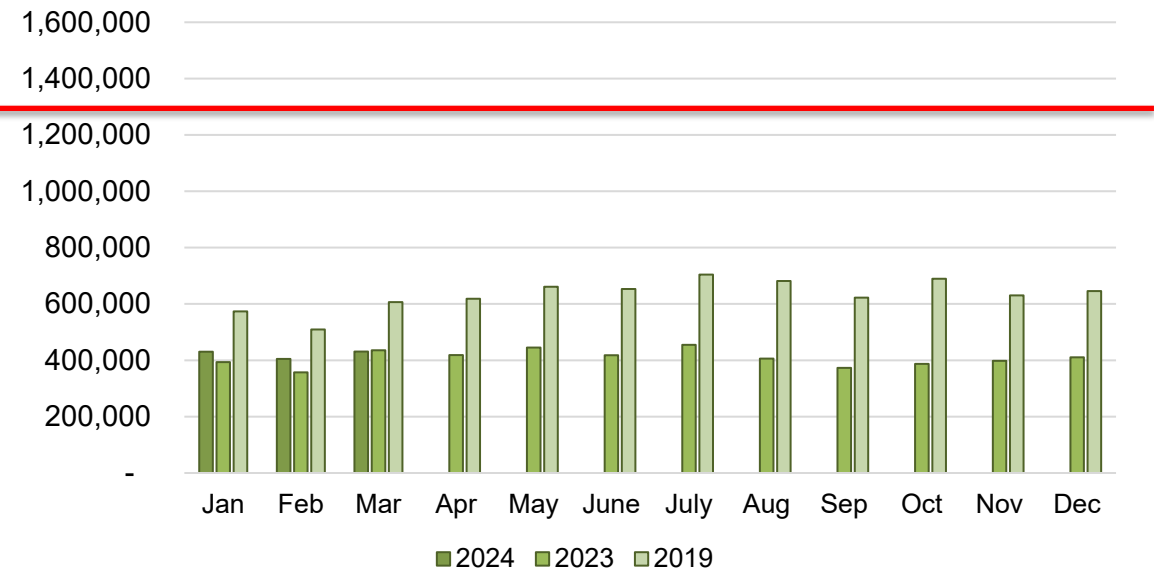
## State of Hawai'i Vacation Rental Performance

	2024	2023	2019
Occupancy	57.4%	62.7%	78.6%
ADR	\$337	\$326	\$214

### State of Hawai'i Hotel Demand



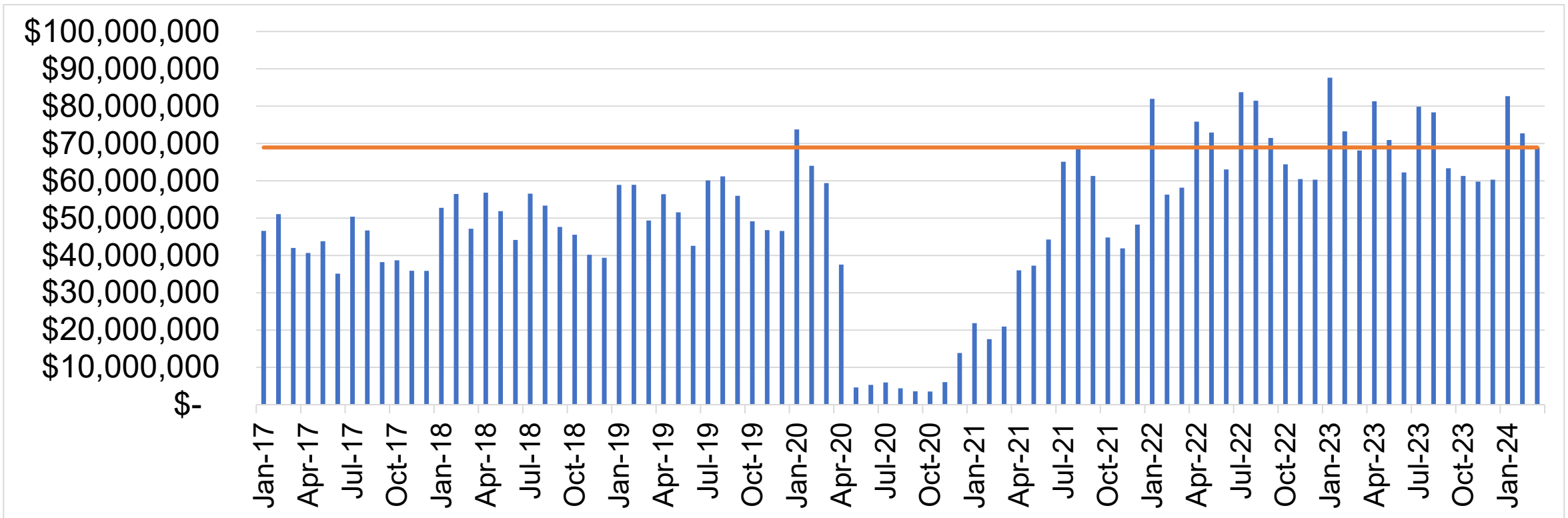
### State of Hawai'i Vacation Rental Demand



Source: STR, Inc. © Copyright 2024 Hawai'i Tourism Authority; Transparent Intelligence, Inc. © Copyright 2024 State of Hawai'i Department of Business, Economic Development & Tourism

# March 2024 Highlights - State TAT Collections

- Preliminary March 2024 TAT Collections: \$68.9 million
- Preliminary YTD Fiscal 24 TAT Collections: \$627.2 million (-3.6%)
- YTD Fiscal 23 TAT Collections: \$650.8 million (-23.6 million)



Source: Department of Taxation

# Scheduled Nonstop Seats to Hawai'i by Port Entry

March	Total			Domestic			International		
	2024	2023	2019	2024	2023	2019	2024	2023	2019
<b>STATE</b>	1,176,223	1,197,117	1,185,426	915,517	978,487	836,583	260,706	218,630	348,843
<b>HONOLULU</b>	743,635	676,100	713,111	519,084	499,648	422,760	224,551	176,452	290,351
<b>KAHULUI</b>	230,701	302,720	250,043	208,510	273,155	216,456	22,191	29,565	33,587
<b>KONA</b>	119,532	127,383	124,674	108,178	118,076	106,853	11,354	9,307	17,821
<b>HILO</b>	0	0	3,665	0	0	3,665	0	0	0
<b>LIHU'E</b>	82,355	90,914	93,933	79,745	87,608	86,849	2,610	3,306	7,084

April	Total			Domestic			International		
	2024	2023	2019	2024	2023	2019	2024	2023	2019
<b>STATE</b>	1,081,669	1,083,852	1,098,664	856,299	889,632	777,559	225,370	194,220	321,105
<b>HONOLULU</b>	697,399	635,340	670,423	495,638	467,413	395,313	201,761	167,927	275,110
<b>KAHULUI</b>	206,729	252,877	241,065	188,255	232,028	213,772	18,474	20,849	27,293
<b>KONA</b>	101,923	108,770	103,121	97,310	104,718	89,117	4,613	4,052	14,004
<b>HILO</b>	0	0	3,873	0	0	3,873	0	0	0
<b>LIHU'E</b>	75,618	86,865	80,182	75,096	85,473	75,484	522	1,392	4,698

Source: HTA/DBEDT READ analysis based on scheduled flights from Diio Mi flight schedules as of April 8, 2024, subject to change



# Scheduled Nonstop Seats to Hawai'i by Port Entry

May	Total			Domestic			International		
	2024	2023	2019	2024	2023	2019	2024	2023	2019
<b>STATE</b>	1,080,262	1,064,476	1,108,820	873,095	892,453	818,795	207,167	172,023	290,025
<b>HONOLULU</b>	713,231	634,922	690,095	511,284	470,828	419,399	201,947	164,094	270,696
<b>KAHULUI</b>	188,544	238,705	228,732	183,324	230,776	219,464	5,220	7,929	9,268
<b>KONA</b>	98,678	106,915	106,089	98,678	106,915	96,028	0	0	10,061
<b>HILO</b>	0	0	3,938	0	0	3,938	0	0	0
<b>LIHU'E</b>	79,809	83,934	79,966	79,809	83,934	79,966	0	0	0

June	Total			Domestic			International		
	2024	2023	2019	2024	2023	2019	2024	2023	2019
<b>STATE</b>	1,145,922	1,111,866	1,176,403	942,326	940,519	898,420	203,596	171,347	277,983
<b>HONOLULU</b>	731,000	650,816	701,510	531,232	489,411	441,174	199,768	161,405	260,336
<b>KAHULUI</b>	209,381	257,952	265,892	205,553	248,010	257,829	3,828	9,942	8,063
<b>KONA</b>	113,930	117,084	114,157	113,930	117,084	104,573	0	0	9,584
<b>HILO</b>	0	0	4,700	0	0	4,700	0	0	0
<b>LIHU'E</b>	91,611	86,014	90,144	91,611	86,014	90,144	0	0	0

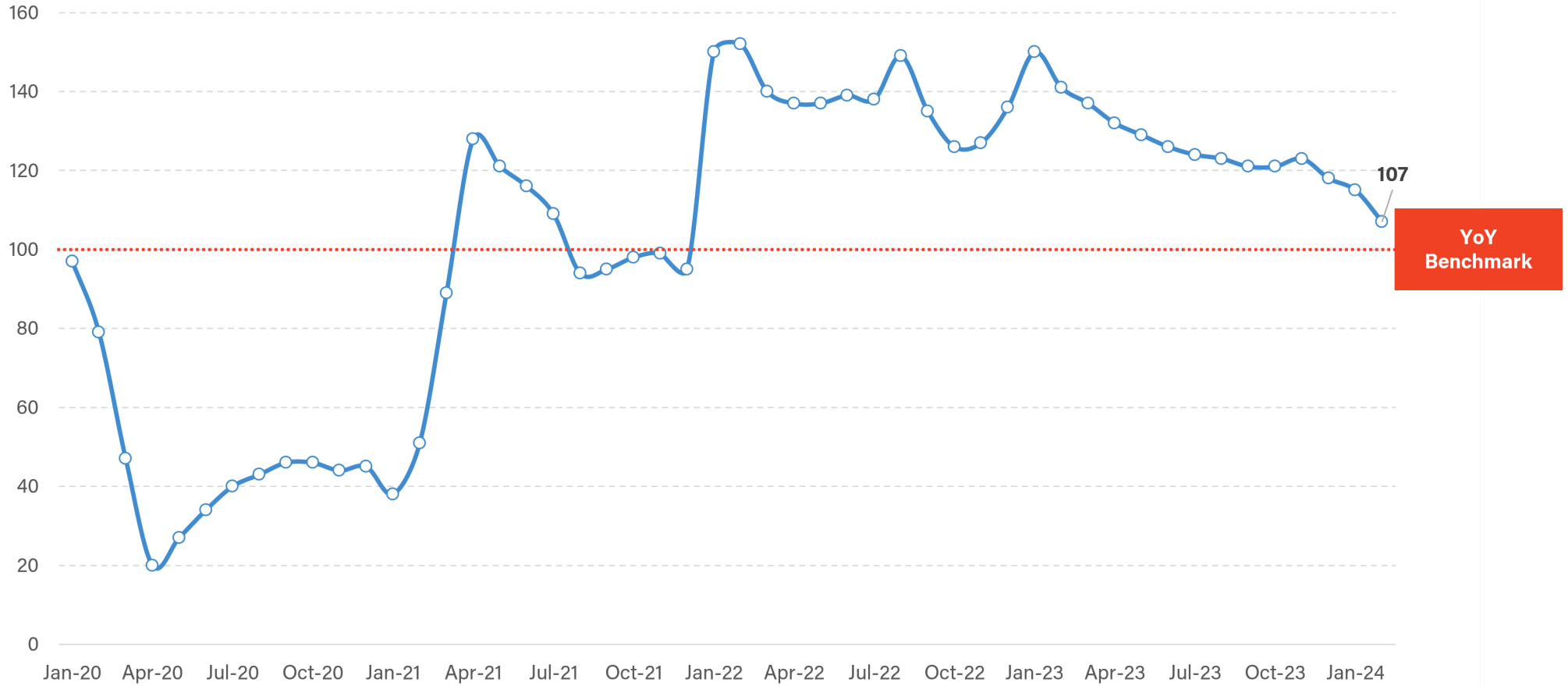
Source: HTA/DBEDT READ analysis based on scheduled flights from Diio Mi flight schedules as of April 8, 2024, subject to change



# MARKET TRENDS AND INSIGHTS

# Skift Travel Health Index = 107

Global Travel Health Index Score  
Weighted Average



Source: Skift Research from partner data.

Source: Skift Research



# National Travel Indicators

February, 2024

Compare to Prior Year or 2019  
2019



## Travel Spending (Tourism Economics)

↗ **+9.2%**

February vs. 2019

↗ **+8.7%**

YTD vs. 2019



## Air Passengers (TSA)

↗ **+14.2%**

February vs. 2019

↗ **+11.1%**

YTD vs. 2019



## Overseas Arrivals (NTTO)

↘ **-13.4%**

February vs. 2019

↘ **-15.4%**

YTD vs. 2019



## Hotel Demand (STR)

↘ **-1.0%**

February vs. 2019

↘ **-0.9%**

YTD vs. 2019



## Short-term Rental Demand (AIRDNA)

↗ **+54.5%**

February vs. 2019

↗ **+43.4%**

YTD vs. 2019

## Insights

Air passenger volume growth accelerated year-over-year to 11% in February from 6% in January.

Overseas arrivals year-over-year growth increased to 26% in January from 24% in February.

Hotel room demand growth versus 2023 remained negative in February, declining 1%.

Group room demand growth recorded its strongest year-on-year growth since March 2023, registering 10% in February.

Short-term rental demand growth grew at a stronger pace in February relative to 2023 (+16%) compared to January (+1%).

## Travel Indicators

% change relative to same month vs. 2019

	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb
Travel Spending (Tourism Economics)	6%	10%	8%	9%	8%	6%	15%	9%	8%	11%	8%	9%
Air Passengers (TSA)	1%	1%	0%	1%	1%	-1%	5%	5%	6%	-1%	8%	14%
Overseas Arrivals (NTTO)	-25%	-27%	-26%	-27%	-22%	-18%	-16%	-15%	-17%	-12%	-17%	-13%
Hotel Demand (STR)	-1%	-2%	-3%	-2%	-3%	-5%	1%	-2%	-3%	-1%	-1%	-1%
Top 25 Group Hotel Demand* (STR)	-3%	-14%	-10%	-8%	-12%	-7%	-5%	0%	-3%	-13%	-7%	-2%
Short-term Rental Demand (AIRDNA)	37%	44%	44%	43%	33%	23%	38%	57%	35%	32%	33%	55%
National Park Visits (National Park Service)	4%	-4%	-2%	-7%	-7%	-8%	-3%	6%	0%	5%	19%	14%

-27% 57%

# Hawaii Travel Indicators

February, 2024

Select a State

Hawaii

Reporting Period

Month

Compare to Prior Year or 2019

2019

## Hawaii Travel Impact

February, 2024

Travel Spending

**\$2.36B**

↗ +8.1% vs. 2019

Tax Revenue

**\$144.2M**

↗ +8.5% vs. 2019

## U. S. Total Travel Impact

February, 2024

Travel Spending

**\$96.50B**

↗ +9.2% vs. 2019

Tax Revenue

**\$6.6B**

↗ +9.3% vs. 2019

## Hawaii Travel Spending

	Travel Spending	vs. Prior Year	vs. 2019	Market Growth Index (US = 100)*
Mar-23	\$2.55B	↗ +9.5%	↗ +2.8%	97
Apr-23	\$2.53B	↗ +7.1%	↗ +4.5%	95
May-23	\$2.54B	↗ +8.6%	↗ +1.5%	94
Jun-23	\$2.52B	↗ +9.5%	↘ -1.3%	91
Jul-23	\$2.59B	↗ +5.3%	↘ -0.6%	92
Aug-23	\$2.42B	↗ +4.3%	↘ -5.3%	89
Sep-23	\$2.51B	↗ +12.6%	↗ +5.3%	91
Oct-23	\$2.52B	↗ +12.3%	↗ +1.8%	93
Nov-23	\$2.28B	↗ +11.1%	↘ -1.3%	91
Dec-23	\$2.16B	↗ +5.1%	↘ -6.8%	84
Jan-24	\$2.38B	↗ +5.0%	↗ +7.7%	100
Feb-24	\$2.36B	↗ +7.0%	↗ +8.1%	99

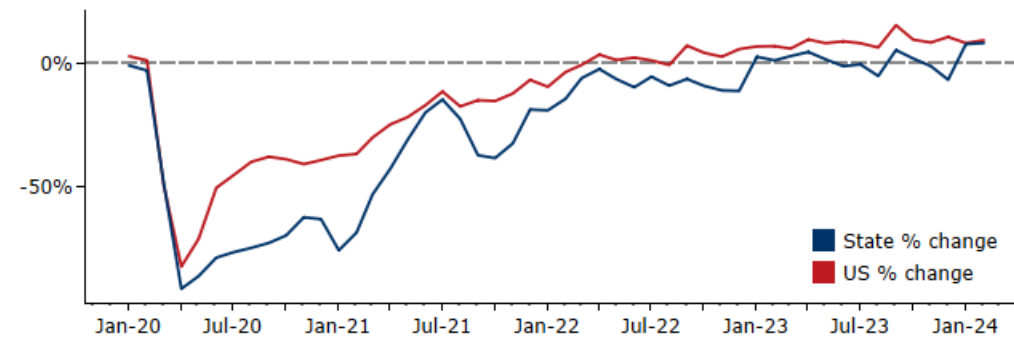
Source: Tourism Economics (Travel Spending)

\* Market growth index indicates whether a state is performing better or worse than the national average relative to its pre-pandemic benchmark.

Travel spending data is considered "preliminary" and subject to change based on available inputs. It is recommended for directional trend analysis, and revisions may occur as available.

## Travel Spending

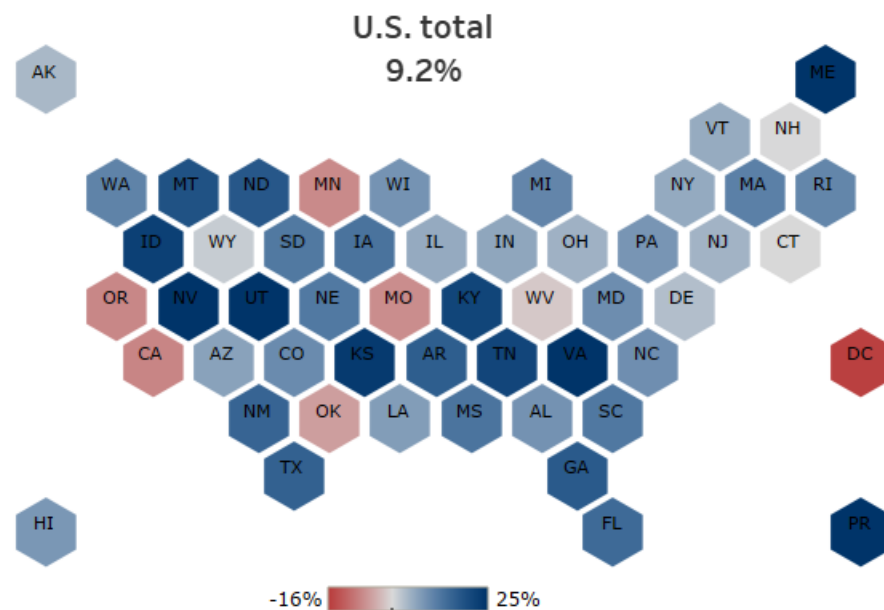
Hawaii vs U.S. total, % change relative to 2019



## Travel Spending by State

February, 2024 (Month), % change vs. 2019

Travel Spending



↗ +8.1%

February vs. 2019  
**Travel Spending**  
(Tourism Economics)



↗ +4.2%

February vs. 2019  
**Air Passengers**  
(Airline Data Inc; TSA)



↘ -4.9%

February vs. 2019  
**Hotel Demand**  
(STR)

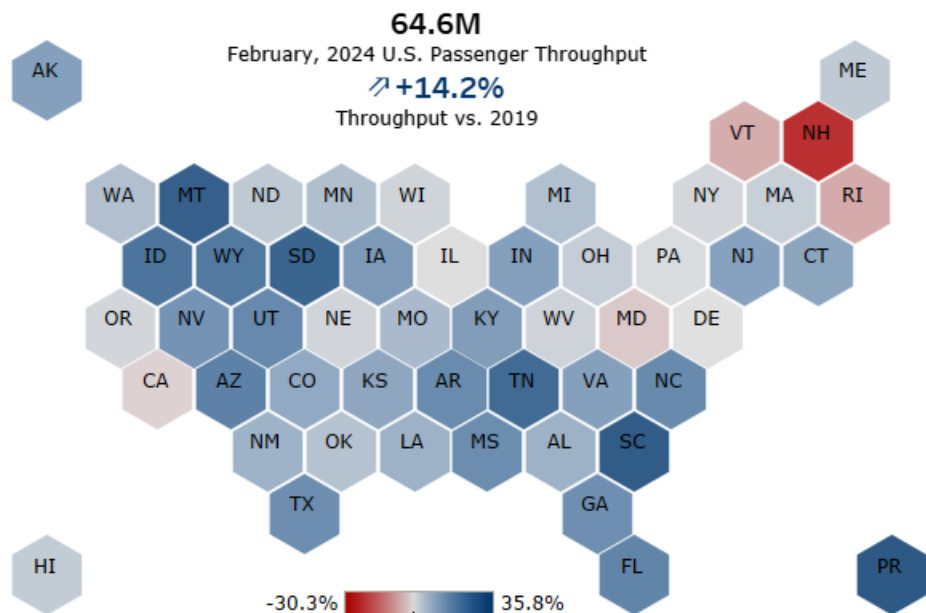


↘ -6.3%

February vs. 2019  
**L & H Jobs**  
(BLS)

## February, 2024 Passenger Throughput by State

All passengers (domestic + international), % change vs. 2019



## Passenger Throughput Trend Comparison

All passengers (domestic + international), Index (2019=100)

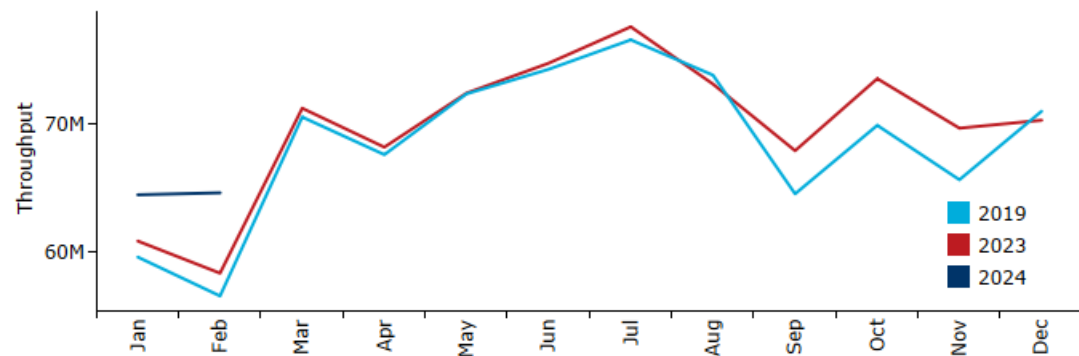
State/Territory Name  
Multiple values

	Feb-23	Mar-23	Apr-23	May-23	Jun-23	Jul-23	Aug-23	Sep-23	Oct-23	Nov-23	Dec-23	Jan-24	Feb-24
Arizona	111	105	113	115	111	110	110	117	119	116	108	115	122
California	90	91	92	93	93	92	90	95	97	97	91	93	98
Colorado	104	102	102	97	98	100	98	104	106	106	98	104	112
Florida	108	105	111	112	112	113	108	124	117	115	110	117	121
Hawaii	98	101	102	98	98	98	89	95	96	97	92	99	104
Illinois	92	91	93	92	95	95	93	98	98	98	93	98	100
Massachusetts	93	96	95	96	98	98	97	101	104	103	94	99	104
Michigan	96	92	94	94	98	96	96	101	98	102	92	100	107
Missouri	96	98	99	98	101	103	100	104	102	105	97	99	108
Montana	124	118	115	114	117	118	120	132	130	125	108	125	133
Nevada	111	108	108	107	104	107	104	106	116	107	109	108	117
New Jersey	104	103	104	104	102	102	104	106	105	108	99	106	114
New York	93	92	91	89	89	91	91	92	96	101	95	98	102
North Carolina	103	106	105	104	106	108	103	111	110	110	103	115	120
Oregon	96	95	97	96	95	94	93	97	100	102	91	93	102
Pennsylvania	90	91	90	88	93	93	93	98	96	98	90	96	101
Puerto Rico	126	122	121	135	128	129	138	128	130	129	115	124	136
South Dakota	114	117	114	111	108	107	109	113	112	117	104	127	132
Texas	108	107	109	108	107	108	108	115	114	116	108	115	119
Virginia	101	103	102	103	106	107	103	111	107	109	101	108	114
Washington	98	93	97	94	98	99	97	101	101	103	91	100	107
United States	103	101	101	100	101	101	99	105	105	106	99	108	114



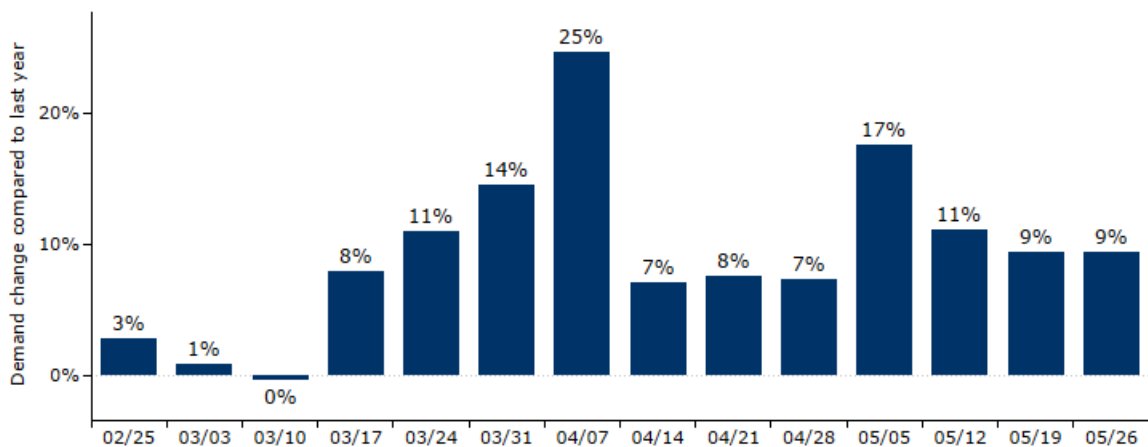
## U.S. Monthly Passenger Throughput

All passengers (domestic + international)



## U.S. Hotel Leisure Demand Pace

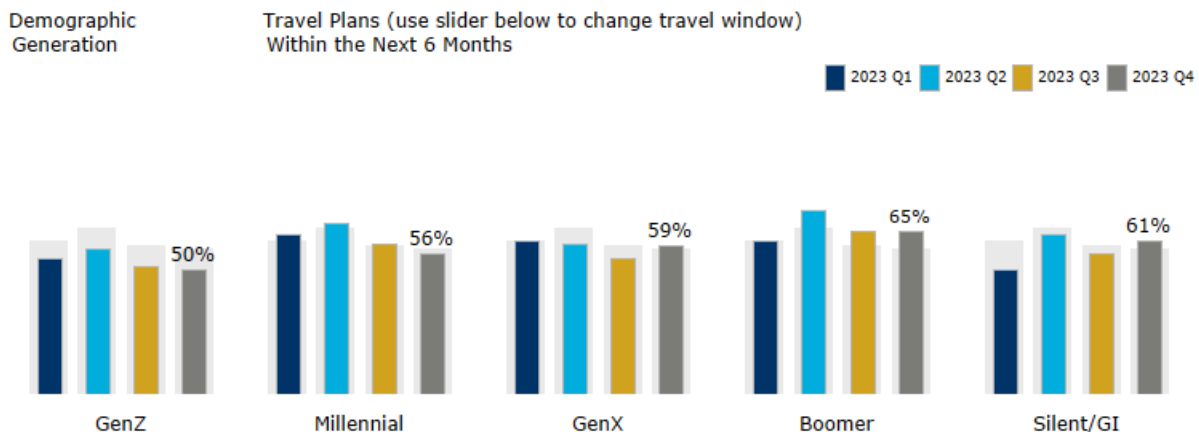
Leisure hotel booking pace vs same time last year, as of 3/15/2024



Source: Amadeus

## Planning Leisure Travel Within the Next 6 Months

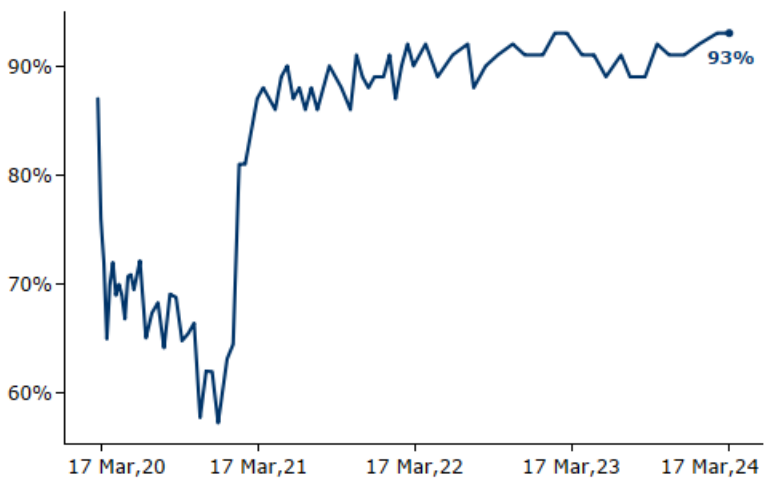
% of American Travelers



Source: MMGY Global's Portrait of American Travelers (released Q3 2023)

## Consumer Travel Sentiment

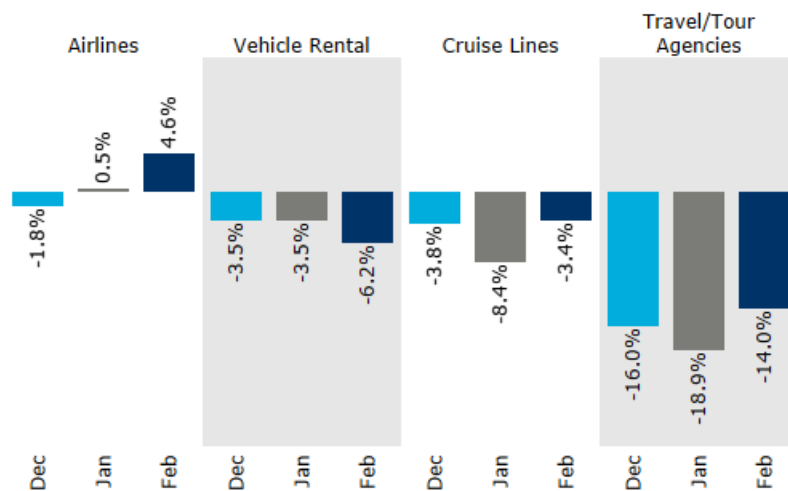
Travelers with Travel Plans in the Next Six Months



Source: Longwoods International

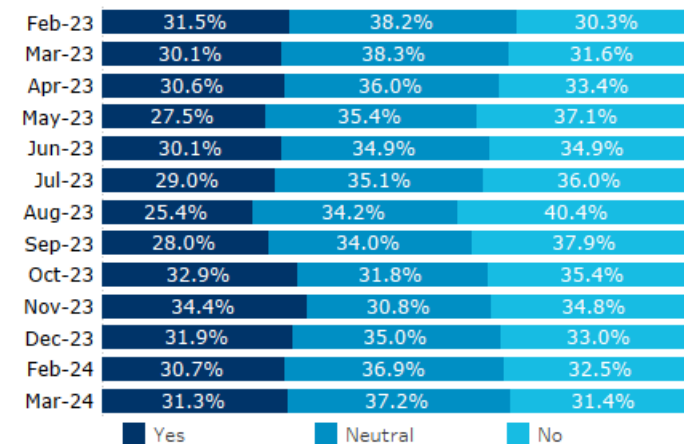
## US Consumer Credit Card Spend

3-month trend, % change YOY (November 2023-January 2024)



## Consumer Travel Sentiment

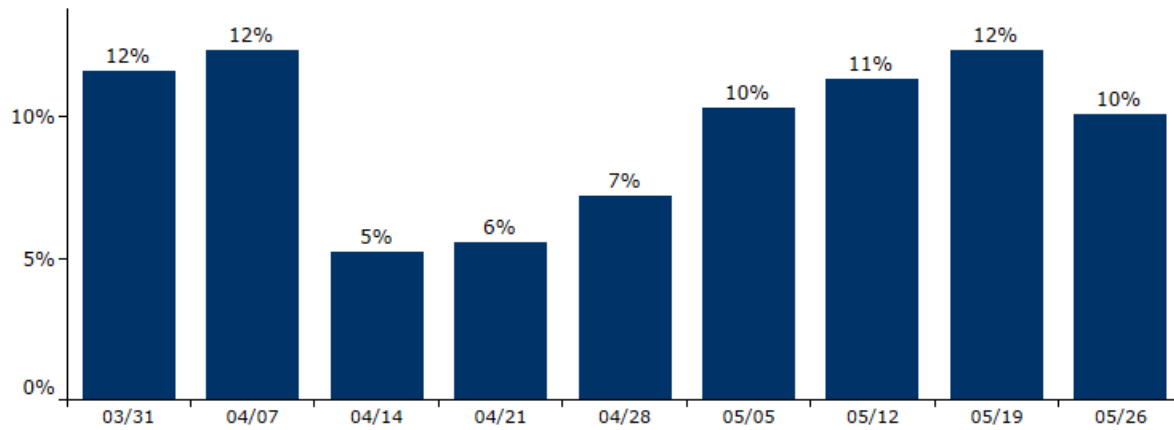
Do you feel now is a good or bad time for you to spend money on leisu..



Source: Future Partners

## U.S. Hotel Business Demand Pace

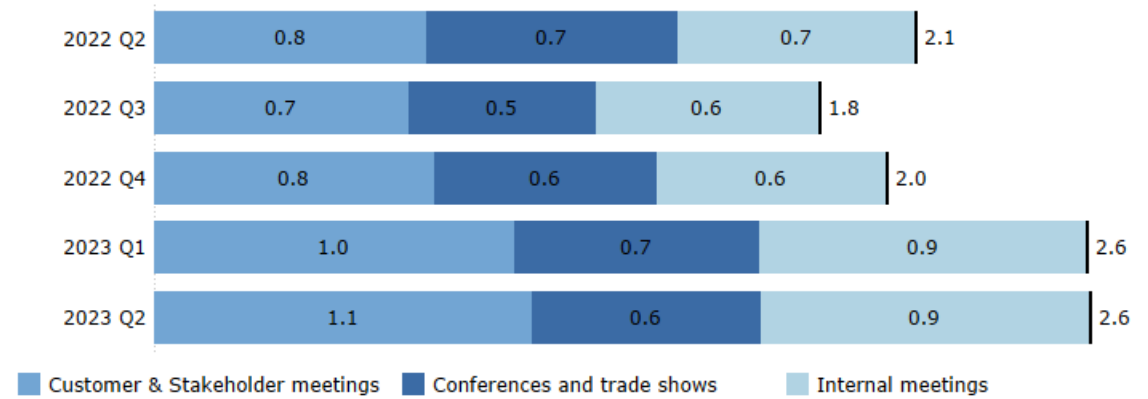
Business hotel booking pace vs same time last year, as of 3/15/2024



Source: Amadeus

## Business Trip Count by Purpose of Trip

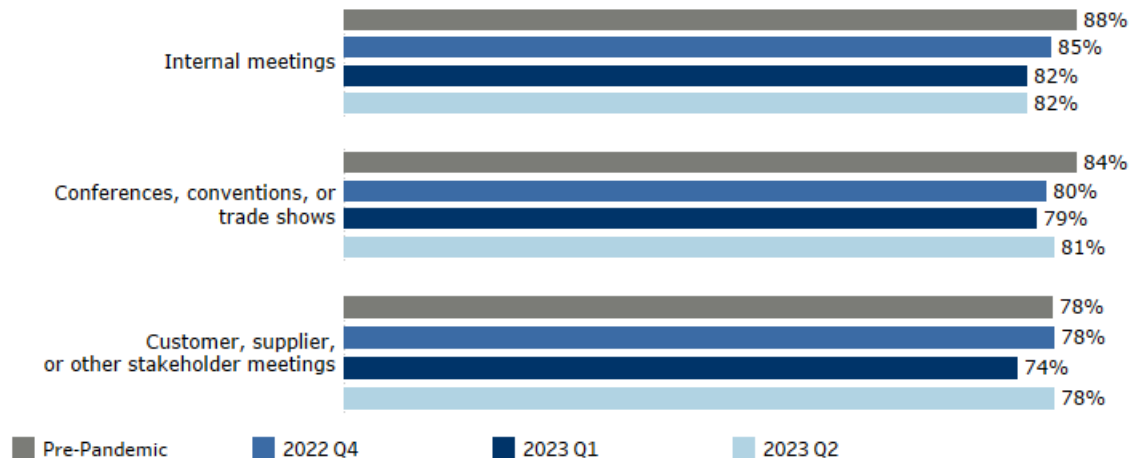
Business Travelers expected trips per month over the next 6-months



Source: Tourism Economics; U.S. Travel Association; and J.D. Power

## Business Travel Plans Next Six Months

% share of respondents expecting to take at least one trip



Source: Tourism Economics; U.S. Travel Association; and J.D. Power

## Corporate Executive's Views on Business Travel

Share of corporate executives that agree



Source: Tourism Economics; U.S. Travel Association; and J.D. Power

## Insights

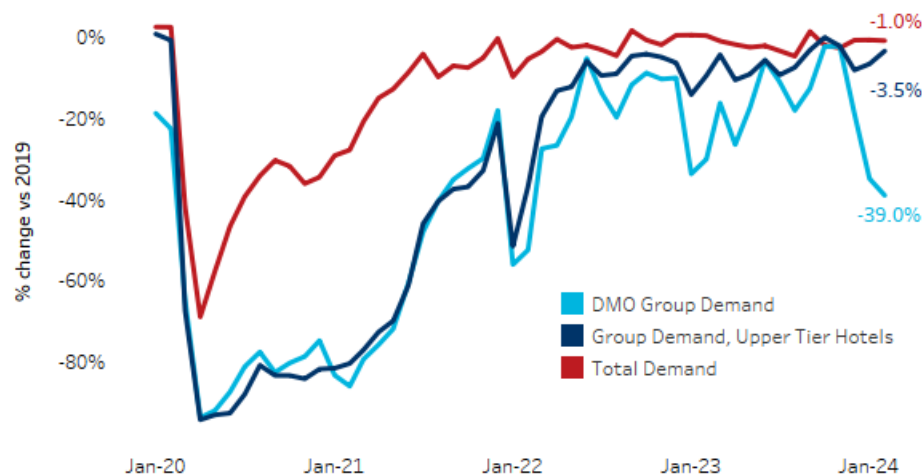
Group demand among top-tier hotels in January increased to 6% below 2019 levels, compared to 8% below 2019 levels in December.

DMO/CVB pace for room nights on the books as of February 2024 improved from the December reading for the second half of 2024.

More meeting planners were optimistic about the outlook for recovery in February (61%) than in December (42%).

## Total U.S. Hotel Demand vs Group Demand

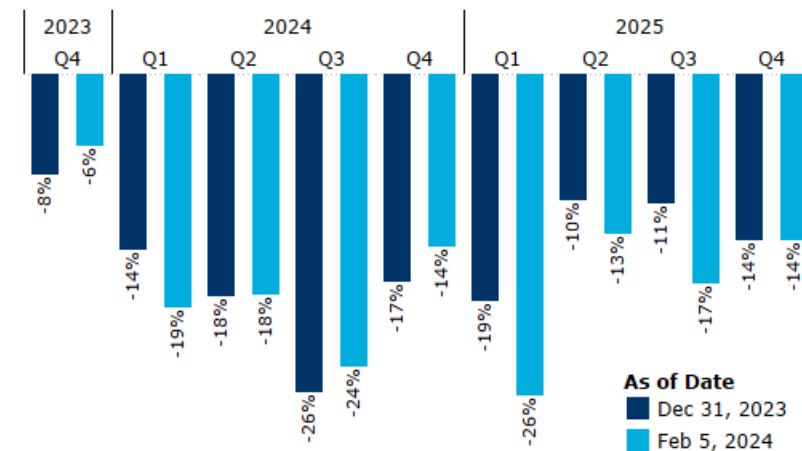
Group demand, % change vs 2019



Source: STR (total demand and top-tier group demand), Simpleview CRM (250+ U.S. DMOs)

## DMO/CVB Room Nights on the Books

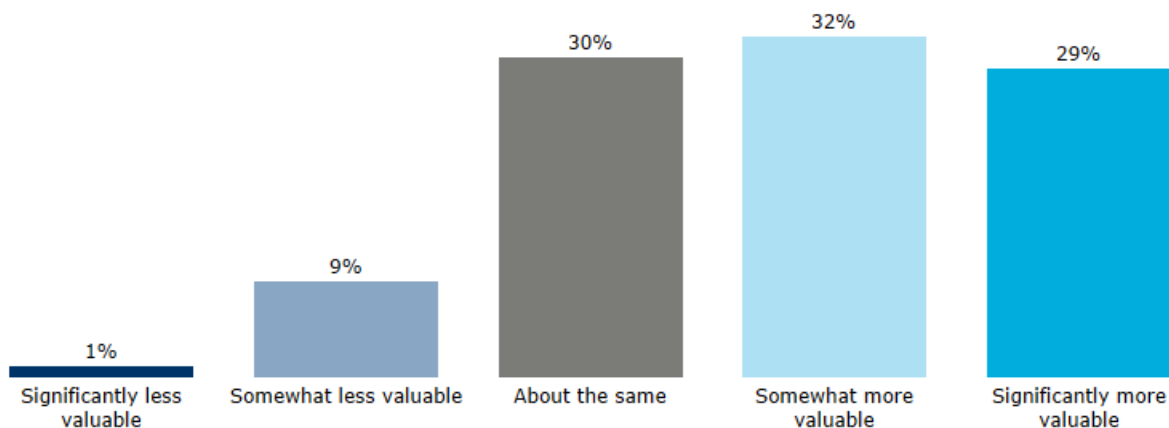
Pace for future dates, relative to the same period in 2019



Source: Simpleview CRM (250+ U.S. DMOs)

## Value of Face-to-Face Meetings

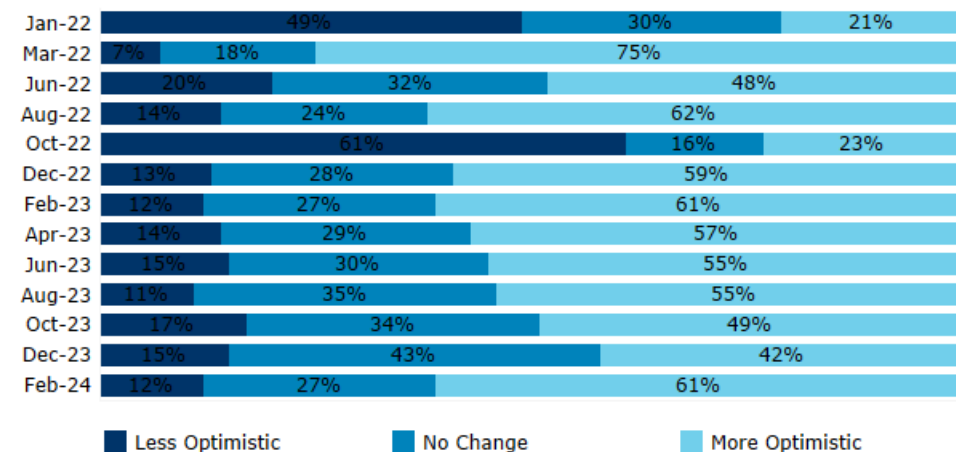
How does your organization, or your clients, perceive the value of face-to-face meetings now vs pre-pandemic?



