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Josh Green, M.D.
Kia'aina Governor

John De Fries
Pelekikena & Luna Ho'okele
President & Chief Executive Officer

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

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

**PŌ'AHĀ, 27 'APELILA 2023, 9:30 AM
THURSDAY, APRIL 27, 2023 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

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

Webinar will be live streaming via ZOOM.

<https://us06web.zoom.us/j/89177519942>

*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*

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).**

Hiki i ka lehulehu ke hō'ike mana'o ma o ka palapala a i 'ole ma o ka waha.

Members of the public may provide written or oral testimony on agenda items.

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."

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 kāka'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 hō'ike mana'o iā Carole Hagihara-Loo ma 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 or hand-delivered to the HTA office.

Papa Kumumana'o
AGENDA

1. *Ho'omaka*
Call to Order
2. *E Mālama 'Ia Ana Ke Kikolā E Kāheha Ai I Nā Lālā Papa Alaka'i Komo A E Hō'oia Ai I Nā Kānaka 'E A'e E Komo Pū Ana Me Ka Lālā Papa Alaka'i Inā Aia Ma Kahi Ka'awale*
Roll Call to Announce Name of Participating Board Members and to Identify Who Else is Present with Board Member if Location is Nonpublic
3. *Wehena*
Opening Cultural Protocol
4. *'Āpono i ka Mo'olelo Hālāwai Papa Alaka'i Kūmau o ka 30 Malaki, 2023*
Approval of Minutes of the March 30, 2023 Regular Board Meeting
5. *Hō'ike O Nā Alu Like 'Ae 'Ia Ma Ka Hālāwai 'Ikepili A I 'Ole He Hō'ike I Ho'onohonoho 'Ole 'Ia E Ka Papa Alaka'i Ma Lalo O Ka HRS Māhele 92-2.5(C)*
Report of Permitted Interactions at an Informational Meeting or Presentation Not Organized by the Board Under HRS section 92-2.5(c)
6. *Hō'ike A Ka Luna Ho'okele Ho'okō/Ka Luna Kāko'o Ke'ena/Ka Luna Alowelo*
Reports of the Chief Executive Officer/Chief Administrative Officer/Chief Brand Officer
 - a. *No ka Nūhou no nā Papa Hana o ke Ke'ena Kuleana Ho'okipa o Hawai'i no Malaki 2023*
Relating to Update on HTA's Programs During March 2023
 - b. *No ka Nūhou o ko HTA Ho'oholomua 'Ana I Ka Papa Hana Ho'okele Loli*
Relating to Update on HTA's Implementation of Change Management Plan

7. *Hō'ike'ike a Kūkā i ka 'Ike Mākeke no Hawai'i a me nā Mākeke 'Oihana Ho'okipa Nui o Hawai'i*
Presentation and Discussion of Current Market Insights and Conditions in Hawai'i and Key Major Hawai'i Tourism Markets

8. *Mo'olelo a Nūhou na ke Kōmike Mo'ohelu Kālā, 'Oihana Kālā, a Kikowaena Hālāwai o Hawai'i no ka Hālāwai o ka 20 'Apelila, 2023*
Report and Update by the Budget, Finance and Convention Center Standing Committee of their Meeting held on April 20, 2023
 - a. *Kūkā a Hana no ka Mana'o Hāpai o ke Kōmike Mo'ohelu Kālā, 'Oihana Kālā, a Kikowaena Hālāwai o Hawai'i no ka Mo'olelo Kālā o ke Ke'ena Kuleana Ho'okipa o Hawai'i no Malaki 2023*
Discussion and Action on the Recommendation by the Budget, Finance, and Convention Center Standing Committee on the HTA's Financial Report for March 2023

 - b. *Kūkā a Hana no ka Mana'o Hāpai o ke Kōmike Mo'ohelu Kālā, 'Oihana Kālā, a Kikowaena Hālāwai o Hawai'i no ka Mo'olelo Kālā o ke Kikowaena Hālāwai Hawai'i no Malaki 2023 a me ka Nūhou no ka Papa Hana Ho'olālā CIP he 6 Makahiki o ke Kikowaena Hālāwai o Hawai'i*
Discussion and Action on the Recommendation by the Budget, Finance, and Convention Center Standing Committee on Hawai'i Convention Center's March 2023 Financial Reports and Update on the Hawai'i Convention Center's 6-Year CIP Plan

9. *Kūkā no ka Nūhou Hana Mākeke Hālāwai, 'Aha, a Hana Ho'oholomua a me ka Mo'olelo Pace, a me ka Hana Kikowaena Hālāwai o Hawai'i a me ke Kālā Loa'a Kūloko*
Discussion Regarding an Update on the Meetings, Conventions and Incentives Market Activity and Pace Report, and Hawaii Convention Center Activity and Local Sales