Source: Northstar Meetings Group and Cvent (Meetings industry PULSE survey), as of February 2024

## Meeting Planner Outlook

How the outlook for recovery has changed among meeting planners the past six weeks



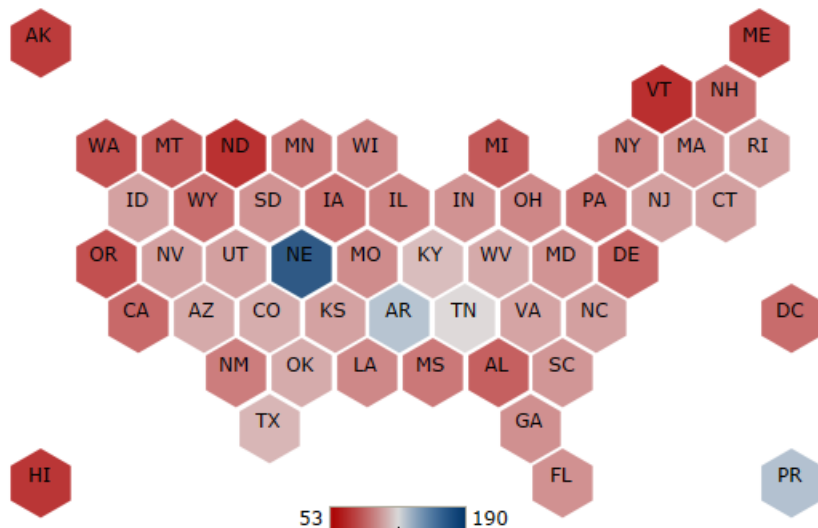
Source: Northstar Meetings Group and Cvent (Meetings industry PULSE survey), as of February 2024

# International Inbound Travel

February, 2024

## Overseas Arrivals to U.S. by State (+PR)

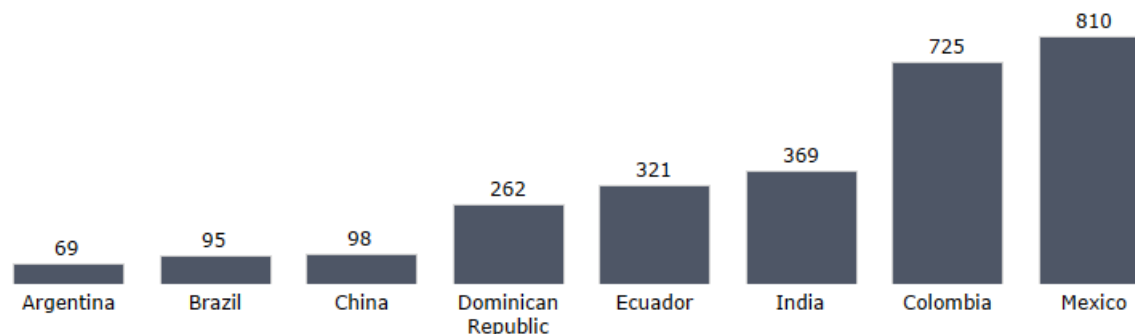
Visitor arrivals for February, 2024, Index (2019 = 100)



## Visa Interview Wait Times, Average Days

As of March 26, 2024

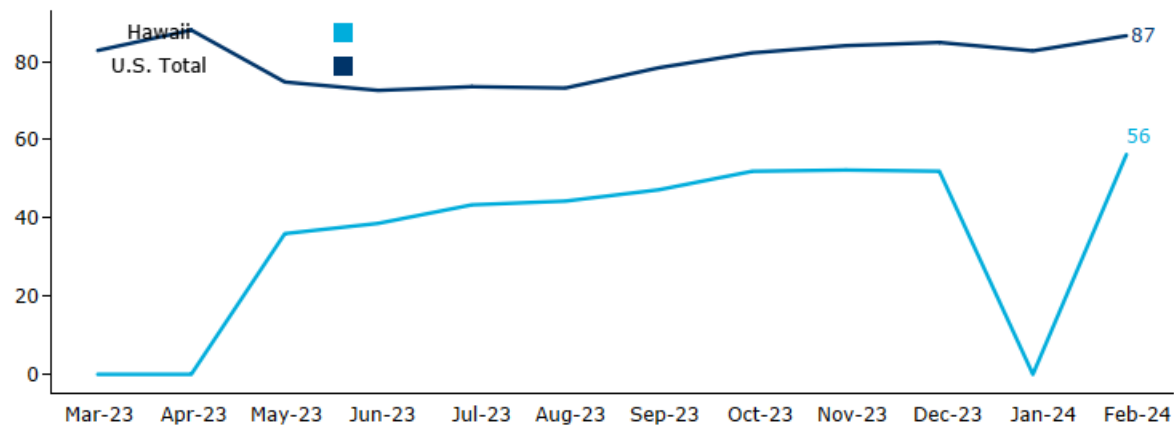
As of Date  
March 26, 2024



Top-8 inbound markets for tourist visa required countries. Weighted average by 2019 consulate visa issuance. Source: Tourism Economics

## Overseas Arrivals to U.S. Total & Hawaii

Visitor arrivals to U.S. Total & Hawaii, (Index 2019 = 100)



## International Arrivals to U.S. Total

Visitor arrivals to U.S. Total, (Index 2019 = 100)

Destination	U.S. Total											
	Mar-23	Apr-23	May-23	Jun-23	Jul-23	Aug-23	Sep-23	Oct-23	Nov-23	Dec-23	Jan-24	Feb-24
Total Overseas	75	73	74	73	78	82	84	85	83	88	83	87
Brazil	61	72	71	78	81	83	94	96	83	89	79	89
Canada	104	104	102	89	95	90	90	104	99	91	106	
Canada (air)	129	125	121	107	113	111	107	113	105	101	113	
France	75	88	82	80	82	87	87	93	90	103	95	99
Germany	91	82	91	79	87	101	92	94	89	94	91	94
India	106	109	99	100	114	154	136	136	130	149	153	161
Mexico	71	66	71	82	83	90	86	84	82			
Mexico (air)	110	96	98	100	99	122	115	121	115	117	120	128
UK	89	73	77	73	83	85	81	84	84	91	89	84
China	35	35	34	35	36	47	48	50	58	58	45	50
Colombia	97	74	86	95	104	106	107	108	107	119	112	104
Dominican Republic	135	95	99	96	102	102	105	97	105	109	123	114

34 161



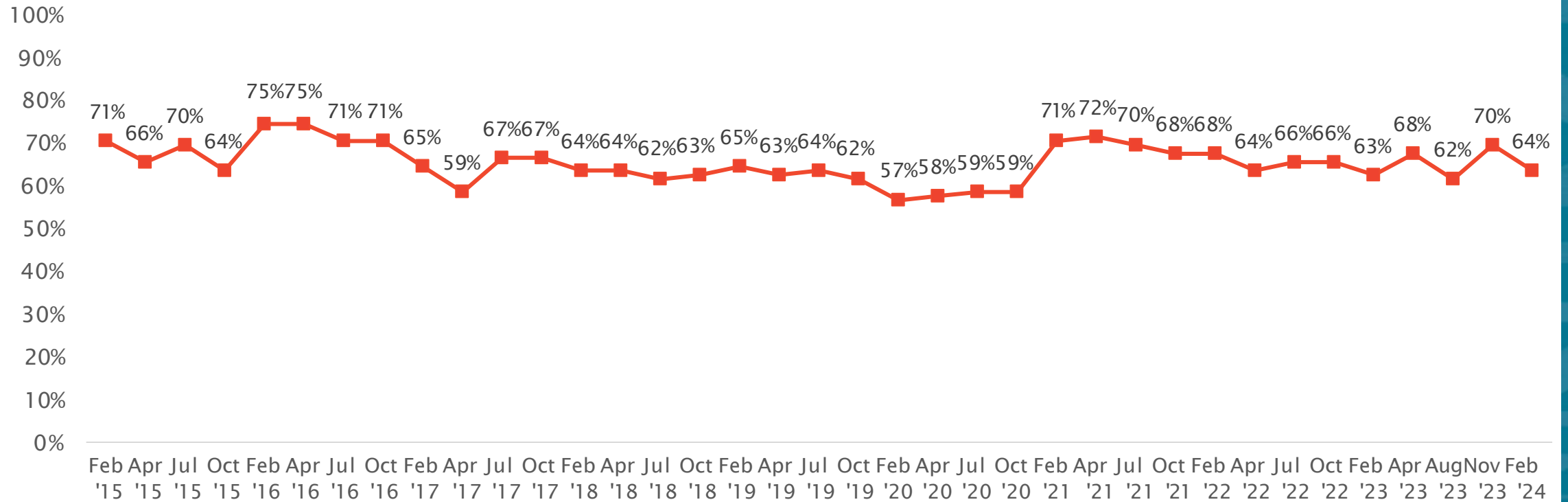
# PORTRAIT OF AMERICAN TRAVELERS®

Spring 2024



# Interest in Visiting Hawai'i Has Decreased From Last Wave But Is Unchanged From This Time Last Year.

Interest in Visiting Hawai'i Next Two Years  
(Top 2 Box)

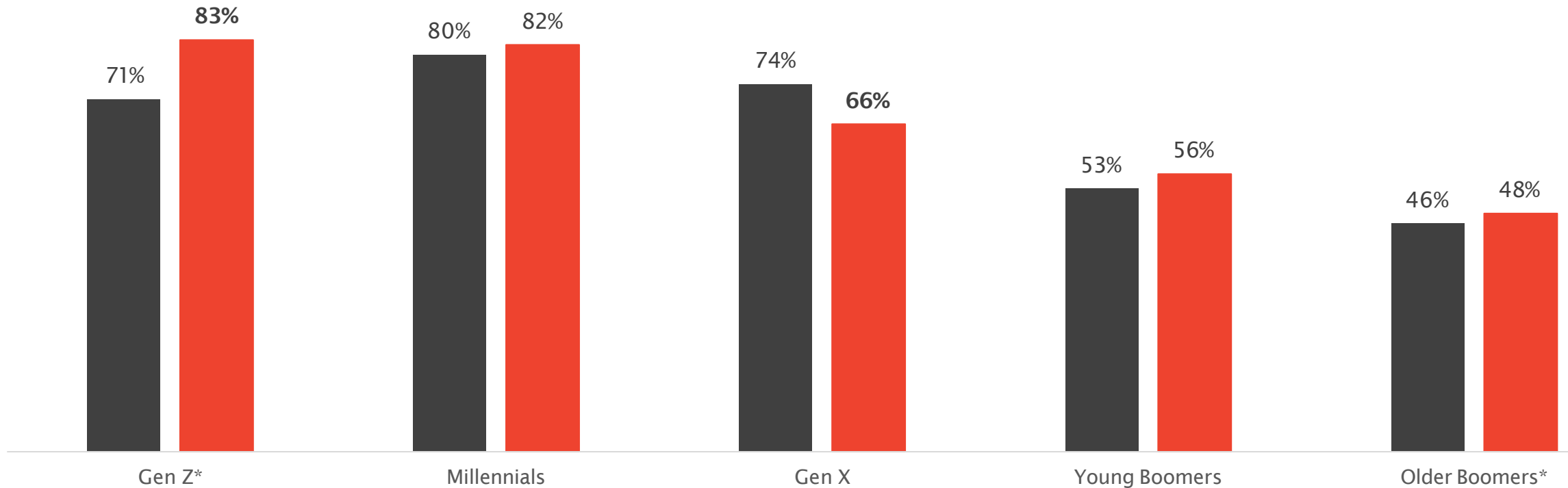


Base: Air Travelers (n=1,844)

# Interest in Visiting Hawai'i Remains High for Younger Generations.

Interest in Visiting Hawai'i  
By Generation

■ 2023 ■ 2024



\* Small sample size - Interpret with caution.

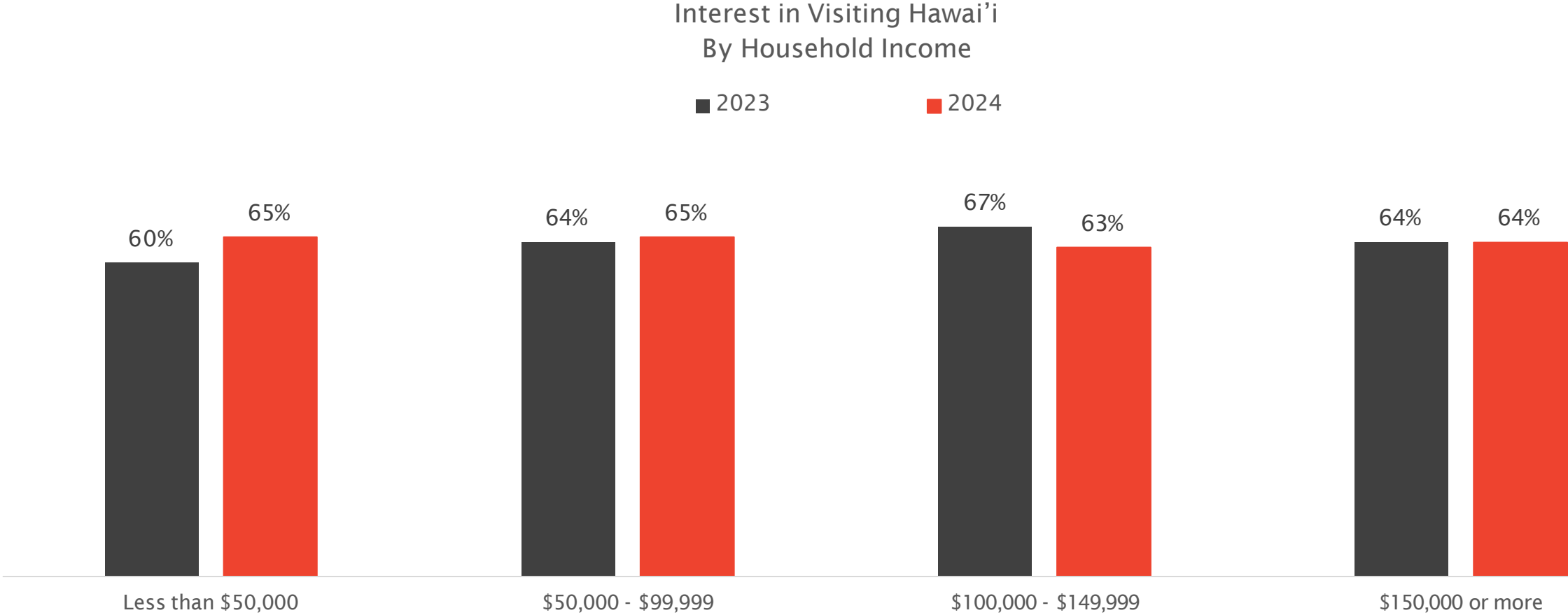
Data in bold indicates a significant difference from Spring 2023.

Base: Air Travelers (n=1,844)

Global's 2024 *Portrait of American Travelers*® "Spring Edition"



# Interest in Visiting Hawai'i is Similar Across Household Incomes.



Data in bold indicates a significant difference from Spring 2023.

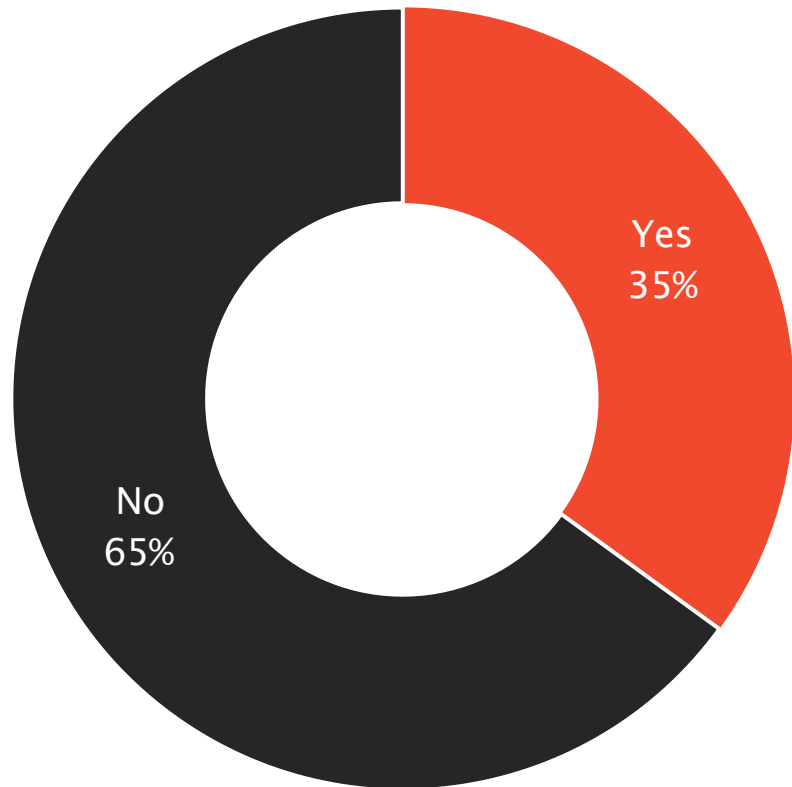
Base: Air Travelers (n=1,844)

Global's 2024 *Portrait of American Travelers*® "Spring Edition"



# The Cost to Visit Hawai'i Continues To Be The Most Cited Deterrent To Visiting.

Considered Visiting Hawai'i But Changed Their Mind

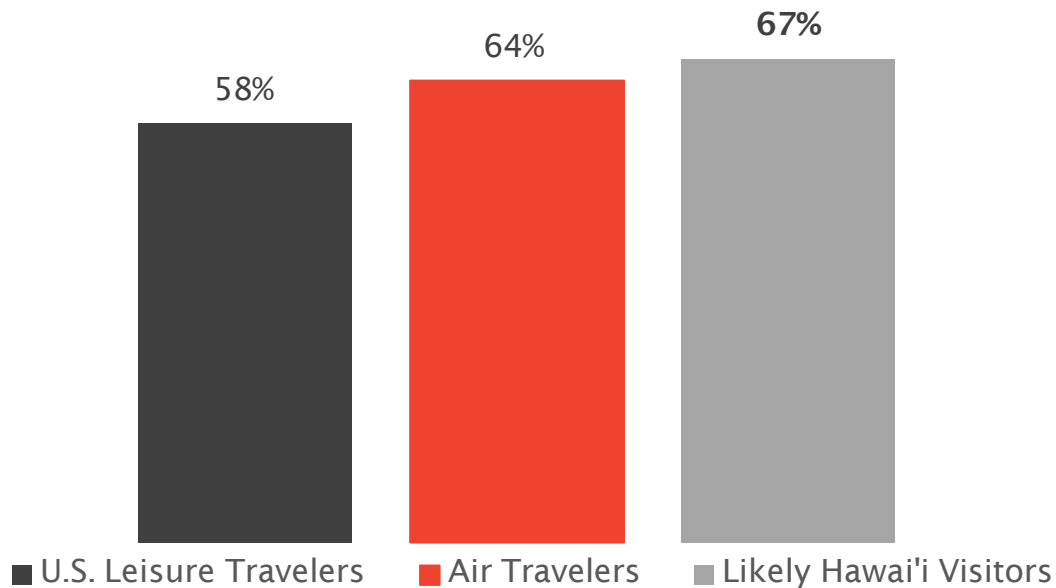


Reasons For Not Visiting Hawai'i - Among Those Who Changed Their Mind	2023	2024
Price of airfare	35%	40%
Price of a vacation package	33%	34%
Price of the hotel	29%	29%
The flight to Hawai'i is too long	26%	23%
Better value at another destination	19%	21%
Concerns about COVID-19 variants	16%	14%
Not enough time to travel to Hawai'i	15%	14%
Already been and want to try another destination	17%	<b>12%</b>
Not sure which island(s) in Hawai'i to visit	10%	10%
Hawai'i is too crowded	13%	10%
Hurricanes and tropical storms hitting Hawai'i	7%	9%
Heard/read that Hawai'i residents don't want visitors	NA	8%
Higher quality entertainment at other destinations	NA	8%
Heard rental cars limited/not available	NA	8%
Accommodations were not available	8%	7%
Hawai'i is not unique enough	8%	6%
Do not feel comfortable visiting Hawai'i at this time due to the fires on Maui	NA	5%
Not enough dining options at price point	NA	5%
Hawai'i is not exotic enough	5%	4%
Not enough activities in Hawai'i	5%	4%

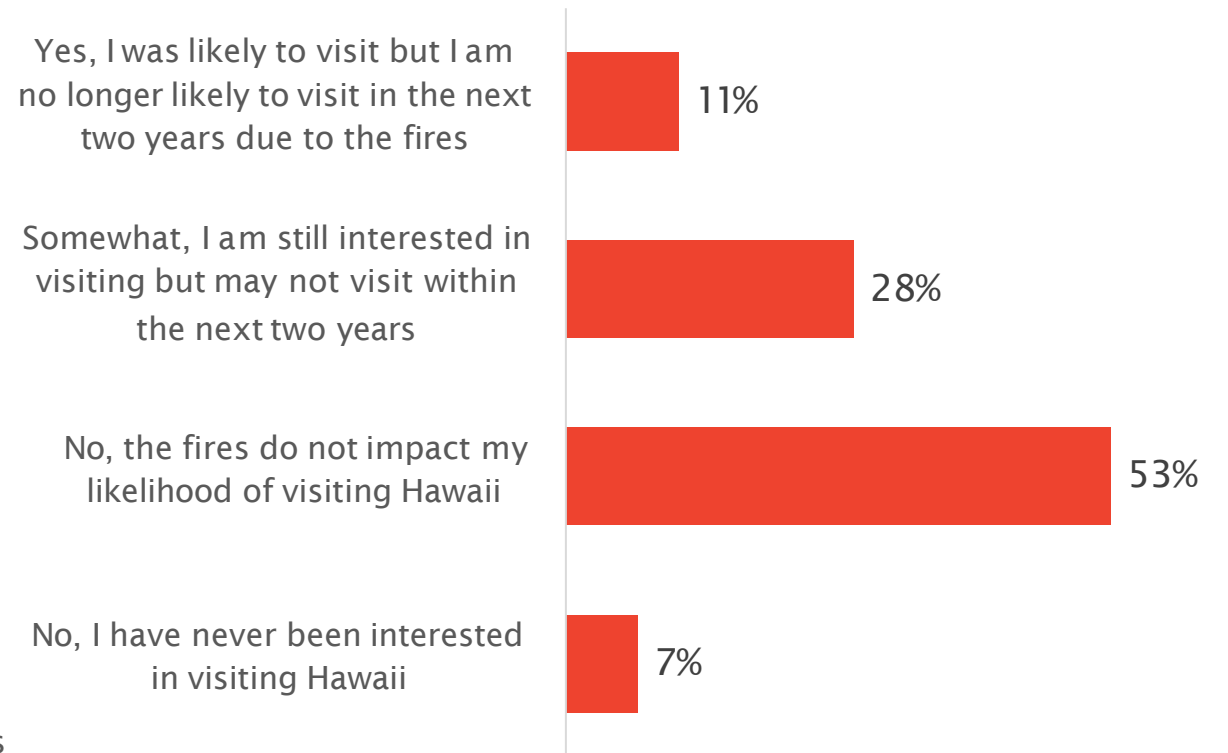
Data in bold indicates a significant difference from Winter 2022.

# Four in 10 Air Travelers Say That the Maui Wildfires Will at Least Somewhat Impact Their Likelihood of Visiting Hawai'i Within the Next Two Years.

Awareness of Maui Fires



Impact of Maui Wildfires on Air Traveler Likelihood to Visit Hawai'i

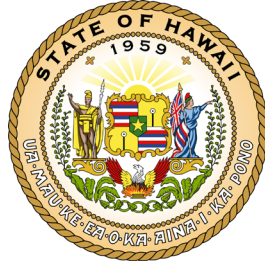


Data in bold indicates a significant difference from U.S. Leisure Travelers

Base: U.S. Leisure Travelers (n=3,574), Air Travelers (n=1,844), Likely Hawai'i Visitors (n=772)

Global's 2024 Portrait of American Travelers® "Spring Edition"



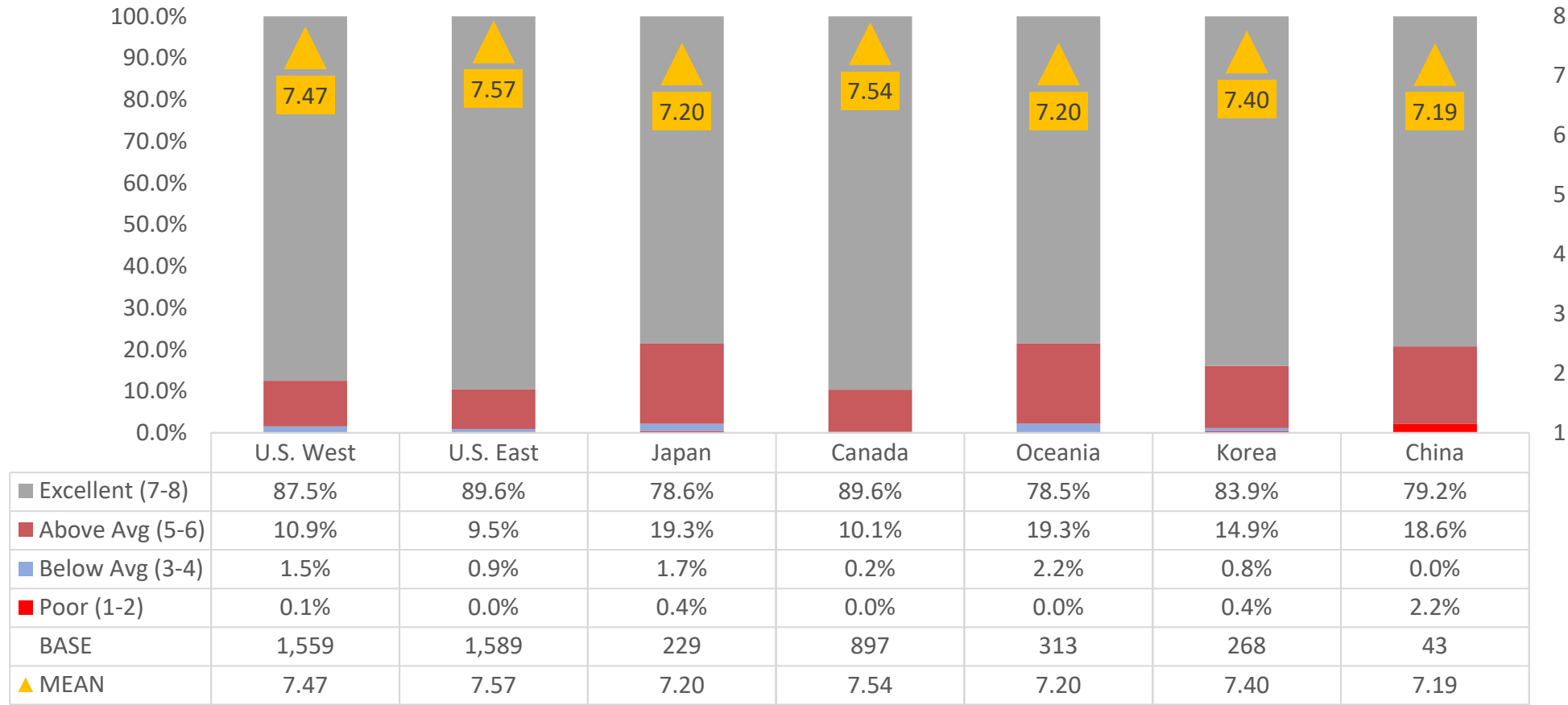


# VISITOR SATISFACTION STUDY QUARTER 4, 2023

State of Hawai'i  
Department of Business, Economic Development & Tourism

# Satisfaction - State of Hawai'i by Visitor Market

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



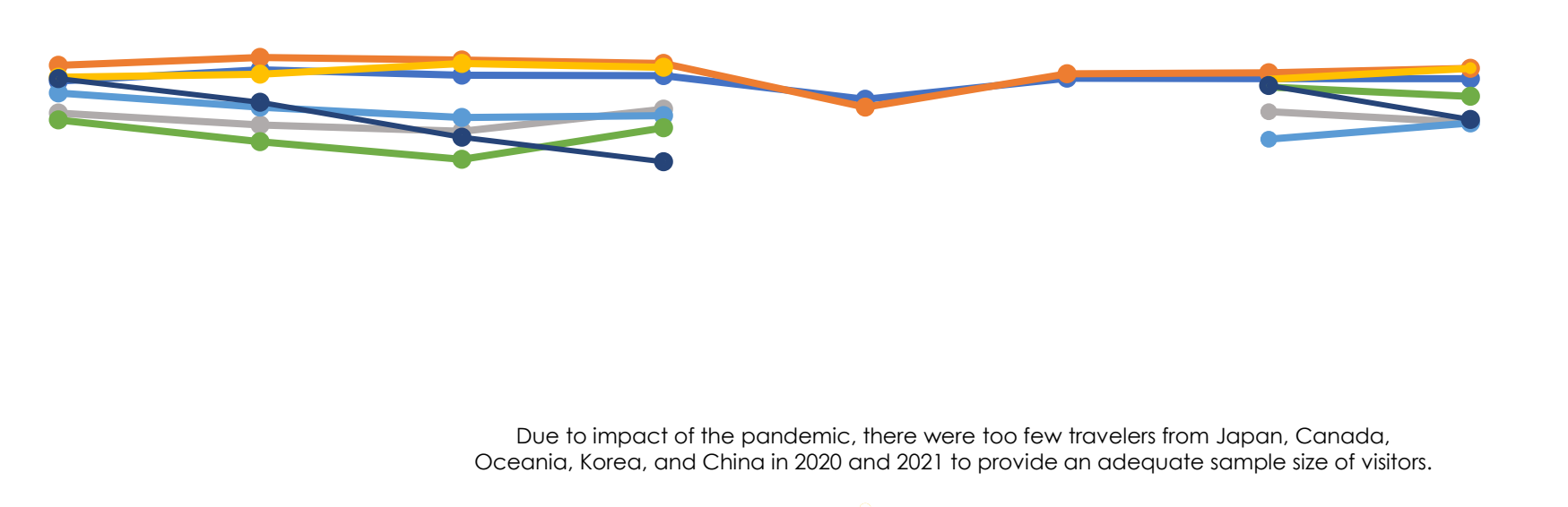
Q. How would you rate your most recent trip to the state of Hawai'i? How would you rate your experience on\_\_\_?



# Satisfaction - State of Hawai'i by Visitor Market

Tracking Data – Rating of “Excellent” (7-8)

100.0%  
80.0%  
60.0%  
40.0%  
20.0%  
0.0%



Due to impact of the pandemic, there were too few travelers from Japan, Canada, Oceania, Korea, and China in 2020 and 2021 to provide an adequate sample size of visitors.

	Q4 2016	Q4 2017	Q4 2018	Q4 2019	Q4 2020	Q4 2021	Q4 2022	Q4 2023 P
U.S. West	87.0%	89.3%	88.2%	88.1%	83.3%	87.6%	87.5%	87.5%
U.S. East	90.2%	91.8%	91.3%	90.6%	81.7%	88.5%	88.7%	89.6%
Japan	80.5%	78.1%	76.8%	81.3%			80.8%	78.6%
Canada	87.8%	88.4%	90.6%	89.8%			87.4%	89.6%
Oceania	84.6%	81.7%	79.6%	80.0%			75.2%	78.5%
Korea	79.1%	74.7%	71.1%	77.5%			85.8%	83.9%
China	87.5%	82.7%	75.6%	70.6%			86.1%	79.2%

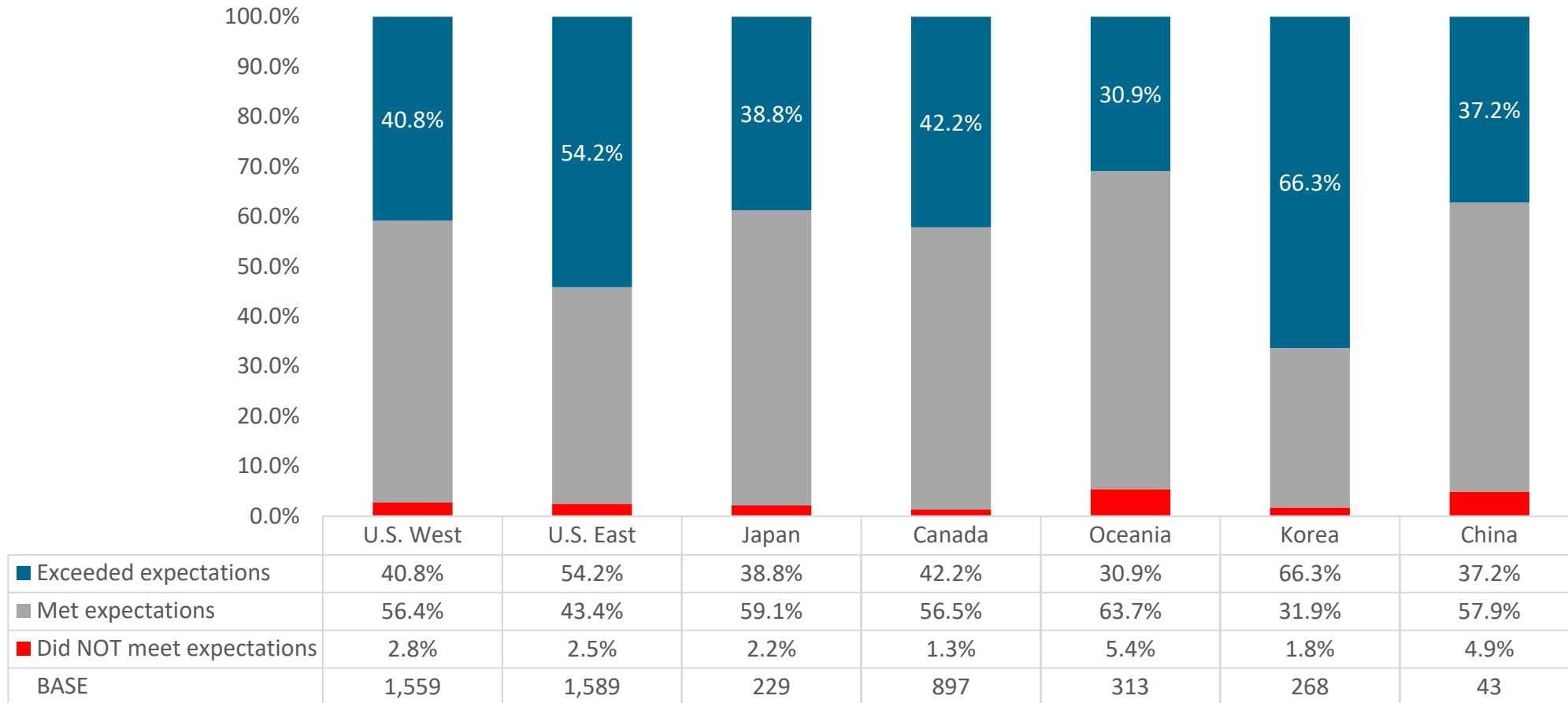
P= Preliminary Data

Q. How would you rate your most recent trip to the state of Hawai'i? How would you rate your experience on \_\_\_?





# SATISFACTION - HAWAI'I TRIP EXPECTATIONS



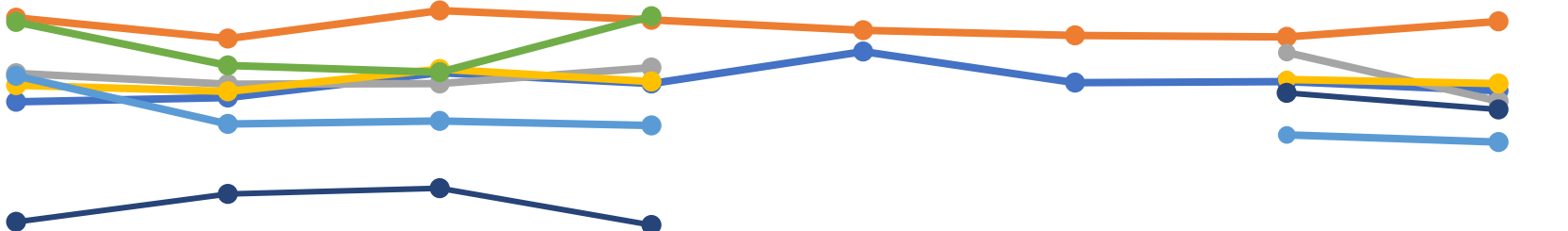
Q. Would you say this trip to Hawai'i \_\_\_?



# SATISFACTION - HAWAI‘I TRIP EXPECTATIONS

Tracking Data – Rating of “Exceeded expectations”

100.0%  
80.0%  
60.0%  
40.0%  
20.0%  
0.0%



Due to impact of the pandemic, there were too few travelers from Japan, Canada, Oceania, Korea, and China in 2020 and 2021 to provide an adequate sample size of visitors.

	Q4 2016	Q4 2017	Q4 2018	Q4 2019	Q4 2020	Q4 2021	Q4 2022	Q4 2023 P
U.S. West	38.7%	39.5%	44.3%	42.2%	48.4%	42.4%	42.6%	40.8%
U.S. East	54.9%	50.9%	56.3%	54.5%	52.5%	51.5%	51.2%	54.2%
Japan	44.2%	42.1%	42.2%	45.3%			48.2%	38.8%
Canada	41.9%	40.7%	45.0%	42.6%			43.0%	42.2%
Oceania	43.7%	34.4%	35.0%	34.1%			32.3%	30.9%
Korea	54.1%	45.7%	44.4%	55.2%			68.4%	66.3%
China	15.5%	20.9%	22.0%	14.9%			40.4%	37.2%

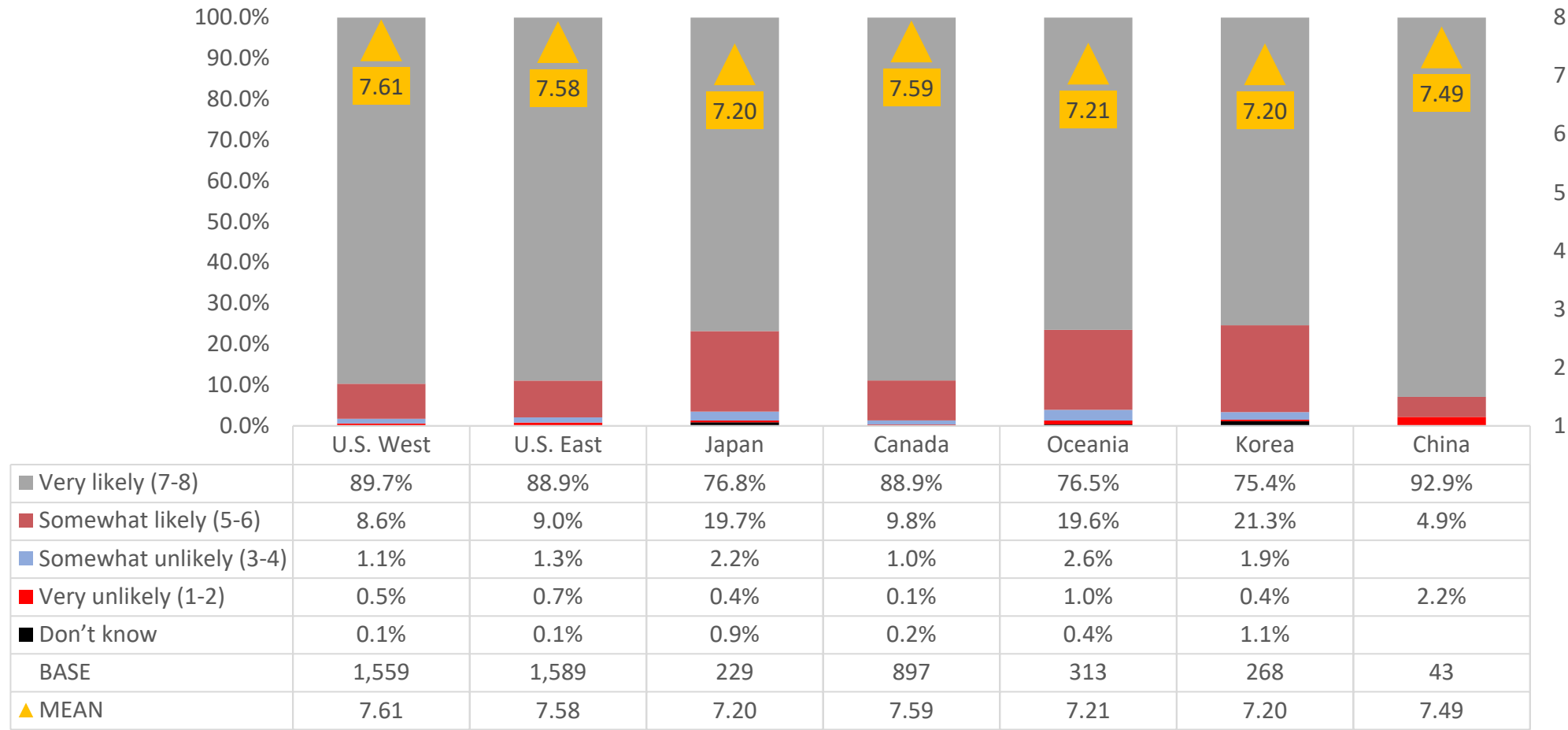
P= Preliminary Data

Q. Would you say this trip to Hawai‘i \_\_\_?



# BRAND/ DESTINATION - ADVOCACY

8-pt Rating Scale  
8=Very likely / 1=Very unlikely

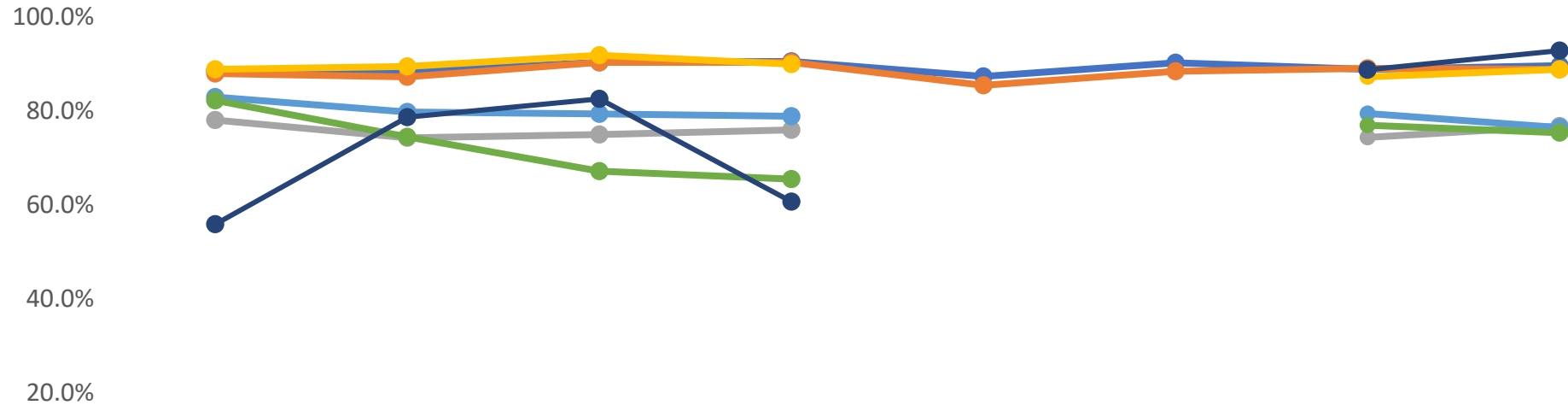


Q. How likely are you to recommend the state of Hawai'i as a vacation place to your friends and relatives?



# BRAND/ DESTINATION - ADVOCACY

Tracking Data – Rating of “Very Likely” (7-8)



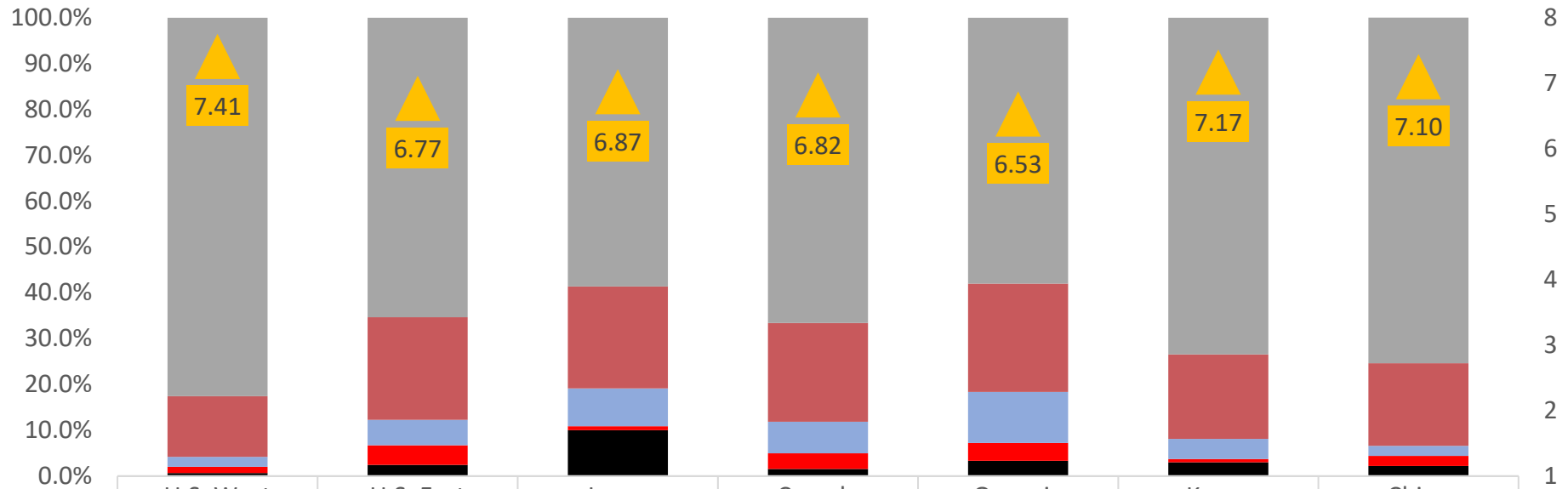
Due to impact of the pandemic, there were too few travelers from Japan, Canada, Oceania, Korea, and China in 2020 and 2021 to provide an adequate sample size of visitors.

	Q4 2016	Q4 2017	Q4 2018	Q4 2019	Q4 2020	Q4 2021	Q4 2022	Q4 2023 P
U.S. West	88.6%	88.4%	90.4%	90.6%	87.4%	90.3%	88.9%	89.7%
U.S. East	88.0%	87.3%	90.4%	90.4%	85.5%	88.5%	89.1%	88.9%
Japan	78.1%	74.3%	75.0%	76.0%			74.4%	76.8%
Canada	88.9%	89.5%	91.9%	90.0%			87.3%	88.9%
Oceania	83.0%	79.8%	79.4%	78.9%			79.5%	76.5%
Korea	82.3%	74.5%	67.2%	65.5%			77.0%	75.4%
China	55.9%	78.7%	82.6%	60.7%			88.8%	92.9%

P= Preliminary Data

# LIKELIHOOD OF RETURN VISIT

8-pt Rating Scale  
8=Very likely / 1=Very unlikely



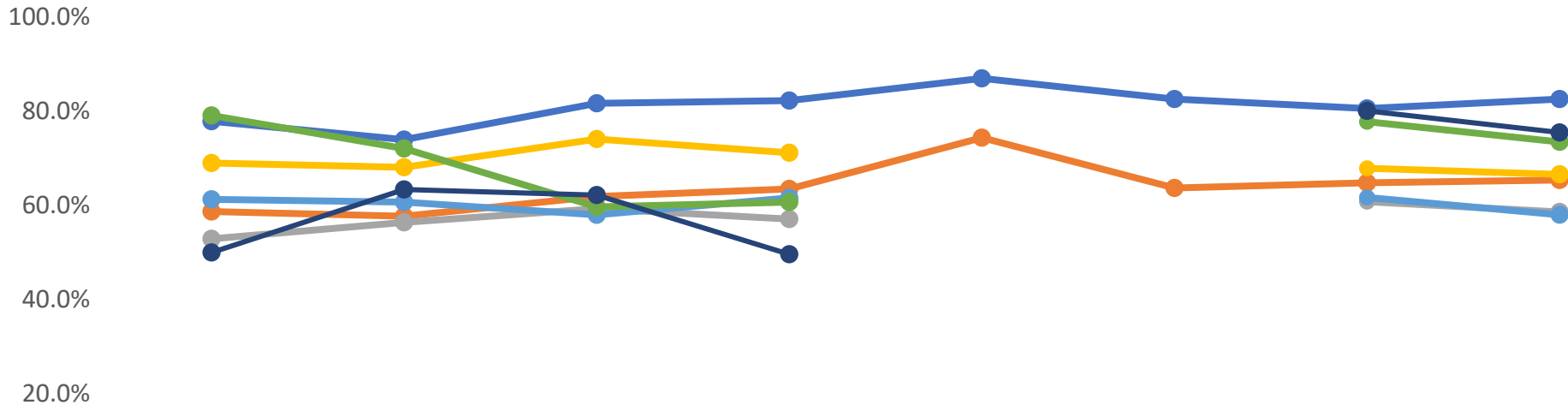
	U.S. West	U.S. East	Japan	Canada	Oceania	Korea	China
Very likely (7-8)	82.6%	65.4%	58.6%	66.6%	58.0%	73.5%	75.5%
Somewhat likely (5-6)	13.2%	22.4%	22.2%	21.6%	23.6%	18.4%	18.0%
Somewhat unlikely (3-4)	2.2%	5.5%	8.2%	6.9%	11.1%	4.4%	2.2%
Very unlikely (1-2)	1.4%	4.3%	0.9%	3.4%	3.9%	0.7%	2.2%
Don't know	0.7%	2.5%	10.0%	1.6%	3.3%	3.0%	2.2%
BASE	1,559	1,589	229	897	313	268	43
MEAN	7.41	6.77	6.87	6.82	6.53	7.17	7.10

Q. How likely are you to return to the state of Hawai'i in the next five years?



# LIKELIHOOD OF RETURN VISIT

Tracking Data – Rating of “Very Likely” (7-8)



Due to impact of the pandemic, there were too few travelers from Japan, Canada, Oceania, Korea, and China in 2020 and 2021 to provide an adequate sample size of visitors.

	Q4 2016	Q4 2017	Q4 2018	Q4 2019	Q4 2020	Q4 2021	Q4 2022	Q4 2023 P
U.S. West	77.9%	74.0%	81.7%	82.3%	87.0%	82.6%	80.6%	82.6%
U.S. East	58.7%	57.7%	61.9%	63.5%	74.4%	63.7%	64.8%	65.4%
Japan	52.9%	56.4%	59.3%	57.1%			60.8%	58.6%
Canada	69.0%	68.1%	74.1%	71.2%			67.9%	66.6%
Oceania	61.3%	60.7%	58.0%	61.6%			61.7%	58.0%
Korea	79.1%	72.1%	59.7%	60.7%			77.8%	73.5%
China	50.0%	63.4%	62.2%	49.6%			80.1%	75.5%

P= Preliminary Data

Q. How likely are you to return to the state of Hawai'i in the next five years?



# UNLIKELY TO RETURN - TOP REASONS U.S. WEST

Q4 2022	Q4 2023 P
54.4% Too expensive	40.7% Too expensive
34.9% Too crowded/ congested/ traffic	34.0% Want to go someplace new
28.6% Want to go someplace new	32.5% Poor value
24.5% Poor value	18.4% Too crowded/ congested/ traffic
18.6% Too commercialized/ overdeveloped	15.2% Unfriendly people/ felt unwelcome
12.8% No reason to return/ nothing new	13.7% Too commercialized/ overdeveloped
11.8% Other financial obligations	13.4% No reason to return/ nothing new
11.8% Unfriendly people/ felt unwelcome	13.1% Other financial obligations
11.4% Flight too long	12.7% Poor health/ age
11.4% Five years is too soon	11.6% Flight too long

P= Preliminary Data

Q. Why would you be unlikely to revisit the state of Hawai'i?



# UNLIKELY TO RETURN - TOP REASONS U.S. EAST

Q4 2022	Q4 2023 P
55.8% Too expensive	46.1% Too expensive
40.6% Flight too long	38.0% Flight too long
36.9% Want to go someplace new	36.9% Want to go someplace new
19.4% Poor value	17.4% Other financial obligations
15.6% Five years is too soon	15.4% Poor value
14.7% Too crowded/ congested/ traffic	14.9% Too crowded/ congested/ traffic
13.9% Other financial obligations	11.8% Too commercialized/ overdeveloped
12.2% Too commercialized/ overdeveloped	11.3% Five years is too soon

P= Preliminary Data

Q. Why would you be unlikely to revisit the state of Hawai'i?





# UNLIKELY TO RETURN - TOP REASONS JAPAN

Q4 2022*	Q4 2023 P**
61.9% Too expensive	65.9% Too expensive
54.0% Want to go someplace new	22.6% Other financial obligations
46.0% Too commercialized/ overdeveloped	18.1% Want to go someplace new
46.0% Five years is too soon	13.6% Five years is too soon
27.0% Too crowded/ congested/ traffic	11.3% Poor health/ age
27.0% Poor service	
19.0% Flight too long	
19.0% Poor value	
19.0% Other financial obligations	
19.0% No reason to return/ nothing new	
19.0% Unfriendly people/ felt unwelcome	
19.0% Poor health/ age	

\*Caution small base (n=1 respondent) in Q4 2022.

\*\*Caution small base (n=44 respondents) in Q4 2023.

P= Preliminary Data

Q. Why would you be unlikely to revisit the state of Hawai'i?



# UNLIKELY TO RETURN - TOP REASONS CANADA

Q4 2022	Q4 2023 P
65.9% Too expensive	58.8% Too expensive
39.6% Want to go someplace new	38.2% Want to go someplace new
36.2% Flight too long	31.6% Flight is too long
24.1% Poor value	23.4% Poor value
14.0% Five years is too soon	13.1% Other financial obligations
13.3% Too crowded/ congested/ traffic	
10.7% Other financial obligations	
10.2% Too commercialized/ overdeveloped	

P= Preliminary Data

Q. Why would you be unlikely to revisit the state of Hawai'i?



# UNLIKELY TO RETURN - TOP REASONS OCEANIA

Q4 2022	Q4 2023 P
62.5% Too expensive	60.7% Too expensive
51.7% Poor value	41.0% Want to go someplace new
34.1% Want to go someplace new	39.6% Poor value
21.8% Five years is too soon	28.4% Too commercialized/ overdeveloped
20.4% No reason to return/ nothing new	17.2% Too crowded/ congested/ traffic
18.7% Too commercialized/ overdeveloped	12.6% No reason to return/ nothing new
14.2% Flight too long	

P= Preliminary Data

Q. Why would you be unlikely to revisit the state of Hawai'i?



# UNLIKELY TO RETURN - TOP REASONS KOREA

Q4 2022*	Q4 2023 P**
100% Too expensive	57.5% Too expensive
71.0% Poor value	35.8% Poor value
35.5% Want to go someplace new	27.2% Flight too long
29.0% Other financial obligations	22.8% No reason to return/ nothing new
26.6% Flight too long	21.7% Five years is too soon
26.6% Five years is too soon	21.7% Other financial obligations
26.6% No reason to return/ nothing new	18.5% Want to go someplace new
11.3% Too commercialized/ overdeveloped	

\*Caution small base (n=11 respondents) in Q4 2022.

\*\*Caution small base (n=22 respondents) in Q4 2023.

P= Preliminary Data

Q. Why would you be unlikely to revisit the state of Hawai'i?



# UNLIKELY TO RETURN - TOP REASONS CHINA

Q4 2022*	Q4 2023 P**
100% Too expensive	33.3% Too expensive
100% Flight too long	33.3% Flight too long
100% Too crowded/ congested/ traffic	33.3% No reason to return/ nothing new
100% No reason to return/ nothing new	33.3% Unfriendly people/ felt unwelcome
	33.3% Crime/ safety concerns

\*Caution small base (n=1 respondent) in Q4 2022.

\*\*Caution small base (n=3 respondents) in Q4 2023.

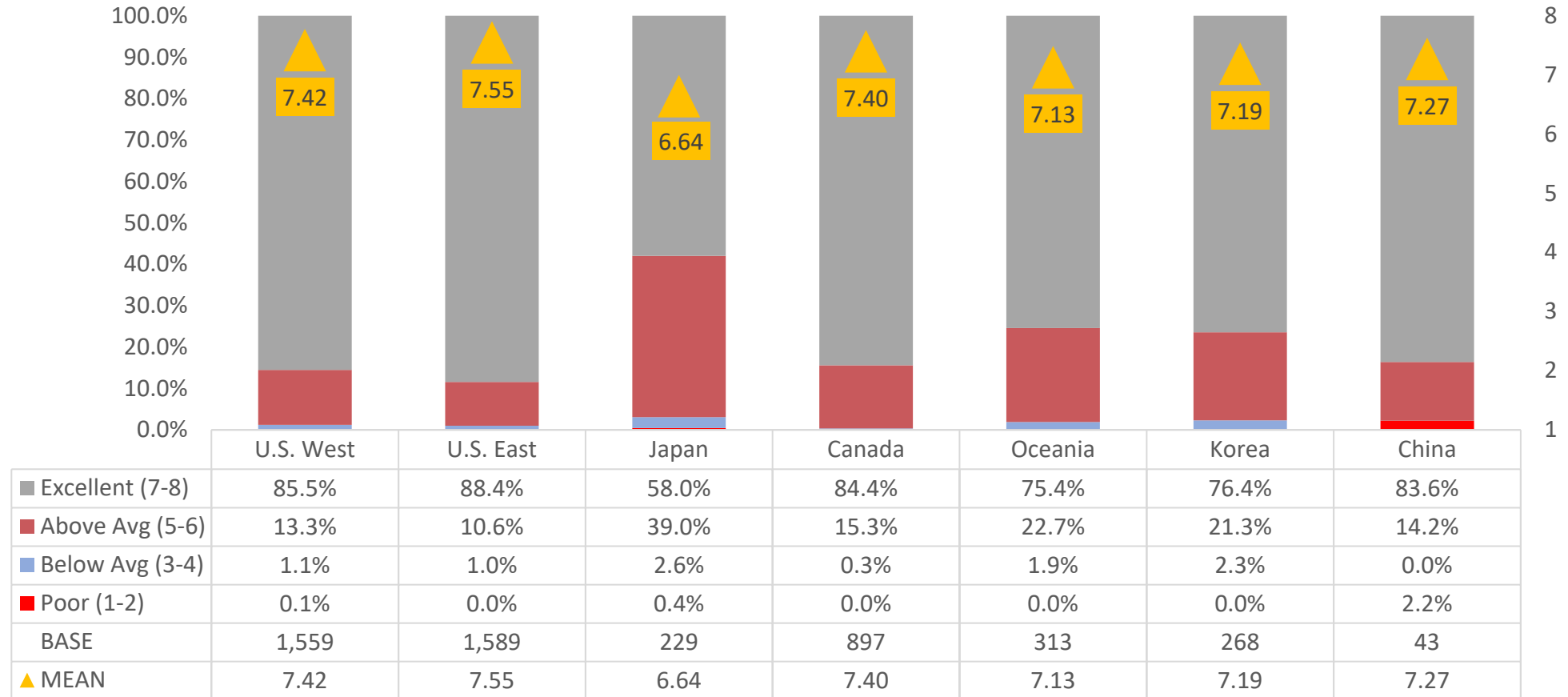
P= Preliminary Data

Q. Why would you be unlikely to revisit the state of Hawai'i?



# OFFERING A VARIETY OF EXPERIENCES

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

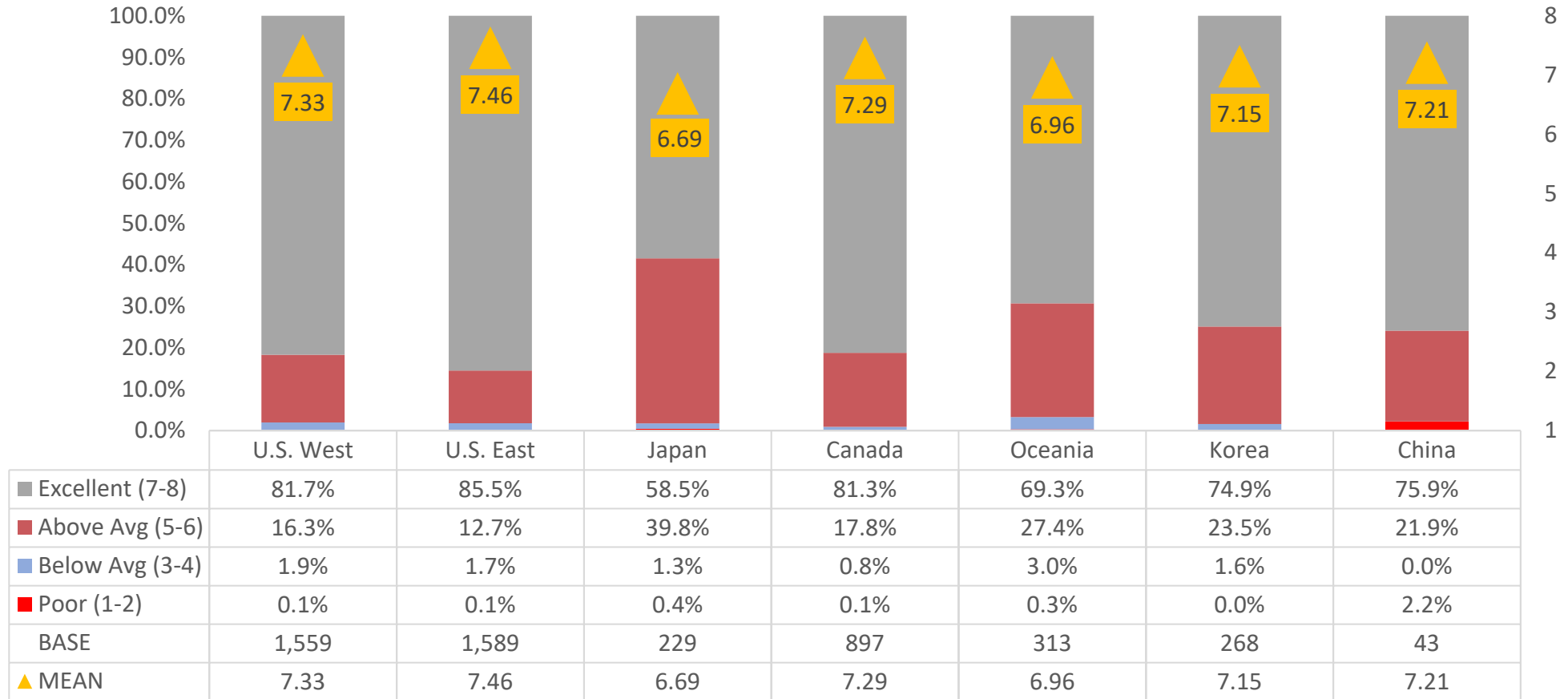


Q. Based on your most recent trip to Hawai'i, how would you rate the state of Hawai'i on \_\_\_?



# NUMBER OF DIFFERENT/ UNIQUE EXPERIENCES

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

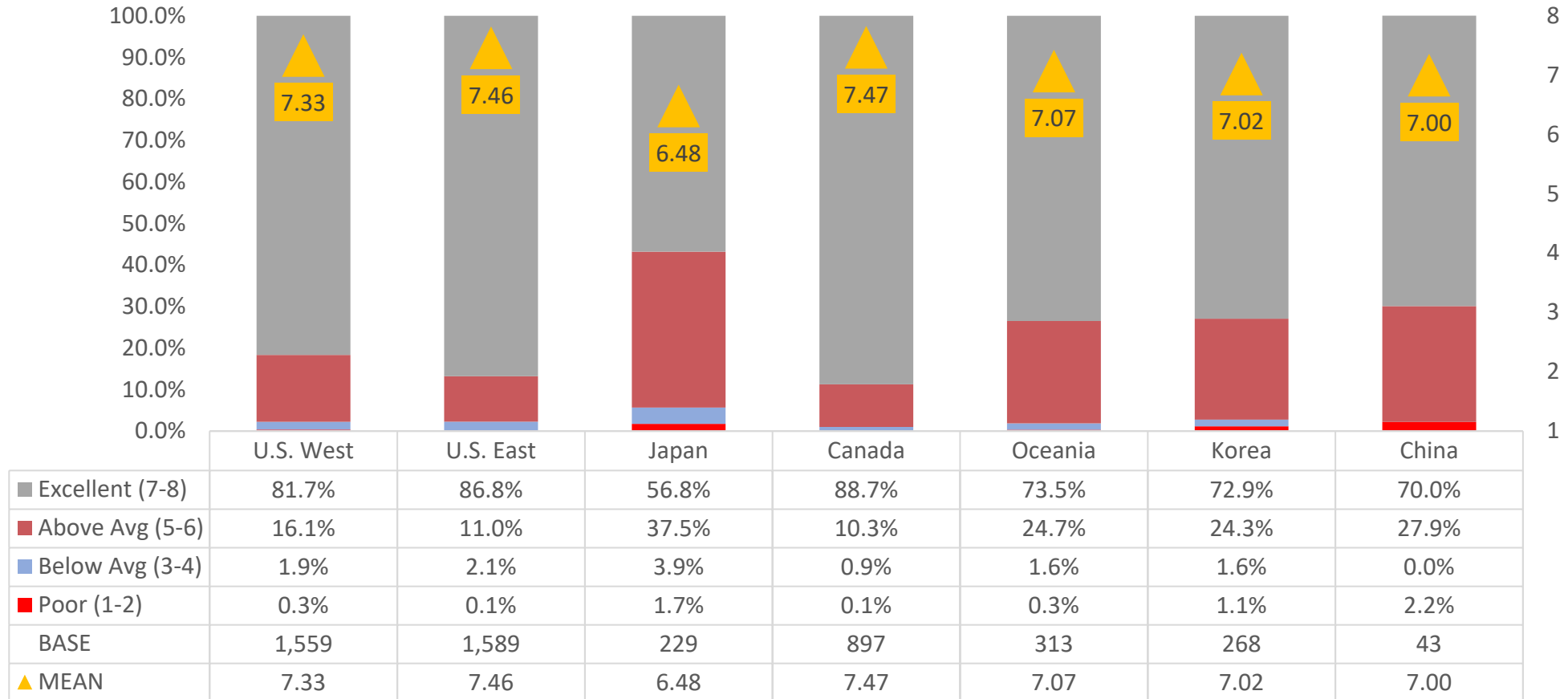


Q. Based on your most recent trip to Hawai'i, how would you rate the state of Hawai'i on \_\_\_?



# SAFE AND SECURE DESTINATION

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



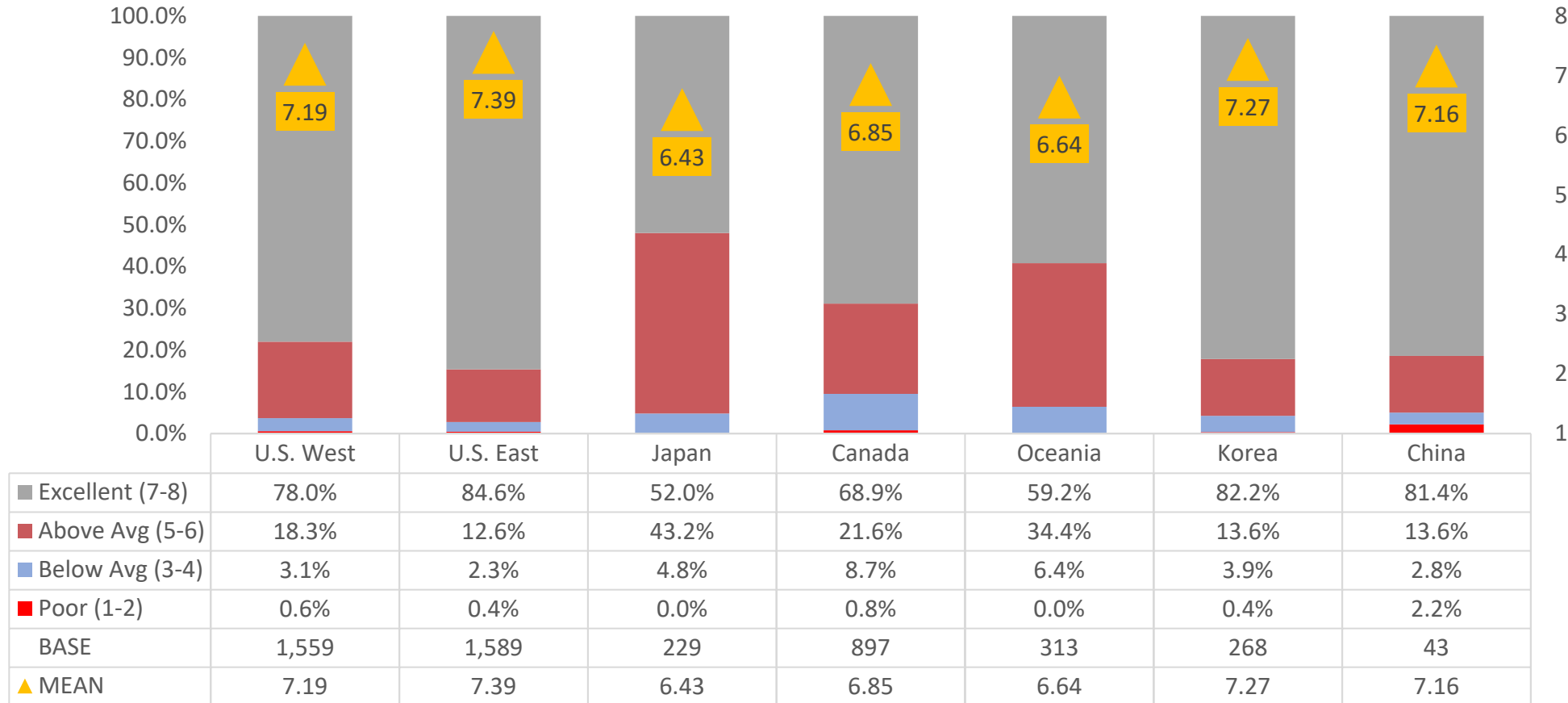
Q. Based on your most recent trip to Hawai'i, how would you rate the state of Hawai'i on \_\_\_?





# ENVIRONMENTALLY FRIENDLY/ SUSTAINABLE

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

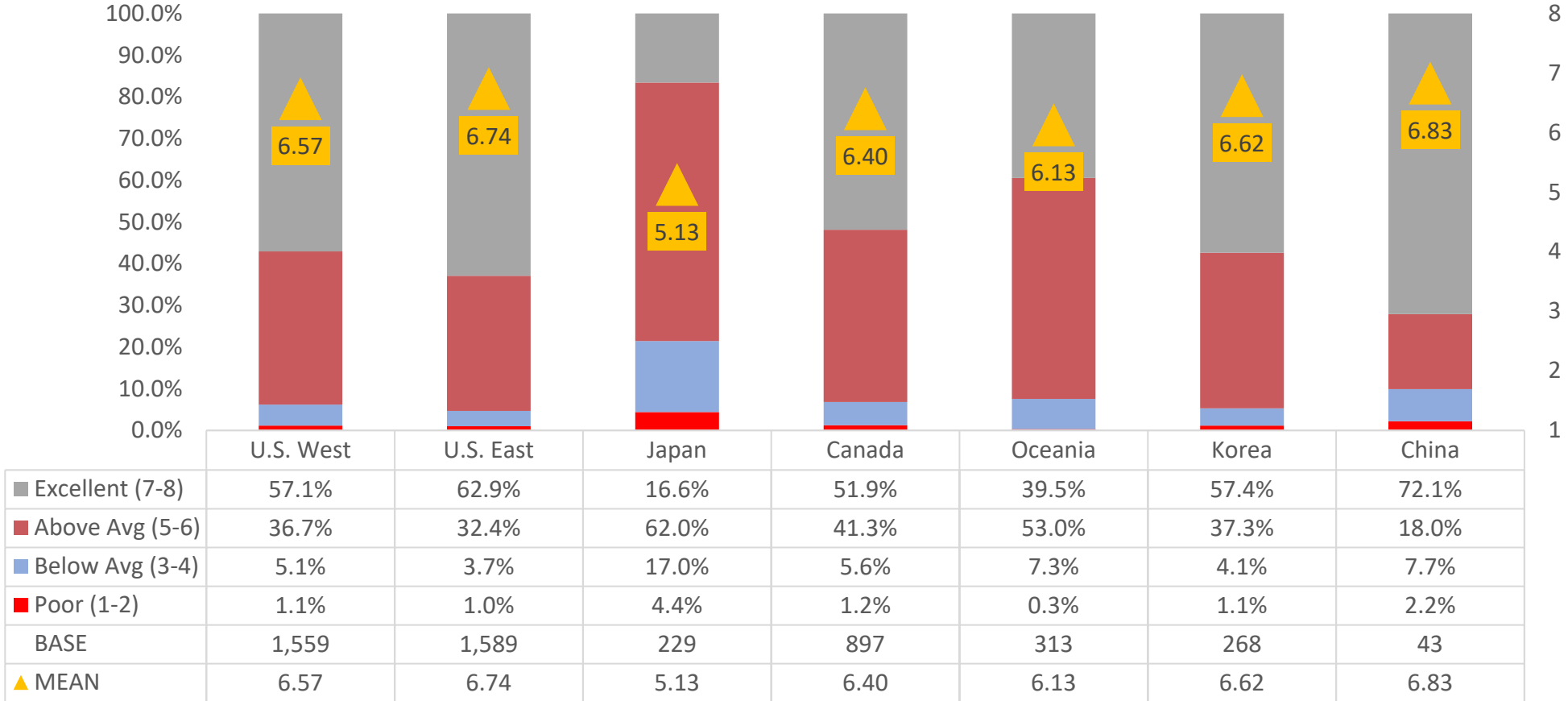


Q. Based on your most recent trip to Hawai'i, how would you rate the state of Hawai'i on \_\_\_?



# VOLUNTEER/ GIVE-BACK OPPORTUNITIES

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

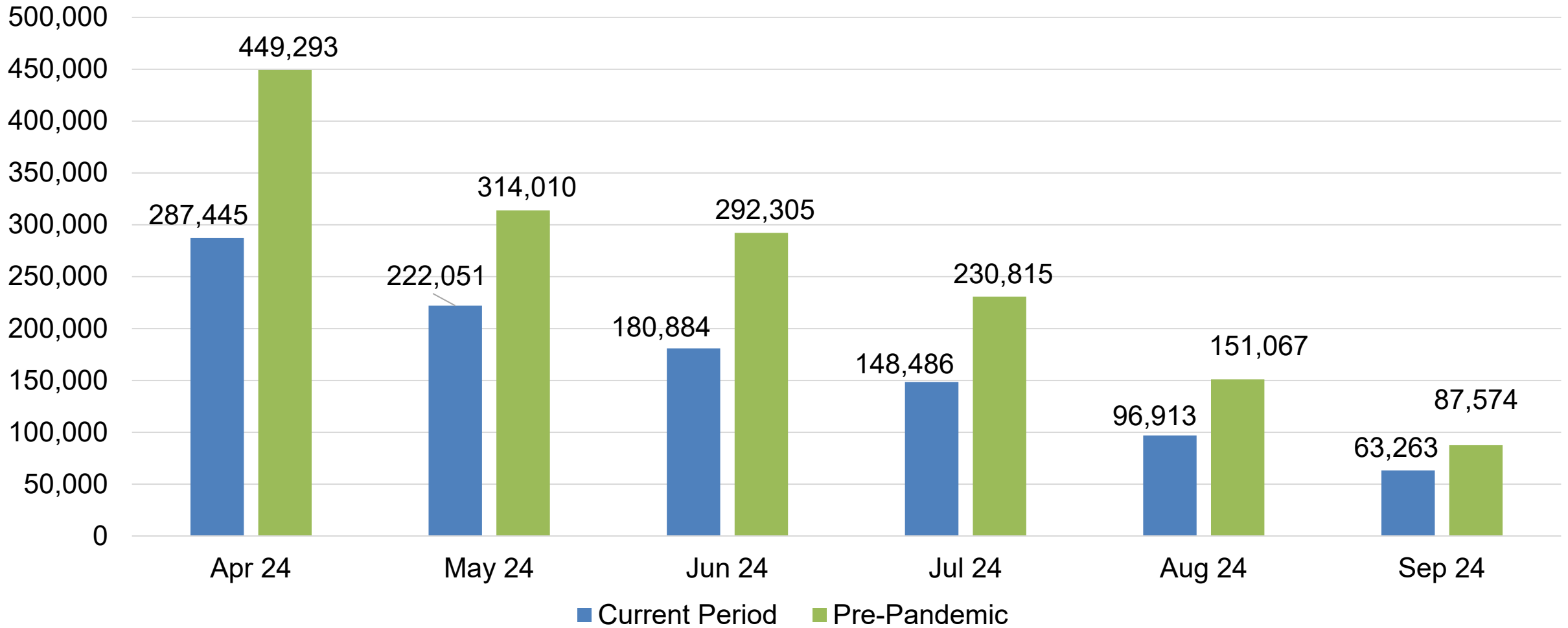


Q. Based on your most recent trip to Hawai'i, how would you rate the state of Hawai'i on \_\_\_?



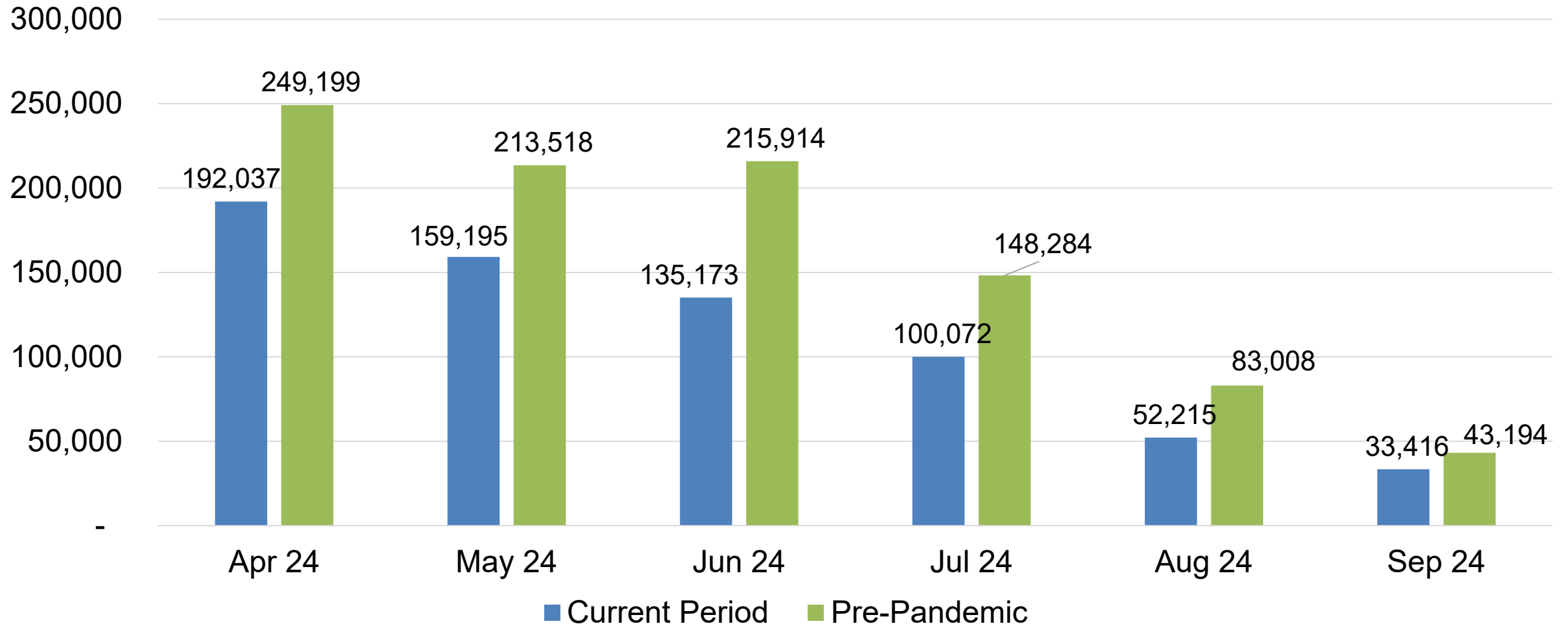
# ARC/FORWARDKEYS DESTINATION GATEWAY AIR BOOKING TRENDS

# Six Month Outlook: All Markets



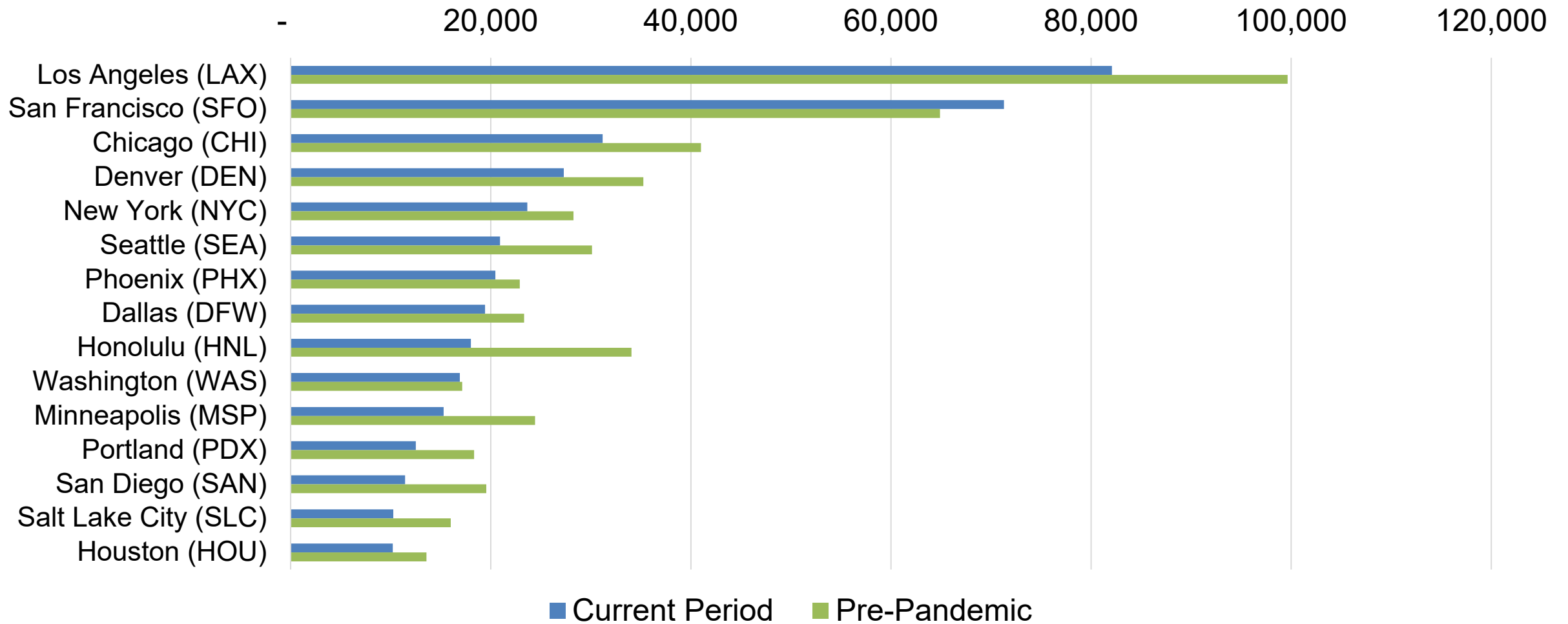
Source: ARC/ForwardKeys Destination Gateway

# Six Month Outlook: United States



Source: ARC/ForwardKeys Destination Gateway

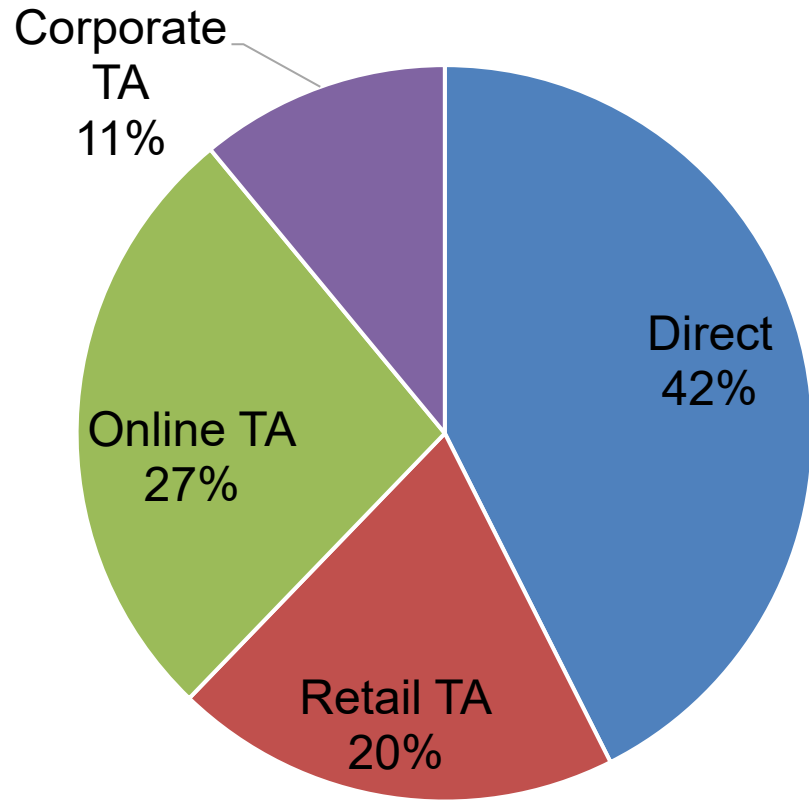
# Trip Origins: United States



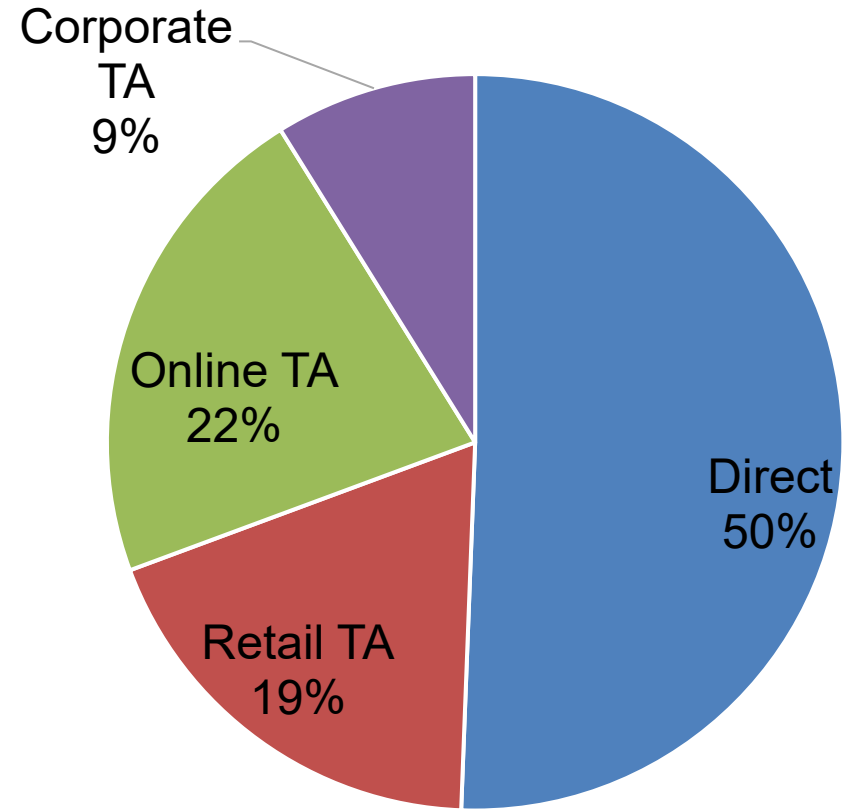
Source: ARC/ForwardKeys Destination Gateway

# Distribution Channel: United States

## Pre-Pandemic



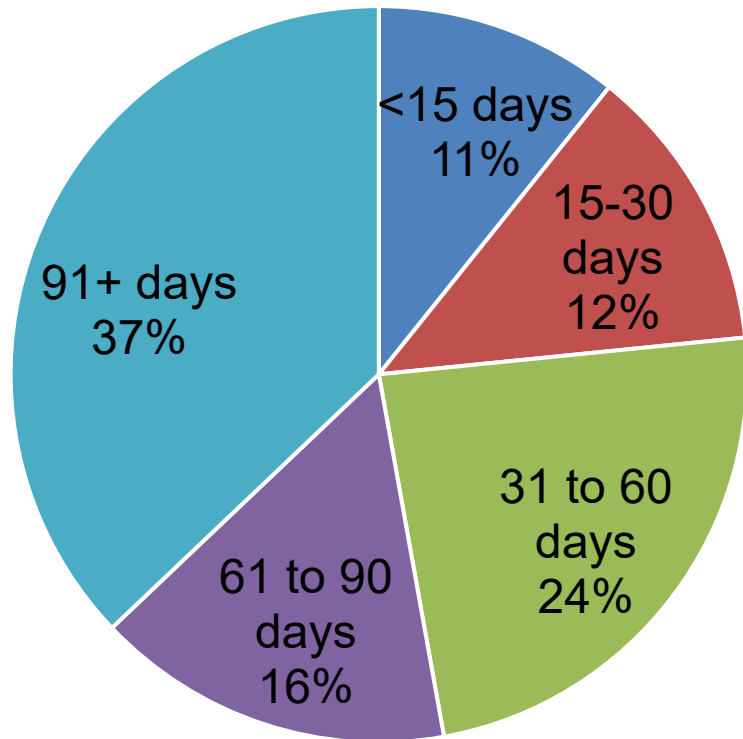
## Current Period



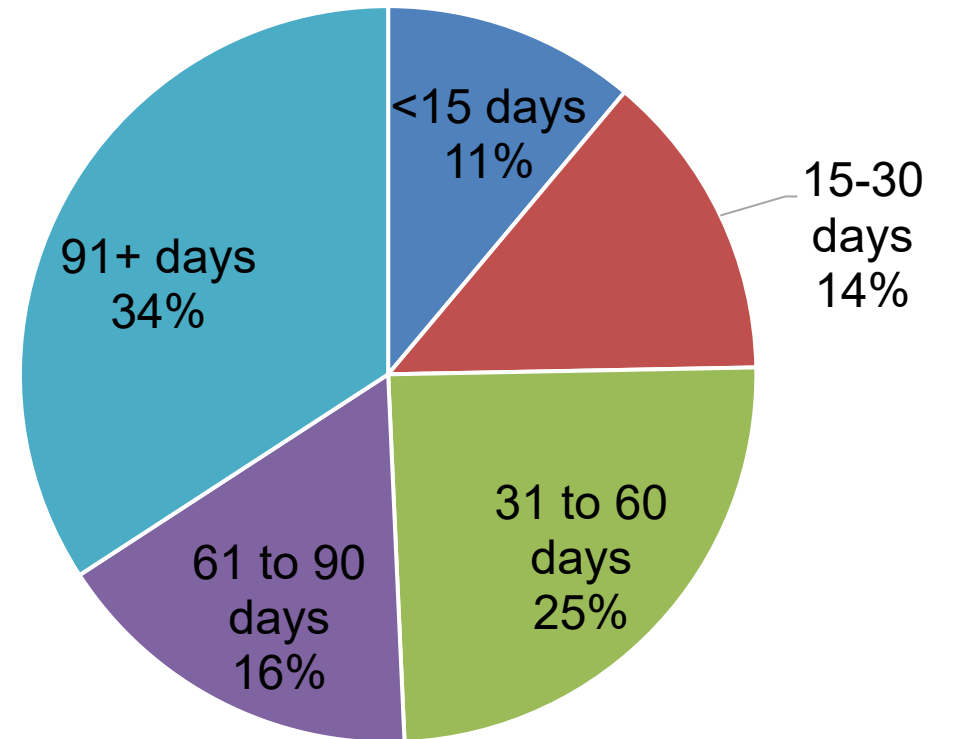
Source: ARC/ForwardKeys Destination Gateway

# Lead Time: United States

## Pre-Pandemic



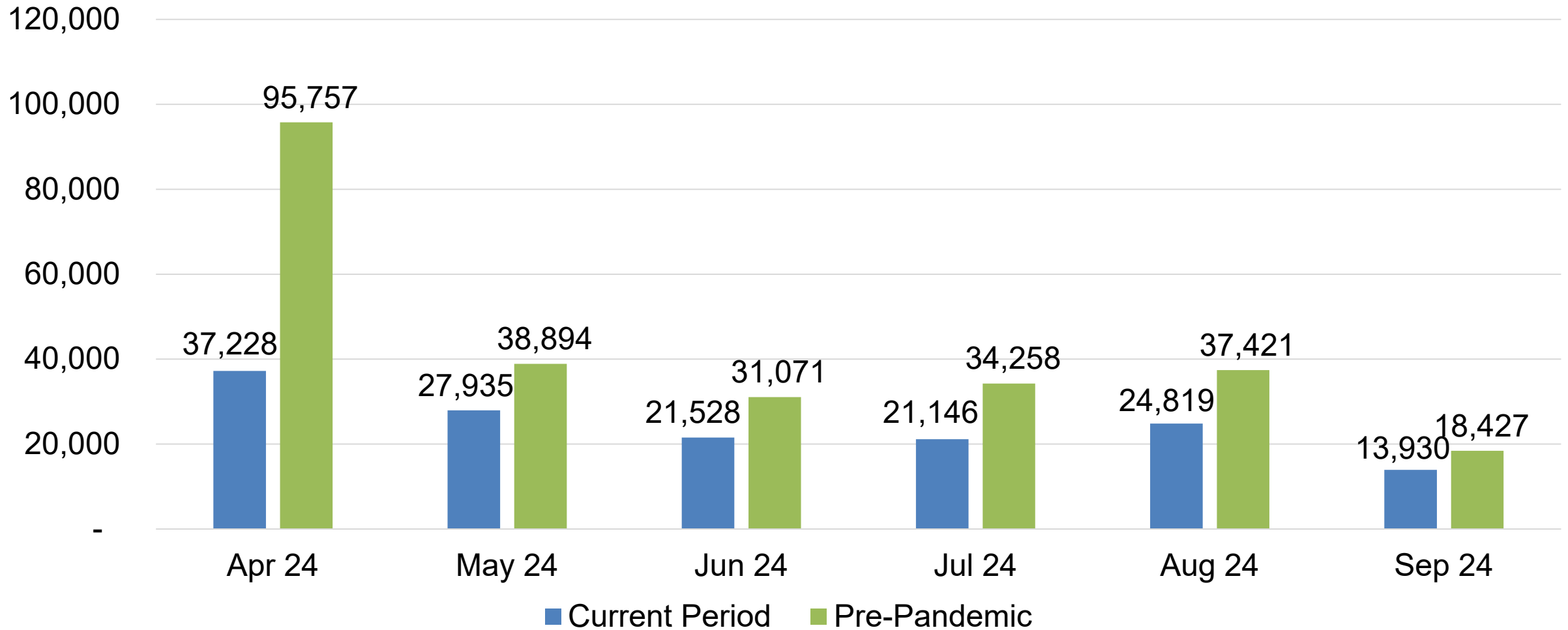
## Current Period



Source: ARC/ForwardKeys Destination Gateway

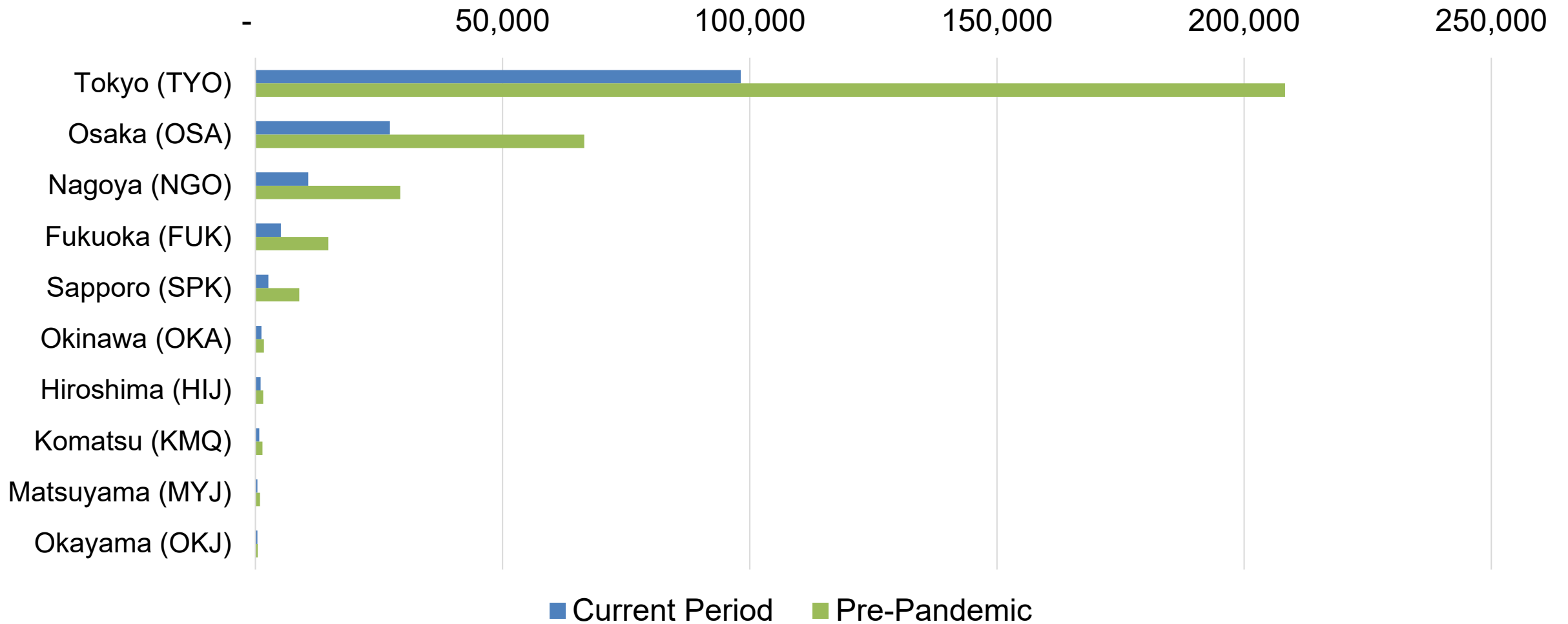


# Six Month Outlook: Japan



Source: ARC/ForwardKeys Destination Gateway

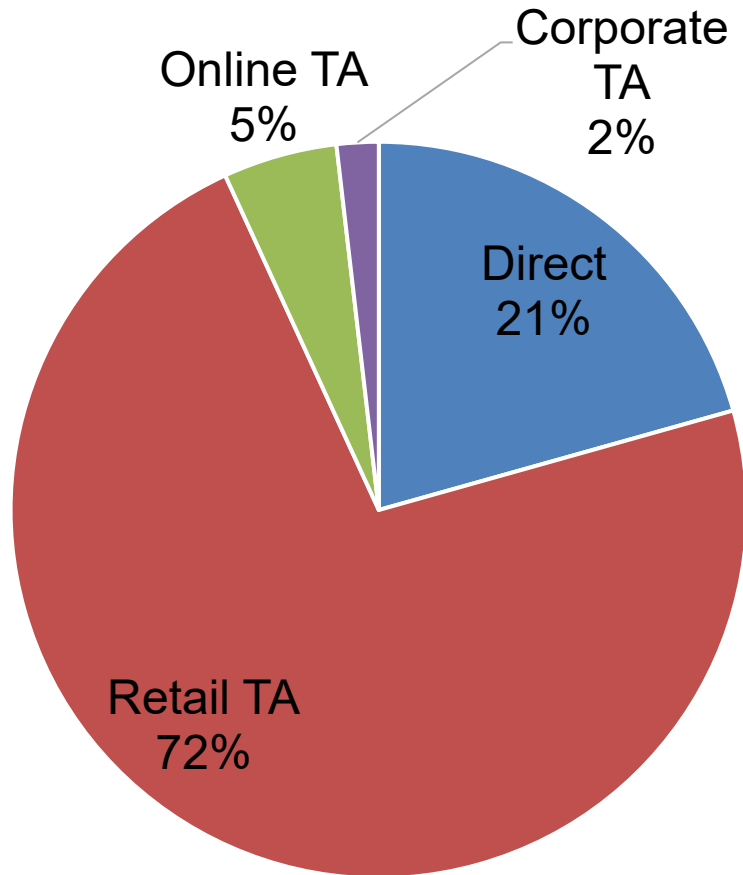
# Trip Origins: Japan



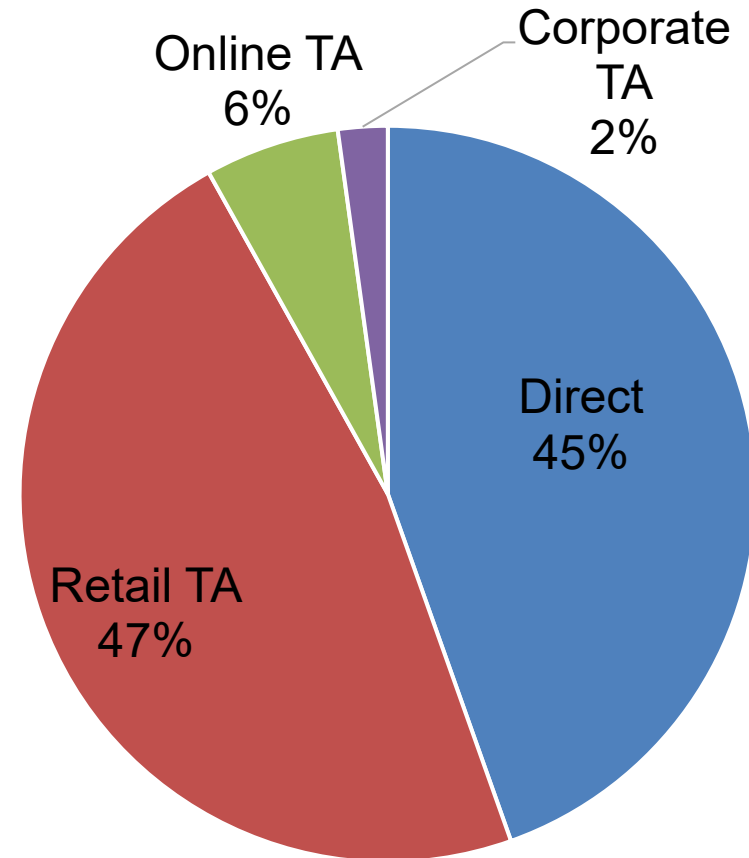
Source: ARC/ForwardKeys Destination Gateway