10. *Mo'olelo a Nūhou na ke Kōmike Alowelo no ka Hālāwai o ka 26 'Apelila, 2023*
Report and Update by the Branding Standing Committee of their Meeting held on April 26, 2023
 - a. *Hō'ike'ike, Kūkā, a Hana e Hāpai 'ia ai ka 'Āpono 'ia o ka Hawai'i Tourism USA Brand Marketing Plan ('Apelila - Iune 2023)*
Discussion, and Action on Hawai'i Tourism USA's Brand Marketing Plan (April – June 2023)

 - b. *Hō'ike'ike a Kūkā no ka 'Oihana Mokulele i Hawai'i*
Discussion on Air Service to Hawai'i

- c. *Mo'olelo no ka RFP 23-02 no ka Hawai'i Tourism Destination Brand Management & Marketing Services for the Canada Major Market*
Update on RFP 23-02 Hawai'i Tourism Destination Brand Management & Marketing Services for the Canada Major Market
 - d. *Mo'olelo no ka RFP 23-03 Hawai'i Tourism Destination Brand Management & Marketing Services for the United States Market*
Update on RFP 23-03 Hawai'i Tourism Destination Brand Management & Marketing Services for the United States Market
11. *Mo'olelo na ke Kōmike Ho'okele A Hō'ōia*
Report by the Administrative and Audit Standing Committee of their Meeting held on April 25, 2023
- a. *Nūhou a Kūkā no ka Papa Hana Ho'okō Hō'ōia*
Update and Discussion Regarding the Audit Action Plan
 - b. *Hō'ike'ike, Kūkā, a Hana no ka Loiloi 'Ia o nā Papa Hana o ke Ke'ena Kuleana Ho'okipa o Hawai'i*
Discussion, and/or Action Regarding the Monitoring and Measurement of HTA Programs
 - c. *Kūkā a Hana no ka Noi'i Ho'okele, Haku Kino Ka'akālai, a Ki'ina Pā'oihana*
Discussion and/or Action Regarding a Governance, Strategic Organizational Design, and Business Process Review Study
12. *Mo'olelo a Nūhou na ke Kōmike Ho'okahua Hawai'i no ka Hālāwai o ka 25 'Apelila, 2023*
Report and Update by the Ho'okahua Hawai'i Standing Committee of their Meeting held on April 25, 2023
- a. *Hō'ike'ike a Kūkā no nā 'Onaehana Lako 'Ai ma Hawai'i*
Discussion on Hawai'i Food Systems
 - b. *Ka Nū Hou no nā Papahana EDA*
Update on the EDA Projects
 - c. *Ka Nū Hou no ka Papahana Waikīkī Historic Trail*
Update on the Waikīkī Historic Trail Project
13. *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: carole@gohta.net 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 la’a ke kope pa’i nui, Braille, a kope uila pū ma ke noi.

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 as soon as possible, preferably no later than 3 days prior to the meeting. If a response is received the day before the meeting, we will try to obtain the auxiliary aid/service or accommodation, but we cannot guarantee that the request will be fulfilled. Upon request, this notice is available in alternative formats such as large print, Braille, or electronic copy.

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 (ICT), 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.

4

Approval of Minutes of the
March 30, 2023 Regular Board Meeting



REGULAR BOARD MEETING
HAWAII TOURISM AUTHORITY
Thursday, March 30, 2023, 9:30 a.m.

Hybrid In-Person & Virtual Meeting

MINUTES OF THE REGULAR BOARD MEETING

MEMBERS PRESENT:

George Kam (Chair), Mike White (Vice Chair), Kimberly Agas, David Arakawa (Zoom), Dylan Ching, Keone Downing, Mahina Paishon Duarte, Stephanie Iona, James McCully, Sherry Menor-McNamara, Ben Rafter, Sig Zane (Zoom)

HTA STAFF PRESENT:

John De Fries, Daniel Nāho'opi'i, Kalani Ka'anā'anā, Caroline Anderson, Ilihia Gionson, Carole Hagihara-Loo, Maka Casson-Fisher, Tyler Mejia, Tracey Fermahin, Talon Kishi

GUESTS:

DBEDT Director Chris Sadayasu, Kylie Butts, Isaac Choy, Jennifer Chun, Laci Goshi, Nathan Kam, Erin Khan, Lawrence Liu, Noelle Liew, Guillaume Maman, John Monahan, Jeffrey Eslinger, Barbara Okimoto, Teri Orton, John Reyes, Shannon Riggs, Malia Sanders, Allison Schaefer, Jay Talwar, Alex Wong

LEGAL COUNSEL:

John Cole

1. Call to Order

Chair Kam called the meeting to order at 9:36 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 did the roll call, and all members were confirmed in attendance. Mr. Zane would join the meeting later. Mr. Arakawa attended via Zoom, and he was by himself.

3. Opening Cultural Protocol

Mr. Casson-Fisher did the opening protocol by honoring women's history month.

4. Approval of Minutes of the February 23, 2023, Regular Board Meeting

Chair Kam made a motion to approve the minutes. Mr. White seconded. Mr. Gionson did the roll call, and the motion passed unanimously.