# Distribution Channel: Japan

## Pre-Pandemic



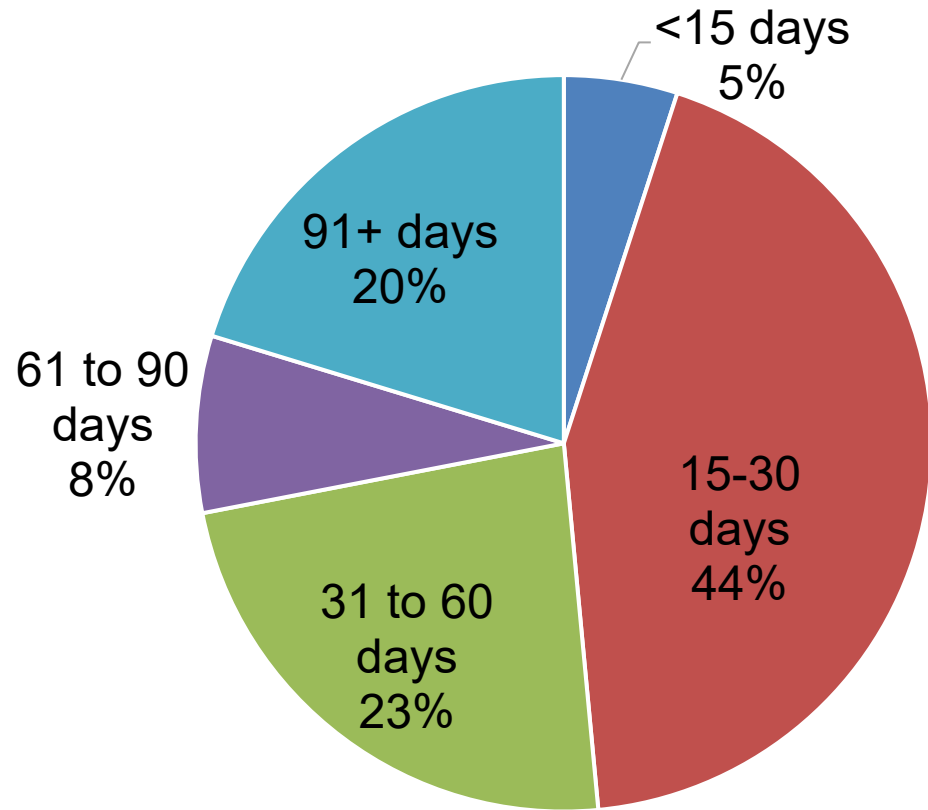
## Current Period



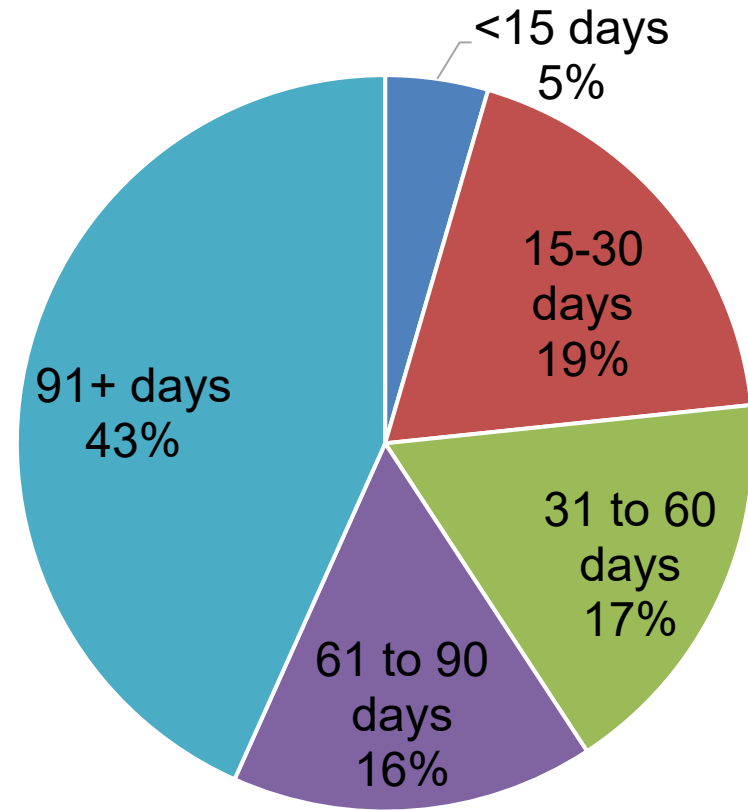
Source: ARC/ForwardKeys Destination Gateway

# Lead Time: Japan

## Pre-Pandemic

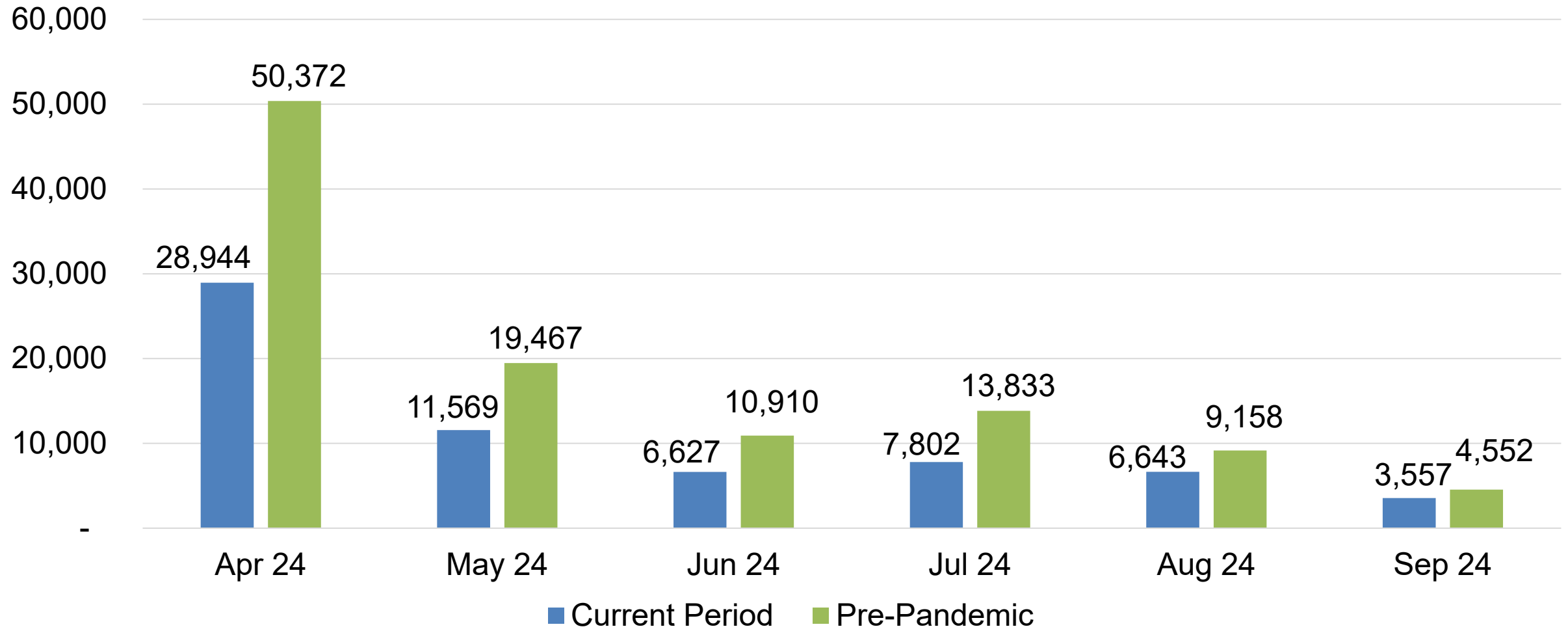


## Current Period



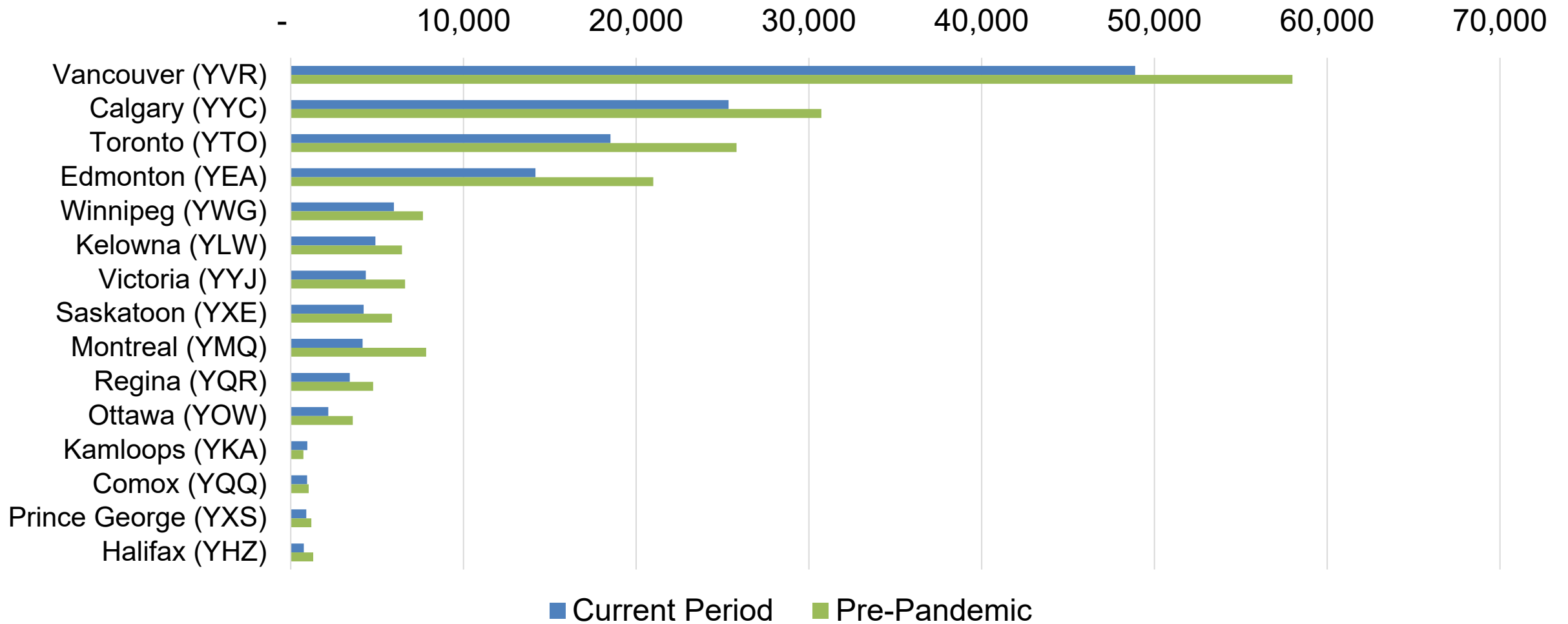
Source: ARC/ForwardKeys Destination Gateway

# Six Month Outlook: Canada



Source: ARC/ForwardKeys Destination Gateway

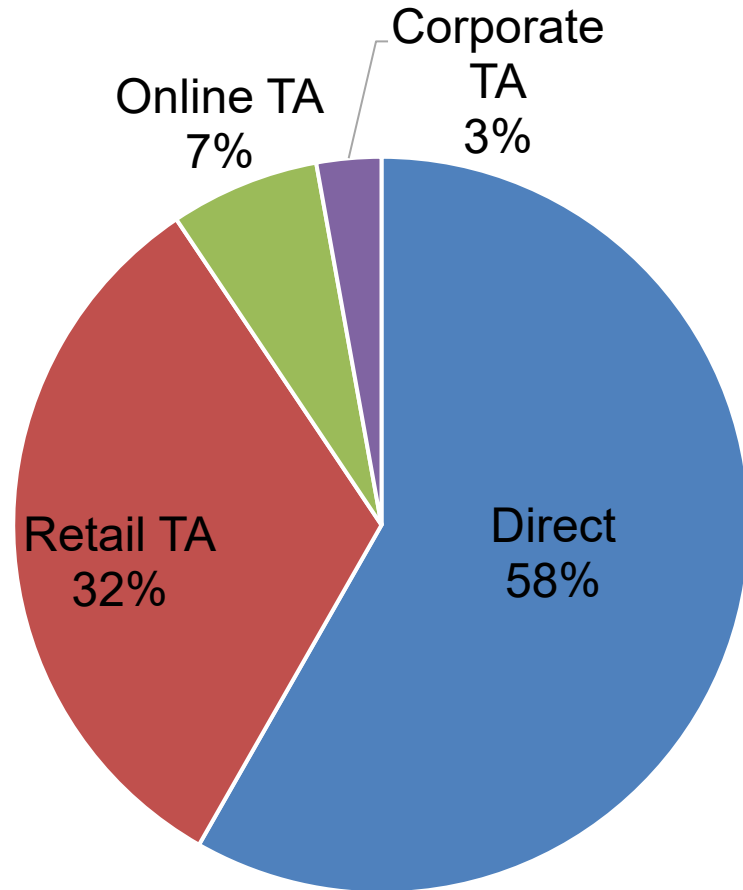
# Trip Origins: Canada



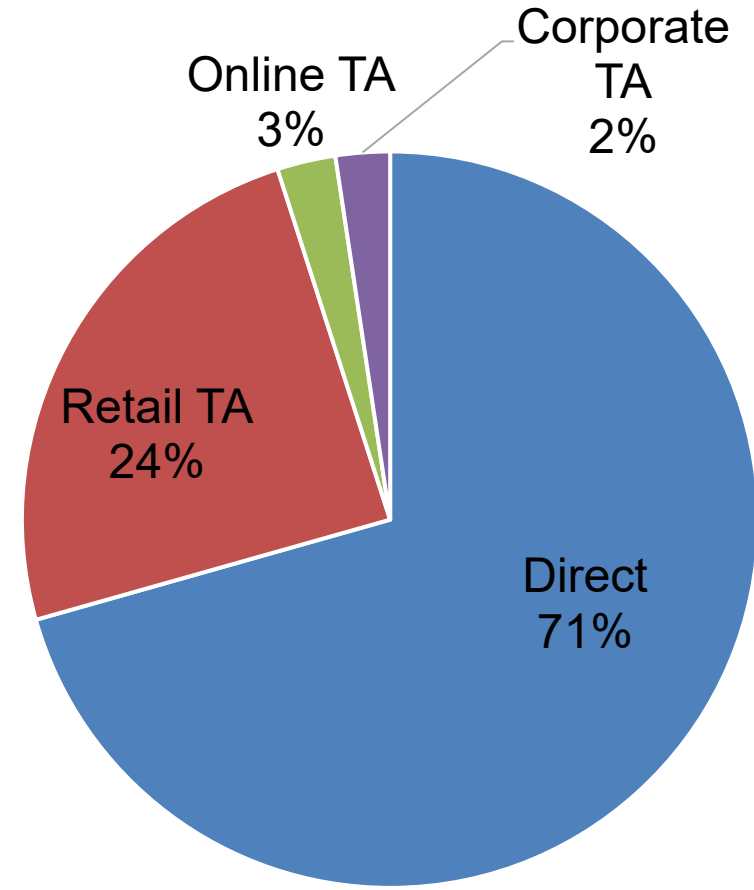
Source: ARC/ForwardKeys Destination Gateway

# Distribution Channel: Canada

## Pre-Pandemic



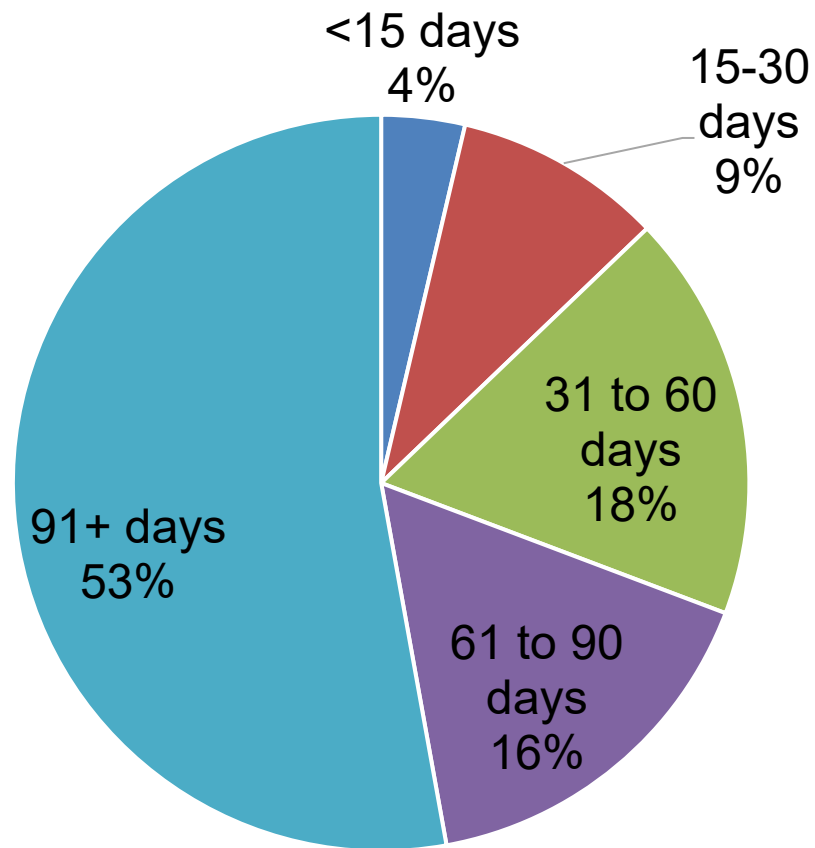
## Current Period



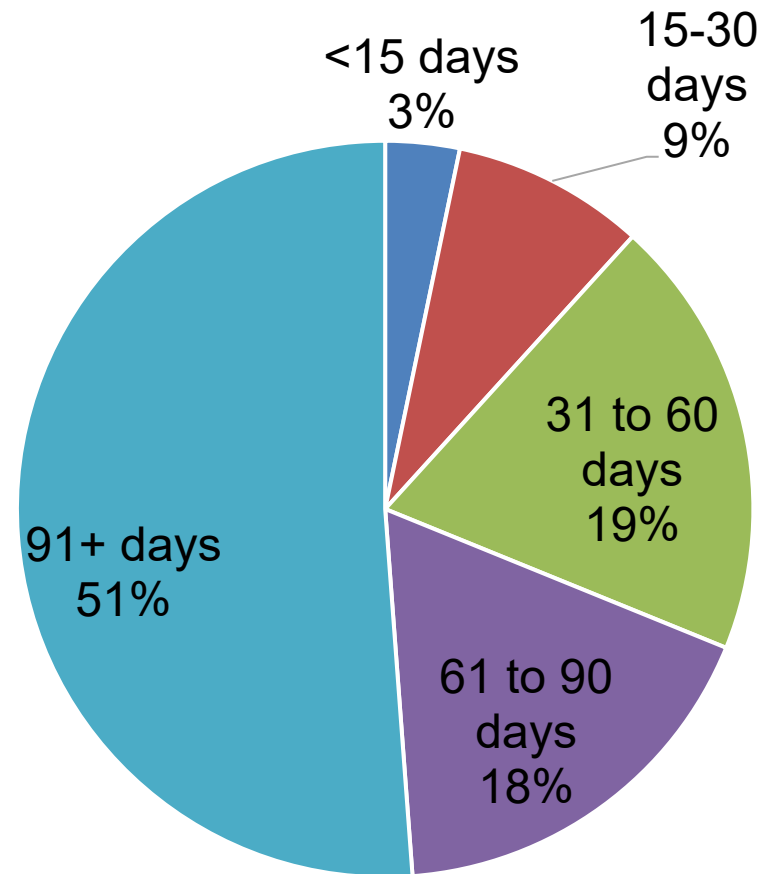
Source: ARC/ForwardKeys Destination Gateway

# Lead Time: Canada

## Pre-Pandemic



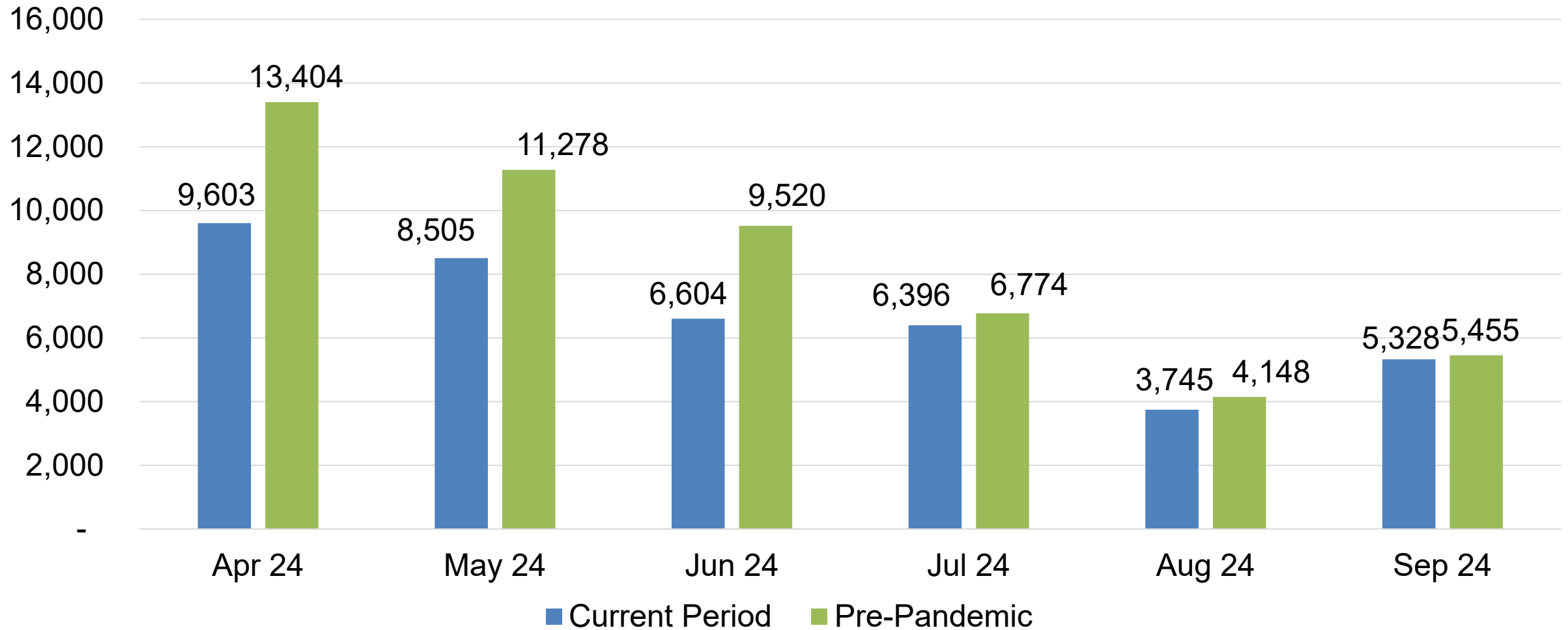
## Current Period



Source: ARC/ForwardKeys Destination Gateway

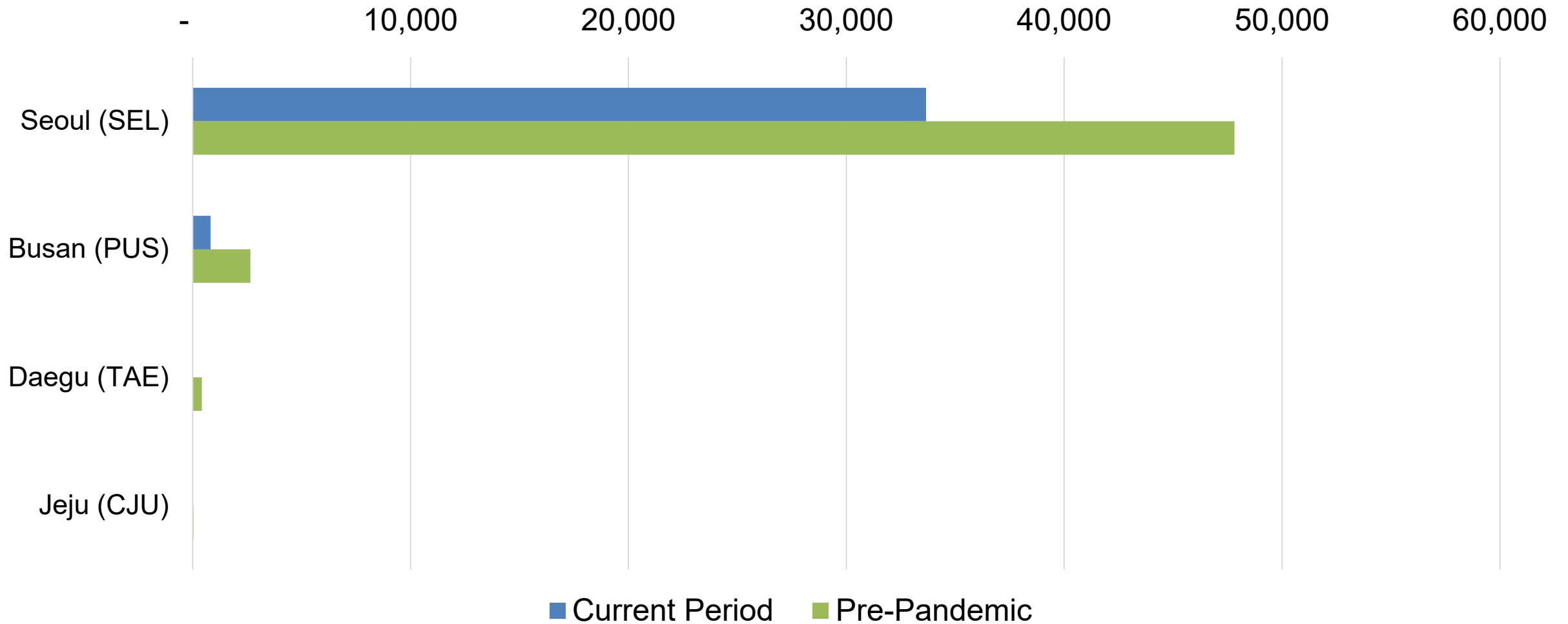


# Six Month Outlook: Korea



Source: ARC/ForwardKeys Destination Gateway

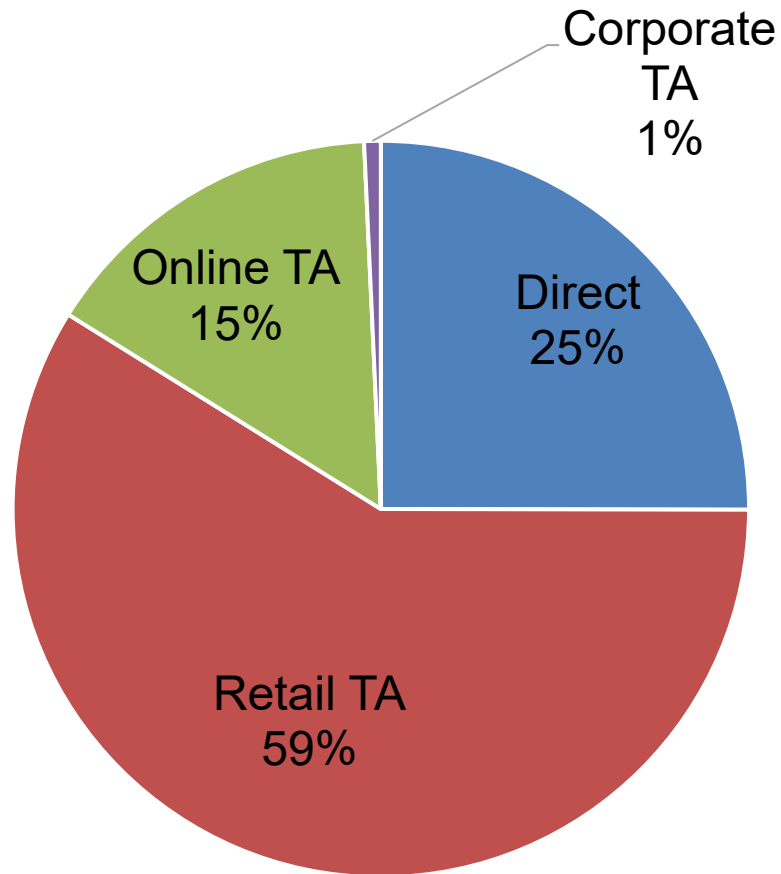
# Trip Origins: Korea



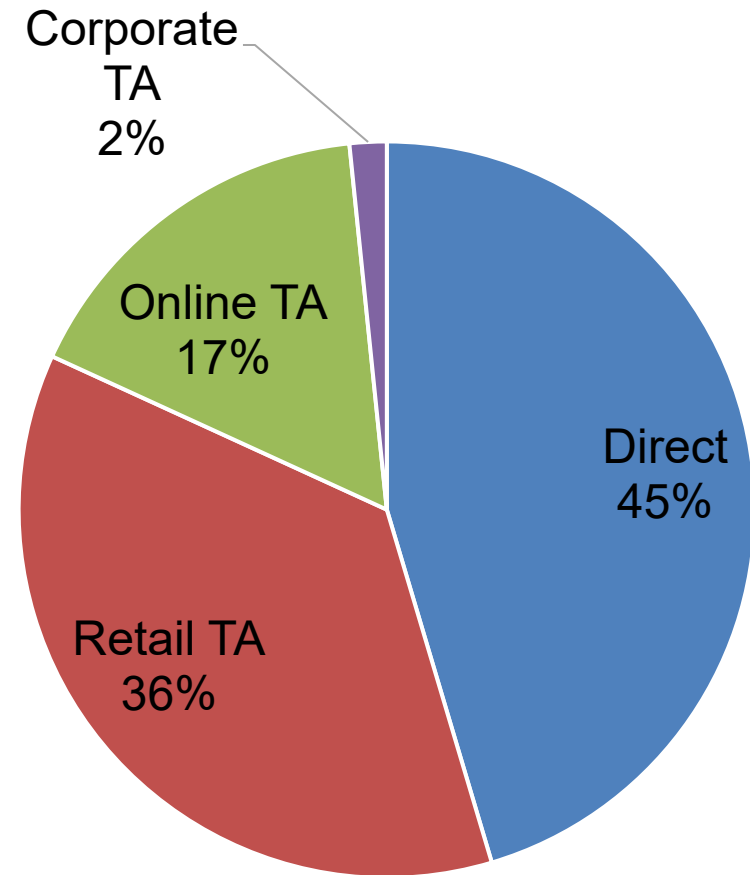
Source: ARC/ForwardKeys Destination Gateway

# Distribution Channel: Korea

## Pre-Pandemic



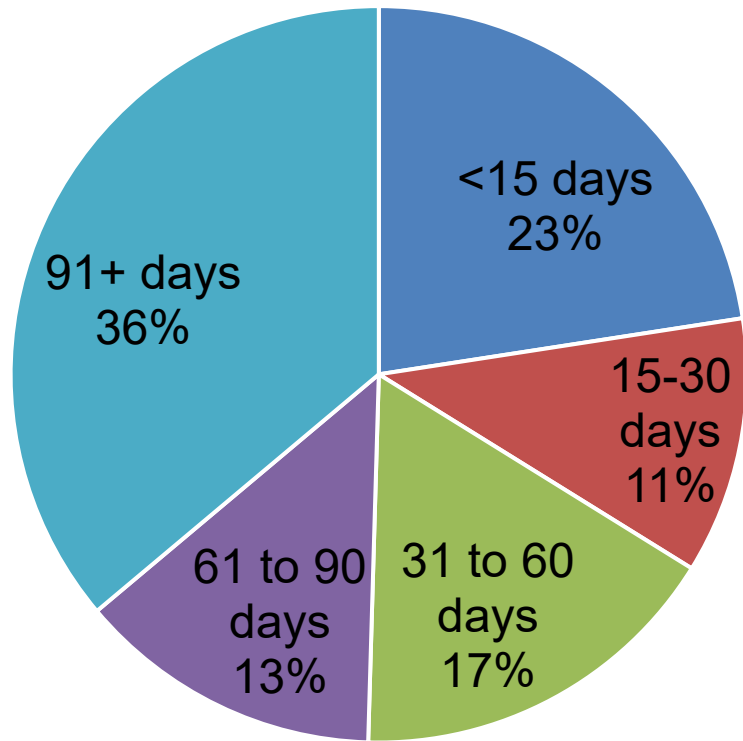
## Current Period



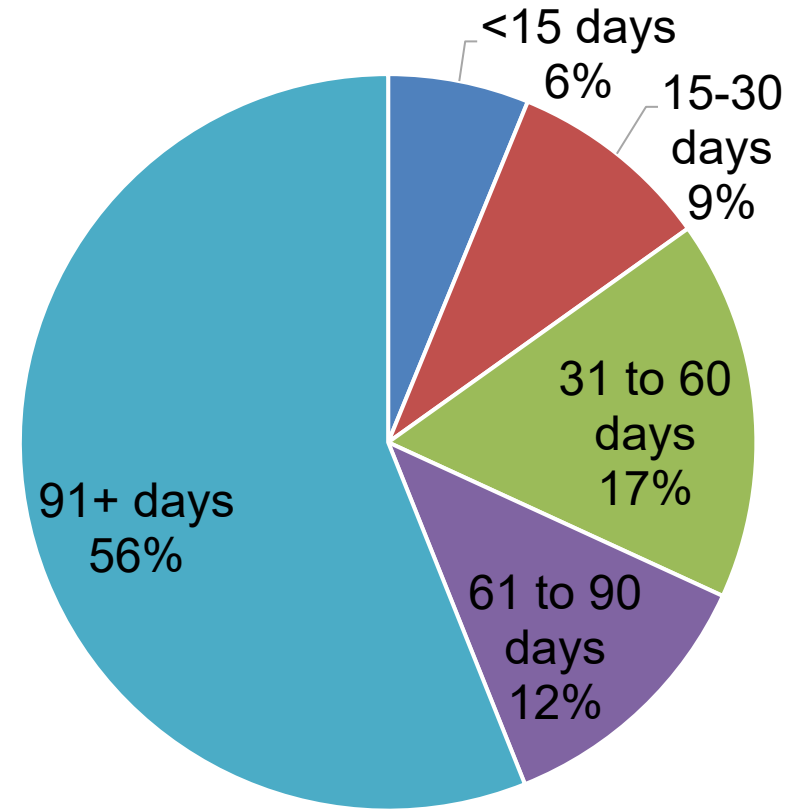
Source: ARC/ForwardKeys Destination Gateway

# Lead Time: Korea

## Pre-Pandemic

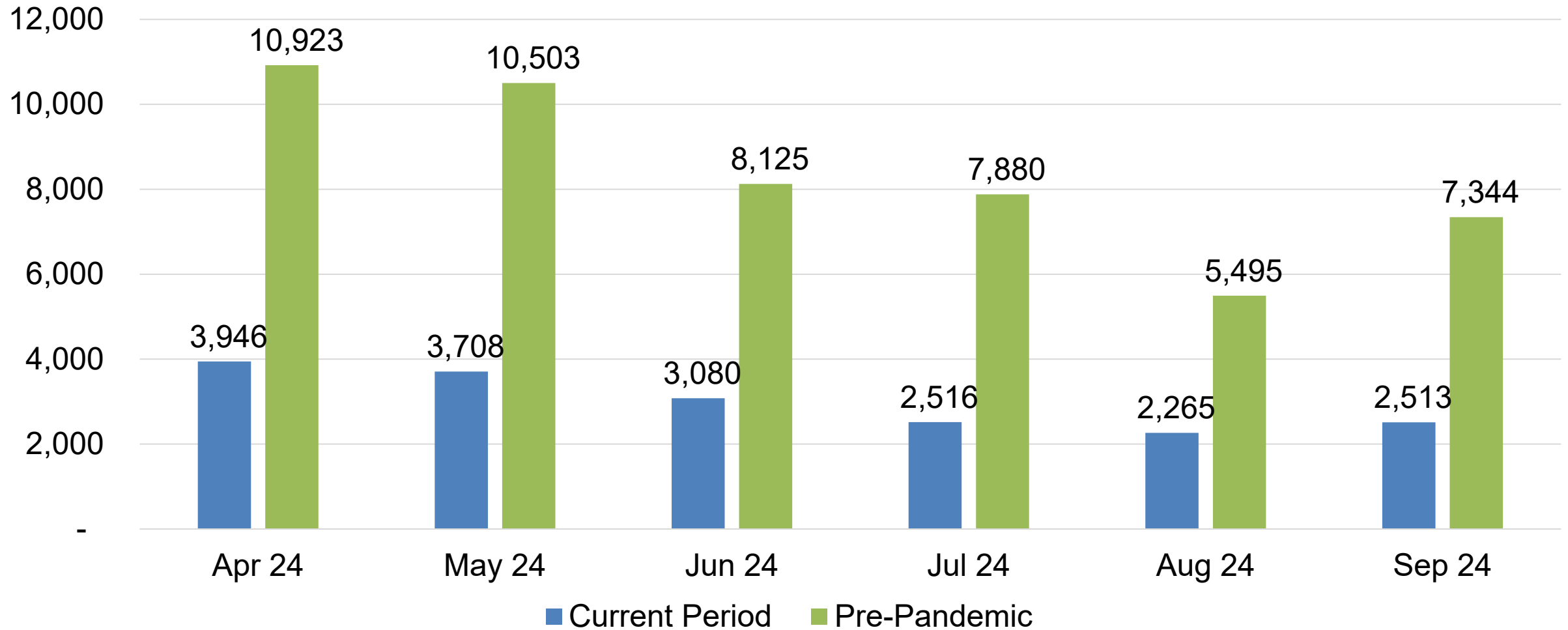


## Current Period



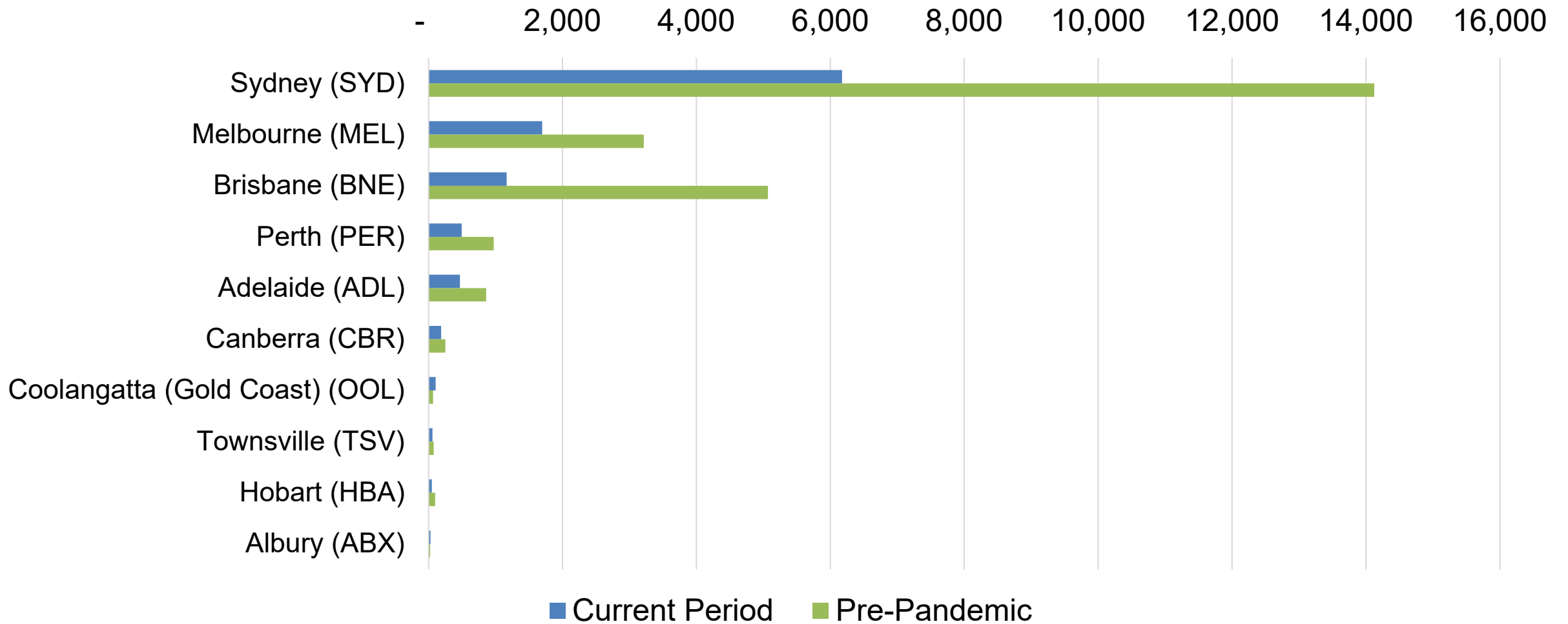
Source: ARC/ForwardKeys Destination Gateway

# Six Month Outlook: Australia



Source: ARC/ForwardKeys Destination Gateway

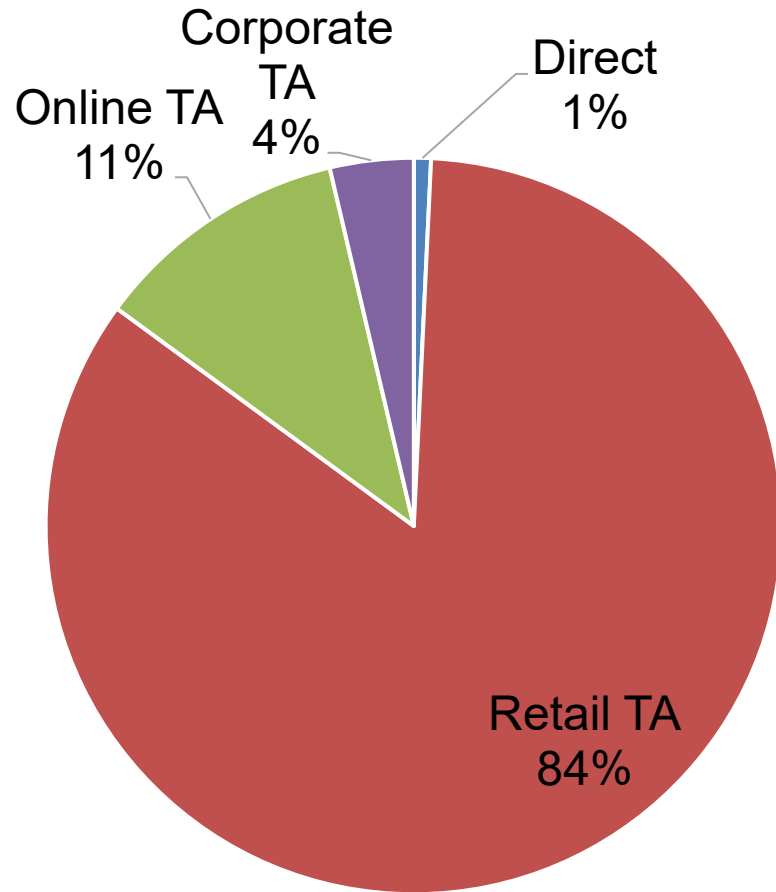
# Trip Origins: Australia



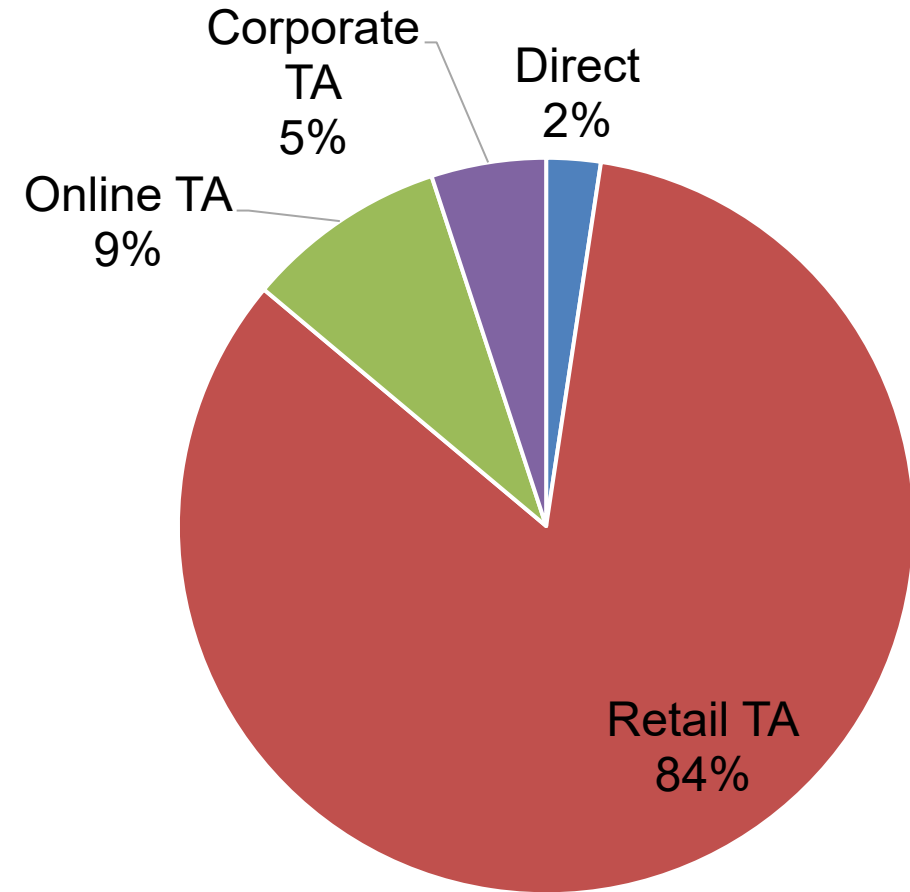
Source: ARC/ForwardKeys Destination Gateway