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

There was none.

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

Mr. Ka'anā'anā spoke about the 36th meeting of the Council of Pacific Arts and Culture, which was from March 14 to March 17. He said the governor was also part of the convening. An evening reception also took place. He spoke about the Multi Community Resource fair. Mr. Casson-Fisher attended, and Meagan DeGaia, the Destination Manager from MVCB. There was a good attendance and a good outreach opportunity. It was the second year the HTA attended. Tourism Day was at the capital, with many HTA teams attending. There was a lot of representation from the industry, community, and government. He thanked the partners with tables and the HLTA who made the event possible. NaHHA was a convener, Mr. Monahan's team, and the HVCB. What stood out to him was the mixed tables. He thanked Ms. Iona for her help and the members from the AG team, as well as the airlines, hotels, and industry partners. It was an excellent opportunity for them to share what was happening at the HTA.

He thanked Mr. Ching for hosting a breakfast. He spoke about Tourism Day. He said March 30 is Global Meetings Industry Day. Mr. Ka'anā'anā said the CEO and CAO portion of agenda item 6a would be reported on when Mr. De Fries and Mr. Nāho'opī'i arrived later.

Mr. De Fries spoke about the work activity in February 2023. He commented DBEDT's leadership in the area of promoting locally Made-In-Hawai'i products, providing standards, and deriving a strategy for enforcement which the legislature will have to make a commitment to all, translated well. What is important to the HTA is that it reflects what was heard throughout the state in the DMAP work, where small business owners, entrepreneurs, and big business owners are looking for ways to utilize the network that the HTA and its contractors have developed globally, to bring an influx of visitors now. Then the visitors invest a greater

percentage of their expenditure. The expenditure was \$19 billion the previous year with locally made products. He said it ended up with a panel with DBEDT Deputy Director Dane Wicker, Sen. Glenn Wakai, and Tourism Chair Lynn DeCoite. One Senator spoke about how the silos have to come down within the state government so that things can be more efficient across the board. They brought a different mindset.

He asked Mr. Nāho'opi'i to speak about the WAM meeting he attended that morning. Mr. Nāho'opi'i spoke about the Change Management Plan that is progressing well, creating new job descriptions for the Destination Manager position. He said they would be discarding the existing Brand Manager position and serving under the Director of Finance, so they will be increasing the DMAP side of the House. He said the auditor's report is progressing. In January, they gave the Board the list of tasks. They are making progress, but the bulk of the work happens in March, April, and May, where they will describe positions to put in the quality assurance, compliance, and responsibilities and then train all the staff on the policies regarding procurement, contract management, etc. He reported about the EDA funding; the revised Grant Administration Plan was approved on March 22, and they are progressing on setting up the projects to solicit the contract.

Mr. Arakawa asked regarding the DMAP employees, how many exist currently, and how many will Mr. Nāho'opi'i be adding. Mr. Nāho'opi'i said under that category; there is the director of planning, an assistant, a senior destination manager, and a destination manager. They have also contracted out four positions that reside on each of the major islands, and they are working on contracting out a fifth position that will be living on Moloka'i.

Mr. Arakawa asked if there would be nine people working on DMAPs. Mr. Nāho'opi'i confirmed that as correct, but that would also include planning. Mr. Arakawa asked if the section would be renamed. Mr. Nāho'opi'i said they would consider that. Mr. Arakawa asked about the five-contract employees and where the funding for them would come from. Ms. Anderson, the destination manager position, will come from the TSF 2021 funds, and the Moloka'i position will come from the FY2023 funds. Mr. Arakawa said there will be no funding for the destination managers after the following year. Ms. Anderson said the contracts continue until August 2024, as well as the Moloka'i position. Mr. Nāho'opi'i said there is funding set aside should there be an extension.

Mr. Arakawa asked why the five positions were not included in the current year's budget request. He asked why they were using 2021 monies. Mr. Nāho'opi'i could not answer that. Mr. Sadayasu said the Ige administration asked all agencies in the department to make a state budget request, so the initial budget submitted was a steady stay; it was not allowed to add anything. The major add was the \$75 million and \$60 million for the HTA marketing destination

management and administration costs. It was zero'd out of the previous budgets, so there was a major increase in the steady stay for DBEDT in its entire budget. He said it was not included in the HTA's request or additional in the supplemental budget. It was contracted then, but he was unsure what the decision-making was at the HTA level. Mr. Arakawa said that Gov. Ige and Gov. Green requested a steady status budget, but the reorganization attached to HB1147 that the HTA proposed in April and May 2022 did not increase the number of employees. The state, Senate, and House approved it. He asked why that was not submitted but then said that it could be discussed offline.

Mr. Arakawa asked about the EDA grant and the buoys they were paying for, which the DLNR was managing. Mr. Sadayasu said they were a sub-awardee and asked Ms. Anderson to describe it. Ms. Anderson gave more detail. She said the project has \$400,000. The purpose is to consult with charter snorkel operations that cater to tourists, developing an online public resource to help ocean users identify maintenance for the buoys. The project is meant to help with diving recreational activities for visitors. She said DLNR would be managing the project. The maintenance portion is not part of the project, but the goal is consultation and an online public resource. It comes under the Ho'okahua Hawai'i Standing Committee. She said it was presented to the Ho'okahua Hawai'i Standing Committee in December 2022, where DLNR gave a presentation.

Mr. Arakawa asked if it was possible to move the grant, as the HTA would be liable if something happened where DLNR was in charge. The legislature told the HTA to stay out of DLNR's kuleana. Ms. Anderson spoke about the origin of the non-competitive grant. She said Hawai'i was awarded the EDA non-competitive grant related to the recovery of travel, tourism, and outdoor recreation. So, the HTA was designated by the governor to be the leading agency for that. During that time, DBEDT director Mr. McCartney met with DLNR and suggested that the HTA partner with DLNR in the grant, so the HTA worked with DLNR. It is a little over \$14 million. The \$14 million and \$7.2 million are for the DLNR project, and the HTA ensured the projects with DLNR address all of the DMAPs. Part of the Grant Administration Plan is having continuous meetings with them to ensure everything is on track.

Mr. Downing said he had questioned the Board about the Waikiki snorkel trail and said they were supposed to revert. Mr. Downing said he would like to see the draft before the final. Ms. Duarte asked about increasing the staff for destination stewardship for functions and areas. She said it was her understanding that all the HTA staff had a hand in destination management and asked if that was correct. Mr. Sadayasu confirmed that they are cross-functioning teams. There is a destination management that organizes and monitors the plans, and the brand managers

who have subject matter give input and generate the products that fall within the objectives of the destination. He said Ms. Anderson tracks both sides.

Ms. Duarte brought this question up in a public forum as she said it is important for the public to know how much is done on the destination management side. Mr. Arakawa said job descriptions are very important. Mr. Sadayasu elaborated more on the cross-functioning teams, and said that within the brand, some programs address the team concerning the DMAP activities, so those were assigned to brand managers, etc. He said the DMAP action items elaborated more on that as well as the overlapping areas.

Mr. Arakawa asked Mr. Nāho'opi'i if, in the next meeting, he could give them something in writing from the HR department clarifying that they do not have to revise anyone's job description or supervisory roles, and what they have is sufficient, as everyone is cross-functional. Mr. Sadayasu said he would continue to research that. Chair Kam said that could be taken offline.

Mr. De Fries mentioned that Mr. Nāho'opi'i filled a critical vacancy when Mr. Regan stepped down. He introduced Mr. Isaac Choy, a veteran legislator, to fill in Mr. Togashi's position in the HTA. He said Mr. Nāho'opi'i, Chair Kam and he interviewed him, and they concluded that he would be an integral part of the HTA. De Fries asked Mr. Choy to introduce himself.

Mr. Choy thanked everyone and gave some background on himself. He said he was willing to work and help and was grateful to be surrounded by great people and leaders. Mr. De Fries added that Mr. Choy's contribution would be valuable. While they view the activity from the legislature from an external point of view, interpret it, and navigate it, being in the House for ten years, he could see it from the inside. He said he would be able to broaden the HTA's view into the legislature. Mr. Sadayasu said Mr. Choy is also an asset on the taxation side. Mr. Choy would also be leading on anything related to the HCC.

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

Ms. Chun said the HTA Monthly Market Insights and dashboards from the previous month were in the meeting packet, as March was the first month since September 2022 when she represented visitor statistics in the Board meeting. Handout packets with the monthly highlight presentation, February 2022 Market Insights, and February 2022 Dashboards were distributed at the beginning of the meeting.

For monthly visitor expenditures, the trend continued from January 2022 ahead of 2019. Monthly arrivals from February 2023 were a little lower than in 2019. Overall expenditures

were higher for the U.S. West and U.S. East, as most people came from that area. Compared to prior years, they spent more per person per day. Average daily census for the U.S. West and U.S. East were higher than than 2019 and 2022.

By island, there was an increase in February expenditures for O'ahu, Maui, Kaua'i, and Hawai'i Island. Per person, per day spending was higher on all islands except for Lāna'i. Visitor arrivals were lower per island for February, but the average daily census was higher on O'ahu, Lāna'i, and Hawai'i Island. TSA throughput for Daniel K. Inouye was lower compared to 2019 because there are still no international visitors. There was an increase in traffic for other airports, such as Kahului, Lihue, etc. She said it was surprising that the numbers were higher for Hilo than 2019, especially since they lost the United Airlines flight in January 2023.

Ms. Chun spoke about the airline passenger mix. Most were visitors at 85%, and the rest were mostly residents, with a few being transit passengers. For trips, most people visited for leisure purposes. The majority of the people came for pleasure and vacations. There were a few people who visited for meetings but not as many as in 2019. For accommodation, the majority of people stayed in hotels. Compared to 2019, a lot more people are staying with friends and relatives in 2023.