# Distribution Channel: Australia

## Pre-Pandemic



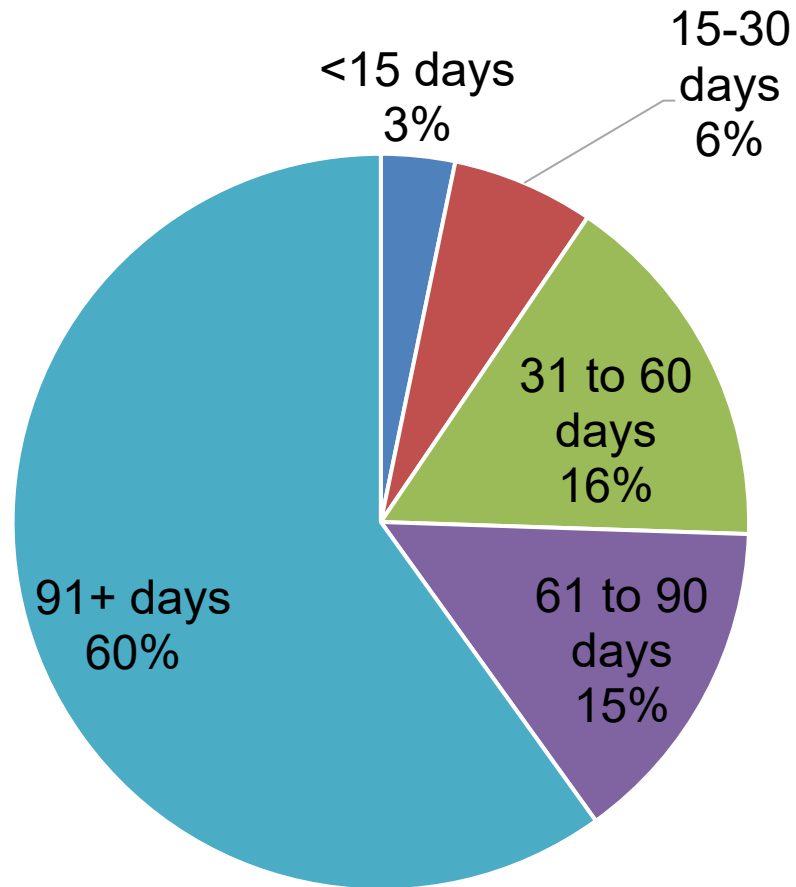
## Current Period



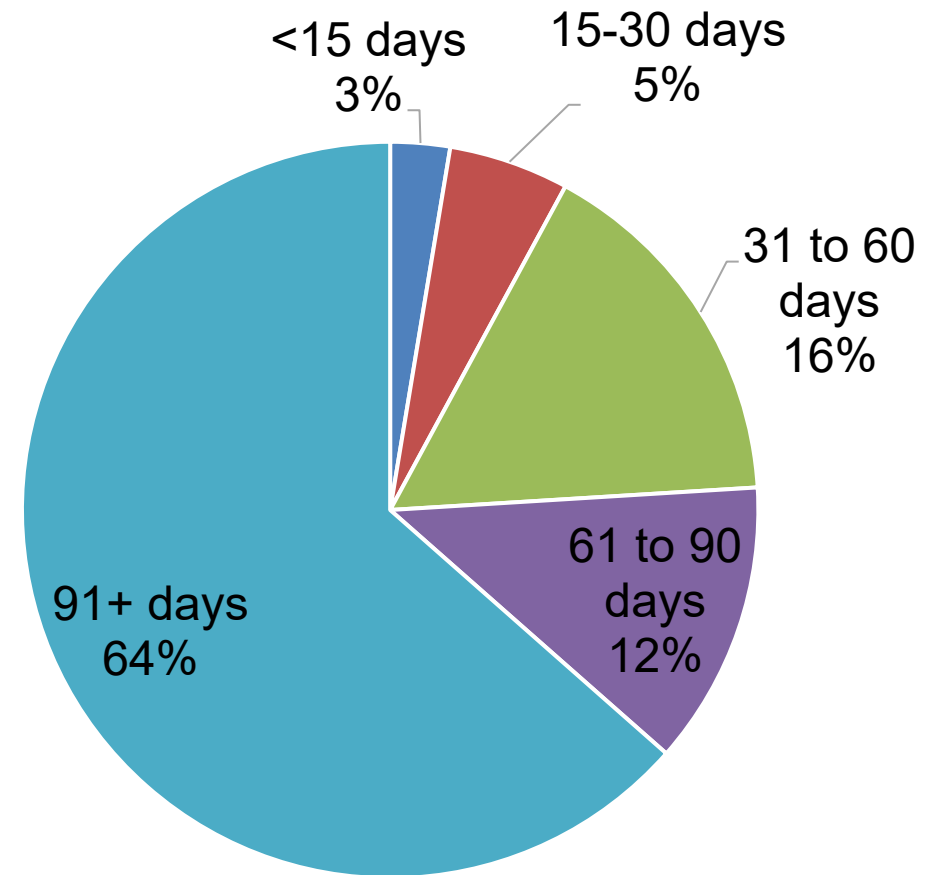
Source: ARC/ForwardKeys Destination Gateway

# Lead Time: Australia

## Pre-Pandemic



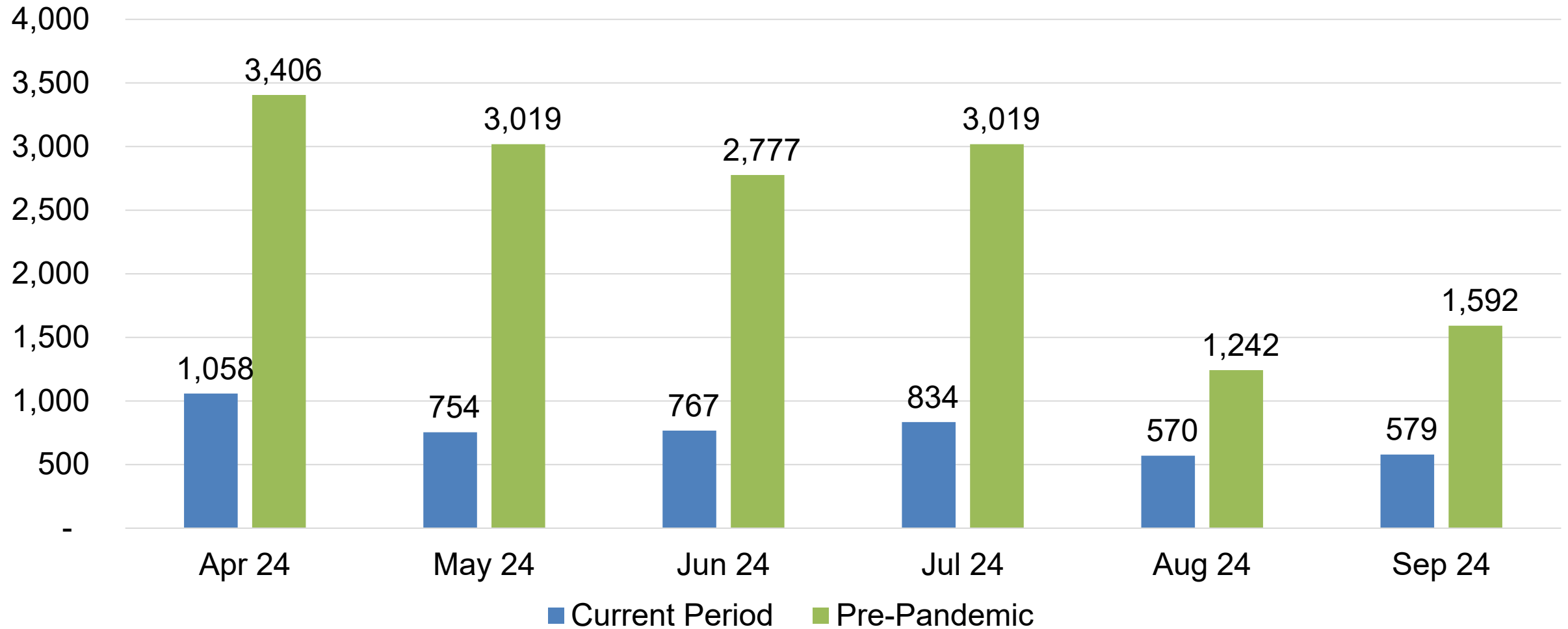
## Current Period



Source: ARC/ForwardKeys Destination Gateway

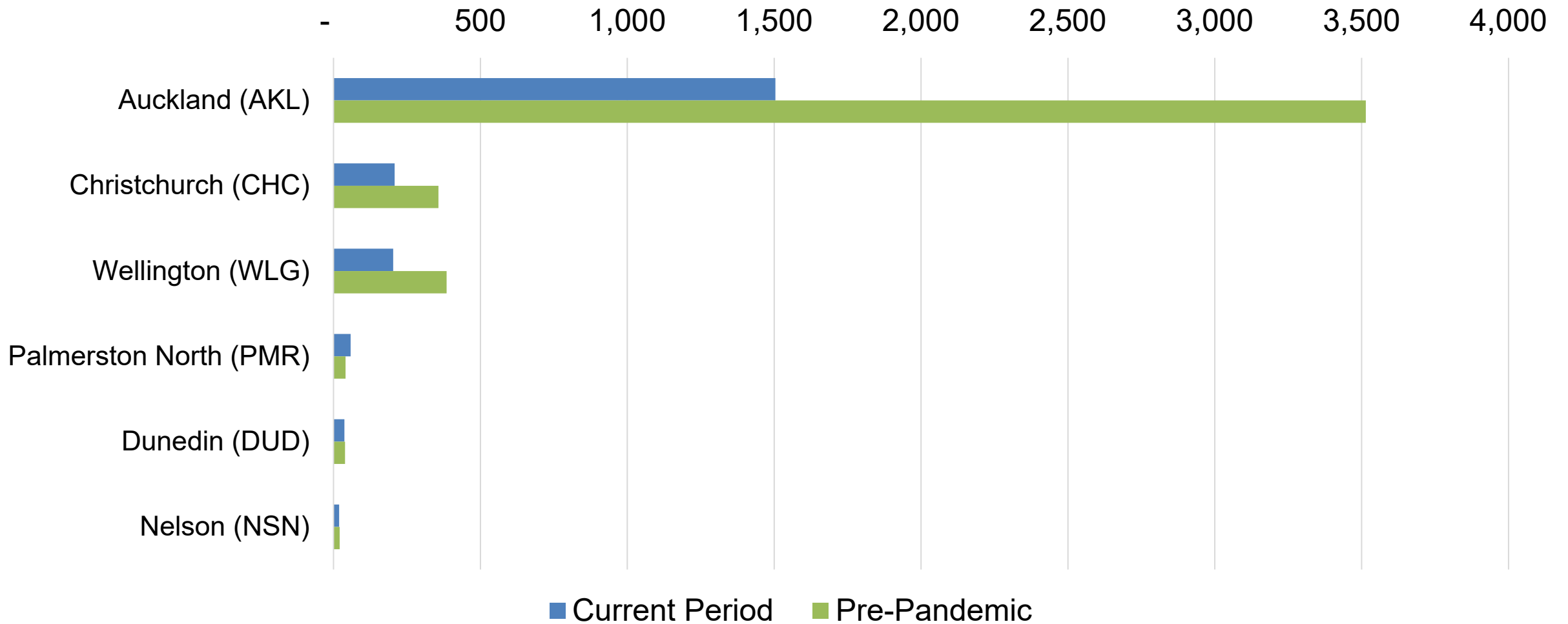


# Six Month Outlook: New Zealand



Source: ARC/ForwardKeys Destination Gateway

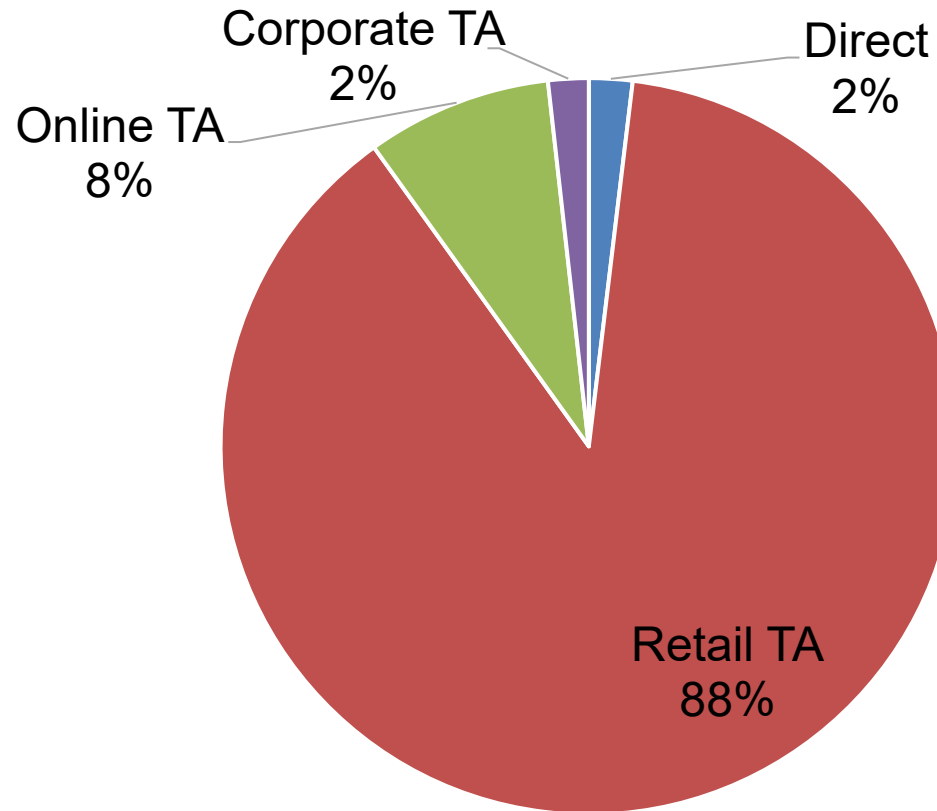
# Trip Origins: New Zealand



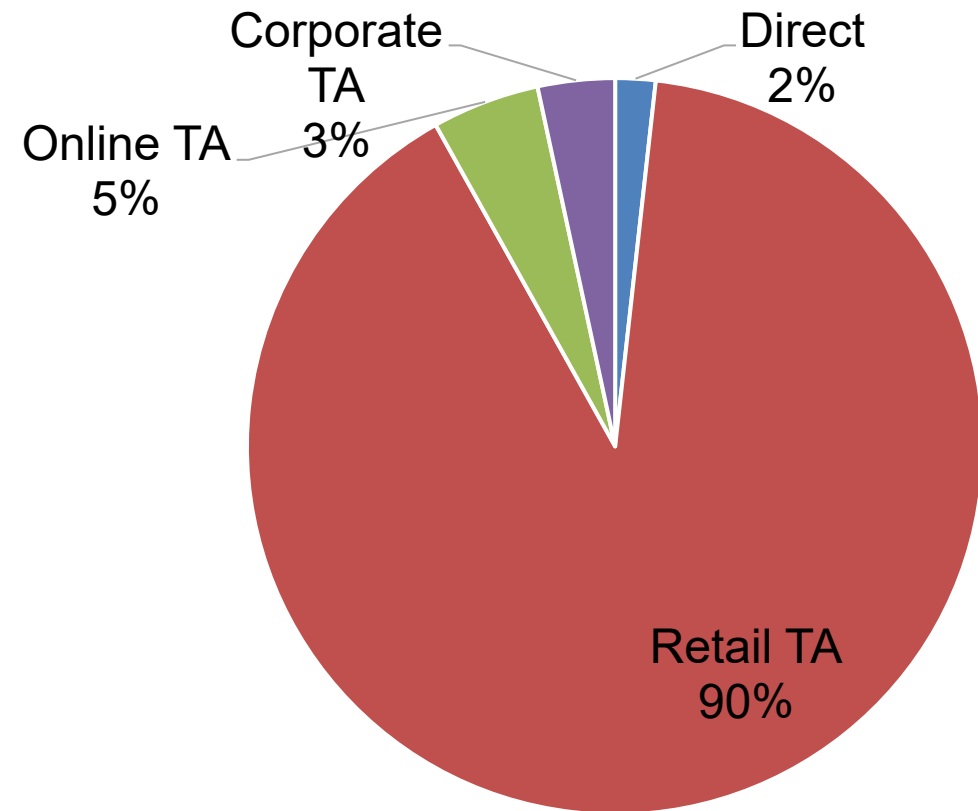
Source: ARC/ForwardKeys Destination Gateway

# Distribution Channel: New Zealand

## Pre-Pandemic



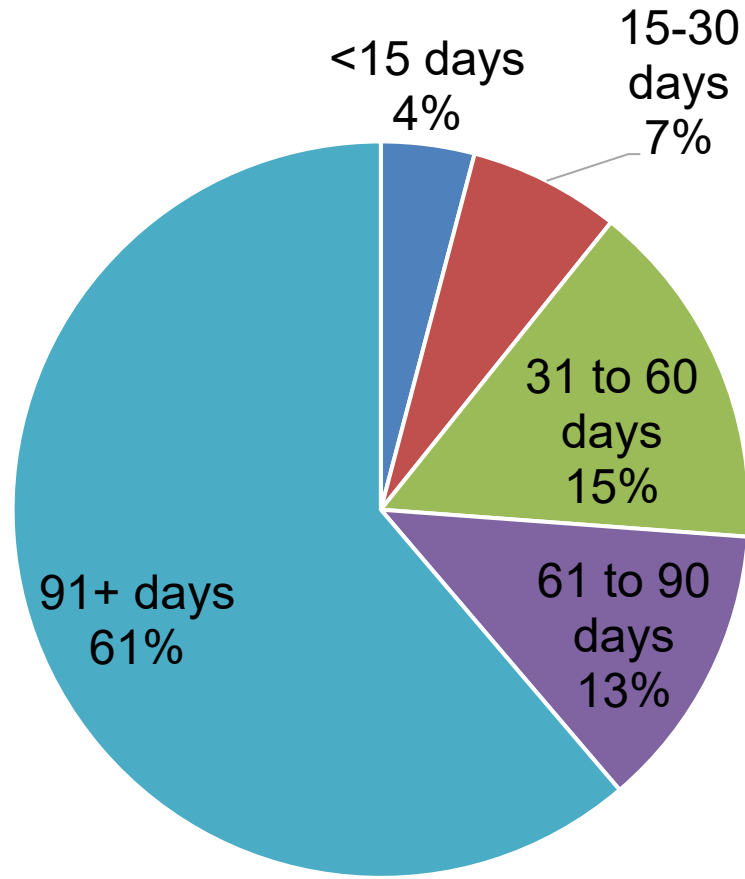
## Current Period



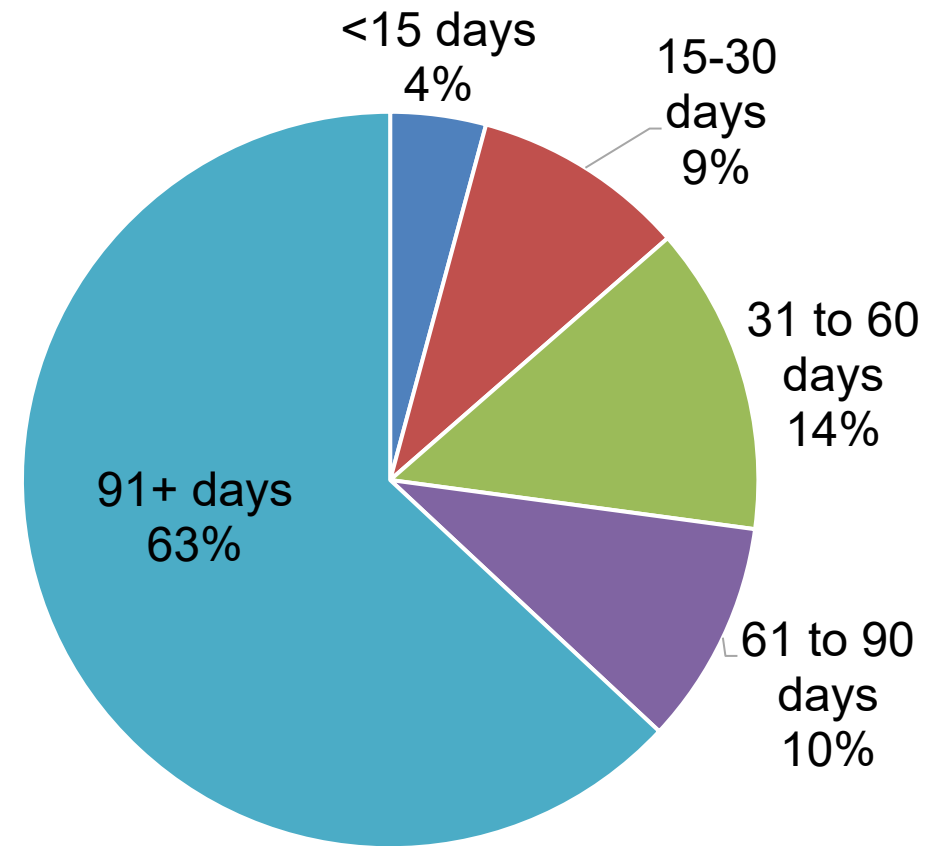
Source: ARC/ForwardKeys Destination Gateway

# Lead Time: New Zealand

## Pre-Pandemic

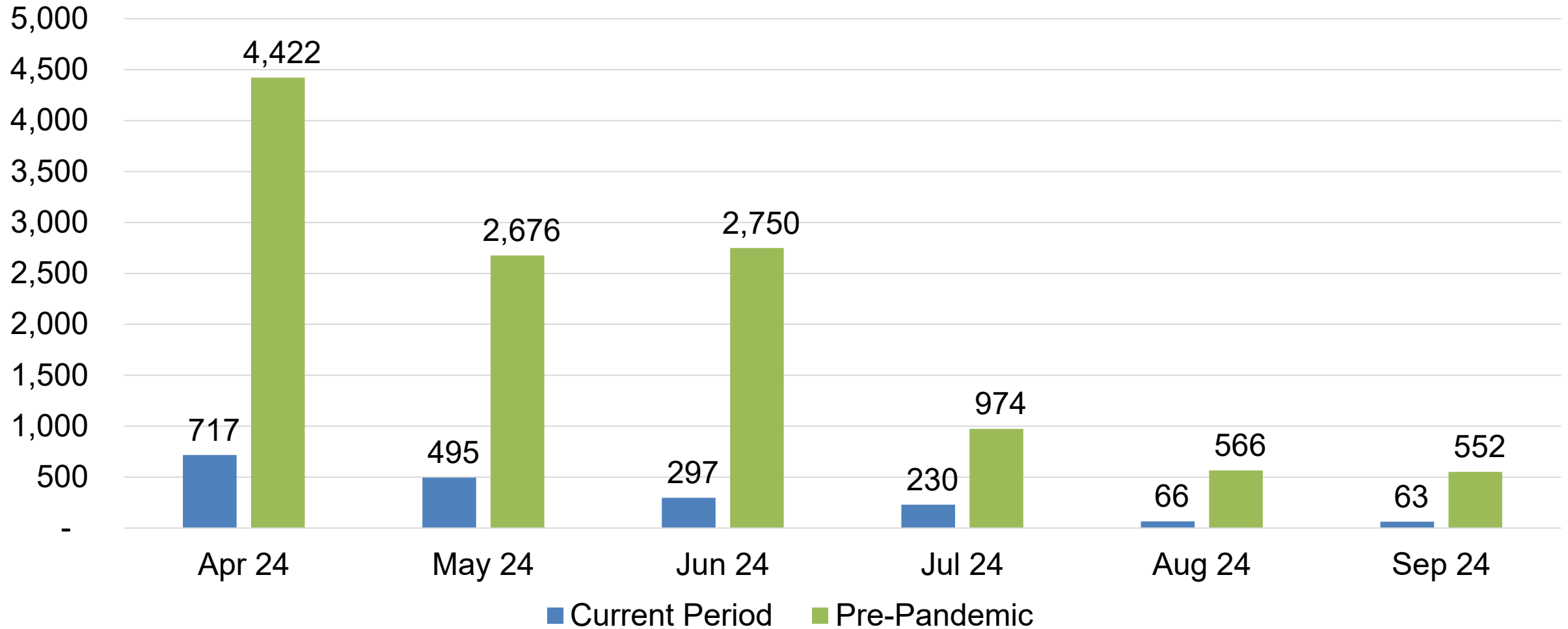


## Current Period



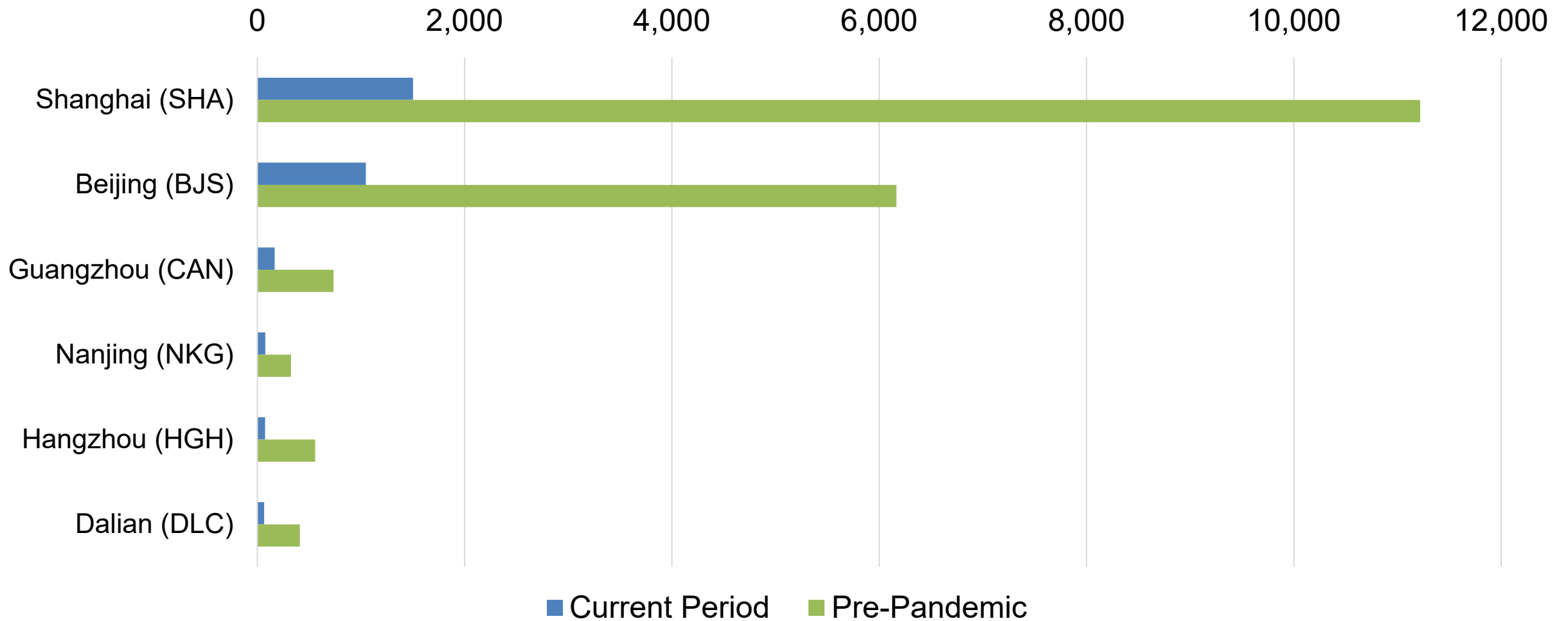
Source: ARC/ForwardKeys Destination Gateway

# Six Month Outlook: China



Source: ARC/ForwardKeys Destination Gateway

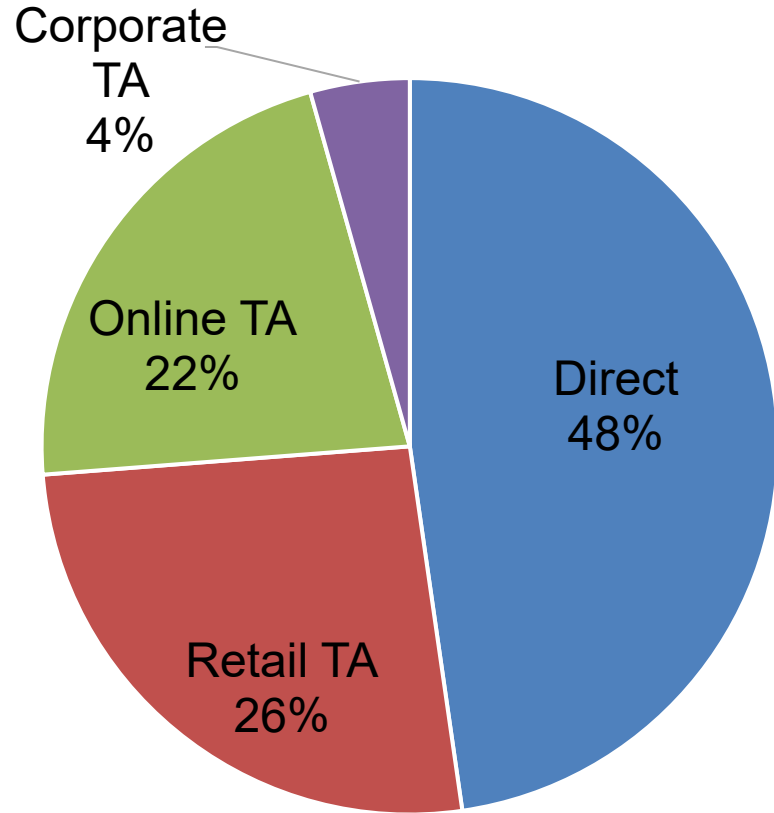
# Trip Origins: China



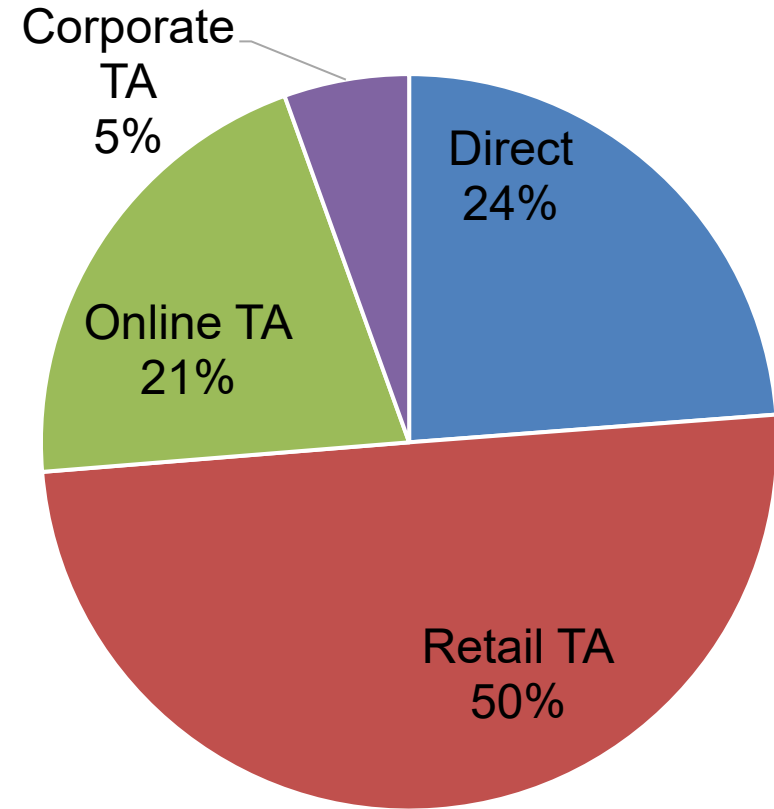
Source: ARC/ForwardKeys Destination Gateway

# Distribution Channel: China

## Pre-Pandemic



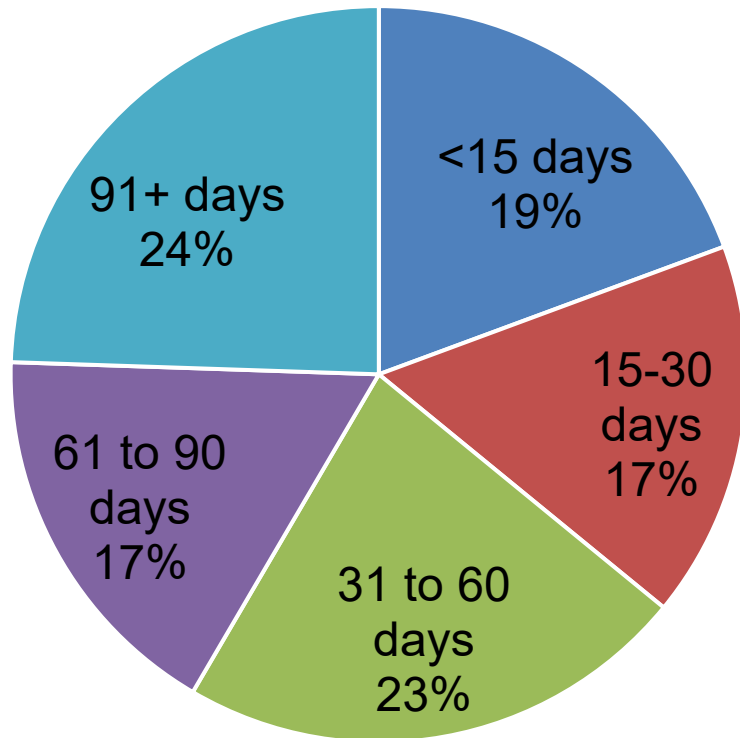
## Current Period



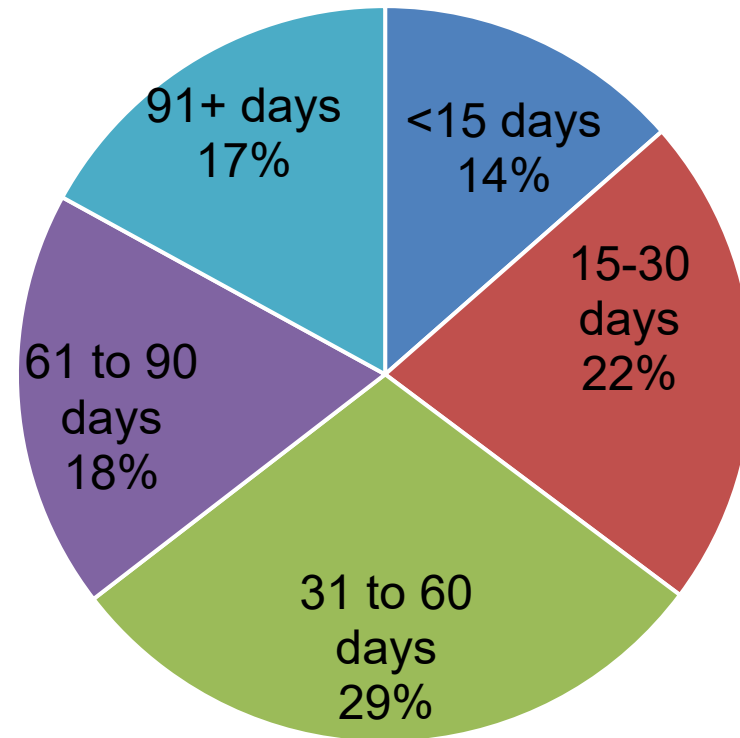
Source: ARC/ForwardKeys Destination Gateway

# Lead Time: China

## Pre-Pandemic



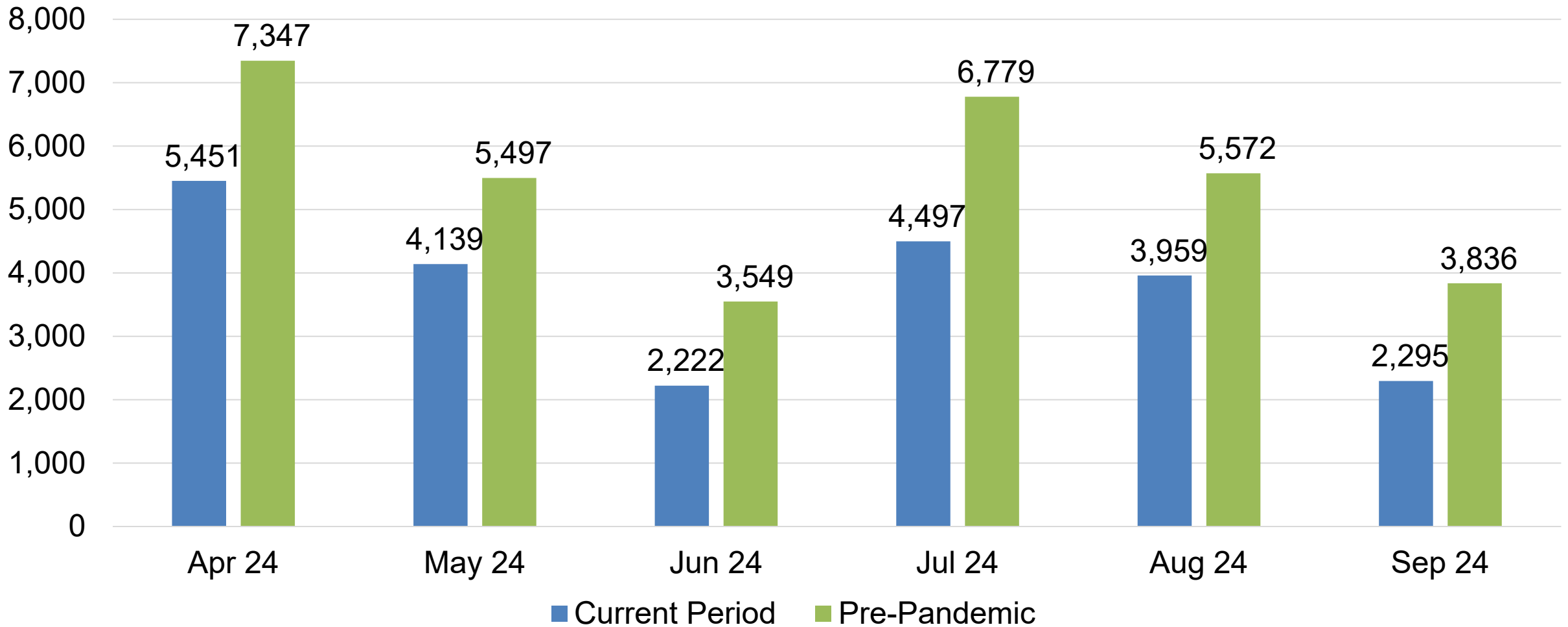
## Current Period



Source: ARC/ForwardKeys Destination Gateway

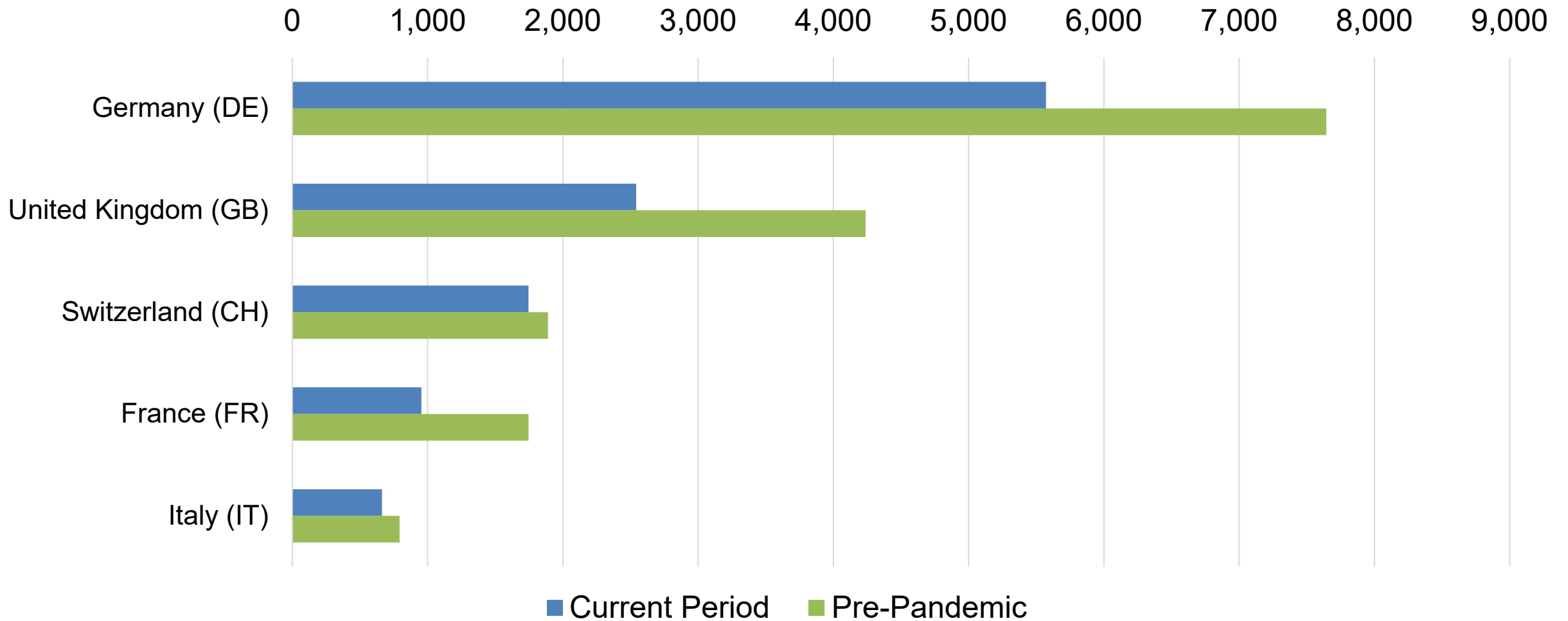


# Six Month Outlook: Europe



Source: ARC/ForwardKeys Destination Gateway

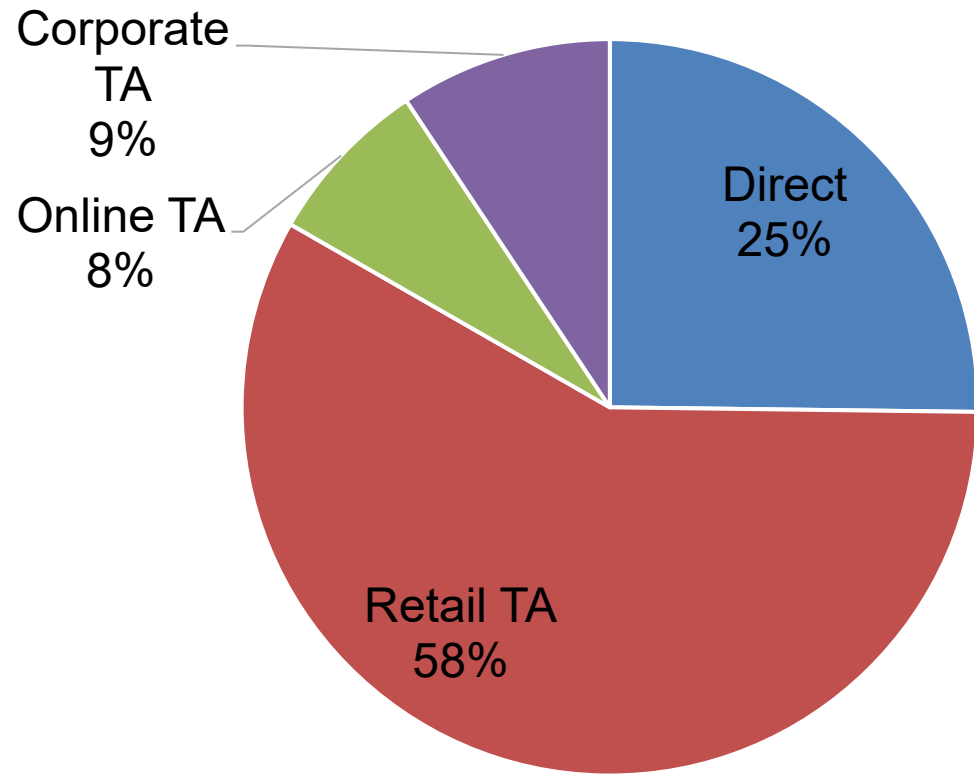
# Trip Origins: Europe



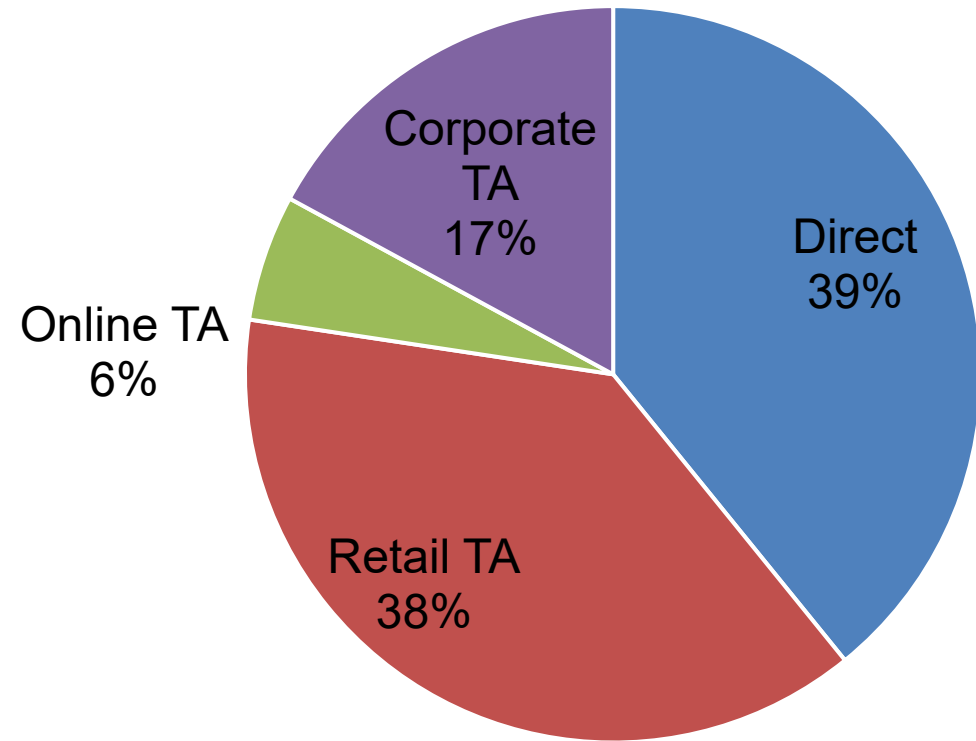
Source: ARC/ForwardKeys Destination Gateway

# Distribution Channel: Europe

## Pre-Pandemic



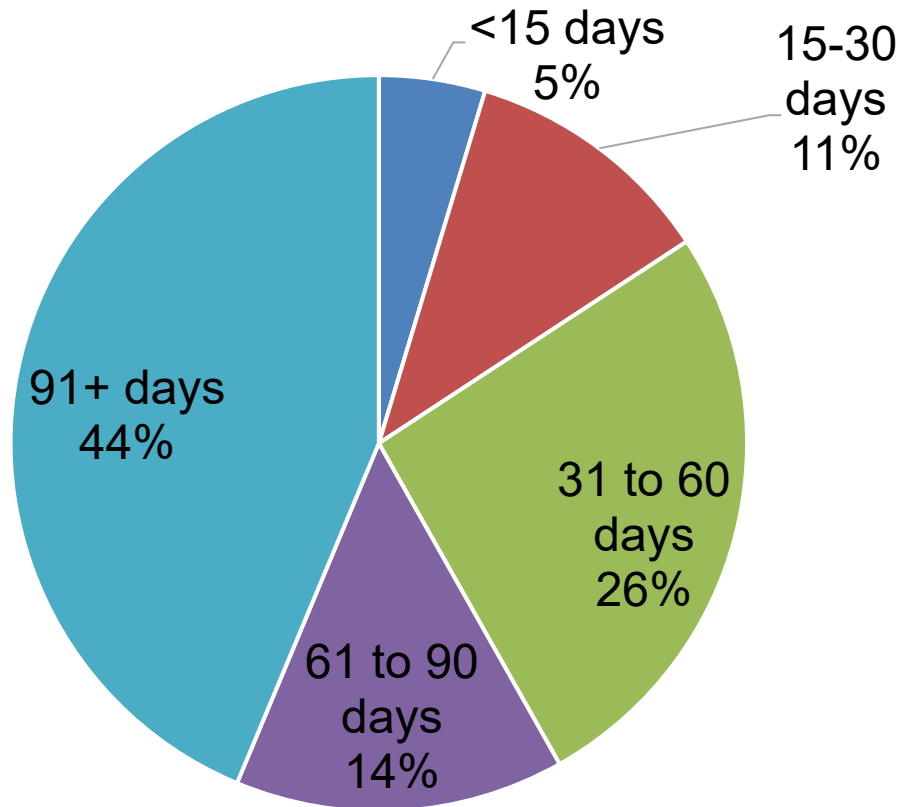
## Current Period



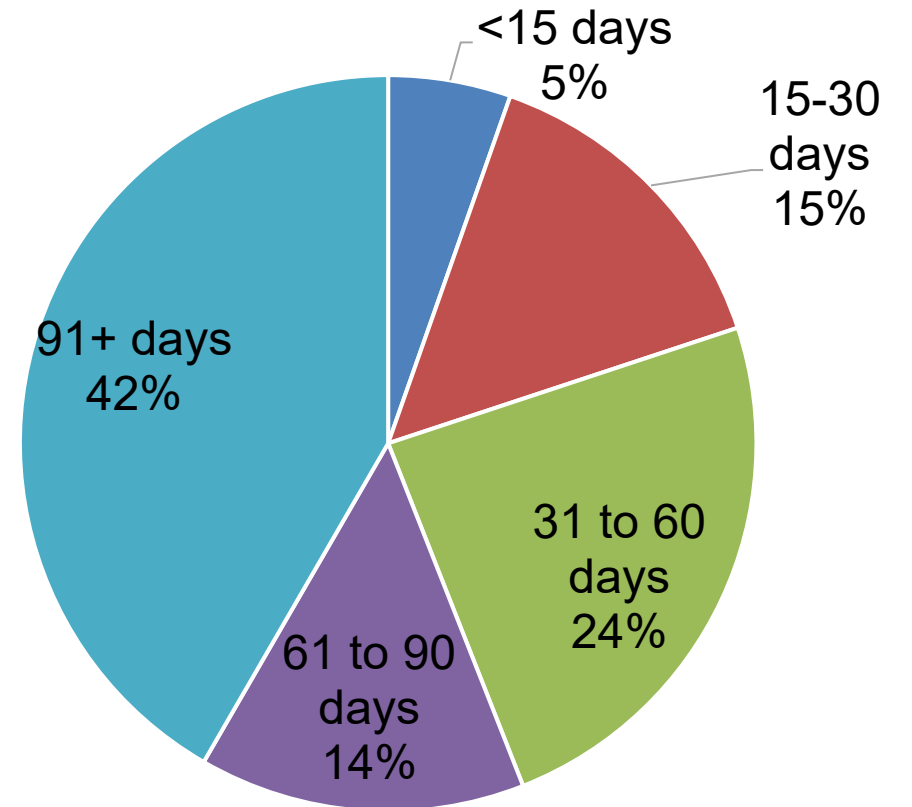
Source: ARC/ForwardKeys Destination Gateway

# Lead Time: Europe

## Pre-Pandemic



## Current Period



Source: ARC/ForwardKeys Destination Gateway

# MAHALO!



STATE OF HAWAII • DEPARTMENT OF BUSINESS,  
ECONOMIC DEVELOPMENT & TOURISM



AUTHORITY



**10**

**Report and Update by the  
BUDGET, FINANCE, AND CONVENTION CENTER  
STANDING COMMITTEE of their Meeting Held on  
April 22, 2024**

# **10a**

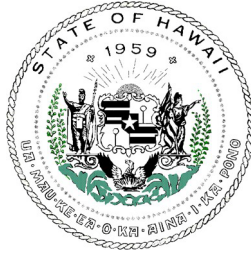
## **Discussion and/or Action on HTA's Financial Reports for March 2024**

## Hawai'i Tourism Authority

### Summary of Budget, Finance, and Convention Center Standing Committee Meeting Held on April 22, 2024

- Key changes made in the March financial statements:
  - Columns “Roof Project” and “Roof Repairs” were added to the financial statements.
  - A summary of budget vs. actual for the Tourism Emergency Special Fund was included in the financial statement footnotes under item 5(c).
  
- Statement of Revenues, Expenditures, and Changes in Fund Balances for the Month Ended 3/31/24:
  - Tourism Funds – In March, HTA spent \$1,781,129 on tourism programs, which included \$439,963 on branding and \$787,000 on HCC MCI marketing.
  - Tourism Emergency Special Fund – HTA paid \$1,350,000 for the Maui Market Recovery Program #2 and \$53,058 on other Maui communication campaigns.
  
- Statement of Revenues, Expenditures, and Changes in Fund Balances Year-to-date:
  - Did not go into detail during the BFCC meeting.
  
- Balance Sheet:
  - Tourism Funds – There is \$26,221,928 cash remaining and \$26,044,877 encumbered in the tourism general fund, and \$14,317,876 cash remaining and \$7,112,572 encumbered in the Tourism Special Fund.
  - Convention Center Funds – There is \$7,801,119 cash remaining and encumbered in the Convention Center General Fund; \$47,946,879 cash remaining and \$3,540,999 encumbered in the Convention Center Enterprise Special Fund.
  - Roof Project (General Obligation Bonds (\$15M)) – Estimating will spend \$1,255,159 on the Roof Repair Project
  - Roof Repairs (General Obligation Bonds (\$15M))– Estimating will spend \$13,601,000 on roof-related repair projects.
  - Tourism Emergency Special Fund – There is \$982,293 remaining and earmarked for specific projects for Maui’s recovery.
  - Federal Funds – There is \$13,574,717 cash remaining and \$9,250,345 encumbered in the EDA Tourism Grant.
  
- FY 2024 Budget and Budget Adjustments
  - Talon presented the “finalized” FY 2024 Tourism General Fund Budget to the board. Included in his presentation was a second set of proposed budget reallocations. Chair Arakawa asked for more information on the proposed budget reallocations. Talon will present the FY 2024 budget adjustments at the May BFCC meeting.
  - BFCC briefly went over the procedures for the FY 2025 budget.





**The State of Hawai`i**  
**Department of Business, Economic Development, and Tourism**  
**Hawai`i Tourism Authority**  
**Financial Statements**  
**March 31, 2024**

These financial statements have been prepared by HTA management (unless otherwise noted) for information purposes only. See notes to the financial statements.

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Prepared by: Talon Kishi, CPA

Budget and Fiscal Officer

HAWAII TOURISM AUTHORITY

Hawaii Tourism Authority

March 31, 2024

Table of Contents

Balance Sheet .....	3
Statement of Revenues, Expenditures, and Changes in Fund Balances .....	4
Statement of Revenues, Expenditures, and Changes in Fund Balances Year to Date .....	5
Selected Management Disclosures .....	6
Supplementary Information:	
Bank of Hawaii Tourism Emergency Special Fund Trust and Checking Account Bank Statements .....	11
Hawaii Convention Center Financial Statements (prepared by AEG Management HCC) .....	13

**Hawaii Tourism Authority  
Balance Sheet  
As of March 31, 2024**

	Tourism Funds	Convention Center Funds	Roof Project	Roof Repairs	Tourism Emergency Special Fund	Federal Funds	Total Funds
<b>Assets</b>							
General funds	26,221,928	7,801,119	-	-	-	-	34,023,047
Special funds (restricted)	14,317,876	47,946,879	-	-	-	-	62,264,755
Federal grants	-	-	-	-	-	13,574,717	13,574,717
General obligation bonds	-	-	1,255,159	13,601,000	-	-	14,856,159
Cash and cash equivalents	-	-	-	-	982,293	-	982,293
Investments	-	-	-	-	-	-	-
Accounts Receivable*	225,623	-	-	-	-	-	225,623
<b>Total assets</b>	<b>40,765,427</b>	<b>55,747,998</b>	<b>1,255,159</b>	<b>13,601,000</b>	<b>982,293</b>	<b>13,574,717</b>	<b>125,926,594</b>
<b>Liabilities and Fund Balances</b>							
Fund balances							
Encumbered - GOB	-	-	655,159	-	-	-	655,159
Encumbered - General funds	26,044,877	7,801,118	-	-	-	-	33,845,995
Encumbered - Special funds	7,112,572	3,540,999	-	-	-	9,250,345	19,903,916
Unencumbered	7,607,978	44,405,881	600,000	13,601,000	982,293	4,324,372	71,521,524
<b>Total fund balances</b>	<b>40,765,427</b>	<b>55,747,998</b>	<b>1,255,159</b>	<b>13,601,000</b>	<b>982,293</b>	<b>13,574,717</b>	<b>125,926,594</b>
<b>Total liabilities and fund balances</b>	<b>40,765,427</b>	<b>55,747,998</b>	<b>1,255,159</b>	<b>13,601,000</b>	<b>982,293</b>	<b>13,574,717</b>	<b>125,926,594</b>

**Hawaii Tourism Authority**  
**Statement of Revenues, Expenditures, and Changes in Fund Balances**  
**For the Month Ended March 31, 2024**  
**Ending Fund Balance as of March 31, 2024**

	Tourism Funds	Convention Center Funds	Roof Project	Roof Repairs	Tourism Emergency Special Fund	Federal Funds	Total Funds
<b>Revenues</b>							
Change in fair value	-	-	-	-	295	-	295
HCC operations	-	-	-	-	-	-	-
Interest, net	179,273	344,714	-	-	2,390	-	526,377
TAT	-	-	-	-	-	-	-
Other*	-	-	-	-	-	-	-
Total revenues	<u>179,273</u>	<u>344,714</u>	<u>-</u>	<u>-</u>	<u>2,685</u>	<u>-</u>	<u>526,672</u>
<b>Expenditures</b>							
Administrative	45,142	-	-	-	-	-	45,142
Branding	439,963	-	-	-	1,350,000	-	1,789,963
Communications	-	-	-	-	-	-	-
Destination management	-	-	-	-	-	-	-
Governance and org-wide*	31,314	-	-	-	-	-	31,314
HCC marketing	787,000	-	-	-	-	-	787,000
HCC operations	-	-	-	-	-	-	-
HCC repairs and maintenance	-	-	14,841	-	-	-	14,841
Natural resources	-	-	-	-	-	-	-
Perpetuating Hawaiian culture	477	-	-	-	-	-	477
Planning & evaluation	47,000	-	-	-	53,058	-	100,058
Resident and Industry Communications	-	-	-	-	-	-	-
Safety & Security	277,500	-	-	-	-	-	277,500
Salaries	152,733	-	-	-	-	-	152,733
Sports	-	-	-	-	-	-	-
Workforce	-	-	-	-	-	-	-
Total expenditures	<u>1,781,129</u>	<u>-</u>	<u>14,841</u>	<u>-</u>	<u>1,403,058</u>	<u>-</u>	<u>3,199,028</u>
Change in fund balances	<u>(1,601,856)</u>	<u>344,714</u>	<u>(14,841)</u>	<u>-</u>	<u>(1,400,373)</u>	<u>-</u>	<u>(2,672,356)</u>
<b>Fund balances</b>							
February 1, 2024	<u>42,367,283</u>	<u>55,403,284</u>	<u>1,270,000</u>	<u>13,601,000</u>	<u>2,382,666</u>	<u>13,574,717</u>	<u>128,598,950</u>
March 31, 2024	<u>40,765,427</u>	<u>55,747,998</u>	<u>1,255,159</u>	<u>13,601,000</u>	<u>982,293</u>	<u>13,574,717</u>	<u>125,926,594</u>

\* Refer to notes of the financial statements for more information.

**Hawaii Tourism Authority**  
**Statement of Revenues, Expenditures, and Changes in Fund Balances**  
**Year to Date March 31, 2024**  
**Ending Fund Balance as of March 31, 2024**

	Tourism Funds**	Convention Center Funds	Roof Project	Roof Repairs	Tourism Emergency Special Fund*	Federal Funds	Total Funds
<b>Revenues</b>							
Change in fair value*	-	-	-	-	52,962	-	52,962
General fund appropriation transfer*	60,000,000	11,000,000	-	-	-	-	71,000,000
HCC operations	-	1,223,284	-	-	-	-	1,223,284
Interest, net*	424,760	719,025	-	-	72,422	-	1,216,207
Other*	225,623	765,445	-	-	-	-	991,068
TAT*	-	11,000,000	-	-	-	-	11,000,000
Total revenues	<u>60,650,383</u>	<u>24,707,754</u>	<u>-</u>	<u>-</u>	<u>125,384</u>	<u>-</u>	<u>85,483,521</u>
<b>Expenditures</b>							
Administrative	218,427	-	-	-	83	-	218,510
Branding	19,422,546	-	-	-	3,950,000	-	23,372,546
Destination management	8,552,456	-	-	-	-	449,655	9,002,111
Governance and org-wide*	227,936	-	-	-	-	-	227,936
HCC marketing	2,787,000	567,230	-	-	-	-	3,354,230
HCC operations	-	926,701	-	-	-	-	926,701
HCC repairs and maintenance	-	1,933,350	14,841	-	-	-	1,948,191
Perpetuating Hawaiian culture	829,497	-	-	-	-	-	829,497
Planning & evaluation	543,494	-	-	-	53,058	-	596,552
Resident and Industry Communications	399,094	-	-	-	-	-	399,094
Safety & Security	345,000	-	-	-	250,693	-	595,693
Salaries	1,676,994	-	-	-	-	-	1,676,994
Sports	500,000	-	-	-	-	-	500,000
Workforce	46,000	-	-	-	-	-	46,000
Total expenditures	<u>35,548,444</u>	<u>3,427,281</u>	<u>14,841</u>	<u>-</u>	<u>4,253,834</u>	<u>449,655</u>	<u>43,694,055</u>
Transfer to B&F*	-	-	-	-	-	36,833,291	36,833,291
Change in fund balances	<u>25,101,939</u>	<u>21,280,473</u>	<u>(14,841)</u>	<u>-</u>	<u>(4,128,450)</u>	<u>(37,282,946)</u>	<u>4,956,175</u>
<b>Fund balances</b>							
July 1, 2023	15,663,488	34,467,525	1,270,000	13,601,000	5,110,743	50,857,663	120,970,419
March 31, 2024	<u>40,765,427</u>	<u>55,747,998</u>	<u>1,255,159</u>	<u>13,601,000</u>	<u>982,293</u>	<u>13,574,717</u>	<u>125,926,594</u>

\* Refer to notes of the financial statements for more information.

Hawaii Tourism Authority  
March 31, 2024  
Selected Management Disclosures

**1. Summary of Significant Accounting Policies**

The Hawaii Tourism Authority (HTA or Authority) was established on January 1, 1999, by Act 156, Session Laws of Hawaii 1998. It was placed within the State of Hawaii, Department of Business, Economic Development, and Tourism, for administrative purposes only. The Authority is responsible for developing a strategic tourism marketing plan and developing measures of effectiveness to assess the overall benefits and effectiveness of the marketing plan and progress toward achieving the Authority's strategic plan goals. In addition, effective July 1, 2000, control and management of the Hawaii Convention Center (HCC) were transferred to the Authority from the Convention Center Authority (CCA) by Executive Order No. 3817. Effective July 1, 2002, the Center, by statute, became the responsibility of the Authority. The Center opened to the public in June 1998 and is used for various events, including conventions and trade shows, public shows, and spectator events. The Center offers approximately 350,000 square feet of rentable space, including 51 meeting rooms.

The Authority is governed by a board of directors comprising 12 voting members, including those recommended by the State Legislature. The Governor of the State appoints the 12 voting members.

**Funds**

The Authority's funds are as follows:

**Tourism Funds:**

- **Tourism Special Fund (TSF)** –The Tourism Special Fund accounted for functions related to developing and promoting the tourism industry. Effective January 1, 2022, pursuant to Act 1 Special Legislative Session 2021, the TSF was sunset and discontinued the ability to expend any new funds. Funds encumbered as of June 30, 2021, can be spent. The TSF's encumbered fund balance includes \$5,948,568 for the Center for Hawaiian Music and Dance.
- **General Funds** – The 2023 State legislature did not provide HTA an operating budget for fiscal year 2024. As such, the Governor approved the transfer of \$60,000,000 in general funds from Section 5 of Act 164, SLH 2023, to HTA on July 1, 2023. Funds will lapse on June 30, 2024.

**Convention Center Funds:**

- **Convention Center Enterprise Special Fund (CCESF)** – Under Section 201B-8, the Convention Center Enterprise Special Fund accounts for functions related to the operation and management of the Hawaii Convention Center (HCC). Unencumbered funds are unavailable to spend because the 2023 Hawaii State Legislature did not provide the CCESF an expenditure ceiling to fund the operations of the HCC.
- **General Funds (operations)** – The 2023 State legislature did not provide the HCC an operating budget for fiscal year 2024. As such, the Governor approved the transfer of \$11,000,000 in general funds from Section 5 of Act 164, SLH 2023, for the HCC on July 1, 2023. Funds will lapse on June 30, 2024.
- **General Funds (CIP)** - Pursuant to Act 164, SLH 2023, \$64,000,000 of general funds were provided for long-term repairs of the HCC rooftop terrace deck. Per Executive Memorandum 23-08, dated October 30, 2023, the Department of Budget and Finance (B&F) transferred HTA's

Hawaii Tourism Authority  
March 31, 2024  
Selected Management Disclosures

\$64,000,000 operating appropriation to B&F for the Maui wildfires. The Legislature may reappropriate the funds as general obligation bonds for fiscal year 2025.

- **General Obligation Bonds** – Under Act 248, SLH 2022, \$15,000,000 of general obligation bond funds were provided for the temporary repairs of the HCC roof repair and other items. The Governor authorized the release of funds on February 22, 2023. The funds will lapse on June 30, 2024. HTA has encumbered \$670,000 to date. Unused funds will lapse on June 30, 2024.

**Tourism Emergency Special Fund:**

- The Tourism Emergency Special Fund accounts for functions related to maintaining a tourism emergency fund. Per Section 201B-10, revenues prescribed by Section 237D-6.5(b) and all investment earnings are credited to the fund's assets. Funds are currently held at the Bank of Hawaii. Funds must be exclusively used to respond to a tourism emergency per Section 201B-9.

On August 19, 2023, the governor declared a tourism emergency in the sixth emergency proclamation relating to the Maui wildfires. The Governor extended the tourism emergency in the ninth emergency proclamation dated January 5, 2024. The Authority has spent approximately \$4,253,751 on Maui wildfire response efforts. More information can be found in the Other Matters section of these footnotes.

**Federal Funds:**

- **American Rescue Plan Act (ARPA)** – Official Name: Coronavirus State Fiscal Recovery Fund (CSFRF) Subaward. The former Governor authorized \$106,000,000 of ARPA funds to support HTA's and HCC's fiscal years 2022 and 2023 operations. HTA and HCC received \$95,000,000 and \$11,000,000, respectively. In total, for the two years ended June 30, 2023, \$59,155,512 and \$10,011,197 was spent on HTA and HCC operations, respectively. The Authority returned \$36,833,291 to the Department of Budget and Finance (B&F) on July 31, 2023.
- **Economic Development Administration (EDA) Tourism Grant** – Official Name: ARPA-EDA Tourism Grant (Non-Competitive ARPA State Tourism Grant for the State of Hawaii) – The Authority was awarded \$14,024,372 on December 8, 2021. Grant rules required the approval of the Grant Administration Plan (GAP) before the commencement of work. EDA approved the Authority's GAP on March 21, 2023. The Authority will share approximately \$7,200,000 of the grant with the Department of Land and Natural Resources (DLNR) to enhance and develop Hawaii's outdoor recreational assets. All work must be completed by May 31, 2027, and money spent by September 30, 2027. To date, the Authority has spent \$449,655.

**Basis of Accounting**

The Governmental Funds' financial statements are reported using the modified-accrual basis of accounting.

**Transient Accommodations Tax (TAT)**

Under Section 237D-6.5, \$11,000,000 shall be allocated to the Convention Center Enterprise Special Fund annually. The annual \$11,000,000 TAT distribution was completed in December 2023.

Hawaii Tourism Authority  
 March 31, 2024  
 Selected Management Disclosures

**Governance & Org-Wide Expenditures**

Governance and organization-wide expenditures include board member inter-island travel, meeting minutes, and audit expenses for the Authority and the HCC.

**Investments**

The Authority's investments are reported at fair value.

The TSF and CCESF participate in the State's investment pool program directed by B&F.

**Encumbrances**

Generally, encumbrances are obligations in the form of purchase orders, contracts, or other commitments that only become liabilities once the performance of the conditions stated in the commitment is completed.

Per HRS 40-90 (b), "All encumbrances for contracts shall become void after five years from the end of the fiscal year of the original encumbrance; provided that the comptroller may grant an exemption from this subsection if the comptroller finds that there is sufficient justification to extend a contract encumbrance."

**Use of Estimates**

Preparing these financial statements required management to make estimates and assumptions that affect the amounts reported in the basic financial statements and accompanying notes. Actual results may differ from those estimates.

**2. Equity in Cash and Cash Equivalents and Investments in the Tourism Emergency Special Fund**

The following is a summary of changes in the Tourism Emergency Special Fund during the nine-month period ended March 31, 2024:

	Fair Value		Change in Fair			Fair Value
	July 1, 2023	Interest Income	Value	Expenses	Transfers	March 31, 2024
BOH Trust Fund	5,110,743	79,836	52,962	(7,414)	(5,000,000)	236,127
BOH Checking	-	-	-	(4,253,834)	5,000,000	746,166
<b>Total TESH</b>	5,110,743	79,836	52,962	(4,261,248)	-	982,293

**3. Accrued Vacation Liability**

On June 30, 2023, management estimated the accrued vacation liability of approximately \$339,000, with a current liability of approximately \$132,000.

**4. Retirement Benefits**

**Employees' Retirement System of the State of Hawaii (ERS)**



Hawaii Tourism Authority  
 March 31, 2024  
 Selected Management Disclosures

At June 30, 2023, management reported a net pension liability of approximately \$6,063,000 for its proportionate share of the State’s net pension liability. An actuarial valuation determined the net pension liability as of June 30, 2022.

For the year ended June 30, 2023, the Authority recognized pension expenses of approximately \$335,000. On June 30, 2023, management estimated the deferred outflows and deferred inflows of resources related to pensions of approximately \$576,000 and (\$571,000), respectively.

**Hawaii Employer-Union Health Benefits Trust Fund (EUTF)**

On June 30, 2023, management estimated the net other post-employment benefits (OPEB) liability of approximately \$4,808,000. An actuarial valuation measured the net OPEB liability as of July 1, 2022.

For the year ended June 30, 2023, the Authority recognized OPEB expenses of approximately \$18,000. On June 30, 2023, management estimated the deferred outflows and deferred inflows of resources related to OPEB of approximately \$227,000 and (\$536,000), respectively.

**5. Other Matters**

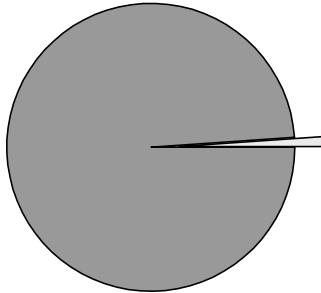
- a. HTA expects to be reimbursed by the Federal Emergency Management Agency (FEMA) for approximately \$225,623 for expenditures related to the immediate response to the Maui wildfires. All funds reimbursed by FEMA will be returned to the State.
- b. The Hawaii Convention Center earned \$765,445 in other revenue in the current fiscal year, consisting of \$723,445 in employee retention tax credits (ERTC) and \$42,000 in distributed antennae service (DAS) income.
- c. Tourism Emergency Special Fund Spending to Date for the Maui Wildfire:

<b>Maui Recovery - Tourism Emergency Special Fund Spending to March 31, 2024</b>			
<b>Program</b>	<b>Budget</b>	<b>Paid to Date</b>	<b>Unspent</b>
USA Recovery Marketing #1	2,600,000	2,600,000	-
USA Recovery Marketing #2	1,350,000	1,350,000	-
Maui Resident Communications Campaign	349,307	53,058	296,249
Visitor Education Post-Arrival Marketing	300,000	-	300,000
Immediate Wildfire Response	250,693	250,693	-
Maui Street Market	100,000	-	100,000
Long-term Housing	50,000	-	50,000
<b>Total</b>	<b>5,000,000</b>	<b>4,253,751</b>	<b>746,249</b>

## **Supplementary Information**

## Summary Of Investments

### Investment Allocation



1.0%	CASH	2,448.15
99.0%	CASH EQUIVALENTS	233,679.25
100.0%	<b>TOTAL</b>	<b>236,127.40</b>

### Investment Summary

	Market Value	%	Estimated Income	Current Yield
CASH	2,448.15	1.04	0	0.00
CASH EQUIVALENTS	233,679.25	98.96	12,128	5.19
<b>Total Fund</b>	<b>236,127.40</b>	<b>100.00</b>	<b>12,128</b>	<b>5.14</b>

### Schedule Of Investments

UNITS	DESCRIPTION	BOOK VALUE	MARKET VALUE	% OF CATEGORY
	CASH	2,448.15	2,448.15	100.00
	CASH EQUIVALENTS			
	CASH MANAGEMENT			
233,679.25	DREYFUS TREASURY OBLIGATIONS CASH MANAGEMENT FUND	233,679.25	233,679.25	100.00
	<b>Total Fund</b>	<b>236,127.40*</b>	<b>236,127.40*</b>	<b>100.00*</b>

Last statement: February 29, 2024  
 This statement: March 31, 2024  
 Total days in statement period: 31

Page 1 of 1  
 Number of Enclosures: (0)

Direct inquiries to:  
 888 643-3888



00003656-TDDBSAD11400330019556-LETTER#2-000000 0  
 HAWAII TOURISM AUTHORITY  
 TOURISM EMERGENCY SPECIAL FUND  
 1801 KALAKAUA AVE 1ST FL  
 HONOLULU HI 96815

BANK OF HAWAII  
 111 S KING ST  
 HONOLULU HI 96813

**Bank of Hawaii**

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*SINCE 1897, BANK OF HAWAII HAS HELPED THE PEOPLE OF HAWAII WEATHER MANY STORMS. YOU CAN PUT YOUR TRUST IN OUR STRENGTH, FINANCIAL STABILITY AND COMMITMENT TO OUR COMMUNITY.*

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## Analyzed Business Checking

Account number	0091-585227	Beginning balance	\$1,149,224.12
Low balance	\$746,166.22	Total additions	1,000,000.00
Average balance	\$1,263,712.09	Total subtractions	1,403,057.90
		Ending balance	\$746,166.22

### CHECKS

Number	Date	Amount	Number	Date	Amount
1009	03-11	38,000.00	1011	03-18	11,089.00
1010	03-20	3,968.90	1012	03-25	1,350,000.00

### CREDITS

Date	Description	Additions
03-18	ACH Credit BANK OF HAWAII PAYMENT 240318 XXXXX8102	1,000,000.00

### DAILY BALANCES

Date	Amount	Date	Amount	Date	Amount
02-29	1,149,224.12	03-18	2,100,135.12	03-25	746,166.22
03-11	1,111,224.12	03-20	2,096,166.22		

**Hawaii Convention Center**  
Consolidated Balance Sheet  
March 31, 2024 and March 31, 2023  
(In Whole Numbers)

	Unaudited 3/31/24	Unaudited 3/31/23
<b>Assets</b>		
Current Assets		
Cash	37,265,353	38,293,354
Accounts Receivable, Net	2,614,612	24,792,370
Prepaid	261,984	341,184
Deposits	0	0
Total Current Assets	40,141,949	63,426,908
Fixed Assets		
Building Improvements	1,880,796	401,743
Furniture & Fixtures	108,286	0
Machinery & Equipment	370,114	49,530
Computer Equipment	71,695	35,206
Work in Progress	5,698,047	461,708
Total Fixed Assets	8,128,938	948,187
Total Assets	48,270,887	64,375,095
<b>Liabilities</b>		
Current Liabilities		
Accounts Payable	2,365,338	808,260
Accrued Expenses	444,395	867,024
Advance Deposits	2,034,319	2,099,320
Total Current Liabilities	4,844,052	3,774,604
<b>Equity</b>		
Funds Remitted	(218,462,342)	(215,089,882)
Funding Received	415,099,205	428,982,646
Retained Earnings	(154,471,462)	(149,771,767)
Net Income (Loss)		
HCC Facility	1,928,382	(2,911,644)
HCC Sales & Marketing	(666,948)	(608,862)
Total Net Income (Loss)	1,261,434	(3,520,506)
Total Equity	43,426,835	60,600,491
Total Liabilities and Equity	48,270,887	64,375,095

**Hawaii Convention Center**  
Facility  
Income Statement  
From 3/01/2024 Through 3/31/2024  
(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)	511,096	422,788	88,308	304,093	3,061,661	2,547,690	513,972	2,072,278
Service Revenue	131,354	130,150	1,204	120,020	1,389,171	737,930	651,241	949,144
Total Direct Event Income	642,450	552,938	89,512	424,112	4,450,832	3,285,620	1,165,212	3,021,423
Direct Service Expenses	288,859	263,154	(25,705)	206,267	2,461,866	1,816,767	(645,099)	1,518,272
Net Direct Event Income	353,590	289,784	63,807	217,846	1,988,966	1,468,853	520,113	1,503,151
Ancillary Income								
Food and Beverage (Net)	603,337	357,930	245,407	216,999	7,495,224	4,381,983	3,113,241	2,966,818
Event Parking (Net)	163,249	137,842	25,407	125,235	879,619	889,464	(9,844)	711,801
Electrical Services	9,779	10,080	(301)	11,134	192,244	114,880	77,364	47,913
Audio Visual	71,902	37,160	34,742	47,407	478,801	266,450	212,351	324,043
Internet Services	0	0	0	0	63,310	0	63,310	1,831
Rigging Services	4,043	5,000	(957)	4,800	69,865	34,500	35,365	71,752
Total Ancillary Income	852,310	548,012	304,298	405,575	9,179,063	5,687,277	3,491,786	4,124,158
Total Event Income	1,205,901	837,796	368,105	623,420	11,168,029	7,156,130	4,011,899	5,627,309
Other Operating Income								
Non-Event Parking	0	433	(433)	300	1,000	3,897	(2,897)	3,873
Other Income	161,616	10,042	151,574	11,225	1,160,081	90,378	1,069,703	97,453
Total Other Operating Income	161,616	10,475	151,141	11,525	1,161,081	94,275	1,066,806	101,326
Total Gross Income	1,367,517	848,271	519,246	634,945	12,329,110	7,250,405	5,078,706	5,728,635
Net Salaries & Benefits								
Salaries & Wages	527,909	541,183	13,274	392,200	4,536,932	4,828,623	291,691	3,170,916
Payroll Taxes & Benefits	180,430	155,482	(24,948)	153,703	1,353,559	1,399,764	46,205	1,007,690
Labor Allocations to Events	(74,395)	(78,444)	(4,049)	(47,908)	(733,349)	(535,957)	197,392	(430,287)
Total Net Salaries & Benefits	633,944	618,221	(15,723)	497,995	5,157,143	5,692,430	535,287	3,748,319
Other Indirect Expenses								
Net Contracted Services	55,120	42,820	(12,300)	57,124	505,880	354,851	(151,029)	546,435
Operations	11,018	13,099	2,081	13,245	165,080	117,891	(47,189)	99,223
Repair & Maintenance	92,121	110,021	17,900	90,525	772,391	990,189	217,798	809,088
Operational Supplies	110,692	63,680	(47,012)	50,740	675,075	626,896	(48,179)	440,137
Insurance	28,283	26,186	(2,097)	19,616	290,409	250,914	(39,495)	180,184
Utilities	251,119	275,489	24,370	263,428	2,184,530	2,192,973	8,443	2,157,795
Meetings & Conventions	(1,070)	804	1,874	4,811	21,571	16,786	(4,785)	23,162
Promotions & Communications	0	6,266	6,266	3,894	0	56,394	56,394	28,147
General & Administrative	47,937	41,686	(6,251)	45,750	330,989	341,989	11,000	345,992
Management Fees	19,433	19,433	(0)	19,033	174,900	174,897	(3)	171,298
Other	5,925	4,733	(1,192)	6,466	122,761	42,597	(80,164)	90,498
Total Other Indirect	620,577	604,217	(16,360)	574,632	5,243,585	5,166,377	(77,208)	4,891,960
Net Income (Loss) before CIP Funded Expenses	112,995	(374,168)	487,163	(437,682)	1,928,382	(3,608,402)	5,536,784	(2,911,644)
CIP Funded Expenses	267	0	267	402	71,453	0	71,453	1,087
Net Income (Loss) from Operations	113,262	(374,168)	487,430	(437,280)	1,999,834	(3,608,402)	5,608,237	(2,910,557)
Fixed Asset Purchases	21,930	25,000	3,070	(364)	127,696	225,000	97,304	153,813
Net Income (Loss) After Fixed Asset Purchases	91,333	(399,168)	490,500	(436,916)	1,872,139	(3,833,402)	5,705,541	(3,064,370)

**Hawaii Convention Center**  
Facility  
Income Statement  
From 3/01/2024 Through 3/31/2024  
(In Whole Numbers)

	Current Month Actual	Current Month Budget	Variance	Current Month Prior Year	YTD Actual	YTD Budget	Variance	YTD Prior Year
<b>Revenues</b>								
Food & Beverage	1,098,641	681,365	417,276	565,538	12,025,248	8,352,214	3,673,034	5,419,227
Facility	1,072,431	777,951	294,480	640,531	7,425,215	4,846,562	2,578,653	4,401,030
Total Revenues	<u>2,171,072</u>	<u>1,459,316</u>	<u>711,756</u>	<u>1,206,069</u>	<u>19,450,463</u>	<u>13,198,776</u>	<u>6,251,687</u>	<u>9,820,257</u>
<b>Expenses</b>								
Food & Beverage	709,794	525,386	(184,408)	544,225	6,603,901	5,870,246	(733,655)	3,803,403
Facility	1,348,283	1,308,097	(40,186)	1,099,527	10,918,181	10,936,932	18,752	8,928,498
Total Expenses	<u>2,058,076</u>	<u>1,833,483</u>	<u>(224,593)</u>	<u>1,643,752</u>	<u>17,522,081</u>	<u>16,807,178</u>	<u>(714,903)</u>	<u>12,731,901</u>
Net Income (Loss) before CIP Funded Expenses	<u>112,995</u>	<u>(374,168)</u>	<u>487,163</u>	<u>(437,682)</u>	<u>1,928,382</u>	<u>(3,608,402)</u>	<u>5,536,784</u>	<u>(2,911,644)</u>
CIP Funded Expenses	<u>267</u>	<u>0</u>	<u>267</u>	<u>402</u>	<u>71,453</u>	<u>0</u>	<u>71,453</u>	<u>1,087</u>
Net Income (Loss) from Operations	<u>113,262</u>	<u>(374,168)</u>	<u>487,430</u>	<u>(437,280)</u>	<u>1,999,835</u>	<u>(3,608,402)</u>	<u>5,608,237</u>	<u>(2,910,557)</u>
Fixed Asset Purchases	<u>21,930</u>	<u>25,000</u>	<u>3,070</u>	<u>(364)</u>	<u>127,696</u>	<u>225,000</u>	<u>97,304</u>	<u>153,813</u>
Net Income (Loss) after Fixed Asset Purchases	<u><u>91,332</u></u>	<u><u>(399,168)</u></u>	<u><u>490,500</u></u>	<u><u>(436,916)</u></u>	<u><u>1,872,139</u></u>	<u><u>(3,833,402)</u></u>	<u><u>5,705,541</u></u>	<u><u>(3,064,370)</u></u>

# **10a.1**

## **HTA Fiscal Year 2024 Tourism General Fund Budget Statement Year to Date March 31, 2024**



Hawaii Tourism Authority  
Fiscal Year 2024 Tourism General Fund  
Budget Statement  
Year to Date March 31, 2024

Account Code	Account Title	Budget	YTD Paid	Remaining Encumbrances	YTD Paid + Remaining Encumbrance (Used)	Budget vs. Used
01	Destination Management					
014	Pono Travel Education Program					
		1,334,513.00	0.00	0.00	0.00	1,334,513.00
CON 23008	Support Services for Destination Stewardship	<u>0.00</u>	<u>854,418.75</u>	<u>480,094.25</u>	<u>1,334,513.00</u>	<u>(1,334,513.00)</u>
Total 014	Pono Travel Education Program	1,334,513.00	854,418.75	480,094.25	1,334,513.00	0.00
201	Kukulu Ola: Living Hawaiian Cultural Prog					
		1,660,000.00	0.00	0.00	0.00	1,660,000.00
CON 21033	HTA x HCF Implementation of Kukulu Ola &	0.00	300,000.00	150,000.00	450,000.00	(450,000.00)
CON 23008	Support Services for Destination Stewardship	<u>0.00</u>	<u>780,287.00</u>	<u>429,713.00</u>	<u>1,210,000.00</u>	<u>(1,210,000.00)</u>
Total 201	Kukulu Ola: Living Hawaiian Cultural Prog	1,660,000.00	1,080,287.00	579,713.00	1,660,000.00	0.00
218	Hawaiian Culture Festivals and Events					
		110,000.00	0.00	0.00	0.00	110,000.00
CON 21038	for Kauai, Maui Nui, Oahu and Hawaii Island	0.00	0.00	80,000.00	80,000.00	(80,000.00)
CON 23015	Statewide King Kamehameha Celebration	<u>0.00</u>	<u>0.00</u>	<u>30,000.00</u>	<u>30,000.00</u>	<u>(30,000.00)</u>
Total 218	Hawaiian Culture Festivals and Events	110,000.00	0.00	110,000.00	110,000.00	0.00
402	Aloha Aina (formerly NR and Leg Prov NR)					
		1,660,000.00	0.00	0.00	0.00	1,660,000.00
CON 21033	HTA x HCF Implementation of Kukulu Ola &	0.00	300,000.00	150,000.00	450,000.00	(450,000.00)
CON 21038	for Kauai, Maui Nui, Oahu and Hawaii Island	0.00	0.00	0.00	0.00	0.00
CON 23008	Support Services for Destination Stewardship	<u>0.00</u>	<u>773,020.00</u>	<u>436,980.00</u>	<u>1,210,000.00</u>	<u>(1,210,000.00)</u>
Total 402	Aloha Aina (formerly NR and Leg Prov NR)	1,660,000.00	1,073,020.00	586,980.00	1,660,000.00	0.00
409	Tour Guide Certification Licensure Program					
		99,600.00	0.00	0.00	0.00	99,600.00
CON 23008	Support Services for Destination Stewardship	<u>0.00</u>	<u>21,000.00</u>	<u>78,600.00</u>	<u>99,600.00</u>	<u>(99,600.00)</u>
Total 409	Tour Guide Certification Licensure Program	99,600.00	21,000.00	78,600.00	99,600.00	0.00
653	Hotspot Mitigation					
		141,000.00	0.00	0.00	0.00	141,000.00
CON 22022	East Side Mobility Hub Project Plan	0.00	0.00	70,000.00	70,000.00	(70,000.00)
CON 22025	Community Tourism Collaborative at Pohoiki	<u>0.00</u>	<u>40,000.00</u>	<u>31,000.00</u>	<u>71,000.00</u>	<u>(71,000.00)</u>
Total 653	Hotspot Mitigation	141,000.00	40,000.00	101,000.00	141,000.00	0.00
655	Community Engagement					
		<u>0.00</u>	<u>0.00</u>	<u>0.00</u>	<u>0.00</u>	<u>0.00</u>
Total 655	Community Engagement	0.00	0.00	0.00	0.00	0.00
656	Community Tourism Collaborative					
		1,948,688.00	0.00	0.00	0.00	1,948,688.00
CON 22025	Community Tourism Collaborative at Pohoiki	0.00	30,000.00	24,000.00	54,000.00	(54,000.00)
CON 23008	Support Services for Destination Stewardship	<u>0.00</u>	<u>296,728.00</u>	<u>1,597,960.00</u>	<u>1,894,688.00</u>	<u>(1,894,688.00)</u>
Total 656	Community Tourism Collaborative	1,948,688.00	326,728.00	1,621,960.00	1,948,688.00	0.00
657	Tourism Excellence Accreditation					
		274,000.00	0.00	0.00	0.00	274,000.00
CON 23008	Support Services for Destination Stewardship	<u>0.00</u>	<u>20,875.00</u>	<u>253,125.00</u>	<u>274,000.00</u>	<u>(274,000.00)</u>
Total 657	Tourism Excellence Accreditation	274,000.00	20,875.00	253,125.00	274,000.00	0.00
700	Signature Events					
		2,840,000.00	0.00	0.00	0.00	2,840,000.00
CON 21038	for Kauai, Maui Nui, Oahu and Hawaii Island	0.00	270,000.00	280,000.00	550,000.00	(550,000.00)
CON 23008	Support Services for Destination Stewardship	<u>0.00</u>	<u>1,641,492.00</u>	<u>648,508.00</u>	<u>2,290,000.00</u>	<u>(2,290,000.00)</u>
Total 700	Signature Events	2,840,000.00	1,911,492.00	928,508.00	2,840,000.00	0.00
701	Community Enrichment Program					

Hawaii Tourism Authority  
Fiscal Year 2024 Tourism General Fund  
Budget Statement  
Year to Date March 31, 2024

Account Code	Account Title	Budget	YTD Paid	Remaining Encumbrances	YTD Paid + Remaining Encumbrance (Used)	Budget vs. Used
		2,460,000.00	0.00	0.00	0.00	2,460,000.00
CON 21038	for Kauai, Maui Nui, Oahu and Hawaii Island	0.00	492,081.00	57,919.00	550,000.00	(550,000.00)
CON 23008	Support Services for Destination Stewardship	<u>0.00</u>	<u>1,097,856.00</u>	<u>812,144.00</u>	<u>1,910,000.00</u>	<u>(1,910,000.00)</u>
Total 701	Community Enrichment Program	2,460,000.00	1,589,937.00	870,063.00	2,460,000.00	0.00
702	Community Product Capacity Building (formerly Workshops)	0.00	0.00	0.00	0.00	0.00
CON 23008	Support Services for Destination Stewardship	<u>0.00</u>	<u>0.00</u>	<u>0.00</u>	<u>0.00</u>	<u>0.00</u>
Total 702	Community Product Capacity Building (formerly V	0.00	0.00	0.00	0.00	0.00
705	Community Programs - Unallocated	<u>0.00</u>	<u>0.00</u>	<u>0.00</u>	<u>0.00</u>	<u>0.00</u>
Total 705	Community Programs - Unallocated	0.00	0.00	0.00	0.00	0.00
718	Resort Area Hawaiian Cultural Initiative	<u>1,036,158.48</u>	<u>0.00</u>	<u>0.00</u>	<u>0.00</u>	<u>1,036,158.48</u>
CON 23008	Support Services for Destination Stewardship		314,698.00	644,925.58	959,623.58	(959,623.58)
Total 718	Resort Area Hawaiian Cultural Initiative	1,036,158.48	314,698.00	644,925.58	959,623.58	76,534.90
722	Resort Area Programs					
CON 23008	Support Services for Destination Stewardship	<u>0.00</u>	<u>0.00</u>	<u>0.00</u>	<u>0.00</u>	<u>0.00</u>
Total 722	Resort Area Programs	0.00	0.00	0.00	0.00	0.00
738	Smart Tourism Initiative	<u>350,000.00</u>	<u>0.00</u>	<u>0.00</u>	<u>0.00</u>	<u>350,000.00</u>
CON 23008	Support Services for Destination Stewardship	<u>0.00</u>	<u>0.00</u>	<u>350,000.00</u>	<u>350,000.00</u>	<u>(350,000.00)</u>
Total 738	Smart Tourism Initiative	<u>350,000.00</u>	<u>0.00</u>	<u>350,000.00</u>	<u>350,000.00</u>	<u>0.00</u>
<b>Subtotal</b>	<b>Destination Management</b>	<b>13,913,959.48</b>	<b>7,232,455.75</b>	<b>6,604,968.83</b>	<b>13,837,424.58</b>	<b>76,534.90</b>
02	Planning and Evaluation					
004	Cruise Infrastructure Improvements and Arrival Experience					
		111,000.00	0.00	0.00	0.00	111,000.00
CON 21013	Hawai'i Cruise Industry Consultant Services//	<u>0.00</u>	<u>60,241.70</u>	<u>50,758.30</u>	<u>111,000.00</u>	<u>(111,000.00)</u>
Total 004	Cruise Infrastructure Improvements and Arrival E	111,000.00	60,241.70	50,758.30	111,000.00	0.00
010	HTUS/HTJ Campaign Effectiveness Study					
		213,000.00	0.00	0.00	0.00	213,000.00
CON 22011	Campaign Effectiveness Studies for USA and	<u>0.00</u>	<u>141,000.00</u>	<u>72,000.00</u>	<u>213,000.00</u>	<u>(213,000.00)</u>
Total 010	HTUS/HTJ Campaign Effectiveness Study	213,000.00	141,000.00	72,000.00	213,000.00	0.00
506	Infrastructure Research (Accomodations and Airseats)					
		62,351.00	0.00	0.00	0.00	62,351.00
IR	Internal Requisitions	<u>0.00</u>	<u>62,350.79</u>	<u>0.00</u>	<u>62,350.79</u>	<u>(62,350.79)</u>
Total 506	Infrastructure Research (Accomodations and Airs	62,351.00	62,350.79	0.00	62,350.79	0.21
509	Tourism Strategic Plan Update					
		75,000.00	0.00	0.00	0.00	75,000.00
PON 24007	Planning Svcs for Messaging Strategy and Tc	<u>0.00</u>	<u>56,030.07</u>	<u>18,969.93</u>	<u>75,000.00</u>	<u>(75,000.00)</u>
Total 509	Tourism Strategic Plan Update	75,000.00	56,030.07	18,969.93	75,000.00	0.00
652	Planning Tools and Assessments					
		46,635.00	0.00	0.00	0.00	46,635.00
CON 22001	HTA Website Support Services	0.00	0.00	750.00	750.00	(750.00)
CON 22015	Creation of Infographics	0.00	0.00	45,166.47	45,166.47	(45,166.47)
IR	Internal Requisitions	<u>0.00</u>	<u>0.00</u>	<u>418.85</u>	<u>418.85</u>	<u>(418.85)</u>
Total 652	Planning Tools and Assessments	46,635.00	0.00	46,335.32	46,335.32	299.68
654	Program Evaluation					
		162,148.00	0.00	0.00	0.00	162,148.00

Hawaii Tourism Authority  
Fiscal Year 2024 Tourism General Fund  
Budget Statement  
Year to Date March 31, 2024

Account Code	Account Title	Budget	YTD Paid	Remaining Encumbrances	YTD Paid + Remaining Encumbrance (Used)	Budget vs. Used
CON 22004	Evaluation of Selected 2022 and 2023 Fest 8	0.00	115,062.00	14,395.00	129,457.00	(129,457.00)
CON 22020	Program Evaluation and Monitoring	<u>0.00</u>	<u>32,690.69</u>	<u>0.00</u>	<u>32,690.69</u>	<u>(32,690.69)</u>
Total 654	Program Evaluation	162,148.00	147,752.69	14,395.00	162,147.69	0.31
698	Travel - Planning	30,000.00	0.00	0.00	0.00	30,000.00
IR	Internal Requisitions	0.00	440.00	0.00	440.00	(440.00)
PTE	PTE	<u>0.00</u>	<u>1,792.17</u>	<u>1,006.56</u>	2,798.73	(2,798.73)
Total 698	Travel - Planning	30,000.00	2,232.17	1,006.56	3,238.73	26,761.27
731	Community-Based Tourism - Oahu	<u>46,675.00</u>	<u>0.00</u>	<u>0.00</u>	<u>0.00</u>	<u>46,675.00</u>
PON 24007	Planning Svcs for Messaging Strategy and Tc	<u>0.00</u>	<u>0.00</u>	<u>46,675.00</u>	<u>46,675.00</u>	<u>(46,675.00)</u>
Total 731	Community-Based Tourism - Oahu	46,675.00	0.00	46,675.00	46,675.00	0.00
732	Community-Based Tourism - Maui County	24,659.65	0.00	0.00	0.00	24,659.65
000000000	Committed Only	0.00	0.00	0.00	0.00	0.00
PON 24007	Planning Svcs for Messaging Strategy and Tc	<u>0.00</u>	<u>24,659.65</u>	<u>0.00</u>	<u>24,659.65</u>	<u>(24,659.65)</u>
Total 732	Community-Based Tourism - Maui County	24,659.65	24,659.65	0.00	24,659.65	0.00
733	Community-Based Tourism - Hawaii Island	<u>0.00</u>	<u>0.00</u>	<u>0.00</u>	<u>0.00</u>	<u>0.00</u>
Total 733	Community-Based Tourism - Hawaii Island	0.00	0.00	0.00	0.00	0.00
734	Community-Based Tourism - Kauai	<u>0.00</u>	<u>0.00</u>	<u>0.00</u>	<u>0.00</u>	<u>0.00</u>
Total 734	Community-Based Tourism - Kauai	<u>0.00</u>	<u>0.00</u>	<u>0.00</u>	<u>0.00</u>	<u>0.00</u>
<b>Subtotal</b>	<b>Planning and Evaluation</b>	<b>771,468.65</b>	<b>494,267.07</b>	<b>250,140.11</b>	<b>744,407.18</b>	<b>27,061.47</b>
03	Workforce					
803	Future Workforce Development (LEI)	99,950.00	0.00	0.00	0.00	99,950.00
000000000	Committed Only	<u>0.00</u>	<u>0.00</u>	<u>99,950.00</u>	<u>99,950.00</u>	<u>(99,950.00)</u>
Total 803	Future Workforce Development (LEI)	<u>99,950.00</u>	<u>0.00</u>	<u>99,950.00</u>	<u>99,950.00</u>	<u>0.00</u>
<b>Subtotal</b>	<b>Workforce</b>	<b>99,950.00</b>	<b>0.00</b>	<b>99,950.00</b>	<b>99,950.00</b>	<b>0.00</b>
04	Perpetuating Hawaiian Culture					
202	Hawaiian Culture Initiative	<u>140,000.00</u>	<u>0.00</u>	<u>0.00</u>	<u>0.00</u>	<u>140,000.00</u>
000000000	PPW Encumbrance	<u>0.00</u>	<u>0.00</u>	<u>140,000.00</u>	<u>140,000.00</u>	<u>(140,000.00)</u>
Total 202	Hawaiian Culture Initiative	140,000.00	0.00	140,000.00	140,000.00	0.00
203	Ma'ema'e HTA	30,020.00	0.00	0.00	0.00	30,020.00
CON 18200	Native Hawn Hospitality Assn 2018(NativeHa	<u>0.00</u>	<u>30,020.00</u>	<u>0.00</u>	<u>30,020.00</u>	<u>(30,020.00)</u>
Total 203	Ma'ema'e HTA	30,020.00	30,020.00	0.00	30,020.00	0.00
204	Market Support	20,465.10	0.00	0.00	0.00	20,465.10
IR	Internal Requisitions	<u>0.00</u>	<u>15,526.84</u>	<u>4,938.26</u>	<u>20,465.10</u>	<u>(20,465.10)</u>
Total 204	Market Support	20,465.10	15,526.84	4,938.26	20,465.10	0.00
206	Kahea Program - Harbor Greetings	207,330.00	0.00	0.00	0.00	207,330.00
CON 21035	Hilo Kahea Harbor Greetings	0.00	7,500.00	45,000.00	52,500.00	(52,500.00)
CON 21036	Kona Kahea Harbor Greetings	<u>0.00</u>	<u>17,400.00</u>	<u>74,600.00</u>	92,000.00	(92,000.00)
CO n 24011	Kahea Harbor Greetings	<u>0.00</u>	<u>0.00</u>	<u>62,830.00</u>	<u>62,830.00</u>	<u>(62,830.00)</u>
Total 206	Kahea Program - Harbor Greetings	207,330.00	24,900.00	182,430.00	207,330.00	0.00