The preliminary TAT collections for February 2023 were \$73.2 million. The slide read incorrectly as January. Compared to FY2022, they were ahead in TAT by \$114 million for 2023. Compared to 2017, it is higher overall. For county TAT collections, in the previous meeting, it was requested that Director Sadayasu send letters to the mayors for county-level TAT collections. They received data back from the county of Hawai'i. Ms. Chun went onto the tax website and estimated the figures for everyone else. DoTAX has the monthly tax liability per county on its website, which would be collected the following month. All the counties had different effective dates for their 3%. Honolulu was in December 2021, Maui was in November 2021, Hawai'i was in January 2022, and Kaua'i was in October 2021. The difference between tax liability and collections is that tax collections are what people actually paid. The others are estimates, and payments are not always made.

For February 2023, hotel occupancy was 76.3%, higher than in 2022, but lower than 2019. ADR was significantly higher at the end of February 2023 compared to 2022 and 2019. RevPAR was also higher. For vacation rentals, occupancy was at 66.5%, significantly lower than for hotels. ADR was also lower. Hotel demand was much higher for February than vacation rentals demand.

Mr. McCully asked if DBEDT had a reference for inflation allowance or indicators. Ms. Chun said they would be releasing the Tourism Price Index later. Once that is released, they will release inflation-adjusted data, a report that comes out quarterly.

Ms. Chun spoke about the overall seats for air traffic. There were more domestic seats than before but fewer international seats, which continued for February, April, and May 2023. It gets updated weekly on the HTA website. The Skift Travel Health Index was 93, which is very high. This shows readiness for travel for the world. She showed the Skift Travel Health Index by Country. For the U.S., it is 97%, and for Australia is 96.1%. She said there had been a big growth in China.

Ms. Chun spoke about the U.S. Travel Association dashboard, which was always a month behind. She showed the January figures. There was an increase in travel spending compared to 2019. There was an increase in air passengers. Overseas arrivals continue to be less compared to 2019. Hotel demand was slightly higher, and vacation rental demand was much higher compared to 2019 for the overall U.S. Compared to the U.S., Hawai'i is slightly below for travel spending increases. For air travel, Hawai'i is no longer red but now blue, so there is a lot more activity going through the airports. For Transient Occupancy Pace, for the U.S. hotels, there are negative numbers for April and May, but they increase towards the end of April. Historically, many schools have Spring break after Easter, contributing to the slight increase of 8.7%. The decrease for the rest of April and May is on a national basis.

Regarding people's decision to travel, 24% said that transportation costs affect how they plan to travel. It was low in the first quarter for business travel and did not pick up until mid-May or the end of May. Business travel plans include internal meetings, conferences, conventions, and customer, supplier, and stakeholder meetings. The highest number was for internal meetings at 84%.

Ms. Chun spoke about Vision Insights Destination Brand Health Trends. She said they changed vendors from YouGov to Vision Insights. It is still being published every week. They have a few more markets. It used to be just Japan, Canada, and the U.S., but now Korea and Australia have also been added. Consumers are still being surveyed daily, and there is new data each week. It is published on a two week moving average.

There are 16 different metrics, but they have decided to highlight four of them, namely, Destination Awareness, Chatter (people talking about negative or positive things about the destination), Consideration (whether people are likely to visit Hawai'i or one of the other islands for a holiday) and Favorability (whether people consider Hawai'i to be a good destination). Respondents were asked about the State of Hawai'i, and each island. She noted

that many people mentioned the State of Hawai'i, but that did not necessarily mean they had good familiarity with all the individual islands. She broke it down by the market.

The U.S. market:

Awareness - people are aware of the State of Hawai'i, Hawai'i Island, and Maui. There is less recognition from the U.S. visitors or market as a whole, not just people who visited Hawai'i. O'ahu, Kaua'i, and Moloka'i and Lāna'i are low in terms of people being aware of them. The data is presented on a sixty-point scale.

Chatter - the U.S. people are talking about Lāna'i. People are mostly considering coming to the state and Hawai'i Island.

Favorability - the U.S. people are also considering going to every island for their next vacation.

Canada:

80% scale for awareness. They are not as aware of the smaller islands.

Chatter - Positive things Moloka'i had some positive chatter.

Consideration - most want to go to all the islands except for Moloka'i.

Favorability - most of the islands.

Japan:

Awareness - a lot of people know about O'ahu, the state, Hawai'i Island, and Maui. There is a lot less awareness for Kaua'i and the two smaller islands.

Chatter - Not talking about Kaua'i for specific periods of time. Moloka'i and Lāna'i were not spoken about at all.

Consideration - all the larger islands and the state as a whole, but a little bit less for Maui.

Favorability - All the big islands. Moloka'i and Lāna'i do not show up.

Mr. Ka'anā'anā said the Japan contractor did not get their notice to proceed with the contract until a few weeks ago, as there were a few administrative delays. So, they were not allowed to begin work until they received the notice to proceed. That might have contributed to the Chatter figures.