Hawaii Tourism Authority  
Fiscal Year 2024 Tourism General Fund  
Budget Statement  
Year to Date March 31, 2024

Account Code	Account Title	Budget	YTD Paid	Remaining Encumbrances	YTD Paid + Remaining Encumbrance (Used)	Budget vs. Used
207	Kahea Program - Airport Greetings					
		700,000.00	0.00	0.00	0.00	700,000.00
MOA 21039	Kahea Airport Greetings	<u>0.00</u>	<u>630,000.00</u>	<u>70,000.00</u>	<u>700,000.00</u>	<u>(700,000.00)</u>
Total 207	Kahea Program - Airport Greetings	700,000.00	630,000.00	70,000.00	700,000.00	0.00
214	Legacy Award Program					
		50,000.00	0.00	0.00	0.00	50,000.00
CON 24002	Hawaii Tourism Conference 2023	<u>0.00</u>	<u>25,000.00</u>	<u>25,000.00</u>	<u>50,000.00</u>	<u>(50,000.00)</u>
Total 214	Legacy Award Program	50,000.00	25,000.00	25,000.00	50,000.00	0.00
216	Olelo Hawaii					
		200,000.00	0.00	0.00	0.00	200,000.00
CON 20195	HE AUPUNI PALAPALA: Preserving and Digiti	<u>0.00</u>	<u>100,000.00</u>	<u>100,000.00</u>	<u>200,000.00</u>	<u>(200,000.00)</u>
Total 216	Olelo Hawaii	200,000.00	100,000.00	100,000.00	200,000.00	0.00
298	Travel - Hawaiian Culture					
		10,000.00	0.00	0.00	0.00	10,000.00
PTE	PTE	<u>0.00</u>	<u>4,049.81</u>	<u>992.47</u>	<u>5,042.28</u>	<u>(5,042.28)</u>
Total 298	Travel - Hawaiian Culture	10,000.00	4,049.81	992.47	5,042.28	4,957.72
374	Surfing					
		50,000.00	0.00	0.00	0.00	50,000.00
CON 23009	World Surf League/HTA Partnership 2023-20	<u>0.00</u>	<u>0.00</u>	<u>50,000.00</u>	<u>50,000.00</u>	<u>(50,000.00)</u>
Total 374	Surfing	<u>50,000.00</u>	<u>0.00</u>	<u>50,000.00</u>	<u>50,000.00</u>	<u>0.00</u>
<b>Subtotal</b>	<b>Perpetuating Hawaiian Culture</b>	<b>1,407,815.10</b>	<b>829,496.65</b>	<b>573,360.73</b>	<b>1,402,857.38</b>	<b>4,957.72</b>
05	Sports					
312	PGA Tour Contracts					
		1,947,500.00	0.00	0.00	0.00	1,947,500.00
000000000	Committed Only	<u>0.00</u>	<u>0.00</u>	<u>1,947,500.00</u>	<u>1,947,500.00</u>	<u>(1,947,500.00)</u>
Total 312	PGA Tour Contracts	1,947,500.00	0.00	1,947,500.00	1,947,500.00	0.00
346	Sport Opportunity Fund					
		500,000.00	0.00	0.00	0.00	500,000.00
CON 23010	2023 LA Clippers Partnership	<u>0.00</u>	<u>500,000.00</u>	<u>0.00</u>	<u>500,000.00</u>	<u>(500,000.00)</u>
Total 346	Sport Opportunity Fund	500,000.00	500,000.00	0.00	500,000.00	0.00
378	UH Athletics Branding Partnership					
		166,000.00	0.00	0.00	0.00	166,000.00
CON 24003	2024-2026 Big West Conference Partnership	<u>0.00</u>	<u>0.00</u>	<u>166,000.00</u>	<u>166,000.00</u>	<u>(166,000.00)</u>
Total 378	UH Athletics Branding Partnership	<u>166,000.00</u>	<u>0.00</u>	<u>166,000.00</u>	<u>166,000.00</u>	<u>0.00</u>
<b>Subtotal</b>	<b>Sports</b>	<b>2,613,500.00</b>	<b>500,000.00</b>	<b>2,113,500.00</b>	<b>2,613,500.00</b>	<b>0.00</b>
06	Safety & Security					
601	Visitor Assistance Programs					
		520,000.00	0.00	0.00	0.00	520,000.00
CON 21040	Visitor Assistance Program Oahu FY2022	0.00	270,000.00	0.00	270,000.00	(270,000.00)
CON 21041	Visitor Assistance Program Hawaii Island CY2	0.00	25,000.00	105,000.00	130,000.00	(130,000.00)
CON 21042	Visitor Assistance Program Kauai 2022	0.00	7,500.00	35,000.00	42,500.00	(42,500.00)
CON 21043	Visitor Assistance Program Maui 2022	<u>0.00</u>	<u>42,500.00</u>	<u>35,000.00</u>	<u>77,500.00</u>	<u>(77,500.00)</u>
Total 601	Visitor Assistance Programs	<u>520,000.00</u>	<u>345,000.00</u>	<u>175,000.00</u>	<u>520,000.00</u>	<u>0.00</u>
<b>Subtotal</b>	<b>Safety &amp; Security</b>	<b>520,000.00</b>	<b>345,000.00</b>	<b>175,000.00</b>	<b>520,000.00</b>	<b>0.00</b>
07	Resident and Industry Communication & Outreach					
101	Community-Industry Outreach & Public Relations Svcs					
		392,220.51	0.00	0.00	0.00	392,220.51
000000000	Committed Only	0.00	0.00	0.00	0.00	0.00

Hawaii Tourism Authority  
Fiscal Year 2024 Tourism General Fund  
Budget Statement  
Year to Date March 31, 2024

Account Code	Account Title	Budget	YTD Paid	Remaining Encumbrances	YTD Paid + Remaining Encumbrance (Used)	Budget vs. Used
CON 20010	ANTHOLOGY MARKETING GROUP/PR COMM	0.00	216,336.31	175,884.20	392,220.51	(392,220.51)
Total 101	Community-Industry Outreach & Public Relations	392,220.51	216,336.31	175,884.20	392,220.51	0.00
102	Hawai'i Tourism Summit	164,922.00	0.00	0.00	0.00	164,922.00
CON 24002	Hawaii Tourism Conference 2023	0.00	150,000.00	14,922.00	164,922.00	(164,922.00)
Total 102	Hawai'i Tourism Summit	164,922.00	150,000.00	14,922.00	164,922.00	0.00
103	hawaiitourismauthority.org (formerly HTA web/Global Social)	18,601.26	0.00	0.00	0.00	18,601.26
CON 22001	HTA Website Support Services	0.00	12,501.00	6,100.26	18,601.26	(18,601.26)
Total 103	hawaiitourismauthority.org (formerly HTA web/G	18,601.26	12,501.00	6,100.26	18,601.26	0.00
<b>Subtotal</b>	<b>Resident and Industry Communication &amp; O</b>	<b>575,743.77</b>	<b>378,837.31</b>	<b>196,906.46</b>	<b>575,743.77</b>	<b>0.00</b>
08	Branding					
306	Island-Based International Marketing	500,000.00	0.00	0.00	0.00	500,000.00
000000000	Committed Only	0.00	0.00	0.00	0.00	0.00
CON 24009	Island Destination Brand Management & Mar	0.00	250,000.00	250,000.00	500,000.00	(500,000.00)
Total 306	Island-Based International Marketing	500,000.00	250,000.00	250,000.00	500,000.00	0.00
318	gohawaii.com (formerly Online Website Coordination)	62,000.00	0.00	0.00	0.00	62,000.00
CON 21016	Hawai'i Visitors and Convention Bureau-Supp	0.00	0.00	62,000.00	62,000.00	(62,000.00)
Total 318	gohawaii.com (formerly Online Website Coordina	62,000.00	0.00	62,000.00	62,000.00	0.00
320	Island Chapters Staffing and Admin	2,418,399.00	0.00	0.00	0.00	2,418,399.00
000000000	Committed Only	0.00	0.00	0.00	0.00	0.00
CON 21030	Island Chapter Support Services	0.00	939,651.00	278,748.00	1,218,399.00	(1,218,399.00)
CON 24009	Island Destination Brand Management & Mar	0.00	600,000.00	600,000.00	1,200,000.00	(1,200,000.00)
Total 320	Island Chapters Staffing and Admin	2,418,399.00	1,539,651.00	878,748.00	2,418,399.00	0.00
321	US (formerly North America)	14,956,927.00	0.00	0.00	0.00	14,956,927.00
000000000	Committed Only	0.00	0.00	0.00	0.00	0.00
CON 17029	USA MMA - Hawaii Visitors & Convention Bur	0.00	1,286,927.00	0.00	1,286,927.00	(1,286,927.00)
CON 23003	USA MMA	0.00	7,070,000.00	5,250,000.00	12,320,000.00	(12,320,000.00)
CON 24006	US Maui Marketing Recovery Plan FY24	0.00	0.00	0.00	0.00	0.00
CON 24017	US Marketing Maui Recovery Plan	0.00	0.00	1,350,000.00	1,350,000.00	(1,350,000.00)
Total 321	US (formerly North America)	14,956,927.00	8,356,927.00	6,600,000.00	14,956,927.00	0.00
322	Canada	1,837,186.00	0.00	0.00	0.00	1,837,186.00
000000000	Committed Only	0.00	0.00	0.00	0.00	0.00
CON 21029	Canada MMA Marketing Management Service	0.00	19,006.00	0.00	19,006.00	(19,006.00)
CON 23016	Canada MMA	0.00	578,351.09	339,828.91	918,180.00	(918,180.00)
CON 24005	Canada Marketing Maui Recovery Plan	0.00	270,000.00	630,000.00	900,000.00	(900,000.00)
Total 322	Canada	1,837,186.00	867,357.09	969,828.91	1,837,186.00	0.00
323	Japan	8,370,002.00	0.00	0.00	0.00	8,370,002.00
CON 23004	Japan MMA - a.link	0.00	5,560,002.00	2,810,000.00	8,370,002.00	(8,370,002.00)
Total 323	Japan	8,370,002.00	5,560,002.00	2,810,000.00	8,370,002.00	0.00
324	Korea	1,159,360.00	0.00	0.00	0.00	1,159,360.00

Hawaii Tourism Authority  
Fiscal Year 2024 Tourism General Fund  
Budget Statement  
Year to Date March 31, 2024

Account Code	Account Title	Budget	YTD Paid	Remaining Encumbrances	YTD Paid + Remaining Encumbrance (Used)	Budget vs. Used
CON 20007	Korea Major Market Area(AVIAREPS Marketir	0.00	987,544.00	171,816.00	1,159,360.00	(1,159,360.00)
Total 324	Korea	1,159,360.00	987,544.00	171,816.00	1,159,360.00	0.00
325	Oceania	1,121,820.00	0.00	0.00	0.00	1,121,820.00
CON 21019	Oceania MMA CY2021 Draft Attached/ WAL	0.00	803,640.00	318,180.00	1,121,820.00	(1,121,820.00)
Total 325	Oceania	1,121,820.00	803,640.00	318,180.00	1,121,820.00	0.00
326	Europe	518,180.00	0.00	0.00	0.00	518,180.00
000000000	Committed Only	0.00	0.00	0.00	0.00	0.00
CON 24004	Europe MMA - HI Tourism Destination Brand	0.00	200,000.00	318,180.00	518,180.00	(518,180.00)
Total 326	Europe	518,180.00	200,000.00	318,180.00	518,180.00	0.00
339	Global Digital Marketing Strategy (former Intl Online Strat)	83,150.00	0.00	0.00	0.00	83,150.00
CON 21016	Hawai'i Visitors and Convention Bureau-Supp	0.00	83,150.00	83,150.00	83,150.00	(83,150.00)
Total 339	Global Digital Marketing Strategy (former Intl On	83,150.00	0.00	83,150.00	83,150.00	0.00
350	Global Mkt Shared Resources (fka Intellect Prop Data Bank)	1,654,850.00	0.00	0.00	0.00	1,654,850.00
000000000	Committed Only	0.00	0.00	750,000.00	750,000.00	(750,000.00)
CON 21016	Hawai'i Visitors and Convention Bureau-Supp	0.00	525,000.00	379,850.00	904,850.00	(904,850.00)
Total 350	Global Mkt Shared Resources (fka Intellect Prop I	1,654,850.00	525,000.00	1,129,850.00	1,654,850.00	0.00
380	Marketing Opportunity Fund	1,280.00	0.00	0.00	0.00	1,280.00
IR	Internal Requisitions	0.00	0.00	1,280.00	1,280.00	(1,280.00)
Total 380	Marketing Opportunity Fund	1,280.00	0.00	1,280.00	1,280.00	0.00
397	Memberships and Dues - Branding	150,000.00	0.00	0.00	0.00	150,000.00
IR	Internal Requisitions	0.00	27,061.00	121,925.00	148,986.00	(148,986.00)
Total 397	Memberships and Dues - Branding	150,000.00	27,061.00	121,925.00	148,986.00	1,014.00
398	Travel - Branding	50,000.00	0.00	0.00	0.00	50,000.00
PTE	PTE	0.00	7,239.31	14,773.47	22,012.78	(22,012.78)
Total 398	Travel - Branding	50,000.00	7,239.31	14,773.47	22,012.78	27,987.22
<b>Subtotal</b>	<b>Branding</b>	<b>32,883,154.00</b>	<b>19,124,421.40</b>	<b>13,729,731.38</b>	<b>32,854,152.78</b>	<b>29,001.22</b>
09	Convention Center Marketing					
317	Convention Center Sales & Marketing - City Wide	2,069,444.00	0.00	0.00	0.00	2,069,444.00
000000000	Committed Only	0.00	0.00	625,000.00	625,000.00	(625,000.00)
CON 22003	Global MCI Mktg & Mgmnt Svcs for Hawaii	0.00	1,444,444.00	0.00	1,444,444.00	(1,444,444.00)
Total 317	Convention Center Sales & Marketing - City Wide	2,069,444.00	1,444,444.00	625,000.00	2,069,444.00	0.00
319	MCI MFF	287,000.00	0.00	0.00	0.00	287,000.00
000000000	Committed Only	0.00	0.00	226,500.00	226,500.00	(226,500.00)
CON 22003	Global MCI Mktg & Mgmnt Svcs for Hawaii	0.00	287,000.00	(226,500.00)	60,500.00	(60,500.00)
Total 319	MCI MFF	287,000.00	287,000.00	0.00	287,000.00	0.00
331	Meetings, Convention & Incentives	1,605,556.00	0.00	0.00	0.00	1,605,556.00
000000000	Committed Only	0.00	0.00	550,000.00	550,000.00	(550,000.00)
CON 22003	Global MCI Mktg & Mgmnt Svcs for Hawaii	0.00	1,055,556.00	0.00	1,055,556.00	(1,055,556.00)
Total 331	Meetings, Convention & Incentives	1,605,556.00	1,055,556.00	550,000.00	1,605,556.00	0.00
<b>Subtotal</b>	<b>Convention Center Marketing</b>	<b>3,962,000.00</b>	<b>2,787,000.00</b>	<b>1,175,000.00</b>	<b>3,962,000.00</b>	<b>0.00</b>

Hawaii Tourism Authority  
Fiscal Year 2024 Tourism General Fund  
Budget Statement  
Year to Date March 31, 2024

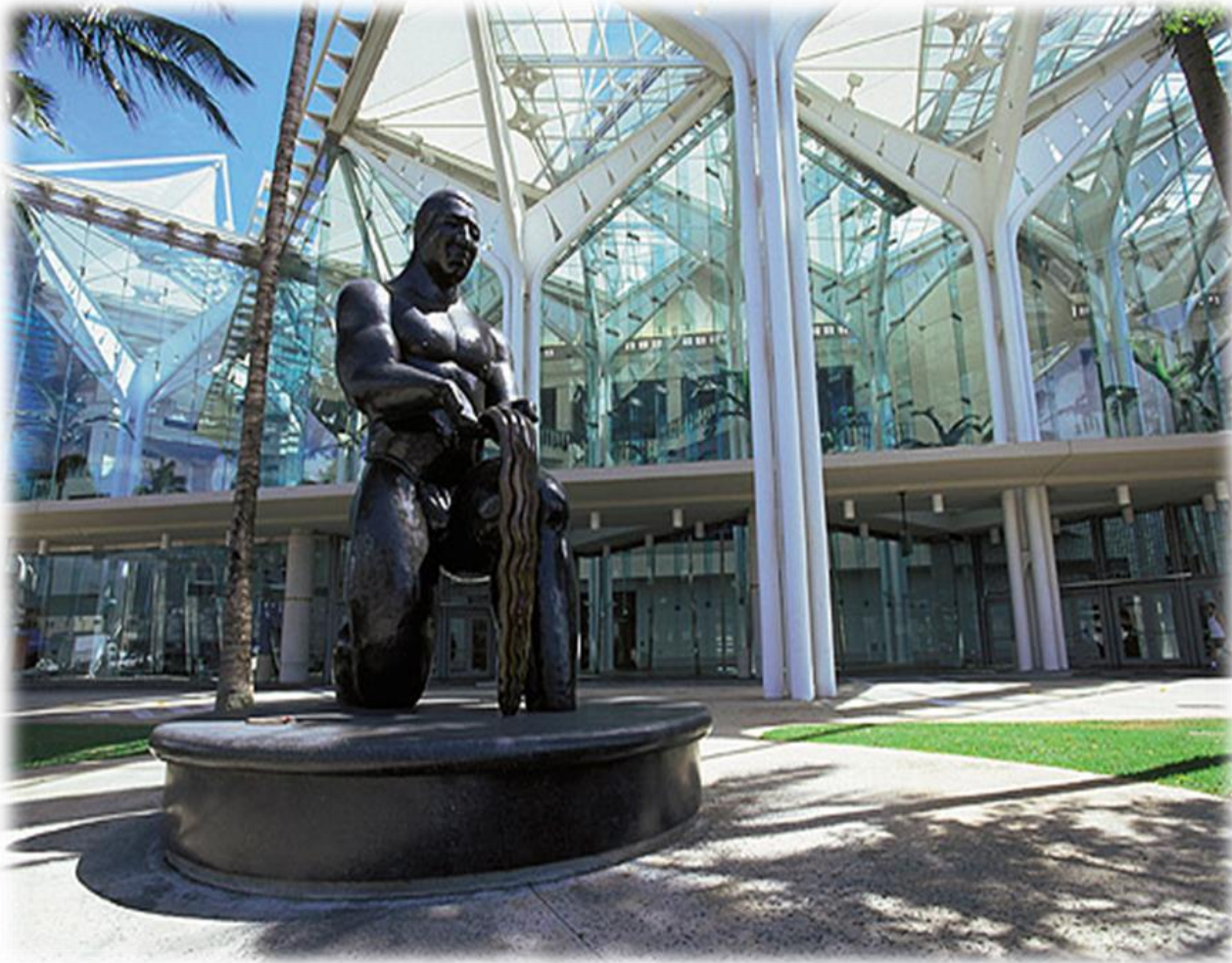
Account Code	Account Title	Budget	YTD Paid	Remaining Encumbrances	YTD Paid + Remaining Encumbrance (Used)	Budget vs. Used
10	Admin					
901	General and Administrative					
		291,913.00	0.00	0.00	0.00	291,913.00
CON 19162	IT Support Services (ZR Systems Group LLC	0.00	50,052.50	19,197.52	69,250.02	(69,250.02)
CON 19195	Hosting svc for HTA fin operating sys (NonPr	0.00	8,917.06	2,002.94	10,920.00	(10,920.00)
IR	Internal Requisitions	<u>0.00</u>	<u>115,631.14</u>	<u>96,111.37</u>	211,742.51	(211,742.51)
Total 901	General and Administrative	291,913.00	174,600.70	117,311.83	291,912.53	0.47
998	Travel - Admin					
		50,000.00	0.00	0.00	0.00	50,000.00
PTE	PTE	<u>0.00</u>	<u>7,062.67</u>	<u>10,814.51</u>	<u>17,877.18</u>	(17,877.18)
Total 998	Travel - Admin	<u>50,000.00</u>	<u>7,062.67</u>	<u>10,814.51</u>	<u>17,877.18</u>	<u>32,122.82</u>
<b>Subtotal</b>	<b>Admin</b>	<b>341,913.00</b>	<b>181,663.37</b>	<b>128,126.34</b>	<b>309,789.71</b>	<b>32,123.29</b>
11	Governance & Org-Wide					
915	Organization-Wide					
		505,080.00	0.00	0.00	0.00	505,080.00
CON 24010	Hawaii Tourism Authority Governance Study	0.00	0.00	294,400.00	294,400.00	(294,400.00)
MOU 20187	State of Hawaii Office of the Auditor - State c	<u>0.00</u>	<u>131,332.00</u>	<u>19,251.00</u>	<u>150,583.00</u>	(150,583.00)
IR	Internal Requisitions	<u>0.00</u>	<u>60,097.00</u>	<u>0.00</u>	<u>60,097.00</u>	(60,097.00)
Total 915	Organization-Wide	505,080.00	191,429.00	313,651.00	505,080.00	0.00
919	Governance - Gen Board/Others					
		75,000.00	0.00	0.00	0.00	75,000.00
IR	Internal Requisitions	0.00	0.00	338.00	338.00	(338.00)
PON 23007	Aloha Data Services, Inc.	0.00	29,842.80	26,685.34	56,528.14	(56,528.14)
PTE	PTE	<u>0.00</u>	<u>6,664.56</u>	<u>4,096.76</u>	<u>10,761.32</u>	(10,761.32)
Total 919	Governance - Gen Board/Others	<u>75,000.00</u>	<u>36,507.36</u>	<u>31,120.10</u>	<u>67,627.46</u>	<u>7,372.54</u>
<b>Subtotal</b>	<b>Governance &amp; Org-Wide</b>	<b>580,080.00</b>	<b>227,936.36</b>	<b>344,771.10</b>	<b>572,707.46</b>	<b>7,372.54</b>
12	Salaries					
930	State Employee Salaries					
		2,330,416.00	0.00	0.00	0.00	2,330,416.00
SW	Payroll (Salaries-Wages)	<u>0.00</u>	<u>1,676,994.00</u>	<u>653,422.00</u>	<u>2,330,416.00</u>	(2,330,416.00)
Total 930	State Employee Salaries	2,330,416.00	1,676,994.00	653,422.00	2,330,416.00	0.00
<b>Subtotal</b>	<b>Salaries</b>	<b>2,330,416.00</b>	<b>1,676,994.00</b>	<b>653,422.00</b>	<b>2,330,416.00</b>	<b>0.00</b>
<b>Tourism General Fund Total</b>		<b>60,000,000.00</b>	<b>33,778,071.91</b>	<b>26,044,876.95</b>	<b>59,822,948.86</b>	<b>177,051.14</b>

## **10b**

### **Discussion and/or Action on the Hawai'i Convention Center's March Financial Report**



# *Hawai'i Convention Center*



*Update for*  
***March 2024***  
*For*  
***(April 2024 meeting)***

# Financial Update

	Mar-24 Actual	Mar-24 FYTD Actual	FY 2024 Reforecast	FY 2024 Budget	Variance	FY 2023 Actual	FY 2022 Actual
Facility Number of Events	29	195	262	225	37	273	213
Facility Operating Revenue	\$2,009,500	\$18,289,400	\$24,408,600	\$18,354,500	\$6,054,100	\$14,310,800	\$7,178,200
Facility Other Income	\$161,600	\$1,161,100	\$1,616,200	\$125,700	\$1,490,500	\$135,700	\$78,500
Facility Total Revenue	<b>\$2,171,100</b>	<b>\$19,450,500</b>	<b>\$26,024,800</b>	<b>\$18,480,200</b>	<b>\$7,544,600</b>	<b>\$14,446,500</b>	<b>\$7,256,700</b>
Facility Operating Expenses	-\$2,079,700	-\$17,578,300	-\$25,101,800	-\$23,812,600	-\$1,289,200	-\$18,412,200	-\$11,842,500
Facility Net Income/(Subsidy)	<b>\$91,400</b>	<b>\$1,872,200</b>	<b>\$923,000</b>	<b>-\$5,332,400</b>	<b>\$6,255,400</b>	<b>-\$3,965,700</b>	<b>-\$4,585,800</b>
Local S&M Operating Expenses	-\$66,900	-\$666,900	-\$1,148,700	-\$1,223,700	\$75,000	-\$959,400	-\$522,600
HCC Net Income/(Subsidy)	<b>\$24,500</b>	<b>\$1,205,300</b>	<b>-\$225,700</b>	<b>-\$6,556,100</b>	<b>\$6,330,400</b>	<b>-\$4,925,100</b>	<b>-\$5,108,400</b>

# ROI March 2024 FYTD

HCC Revenue + State Revenue  
 +Tax Revenue  
 = \$284.3 M

HCC Expense + HVCB MCI  
 Expense = \$22.1 M

***ROI = For every dollar spent,  
 \$12.84 returned to the State***

<u>FYTD 2024 ROI</u>		<u>CW's FYTD</u>
07.23-03.24	\$12.84	(13)
07.23-02.24	\$13.94	(12)
07.23-01.24	\$15.33	(11)
07.23-12.23	\$17.79	(10)
07.23-11.23	\$20.63	(10)
07.23-10.23	\$23.16	(8)
07.23-09.23	\$18.62	(6)
07.23-08.23	\$25.91	(5)
07.23	\$30.74	(4)
<u>FY 2023 ROI</u>		
07.22-06.23	\$4.19	(7)

# FY 2024 (July 2023 – June 2024) Citywide Events

REPORT - PACE - CW - DEFINITES ON THE BOOKS - FY

Created By: Test User  
Created On: 04/01/2024

Fiscal Year: Contract Room Block Begin	Total Bookings	Total Contract Rooms	Total Attendees	Total EEI Value	Tax Generation
2024	21	116350	60500	\$390,944,353.03	\$45,740,489.30
2025	15	103490	56350	\$330,124,826.03	\$38,624,604.65
2026	11	125878	46800	\$322,029,359.56	\$37,677,435.07
2027	6	62194	28200	\$205,714,043.53	\$24,068,543.09
2028	4	18122	12700	\$76,611,872.74	\$8,963,589.11
2029	1	3031	3200	\$18,913,205.09	\$2,212,845.00
2030	2	14274	8500	\$59,868,034.80	\$7,004,560.07
2031	3	53585	16500	\$108,550,531.09	\$12,700,412.14
2033	1	19550	6500	\$41,075,194.39	\$4,805,797.74
2036	1	40829	7000	\$53,244,980.15	\$6,229,662.68
<b>Grand Totals</b>	<b>65</b>	<b>557303</b>	<b>246250</b>	<b>\$1,607,076,400.41</b>	<b>\$188,027,938.85</b>

FY 24

**Total Bookings**

**21**

**Total Contract Rooms**

**116,350**

**Total Attendees**

**60,500**

**Total EEI Value**

**\$390,944,353.05**

**Total Tax Generation**

**\$45,740,489.30**

Source: April 2024 Meet Hawai'i Pace "Definites on the Books FY" Report



# Recent Events @ Hawai'i Convention Center

- Kawaii Kon 2024, March 29-31, 20,511 attendees
- Paradise Tournament Series: The Shave Ice Cup, April 6-7, 1,500 attendees (Sports)
- Hapalua Marathon Registration, April 11-13, 7,000 attendees
- AAG 2024 (American Association of Geographers), April 13-20, 8,500 attendees (CW)



# Upcoming Local/Citywide Events

- Chopsticks & Wine, April 25, 1,000 attendees
- Jam On It Aloha Challenge 2024, April 26-28, 1,200 attendees
- 2024 AIL (American Income Life) Annual Convention,
  - April 28-May 5, 3,000 attendees (CW)
- Jump Hawai'i 2024, May 10-12, 1,500 attendees



# Carbon Offset Program

- This is a first-of-its-kind Carbon Offset Program that provides meeting organizers with the opportunity to offset the carbon footprint of their meeting.
- Participating events include:
  - 2024 Transpacific Volleyball Championship (10 trees)
  - 2024 Sony Open Gala Dinner (9 trees)
  - CHEST 2023 (42 trees)
  - 2023 International Conference on Machine Learning (36 trees)
  - 2023 Okinawan Festival (11 trees)



# HCC In the News

MARCH 29-APRIL 4, 2024

PACIFIC BUSINESS NEWS | 15

## EXECUTIVE INSIGHT

### Orton shares about revenues and repairs

BY CHRISTINA O'CONNOR  
oconnor@bizjournals.com

For Teri Orton, the general manager of the Hawaii Convention Center, there is no such thing as a typical day.

"No two days - or events - are the same. One day I am helping develop signature events like our upcoming Mother's Day brunch and show, and the next I am at the Legislature to submit testimony on key issues central to the center's success," she said.

Located on Kalakaua Avenue, the 1.1 million-square-foot center is comprised of a 200,000-square-foot exhibit hall, a 35,000-square-foot ballroom, 47 meeting rooms, two theaters and a 2.5-acre events garden.

Orton has been general manager of the center for the last decade. Prior to that, she worked in hospitality for brands including Outrigger Hotels & Resorts, Embassy Suites, The Ilikai and more.

"I took this role because I knew I could make a positive impact regarding the use of this beautiful venue and turn the business model around," Orton said. "We started indoor sporting events and opened our building to more local events, such as graduations, banquets and festivals, to bring our communities to the center."

According to information that Hawaii Convention Center presented at a Hawaii Tourism Authority board meeting in January, the center projects that its facility gross revenues will reach \$24.3 million this fiscal year. According to the center's projections, that figure includes \$1.5 million of interest income and a net loss of \$788,400, versus budgeted gross revenues of \$18.5 million and a net loss of \$5.3 million.

**QA** What has business been like recently? This year, we will hit our highest gross revenues since the center opened. We attribute this to growth in citywide and other offshore events, as well as popular local events like the



HAWAII CONVENTION CENTER

Okinawan Festival and Made in Hawaii Festival. This fiscal year, we are on trend to have a positive bottom line and save \$5.3 million in state subsidies. We are also looking forward to welcoming upcoming events such as the 2024 ASPB [American Society of Plant Biologists] Annual Meeting in June, where we expect 1,600 attendees, as well as the Festival of Pacific Arts & Culture in June, which will have an estimated 3,000 participants.

**What would you say is currently your biggest priority in your role?** The center recently celebrated its 25th year of operations. My

focus is to move many of our capital improvement projects along to completion. One of the largest projects is the repair of our rooftop terrace that currently leaks, estimated at \$64 million.

I am always looking at ways to elevate our service levels and the amenities we provide our clients. We are upgrading the center's technology and ensuring that we stay on trend and competitive as a venue in the meetings market.

**Tell me about the center's carbon-offset program. What does this program entail?** Our carbon-offset program allows all meetings and events held at the center to be carbon-neutral by reforesting native and endemic trees in Hawaii through the Hawaiian Legacy Reforestation Initiative.

Since we launched the program in July 2022, participating events and conferences have contributed \$23,930 in carbon offsets, planting 294 trees. Recent 100% carbon-neutral meetings at the center include the 2024 TransPacific Volleyball Championship, the Made in Hawaii Festival and the Okinawan Festival.

**How would you describe your leadership style?** I often use the analogy of the outrigger canoe when describing our team here at the Hawaii Convention Center. Each person has a seat in our canoe, and we must all "paddle together" to achieve a common goal. My team knows that my door is always open and they can come see me anytime, whether we are sailing through smooth or rough waters.

**What is your favorite part about what you do?** I'm so proud to be working with a team that is committed to serving our local communities and visitors alike. We are thrilled to be having one of our strongest years revenue-wise, but we are also here to assist Hawaii in times of need, serving as a community center during emergencies and helping state agencies during the Covid-19 pandemic. Our aloha is what sets us apart from any other meetings destination in the world.

#### TERI ORTON

General manager,  
Hawaii Convention Center

Address:  
1801 Kalakaua Ave.  
Honolulu, HI 96815

Phone:  
808-943-3500

Website:  
hawaii-convention.com

## Pacific Business News Executive Insights Q&A



# 2024 Mother's Day Brunch & Show

## *Mother's Day Brunch & Show* Featuring **JOSH TATOFI**

**SATURDAY, May 11, 2024**  
**Hawai'i Convention Center**



**Special Guest:**  
**Manalani English-Souza**  
(Miss Aloha Hula 2013)



**Opening Performance by**  
**A Touch of Gold**

**Tickets: [HawaiiConvention.com](https://www.hawaii-convention.com)**

**HAWAII**  
CONVENTION CENTER  
Where Business and Aloha Meet



# **Repair, Maintenance and Replacement Projects Update**



# Recently Completed Projects

- Large repair and maintenance projects
- Equipment purchases over \$50,000



# Rooftop Terrace Deck Repair Project Kick-off



# Chiller Replacement Project



# New Area Rugs (3F Alcoves)

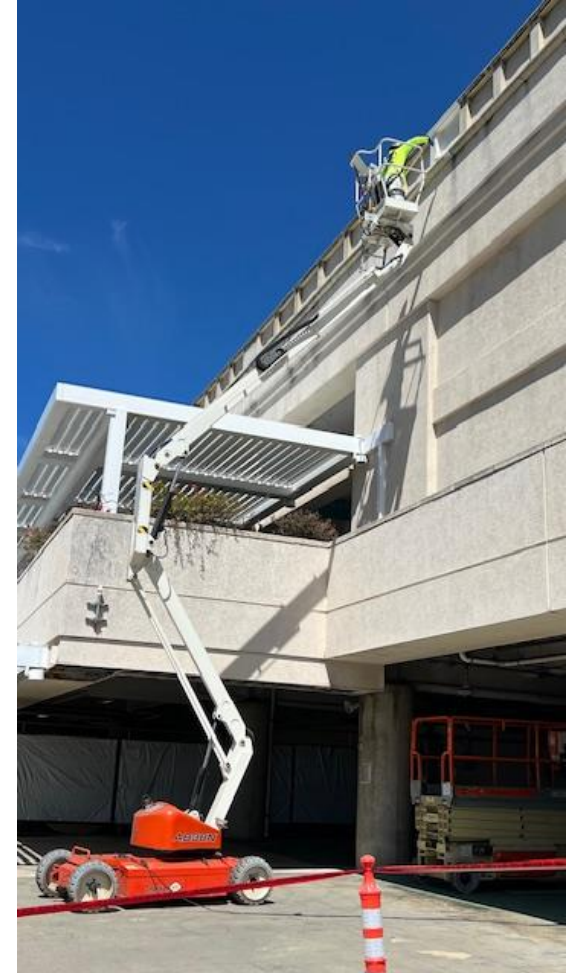


# Other Projects

Reachmaster 121



Exterior Painting Project (Paint Selection)



Reachmaster 121 is fully operational and ready to go for upcoming projects!  
HCC Chief Engineer has been fully certified as a Reachmaster Trainer

# Other Projects

## Native Plant Signage



HCC team working on adding signage to identify Native Plants at HCC (Samples shown)

## Ballroom Gutter Project





# ACE Mentors Tour: Chiller Replacement Project



Cumming (our PM/CM), JCI (our HVAC service provider and company installing our new chillers) and HCC hosted students from McKinley and Pearl City High School for an introduction to the air conditioning engineering field and project management field , through our chiller replacement project.

This was organized through the ACE program, which the head of the local Cumming office sits on the Board.

# CURRENT PROJECTS

## ***IMPROVE GUEST EXPERIENCE***

- New F&B China, Banquet Displays, Service Equipment
- New Speakers and Equipment to upgrade sound in meeting rooms
- Upgrade Screens and add Surround Sound in Theatres
- New Video Wall Screen in Boardroom
- Replace Escalators - start with Esc 1, 2 and 3
- Repair Meeting Room Air Walls
- New Wheelchair Lift in Theatre 320
- New Facilities Equipment

## ***IMPROVE OUR BUILDING***

- Paint Entire Building Exterior and Interior
- Repair Leaks
  - Kalākaua Kitchen
  - Ballroom Roof
  - Lobby and Ballroom Foyer Ceiling
  - Planters – 3<sup>rd</sup> floor, Grand Staircase, Intermediate level
- New Air Conditioning Chillers
- Replace Green Slate Tile – 3<sup>rd</sup> floor and Ala Wai Patio
- Upgrade all Lighting to LED lights
- Install Solar panels for Energy Savings

## ***IMPROVE DEPARTMENT EFFICIENCY – New Equipment***

- New Dishwasher in Main Kitchen
- New Pot Wash and Glass Wash Machines
- New Boilers in Kalākaua Kitchen
- New Parking System and Equipment
- New Housekeeping Scrubber machines

# Repair, Maintenance and Replacement Projects

## Major Project Update

### Exterior Painting

- Finalizing color selection, target start after FestPac event, mid-June

### Chiller Replacement

- Project on schedule, 50% completed, final two units to replace in mid-May

### LED Lighting Upgrade

- Demo fixtures being installed this week with final review

### Escalator Modernization

- Proposal presentations completed, working with companies for clarifications

### House Sound Upgrade

- Awarded contract, working on installation schedule

# Repair, Maintenance and Replacement Projects

## 6-Year Plan (page 1)

Project Number	Project Title	Estimated Project Cost	Priority	Prior Expenses to Dec 23	FY24	FY25	FY26	FY27	FY28	FY29	Total
001	Rooftop Terrace Deck Full Repair	\$ 64,000,000	1	\$ -	\$ 2,000,000	\$ 30,000,000	\$ 32,000,000				\$ 64,000,000
011	Ballroom Gutter, Foyer Transom Glass Roof Repair and Soffit R	\$ 7,706,791	1	\$ 71,071	\$ 7,635,720						\$ 7,706,791
013	Ballroom Roof Repairs	\$ 2,271,093	1	\$ 29,519	\$ 2,241,574						\$ 2,271,093
012	Parapet Roof Repairs	\$ 3,066,470	1	\$ 25,555	\$ 3,040,915						\$ 3,066,470
003	Kalākaua Kitchen Exterior Wall Repair	\$ 2,440,752	1	\$ 313,460		\$ 2,127,292					\$ 2,440,752
007	Kitchen Hood Control Panel Replacement	\$ 341,407	1	\$ 18,770	\$ 322,636						\$ 341,406
008	Pantry 348 Walk-in Refrigerator Replacement	\$ 135,443	1	\$ 54,637	\$ 80,806						\$ 135,443
009	Slate Tile Repair	\$ 2,142,108	1	\$ 150,018	\$ 1,992,090						\$ 2,142,108
010	Chiller Replacement	\$ 6,909,252	1	\$ 180,912	\$ 6,728,340						\$ 6,909,252
014	Lobby Water Feature	\$ 1,086,810	3	\$ 3,932			\$ 1,082,878				\$ 1,086,810
015	House Sound Audio System Upgrade	\$ 2,973,864	1	\$ 38,020	\$ 2,935,843						\$ 2,973,863
022	Chill Water Pipe Reinsulation	\$ 677,894	1	\$ 306,864	\$ 371,030						\$ 677,894
023	Air Wall Repairs	\$ 282,058	1	\$ 16,155	\$ 265,903						\$ 282,058
024	Roll-up Door Replacement	\$ 225,000	2	\$ 23,656		\$ 201,344					\$ 225,000
025	Ballroom and Meeting Room Wallpaper Replacement	\$ 203,531	1	\$ 147,721	\$ 55,810						\$ 203,531
026	IT Network Upgrades	\$ 125,000	3	\$ -		\$ 55,000	\$ 70,000				\$ 125,000
027	Ice Machines Replacement	\$ 500,000	1	\$ -	\$ 500,000						\$ 500,000
028	Theatre 310 and 320 Furnishings Upgrade	\$ 750,000	3	\$ -			\$ 375,000	\$ 375,000			\$ 750,000
029	Theatre 310 and 320 Seating Upgrade	\$ 500,000	3	\$ 155			\$ 249,845	\$ 250,000			\$ 500,000
030	FB China and Equipment Upgrade	\$ 5,300,000	1	\$ -	\$ 2,500,000	\$ 2,800,000					\$ 5,300,000
031	Ala Wai Waterfall Repair	\$ 1,071,501	3	\$ 2,362			\$ 1,069,139				\$ 1,071,501
036	Water Intrusion Remediation	\$ 400,000	1	\$ 166,165	\$ 233,835						\$ 400,000
037	Exterior Security Camera Upgrade	\$ 231,348	1	\$ 155,504	\$ 75,844						\$ 231,348
041	Children's Courtyard Repair	\$ 329,162	1	\$ -			\$ 329,162				\$ 329,162
042	Kahakai/Atkinson Drywell Rehabilitation	\$ 351,113	1	\$ -	\$ 351,113						\$ 351,113
043	Air Handler Unit 9 and 10 Replacement	\$ 401,382	2	\$ 377		\$ 401,005					\$ 401,382
044	Fire Sprinkler Line Refurbishment	\$ 343,394	1	\$ -	\$ 100,000	\$ 125,000	\$ 118,394				\$ 343,394
045	Escalator Modernization	\$ 15,865,737	1	\$ 9,058	\$ 6,900,000	\$ 2,640,000	\$ 6,316,678				\$ 15,865,736
046	LED Light Upgrade	\$ 4,781,506	1	\$ 68,293	\$ 4,713,213						\$ 4,781,506

Current project
Cumming-managed project
HCC-managed project
CM/PM - to be assigned

# Repair, Maintenance and Replacement Projects

## 6-Year Plan (page 2)

Project Number	Project Title	Estimated Project Cost	Priority	Prior Expenses to Dec 23	FY24	FY25	FY26	FY27	FY28	FY29	Total
048	Electrical Harmonics Testing	\$ 100,000	3	\$ -			\$ 100,000				\$ 100,000
049	Main Kitchen Dishwasher Replacement	\$ 421,315	1	\$ 219,521	\$ 201,794						\$ 421,315
050	Main Kitchen Flooring Replacement	\$ 600,000	1/3	\$ 19,019	\$ 200,000	\$ 380,981					\$ 600,000
051	PBX System Replacement	\$ 90,505	1	\$ -	\$ 90,505						\$ 90,505
052	Ride-on Sweeper Replacement	\$ 55,000	1	\$ 100	\$ 54,900						\$ 55,000
054	Boardroom Upgrade	\$ 1,099,549	3	\$ 73,263			\$ 1,026,286				\$ 1,099,549
055	Elevator #2 Upgrade	\$ 250,000	3	\$ -			\$ 250,000				\$ 250,000
058	Kitchen Hood Fire Suppression System Replacement	\$ 341,407	1	\$ 18,770	\$ 322,636						\$ 341,406
060	Lobby Sail Repair and Maintenance	\$ 179,000	1	\$ 41,196	\$ 61,021	\$ 76,783					\$ 179,000
061	ADA Lift (#320) Replacement	\$ 165,000	1	\$ 387	\$ 164,613						\$ 165,000
064	F&B Equipment	\$ 1,266,870	1	\$ 12,640	\$ 1,254,230						\$ 1,266,870
065	Transformer Replacement	\$ 140,297	1	\$ 294	\$ 140,002						\$ 140,296
066	Kitchen Boiler Replacement	\$ 130,000	1	\$ -	\$ 130,000						\$ 130,000
068	3rd Floor Planter Repair and Exterior Planter Repair	\$ 11,048,647	1	\$ 34,545	\$ 4,415,590	\$ 6,598,512					\$ 11,048,647
069	Parking System Equipment Upgrade / Parking Flooring Sealing	\$ 616,515	1	\$ 28,382	\$ 20,000	\$ 568,133					\$ 616,515
070	Parking Garage Floor Sealing	\$ 250,000	1	\$ -		\$ 250,000					\$ 250,000
071	Access Control Upgrade	\$ 2,000,000	2	\$ -		\$ 1,000,000	\$ 1,000,000				\$ 2,000,000
072	Ride-on Scrubber Replacement	\$ 82,400	1	\$ -	\$ 82,400						\$ 82,400
073	Common Area Furniture Upgrade	\$ 200,000	1	\$ -		\$ 200,000					\$ 200,000
074	Ice Rink and Equipment	\$ 500,000	1	\$ -	\$ 500,000						\$ 500,000
075	Exterior Building Painting	\$ 2,416,382	1	\$ -	\$ 1,188,316	\$ 1,228,066					\$ 2,416,382
076	Main Kitchen Freezer Repair	\$ 500,000	1	\$ -	\$ 500,000						\$ 500,000
077	Interior Building Painting	\$ 7,000,000	1	\$ -	\$ 7,000,000						\$ 7,000,000
078	Pot Wash Machine Replacement	\$ 180,000	1	\$ -	\$ 180,000						\$ 180,000
079	Digital Signage Upgrade	\$ 6,150,000	1	\$ 20,390	\$ 30,000	\$ 6,099,610					\$ 6,150,000
081	Facility Equipment Replacement	\$ 1,000,000	1	\$ -	\$ 500,000	\$ 500,000					\$ 1,000,000
082	Escalator and Elevator Repairs	\$ 1,000,000	1	\$ 131,376	\$ 300,000	\$ 568,624					\$ 1,000,000
	Legal Retainer	\$ 151,094		\$ 112,768	\$ 38,326						\$ 151,094
	<b>GRAND TOTAL</b>	<b>\$163,346,597</b>		<b>\$ 2,494,855</b>	<b>\$60,419,005</b>	<b>\$ 55,820,350</b>	<b>\$43,987,382</b>	<b>\$ 625,000</b>	<b>\$ -</b>	<b>\$ -</b>	

# Repair, Maintenance and Replacement Projects

## CUMMING GROUP Priority Projects

- *Kitchen Hood Control Panel and Fire Suppression Upgrade*
- *Slate Tile Repair*
- *Chiller Replacement*
- *Ballroom Roof Repairs*
- *House Sound Audio Upgrade*
- *Ballroom Gutter, Foyer Transom Glass and Soffit Repair*
- *3<sup>rd</sup> floor and Exterior Planters Repair*
- *LED Lighting Upgrade*
- *Main Kitchen Flooring Replacement*
- *Exterior Building Painting*
- *Kalākaua Kitchen Wall Repair and Atkinson Drywell Replacement*
- *Interior Building Painting*
- *Pot Wash Machine Replacement*
- *Glass Wash Machine Replacement*
- *Parking Garage Equipment Upgrade and Floor Sealing*
- *Fire Sprinkler Line Refurbishment*
- *Escalator Modernization*
- *Kalākaua Kitchen Boiler Replacement*
- *Exterior Door Replacement*
- *Solar Panel Installation*

# Repair, Maintenance and Replacement Projects Completed (since 2020)

## COMPLETED 2020

- *Gutter Trough, Roof Repairs; \$8.3M*
- *Boiler Replacement; \$585k*
- *Ala Wai Waterfall Repairs; \$185k*
- *Chiller 4 Repairs; \$55k*
- *#320 Roof Repairs; \$1.4M*
- *Banquet Chairs/Tables Upgrade; \$2.25M*

## COMPLETED 2021

- *Cooling Tower Replacement; \$3.2M*
- *Theatre LED Lighting Upgrade; \$77k*
- *Roof Overflow Drain Repairs; \$16k*
- *Jockey Chiller Repairs; \$28k*
- *ADA Lift Replacement; \$71.5k*
- *Emergency Generator Repairs; \$32k*
- *Window Repairs – Vandalism; \$177k*

## COMPLETED 2022

- *Leak Repairs – 12/21-1/22; \$396k*
- *Chiller Repairs; \$69.3k*
- *Trellis Renovation; \$4.7M*

## COMPLETED 2022

- *Lobby Glass Replacement; \$25k*
- *New Security Camera, Access Control; \$1.56M*
- *Kitchen AC Compressor Replacement; \$16.5k*

## COMPLETED 2023

- *Event Stage ADA Ramp; \$41k*
- *Escalator #1 Handrail Replacement; \$64k*
- *Exterior Sign Refurbishment; \$50k*
- *Leak Repair Remediation; \$168k*
- *Forklift Replacement; \$175k*

## COMPLETED 2024

- *Water Intrusion Remediation; \$400k*
- *Ballroom Wallcovering; \$200k*
- *Exterior Security Camera; \$225k*
- *Transformer Replacement; \$131k*
- *#348 Walk-in Refrigerator Replacement, \$123k*
- *Lobby Glass Repair, Vandalism, \$26k*
- *Ride-on Sweeper Replacement, \$50k*
- *Main Kitchen Dishwasher Replacement, \$425k*



Mahalo Nui Loa



**11**

**Report and Update by the  
BRANDING STANDING COMMITTEE of their  
Meeting Held on April 12, 2024**

## **11a**

### **Presentation and/or Discussion on HTA's Messaging and Marketing Insights**

HAWAII TOURISM™

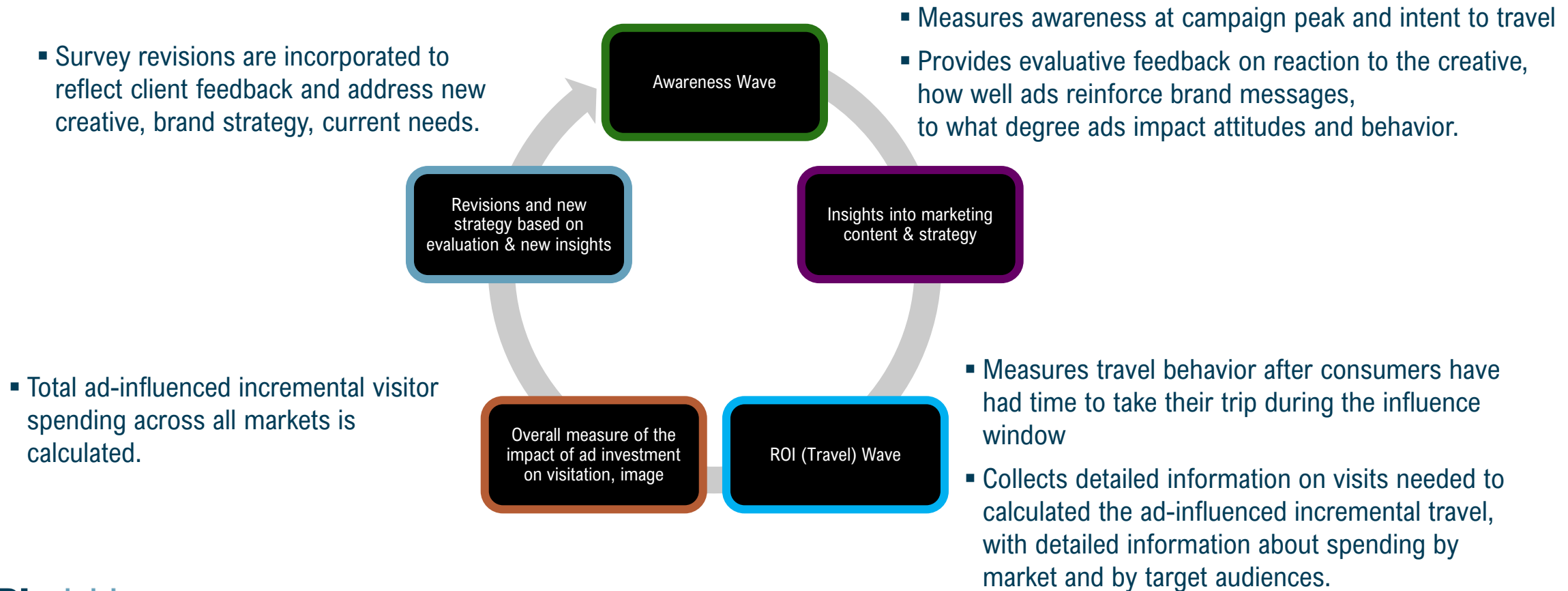
AUTHORITY

**Campaign Effectiveness  
Calendar Year 2023**

April 2024

**SMARInsights**

# Methodology Overview

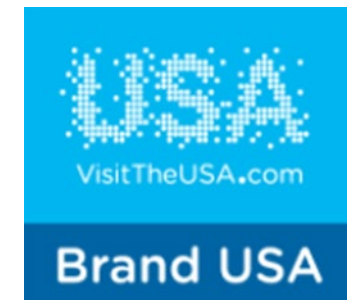


# Incremental (Ad-Influenced Travel) Overview

- SMARInsights' methodology for measuring the impact of destination advertising relies on establishing a base rate of travel. Certainly, there would be travel to Hawai'i even without any paid advertising. Thus, not all visitation, or even visitation by aware households, is attributable to the ads. In this evaluation, the level of travel among unaware households is considered the base and what the area would see without the marketing campaign. Accordingly, any travel above that base by ad-aware households is what is considered influenced. As such, this is a conservative measure of influence.

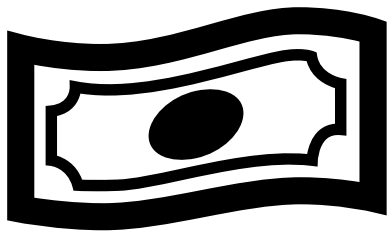


# Current State/National Tourism Clients



# Return on Investment Summary


**ROAS**  
(Return on Advertising Spend)



(Tax Return on Advertising Spend)

Return on Investment	Domestic ROI	Japan ROI	Calendar Year ROI
Influenced Trips	583,430	75,282	658,712
Visitor Spending	\$5,800	\$4,083	\$5,604
Influenced Spending	\$3,383,895,660	\$307,400,696	\$3,691,296,356
2024 Media Spending	\$8,320,330	\$932,500	\$9,252,830
<b>Return on Investment</b>	<b>\$407</b>	<b>\$330</b>	<b>\$399</b>

Tax Return on Investment	Domestic Tax ROI	Tax ROI	Calendar Year Tax ROI
Total influenced spending	\$3,383,895,660	\$307,400,696	\$3,691,296,356
General Excise Tax	\$152,275,305	\$13,833,031	\$166,108,336
Influenced Lodging Spending	\$1,040,605,748	\$110,891,427	\$1,151,497,175
State Transient Accommodation Tax	\$106,662,089	\$11,366,371	\$118,028,460
County Transient Accommodation Tax	\$31,218,172	\$3,326,743	\$34,544,915
<b>Total Taxes Generated</b>	<b>\$290,155,566</b>	<b>\$28,526,145</b>	<b>\$318,681,711</b>
Media Investment	\$8,320,330	\$932,500	\$9,252,830
<b>Tax ROI</b>	<b>\$35</b>	<b>\$31</b>	<b>\$34</b>



HAWAII TOURISM  
AUTHORITY

Domestic Return on Advertising Spending

SMARInsights



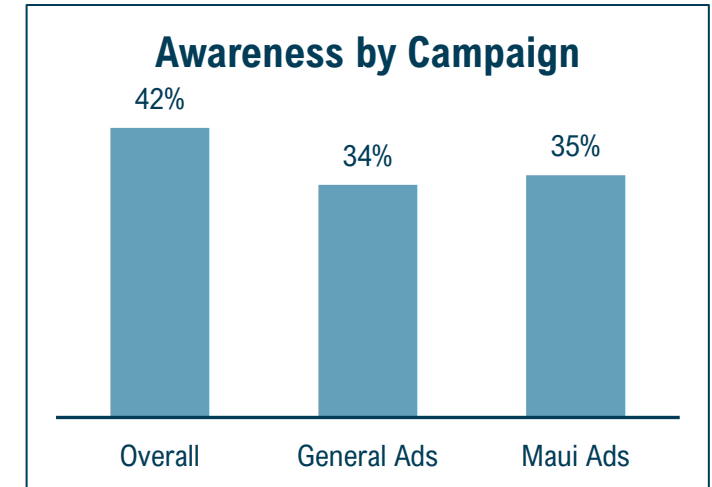
# Awareness Review

- In order to evaluate the impact of the calendar year investment, the reach of the media at the highest point throughout that evaluation process is used in the calculations of influence. Given it was in Q4 that the media reached 42% of the targeted households, the 6.5 million aware households measure in that wave will be used as the base for potentially influenced travel.

SMARInsights'  
Benchmark =  
\$0.47

Aware Households by Quarter	Q1	Q2	Q3	Q4
Qualified HHs*	15,479,965	15,479,965	15,479,965	15,479,965
Awareness	40%	41%	37%	42%
Aware HHs	6,191,986	6,346,786	5,727,587	6,501,585
Media Investment	\$3,703,982	\$2,419,470	\$1,031,126	\$1,165,752
Cost per Aware HH	\$0.60	\$0.38	\$0.18	\$0.18

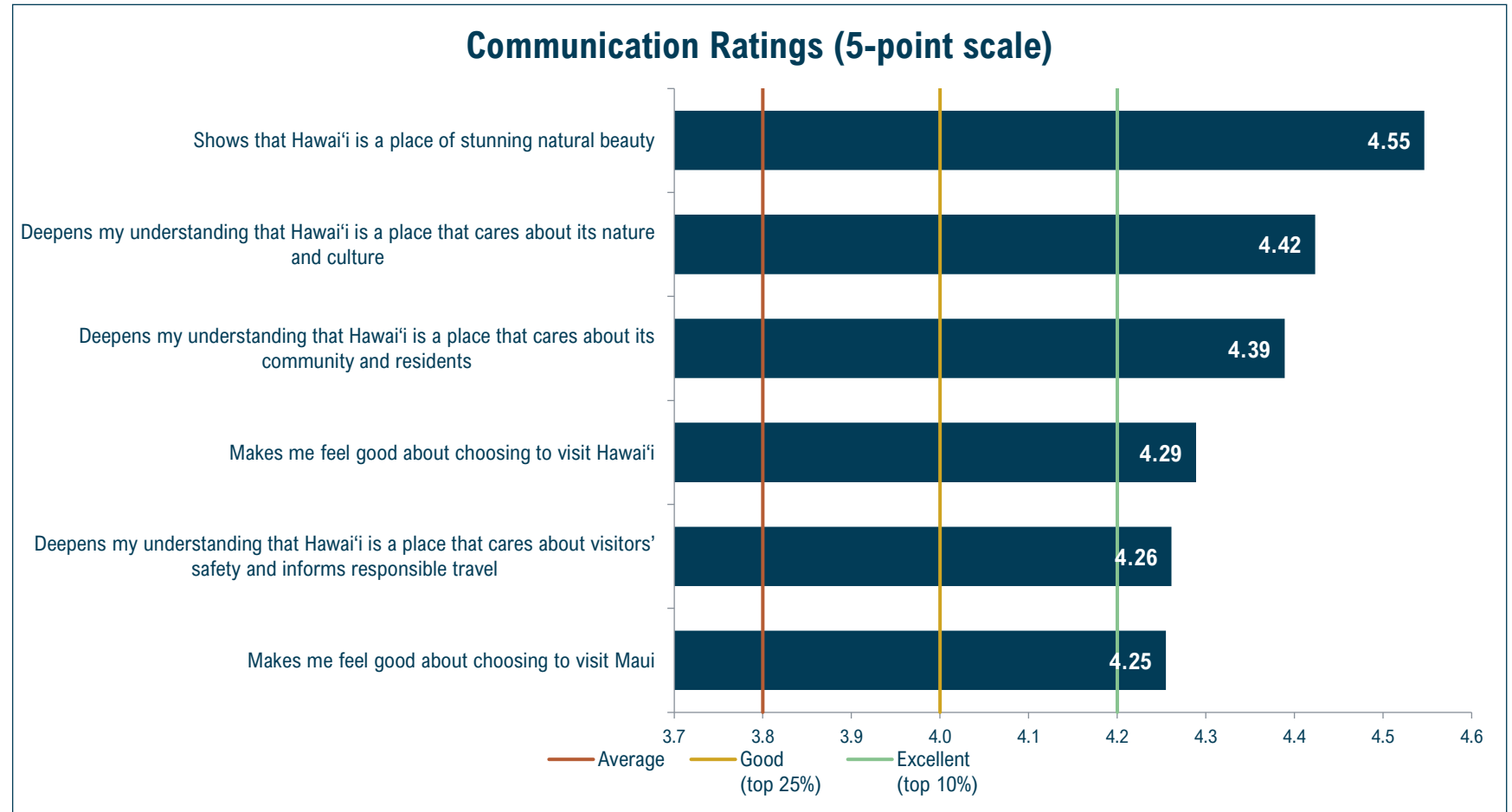
\*Qualified households represents domestic travelers who have taken a trip by air of more than 500 miles in the last year and meet the other screening criteria. This can be estimated from survey incidence considerations but ultimately can be calibrated based on the sample's reported visitation to Hawai'i and the actual level of this visitation. This has been done to most accurately estimate population sizes of those surveyed.



# General Campaign Communications Ratings

## The advertising continues to excel in communicating key messages.

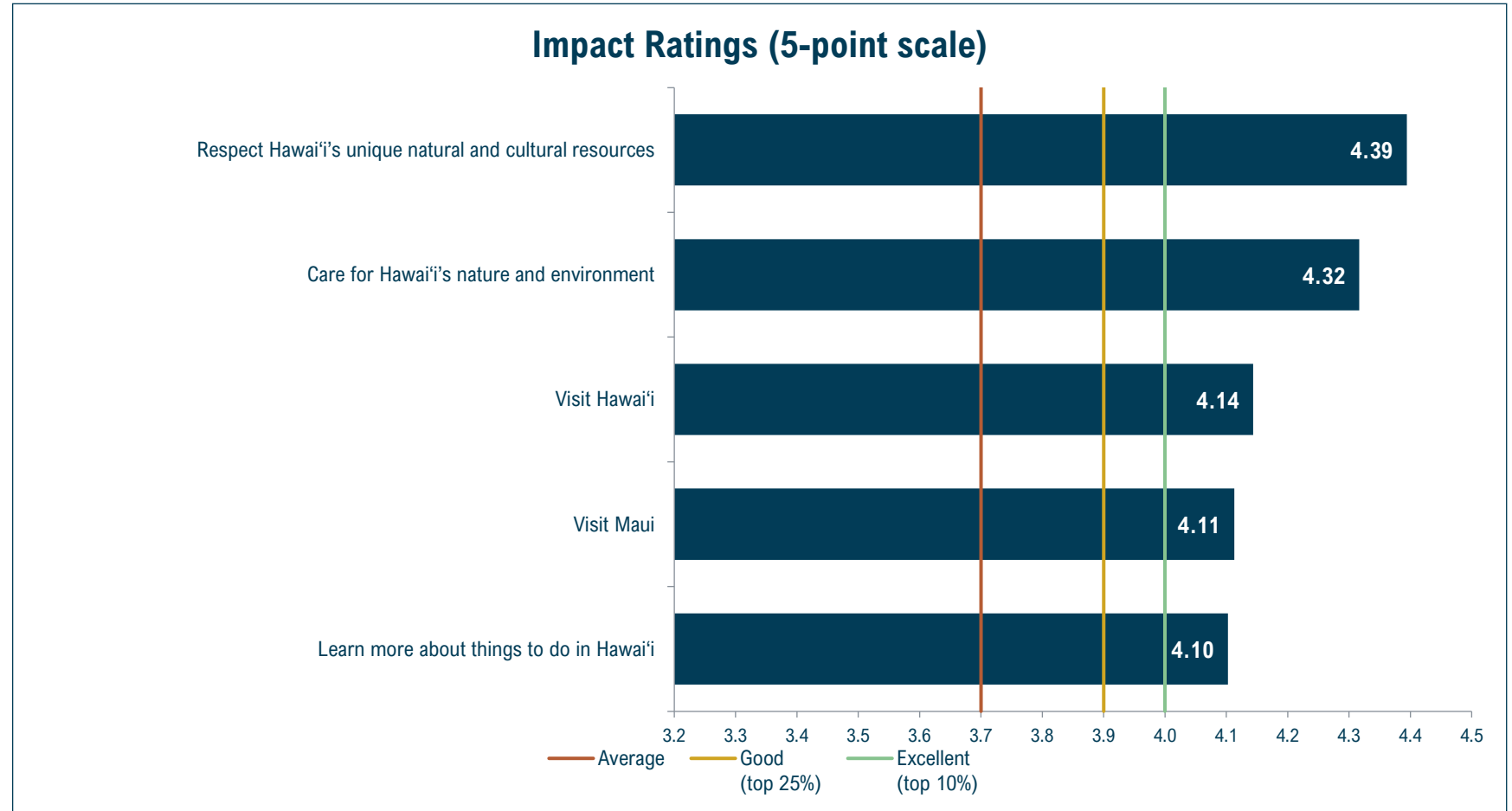
- Many of the messages were rated above the benchmark for excellence (top 10% of all ads tested), led by showing the “stunning natural beauty” of Hawai‘i.
- This indicates that the campaign is communicating the majority of its intended messages effectively and has done so for the past 12 months.



# General Campaign Impact Ratings

## The advertising impacts consumer behavior.

- Like the communication ratings, many of the impact ratings achieved excellent status (top 10%).
- Though the creative is effective at generating interest in visiting Hawai'i and Maui specifically, it garners the highest ratings for making consumers willing to respect natural and cultural resources.



Please indicate how much you agree that these ads make you want to...  
5-point scale where 1=Strongly disagree and 5=Strongly agree.

# Message Correlation

- Brand perception is strong with strong understanding of the product. Because of this, some of the most important attributes have little correlation with incremental increases in likelihood to visit. Everyone already thinks Hawai'i is:
  - A good place to relax
  - Has beautiful scenery
  - A place to explore new things
- Where marketing can have the most influence is on attributes with the strongest correlation between likelihood to visit Hawai'i and important qualities for leisure trips:
  - Voluntourism opportunities
  - The ability to give something back to the destination
  - Nightlife and entertainment
  - A destination that practices sustainability



# Image Lift

## The campaign tends to lift the lower rated attributes of Hawai'i.

- As with the general ads, barriers like “easy to get to” and “affordability” and “value” have some of the largest impacts.
- Voluntourism opportunities are clearly effectively communicated, achieving an average rating among ad-aware travelers.
- Image attributes that scored high are impacted less by the advertising, largely an effect of their high scores leaving less room for growth.

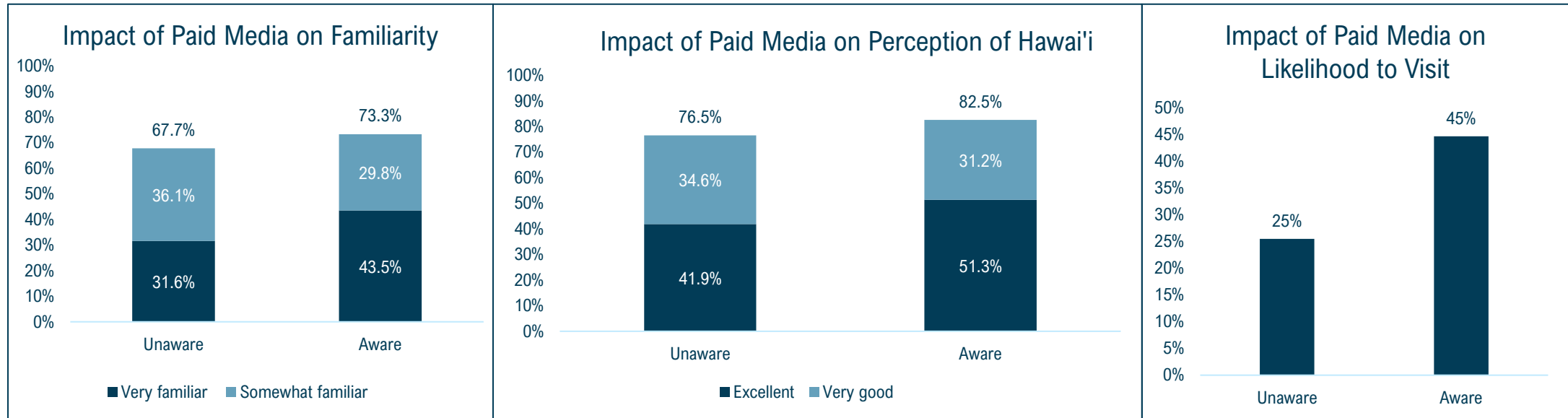
Benchmarks	
4.0 or higher	Excellent
3.75 or higher	Good
3.5 or below	Below Average

Q. How much do you agree that Hawai'i has or is each of the following?  
5-point scale from 1=Not at all to 5=Very much.

	Unaware	Aware	Lift
Easy to get to	3.1	3.6	0.5
Affordable	2.8	3.3	0.5
Voluntourism opportunities	3.1	3.5	0.4
Value for the money	3.4	3.7	0.4
Great shopping	3.6	3.9	0.3
Interesting architecture	3.5	3.8	0.3
Variety of festivals and events	3.8	4.0	0.3
Good museums and attractions	3.6	3.8	0.3
Nightlife and entertainment	3.7	4.0	0.3
A destination that practices sustainability	3.8	4.0	0.2
Easy to get around once you're there	3.8	4.0	0.2
Opportunities to personally connect with locals	3.9	4.1	0.2
Family friendly	4.2	4.4	0.1
Exciting	4.2	4.4	0.1
Good customer service	4.0	4.1	0.1
Upscale experiences	4.2	4.3	0.1
Vibrant	4.3	4.4	0.1

# Impact of Media on KPIs

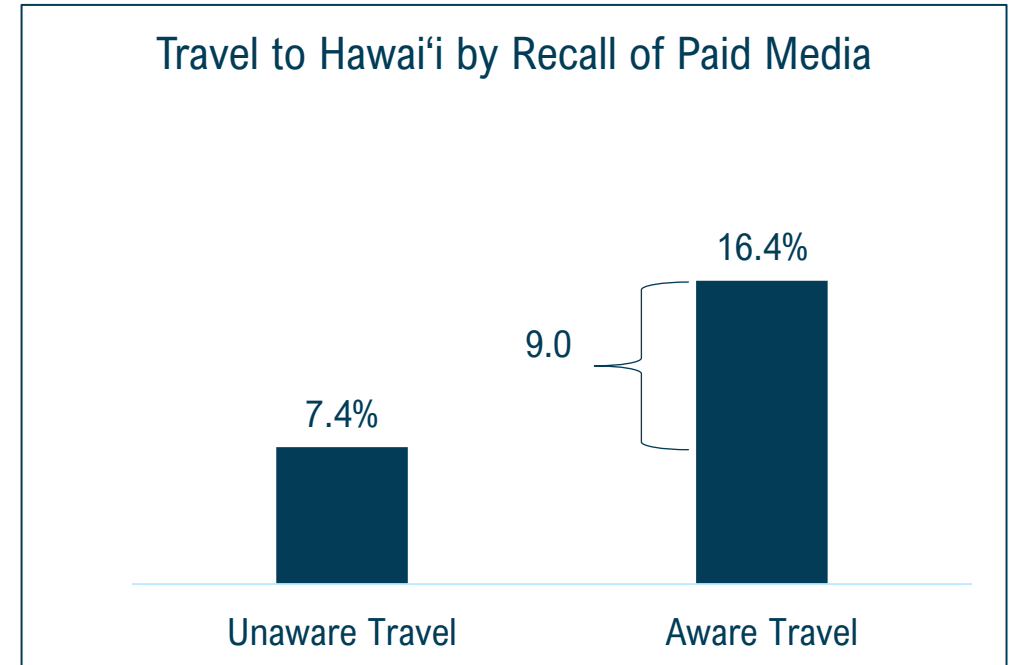
Campaigns can communicate ideals and inform travelers, but the ultimate objectives are to motivate and drive interest and visitation. The lift in overall rating and preference for the state indicates that the advertising is doing just that, even with an already high baseline.



# Incremental Travel & Influenced Trips

- Although international travel and domestic cruises have been slow to recover post-COVID, HTA's data points to nearly 8% more domestic air arrivals for 2023 than four years prior. SMARInsights maintains a database of all reported domestic travel for hundreds of thousands of survey respondents annually. In 2023, overall visitation to Hawai'i was 5.6%, up from 3.2% in 2019.
- Of course, HTA has a much narrower target than all U.S. households. Among this target audience, the visitation rate by those who did not see the advertising was 7.4%. But the advertising is especially effective at motivating travel, with a visitation rate of 16.4% by those who were exposed. The result is a 9-point lift in travel, generating more than 583,000 influenced trips.

	Influenced Trips
Aware HHs	6,501,505
Travel Increment	9.0
Influenced Trips	583,430



# Influenced Visitor Spending

- U.S. travel parties spent close to \$6,000 per trip. With party sizes averaging just over 3 people, the per person spending amounts to about \$1,900.
- Given the number of incremental trips, this generated over \$3 billion in influenced visitor spending. With over \$8 million in targeted spending in the continental U.S., this results in a return on investment of \$407 for every \$1 invested in paid media.
- This ROI is 43% above average. SMARInsights implements this same methodology for dozens of state travel offices, and post-COVID the average return on investment for state DMOs is \$285. However, for state offices with paid media investment over \$5 million since 2021, the average ROI is \$219, making the return on the 2023 media buy 86% higher than the average competitor.



	Influenced Spending
Influenced Trips	583,430
Visitor Spending	\$5,800
Influenced Spending	\$3,383,895,660
2023 Spending	\$8,320,330
<b>Return on Investment</b>	<b>\$407</b>

Category	Spending
<b>Lodging</b>	<b>\$1,960</b>
<b>Food and Beverage</b>	
Restaurant food	\$594
Dinner shows and cruises	\$290
Groceries and snacks	\$234
<b>Food and Beverage Subtotal</b>	<b>\$1,118</b>
<b>Entertainment and Recreation</b>	
Attractions/entertainment	\$327
Recreation	\$208
Other activities & tours	\$156
<b>Entertainment Subtotal</b>	<b>\$691</b>
<b>Transportation</b>	
Rental vehicles	\$492
Ground transportation	\$103
Interisland airfare	\$251
Gasoline, parking, etc.	\$131
<b>Transportation Subtotal</b>	<b>\$977</b>
<b>Shopping</b>	
Fashion and clothing	\$316
Jewelry and watches	\$123
Cosmetics, perfume	\$68
Leather goods	\$96
Hawai'i food products	\$184
Souvenirs	\$149
<b>Shopping Subtotal</b>	<b>\$936</b>
<b>Other expenses</b>	<b>\$118</b>
<b>Total</b>	<b>\$5,800</b>



# Influenced Trips



6,501,505

Ad-Aware  
Households



9.0

Travel Increment  
(Ad-Influenced Travel)



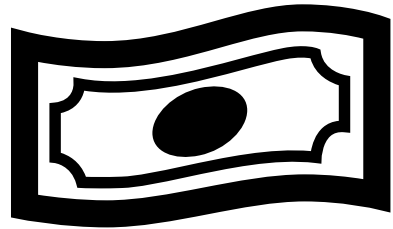
583,430

Ad-Influenced Trips  
(Incremental Trips)



\$5,800

Average Trip  
Expenditures



\$3,383,895,660

Total Ad-Influenced  
Visitor Spending



\$8,320,330

Media Expenditures



**ROAS**

\$407

Return on  
Advertising Spend



HAWAII TOURISM  
AUTHORITY

Japan Return on Advertising Spending

SMARInsights

# Advertising Efficiency

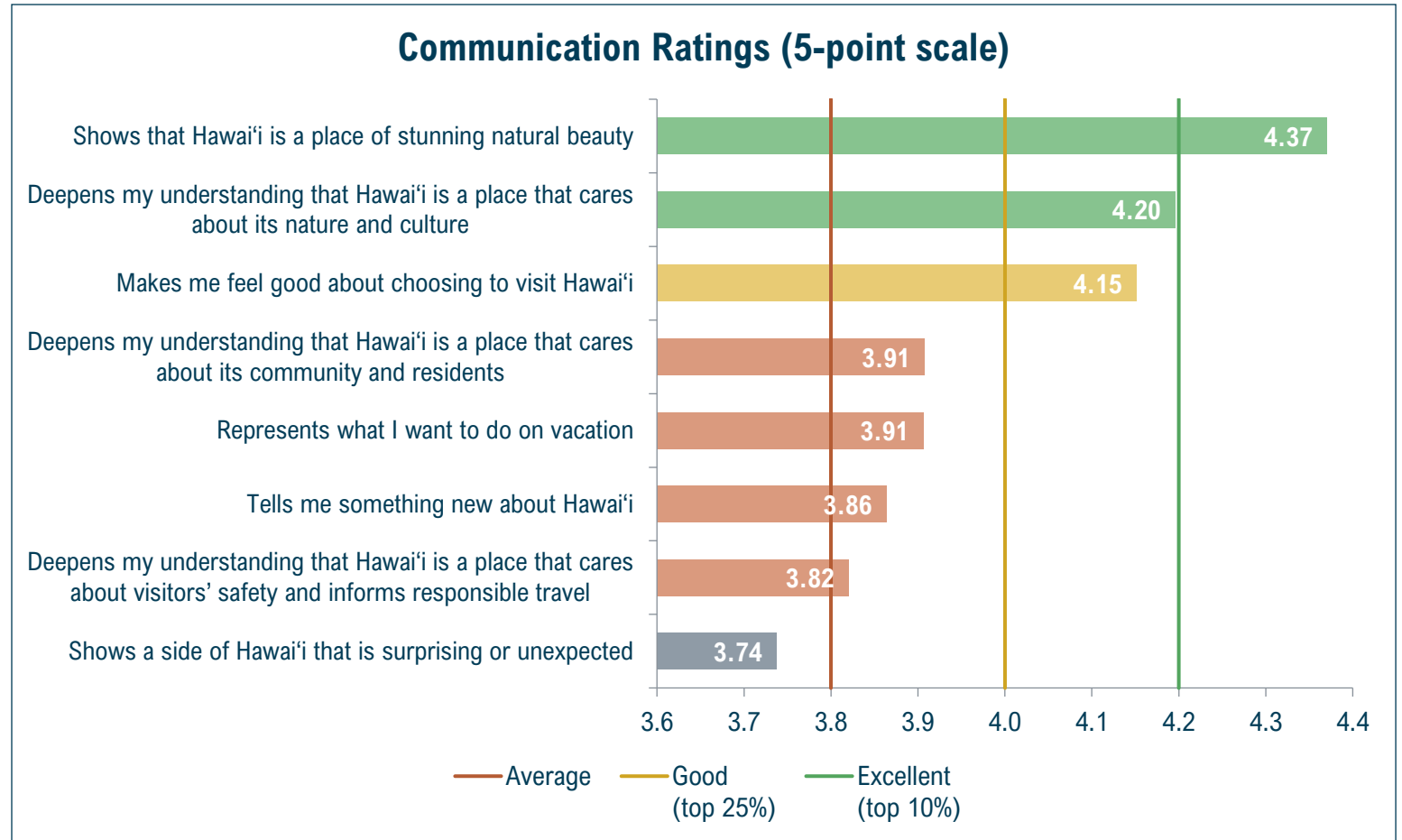
- The efficiency of the advertising (as determined by cost per aware household) fluctuated over the course of the year.
- The most efficient quarter, Q3, experienced the highest level of awareness (51%). This is likely to a diversified media investment plan (TV, OOH, print, and digital buy). No other quarter included TV advertising.
- The second quarter focused heavily on out-of-home advertising with a spend of \$355,000, more than any total from the other quarters. Consequently, the efficiency of that month was the worst and the awareness generated during that time was only 38%.

Cost per Aware Household by Quarter	Q1	Q2	Q3	Q4
Qualified HHs*	1,158,926	1,158,926	1,158,926	1,158,926
Awareness	35%	38%	51%	46%
Aware HHs	410,485	445,159	595,688	532,797
Media Investment	\$112,000	\$424,500	\$151,000	\$245,000
<b>Cost per Aware HHs</b>	<b>\$0.27</b>	<b>\$0.95</b>	<b>\$0.25</b>	<b>\$0.46</b>

*\*Stats Bureau of Japan, Non-Institutional Homes and persons per household applied to the U.S. arrivals in 2019 per International Trade Associations (NTTO) APIS/I-92 Monitor arrivals to Hawai'ian airports with further calculations using screening questions within the survey.*

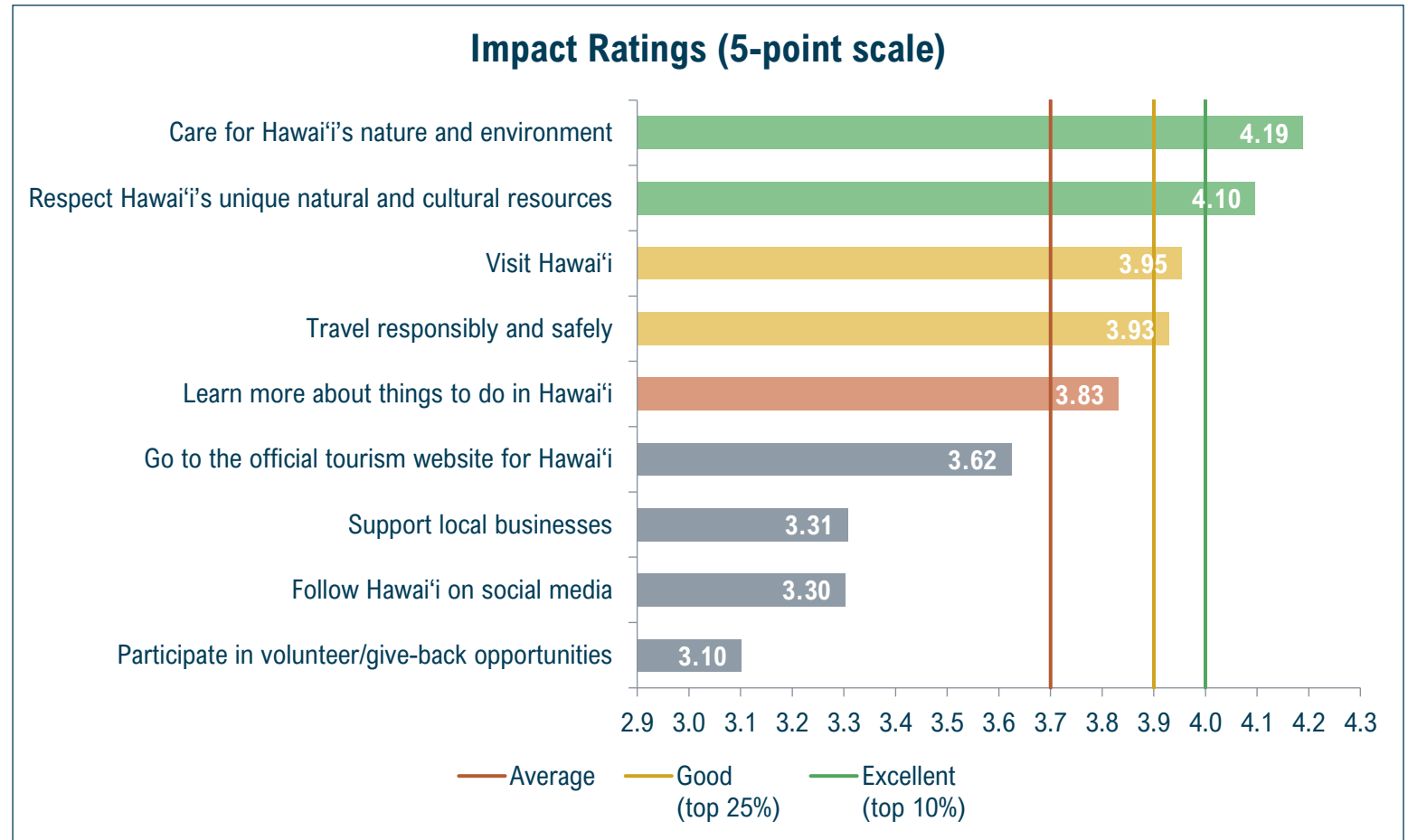
# Communication Ratings

- SMARInsights has developed benchmarks for destination creative based on the evaluation of hundreds of campaigns. On a 5-point scale, the average rating for something the creative is attempting to communicate is 3.8, with campaigns in the top 10% generating ratings of 4.2 or higher.
- The Q4 ads did an excellent job of communicating that Hawai'i is a place with stunning beauty and deepening the viewer's understanding that Hawai'i cares about its nature and culture.
- The ads are less successful in showing a surprising/expected side of the state, but this is not necessarily a negative finding. Many consumers have a very positive perception of Hawai'i and the ads fit that message.



# Impact Ratings

- Because it is more difficult to motivate a consumer to take an action than it is to communicate a message, the rating benchmarks for impact attributes are slightly different, with 3.7 as the average on a 5-point scale, and only the top 10% of destination marketing generating ratings of 4.0 or above.
- Using these benchmarks, there are two attributes that perform in the top tier: care for nature and environment, and respect for Hawai'i's unique natural/cultural resources.
- Ultimately, the ads positively impact consumer desire to travel to Hawai'i and do so responsibly with an above average rating.



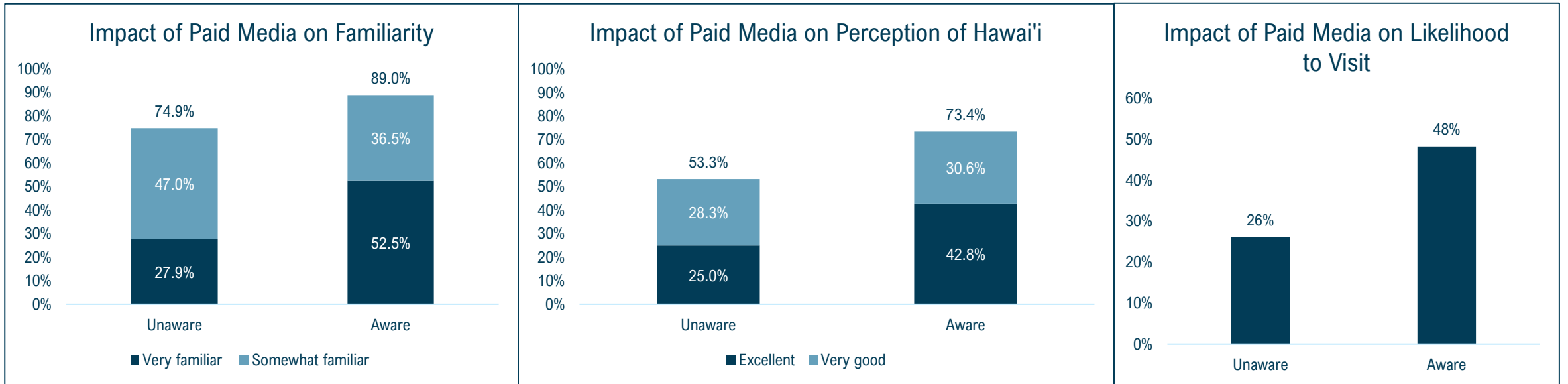
# Message Correlation

- Consumers in Japan need more of a general product message about travel and Hawai'i. The strongest correlations between likelihood to visit and important qualities of a leisure trips include:
  - Beautiful beaches
  - Luxury accommodations and experiences



# Impact of Media on KPIs

Campaigns can communicate ideals and inform travelers, but the ultimate objectives are to motivate and drive interest and visitation. The lift in overall rating and preference for the state indicates that the advertising is doing just that, even with an already high baseline.



# Image Lift

## The advertising is still most effective in lifting the lowest-rated image perceptions.

- The ads are broadening the image of Hawai'i. As with the past few studies, voluntourism and affordability are clearly communicated and result in the largest lift.
- Additionally, the ads draw attention to the rich cultural and historical amenities in Hawai'i, with interesting architecture and good museums & attractions also receiving significant lift.

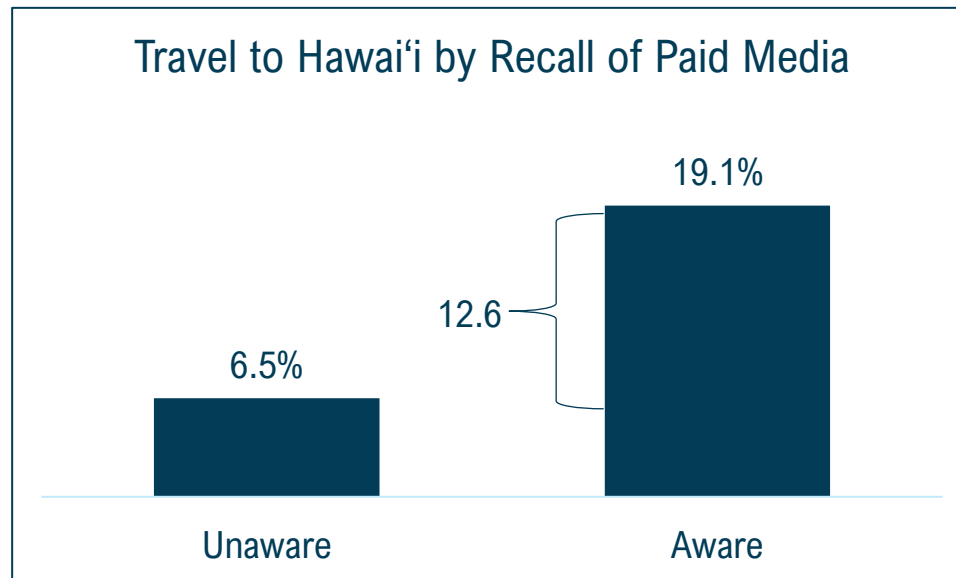
Benchmarks	
4.0 or higher	Excellent
3.75 or higher	Good
3.5 or below	Below Average

Destination Attribute (5-point scale)	Unaware	Ad-aware	Lift
Voluntourism opportunities	2.49	2.97	0.49
Interesting architecture	3.01	3.48	0.47
Good museums and attractions	3.15	3.56	0.41
Affordable	2.75	3.15	0.40
A destination that practices sustainability	3.32	3.70	0.38
Unique	3.34	3.71	0.37
Variety of festivals and events	3.44	3.80	0.36
Opportunities to personally connect with locals	3.42	3.78	0.36
Adventurous	3.30	3.65	0.35
Unique culinary options that are special to the destination	3.57	3.90	0.33
Rich with cultural experiences	3.49	3.81	0.33
Nightlife and entertainment	3.54	3.85	0.31
Opportunities to experience nature	3.93	4.23	0.30
Romantic	3.76	4.05	0.30
Exciting	3.99	4.28	0.29
Value for the money	3.57	3.86	0.28
Easy to get around once you're there	3.71	3.99	0.28
Good customer service	3.78	4.04	0.25
A destination that cares about its natural and cultural resources	3.89	4.14	0.25
Stunning natural beauty	4.09	4.34	0.25
Great shopping	3.82	4.06	0.24
Quality accommodations	3.95	4.18	0.23
Outdoor recreation	3.86	4.09	0.23
Upscale experiences	3.80	4.02	0.22
Easy to get to	3.74	3.95	0.21
Beautiful	4.21	4.41	0.20
Family friendly	3.86	4.06	0.20
Family friendly	3.89	4.08	0.19
Vibrant	4.07	4.25	0.18
Lush tropical landscape	4.06	4.24	0.18
Beautiful beaches	4.31	4.48	0.16
Relaxing	4.18	4.34	0.16
Authentic	3.81	3.96	0.15
Welcoming	4.10	4.25	0.15
Lots of water sports	4.00	4.12	0.12
Inclusive	4.12	4.24	0.12
Safe	3.86	3.97	0.11



# Incremental Travel & Influenced Trips

- Post-COVID international travel continues to be constrained, especially from Asian markets. Among the Japan households targeted by HTA, the rate of travel to Hawai'i by those who did not see the paid media was 6.5%. But recall of the advertising is especially effective, with a visitation rate of 19.1% by those who were exposed. This 12.6-point increment is especially strong as SMARInsights often sees travel increments in the low single digits.



Influenced Trips	
Targeted Households	1,158,926
Recall	51%
Aware HHs	595,688
Travel Increment	12.6
Influenced Trips	75,282

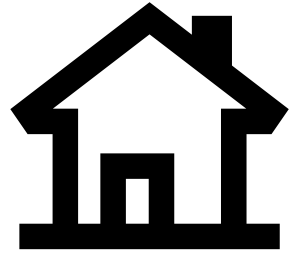
# Influenced Visitor Spending

- Visitors from Japan spent a bit more than \$4,000 per trip. Given the number of incremental trips, this generated \$307 million in influenced visitor spending. Given that nearly \$1 million was spent in paid media for calendar year 2023, this results in a return on investment of \$330 for every \$1 in paid media.
- This ROI is 16% above average. SMARInsights implements this same methodology for dozens of state travel offices, and post-COVID the average return on investment for state DMOs is \$285.

	Return on Investment
Influenced Trips	75,282
Visitor Spending	\$4,083
Influenced Spending	\$307,400,696
2023 Media Spending	\$932,500
<b>ROI</b>	<b>\$330</b>

Category	Spending
<b>Lodging</b>	<b>\$1,473</b>
<b>Food and Beverage</b>	
Restaurant food	\$436
Dinner shows and cruises	\$174
Groceries and snacks	\$124
<b>Food and Beverage Subtotal</b>	<b>\$734</b>
<b>Entertainment and Recreation</b>	
Attractions/entertainment	\$112
Recreation	\$110
Other activities & tours	\$71
<b>Entertainment Subtotal</b>	<b>\$293</b>
<b>Transportation</b>	
Rental vehicles	\$77
Ground transportation	\$99
Interisland airfare	\$114
Gasoline, parking, etc.	\$57
<b>Transportation Subtotal</b>	<b>\$346</b>
<b>Shopping</b>	
Fashion and clothing	\$327
Jewelry and watches	\$283
Cosmetics, perfume	\$91
Leather goods	\$117
Hawai'i food products	\$91
Souvenirs	\$191
<b>Shopping Subtotal</b>	<b>\$1,100</b>
<b>Other expenses</b>	<b>\$137</b>
<b>Total</b>	<b>\$4,083</b>

# Return on Advertising Spending



595,688

Ad-Aware  
Households



12.6%

Travel Increment  
(Ad-Influenced Travel)



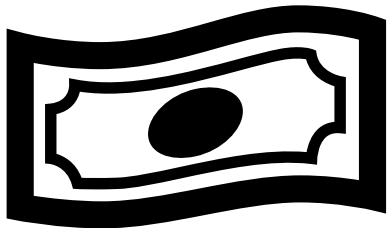
75,282

Ad-Influenced Trips  
(Incremental Trips)



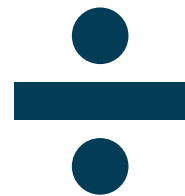
\$4,083

Average Trip  
Expenditures



\$307,400,696

Total Ad-Influenced  
Visitor Spending



\$932,500

Media Expenditures



**ROAS**

\$330

Return on  
Advertising Spend

# Mahalo!

SMARInsights



## **11b**

### **Presentation and/or Discussion on HTUSA's Advertising and Messaging Campaigns**

HVCB / AMBASSADOR CAMPAIGN

# Kyle Kawakami

Maui Fresh Sreatery



Kyle Kawakami / Maui



VOICE OVER

Food definitely brings  
community together.



*Kyle Kawakami*  
CHEF, MAUI FRESH STREATERY



When I created  
Maui Fresh Streatery,



It needed to tie into  
a sense of purpose.





Maui is still the beautiful destination,

that it's always been.



Come with an open heart.



And if you go a little bit  
below the surface,



It's the culture

and the people





WELCOMES YOU.

that make the islands.



*The*  
**HAWAIIAN**  
ISLANDS