Australia:

Awareness - high awareness for Hawai'i Island, the state, O'ahu and Maui.

Chatter - sporadic about Kaua'i with an uptick about the state overall, tapering down and increasing in the last month.

Mr. Ka'anā'anā said there was a similar situation here regarding the contractor and the figures related to administrative issues.

Consideration - Hawai'i as a whole, but mainly Hawai'i Island, and O'ahu if they had to choose a particular island.

Favorability - all the islands, except the small islands, due to the low awareness.

Korea:

Awareness - the state of Hawai'i, and Hawai'i Island. They do not know where O'ahu is.

Mr. Ka'anā'anā gave some context for the climb at the end of March 2023. He said it was after they directed the GMTs globally about multi-island visitation after the HTA made adjustments on the GMT site.

Chatter - about O'ahu. They do not have a good idea of the individual brands.

Consideration - Not a good idea about any of the other islands.

Mr. Ka'anā'anā noted that the HTA was only able to add funding for the calendar year 2023 for the Korea market through June, which was \$630, so it is half of what it was, so they are not operating at full capacity with what they usually would do. Ms. Chun said the graph also showed the need for the HTA and GMTs to educate the market about the awareness of each island.

Favorability - they are not aware of the various islands.

Ms. Chun spoke about market insights for the U.S. as whole and annual vacations. Distance traveled on a yearly vacation: 31% travel between 0 to 500 miles away from home; 26% travel between 500 to 1,000 miles; from 1,000 to 3,000 miles, west coast people are visiting; and 3,000 to 5,000 and 5,000 plus miles, those are people who might be able to visit Hawai'i. A lot of people on the mainland are not going far from home. Most people spend a lot of their budget on lodging, food, and transportation. They spend an average of 5.6 nights on vacation, with 3.1 people, and an average per person per day spending of \$138.59, much lower than Hawaii's spend for the U.S.

Ms. Chun spoke about the importance of travel factors when choosing Hawai'i. Factors were value for money, natural attractions, the opportunity to experience local restaurants, entertainment, and nightlife. Value for money was very important. She highlighted that dining at locally owned non-chain restaurants was high. Buying Hawaiian-made products was also high. For sustainable practices, feeling personally responsible while traveling was one factor. She said they would be putting out weekly reports for the responsible traveler starting the following week. For Hawai'i as a travel destination, 70% of people think Hawai'i is a fun and exciting destination. 40% of people are talking about taking a trip to Hawai'i. Mr. Ka'anā'anā said they invest in the strategies to ensure people have the inspiration and awareness around

the destination, but follow it along the entire visitor journey about educating them on how to travel in Hawai'i.

Ms. Chun spoke about media consumption. Many people watch Netflix and Amazon Prime. They also use a lot of social media, including WeChat. She spoke about travel destination sources of awareness and actions taken after seeing an advert. For the visitor satisfaction activity report, they ask what traveler motivators are. Television, program, and movies in Hawai'i is something they have been tracking. She said the fonts and colors on the slides would be changed as it was difficult to read. Mr. Ka'anā'anā said in Oceania and Australia; people take Hawai'i 5-0 trips, such as 50th anniversary, 50th parties, etc.

Mr. McCully asked if they could be more specific on the numbers and context in the charts. Ms. Chun said that when they redo the presentation, she will add each base.

Ms. Chun spoke about the Arc/Forwardkeys Destination Gateway Trends. She spoke about the outlooks for all origins (places that are not Hawai'i). For all origins, they are still trailing behind for air travel from anywhere in the world to Hawai'i. The statistics show booked seats for April, May, June, July, and August compared to pre-pandemic. For the U.S. six-month outlook, booked seats are still lagging compared to pre-pandemic levels. For the U.S. origin market, most people are coming from Los Angeles and San Francisco. The distribution channels are mostly people coming direct. The lead time for 91+ day bookings is 42%, and 14% for 61 to 90 days. 11% of people book 15 days out. Less than a month out is 12%. Booking two months out is 21%.

The six-month outlook for Japan is lagging behind the pre-pandemic period. Most people come from Tokyo and Osaka. Many people book directly, but not as many with retail travel agents. For lead times, many people are booking two months out or more.

For Canada, July and August are closer to pre-pandemic levels. Most people come from Vancouver, Calgary, and Toronto. There is a lot of direct booking from Canadians, with a lot longer lead time, with 58% booking three months out or more.

Korea is still lagging behind pre-pandemic levels. Most of the people are coming from Seoul. They are mostly using retail travel agents more than direct bookings. Most people book within three months.

Australia is also lagging compared to pre-pandemic levels. Most of the people come from Sydney, Melbourne, and Brisbane. They are mostly using retail travel agents and booking 91 plus days out (74%) Mr. McCully asked about a chart for the lead time showing the difference in the time between bookings compared to pre-pandemic levels. Ms. Chun said she could create a chart showing that. He said he heard that people are booking later, and those numbers are

lagging compared to pre-pandemic levels, but the demographic is showing later rather than earlier.

Ms. Duarte said there had been a conversation about why the industry takes the lead for the direct marketing of Hawai'i. She asked how they would respond to a question if that were asked. Mr. Rafter said that they would not be doing brand marketing at a macro level. At a micro level, he would suggest that as they already do a lot of marketing, to the tune of even small properties. Ms. Agas said the resorts partner very closely with agencies such as HVCB and the HTA etc. She said the shows are effective, and asked if there are other opportunities in the year they can continue to grow and work together to represent the brand and state. Mr. Ka'anā'anā said the shows are funded by the HTA Board. He spoke about the partnerships and county funds that often contribute on the chapter side. Ms. Duarte said the reports are great.

8. Presentation and Discussion on Air Service to Hawai'i

Mr. Eslinger gave updated information from a previous meeting. He updated on other activities they have been doing regarding working with their network carriers regarding the service to Hawai'i. He was in a meeting called Routes Americas last week in Chicago. This included flights from South America to the northernmost parts of Canada, and everything in between. This included airlines, destinations, airport authorities, and carriers, mostly trans-Atlantic carriers. A lot of Asian carriers were also there. The carriers they had appointments with included Air Canada, WestJet, Hawaiian, Norse Atlantic Airways, Alaska, United, Delta, American, Southwest, and Breeze. He said there is apprehension with the middle of the week service related to neighbor island transpacific service from the U.S. markets. The load factors are not what they would like them to be, but in many cases, they are committed to the routes or are reducing frequencies.

Ms. Eslinger said the other challenges include the booking window for the planning teams at the airlines. Before COVID, a visitor would book air, hotel, car, and attractions in that order. Depending on the customer, the U.S. West customer reserves the car first, then a hotel, then air. Air is one of the last components of the purchase decision. Because of that, the airlines do not see that demand. The shorter booking windows are resulting in challenges to the whole process. That is why the meeting with the carriers is so important so they can contextualize the information.

When he met with the carriers, there was a big drop in the Canadian market in terms of bookings in February. Regarding the booking window, it all corrected itself, and February was one of the best months the carriers had, flying to Hawai'i.

For the U.S. side, there continues to be labor, aircraft availability challenges, aircraft allocation, utilization, etc. He met with a number of carriers. Unfamiliar carriers included Norse Atlantic Airways. They are interested in considering Hawai'i from London Gatwick, which would only be a few years later, depending on payload, etc. Another unfamiliar carrier that currently cannot fly over water is Breeze. They are considering using a smaller craft to serve second and third-tier markets on the U.S. West to go to neighbor islands directly. He spoke about the airports. He said the airports are interested in partnering with Hawai'i as a destination. Mr. Talwar, at HVCB, and Ms. Anderson have put together some mālama messaging in newsletters to promote Hawai'i at Oakland International Airport. Las Vegas, Phoenix, and DFW are also interested in partnering with them.

Mr. Eslinger gave an industry overview. The fuel cost for airlines in September 2022 was about \$3.49 per gallon. In January, it was \$3.86, but since then, the price has declined and was not anywhere near where it was in March 2020, but it is going in the right direction, which would help the balance sheets of the carriers serving Hawai'i. He updated on fuel surcharges. The surcharges were as follows per airline:

For JAL - Originating Flights on tickets issued March 1-March 31, 2023, to Hawai'i (\$213)

Originating Flights on tickets issued April 1-May 31, 2023, to Hawai'i (\$191)

For ANA - Originating Flights on tickets issued Dec. 2022-March 31, 2023 to Hawai'i (\$232.2)

Originating Flights on tickets issued April 1 –May 31, 2023, to Hawai'i (\$160.6)

For Korean Air - Originating Flights on tickets issued Dec. 2022 –March 31, 2023, to Hawai'i (\$91.8)

Originating Flights on tickets issued April 1-30, 2023, to Hawai'i (\$80.8)

For Asiana Airlines - Originating Flights on tickets issued Dec. 2022 –March 31, 2023, to Hawai'i 128,600 KRW (\$99.8)

Originating Flights on tickets issued April 1-30, 2023, to Hawai'i (\$78.61)

He spoke about the carriers serving the destination, the map, and the route structure.

When looking at the scheduled non-stop U.S. seats to Hawai'i, the percentage change from 2019 to 2023 had more seats than 2019. For people in the planning process, e.g., hotels, attractions, and other tourism-supported industries, comparing 2022 to 2023, there was a decrease in seats to each island, except for O'ahu. For Kaua'i, Maui, and Kona, non-stop seats will be reduced between now and the end of June 2023. However, that does not mean they cannot get to the island because many of the network carriers, except for Southwest, have interline agreements with Hawai'i, so they are dispersing themselves through Maui or Honolulu to get to a neighbor island. There is a reduction in Maui. Kona will have additional seats in the second part of the year. Kaua'i seats will also be reduced.

Looking at it per country for non-stop service, Australia had a reduction, due to Brisbane suspension and aircraft sizes. The Canadian market is flat. The Chinese market does not have any non-stop service, but they have service on ANA through Tokyo and all the other Japanese gateways. Cook Islands will be added by Air Hawaiian the following month. Fiji is continuing to add seats and is the new conduit to get customers out of secondary markets, in New Zealand and Australia, through Fiji, to go to Hawai'i. The Japanese market dropped by 42.4% seats. That continues to evolve up and down as the market demand changes. New Zealand seats are also down 24% to 25%. South Korea is down by 13% for seats, but those seats have become more stable than many other international destinations. The Taiwan market seats are being scheduled, but keep getting pulled. The U.S. market seats saw an 11.5% increase in scheduled seats for the year.

Mr. Downing asked which airlines fly to Kiribati. Mr. Eslinger said it is United Airlines. He said they started back up right after Safe Travels. Mr. Eslinger would get the information. Mr. Rafter asked about the drop in Japan and asked if it is getting worse or better. Mr. Eslinger said it is not getting worse. The premium cabins are sold-out by cash, but the mid-week back of planes are quite empty. The weekend demand is a bit better than it had been but not back to previous good numbers. Mr. Ka'anā'anā said he could ask HTJ some of the questions related to challenges, opportunities, general sentiment, domestic incentives, exchange rates and fuel surcharges. There were no further questions for Mr. Eslinger.

9. Report and Update by the Budget, Finance and Convention Center Standing Committee of their Meeting held on March 28, 2023.

a. Discussion and Action on the Recommendation by the Budget, Finance, and Convention Center Standing Committee on the HTA's Financial Report for February 2023

Mr. Rafter said they had a meeting on the previous Tuesday with various agenda items, namely the February financials from Mr. Nāho'opi'i. There were also a few follow-up items. Mr. Ka'anā'anā recommended to the Board for the China item 9C and 10A for the Branding Standing Committee that they take a singular action on those items, as well as the budget reallocation 9D and 10B.

They were all presented to both committees, and both committees recommended approval to the full Board. Mr. Rafter said they recommended approval of the February financials unanimously. He asked for a motion. Chair Kam made a motion, and Mr. White seconded. Mr. Gionson did the roll call, and the motion passed unanimously.

b. Discussion and Action on the Recommendation by the Budget, Finance, and Convention Center Standing Committee on Hawai'i Convention Center's February 2023 Financial Reports and Update on the Hawai'i Convention Center's 6-Year CIP Plan

Mr. Rafter said Ms. Orton had provided an update on the February financials and the HCC 6-year CIP plan. The committee expressed concern about the lack of action on the \$64 million for the HCC repairs, but there was no immediate action to report. He said they were also asked about the \$50,000 study. It was determined that the result during the last Board meeting was the conclusion of the study, and the findings would be in the broader HCC study of \$500,000 that had yet to start.

The total return to the HCC is based on 6.2 million created, which is currently at \$4.24. There was a question: what would it have been pre-COVID when they had a lot of city-wides? Ms. Orton said it would have been in the \$20 range spend. She had said several city-wide events were happening the following year to help boost the numbers. Mr. Rafter said the committee unanimously voted to approve the HCC February 2023 financial report and the 6-year HCC CIP plan update.

Mr. Rafter asked for a motion. Chair Kam made a motion, and Ms. Duarte seconded. Mr. Arakawa said there were three matters that they were supposed to address in the BOD, namely the status of the HTA's request for \$65 million for the HCC rooftop repair. At a previous Board meeting, they had requested the HTA staff make a written request to the WAM and Finance Committee. Mr. Sadayasu said he would also forward it to the Senate and House. Mr. Arakawa asked what the status was on the HCC rooftop repair request. Mr. De Fries said that after the House and Tourism Committee visit, the chair showed little or no appetite to move forward with the funding. Mr. Arakawa asked about the WAM and Finance chair, but Mr. De Fries said they had not spoken to them. Mr. Sadayasu said the request went through, the Senate committee did a site visit, and they were aware of the situation. Mr. Sadayasu said WAM is quite busy, and he was unsure if they scheduled a visit. Mr. De Fries said the visit by the Senate EET Committee urged the HTA to get the House on the inspection, so that is as far as it has gone. Mr. De Fries said they had not sought a formal request from WAM.

Mr. Arakawa asked if they could get it done, as House Bill 300 was heard in the morning, and they could consider putting it in. He said it is important for the HTA. Mr. Arakawa said this request was made before and questioned if they still want to ask for the \$65 million for the repair. Mr. De Fries said he would be at the legislature the following day and discuss it directly. He said he had a meeting with the Senate Tourism chair. Mr. Arakawa asked if he could send something in writing to the WAM and Finance chairs as well as the House and Senate Tourism chairs. Mr. De Fries said he would do that and put it in writing. He said some of the press about

additions to the roof, might have added some sense of support. Mr. Arakawa asked about the HCC contract set to expire at the end of June 2023. He asked if they were applying for an extension or an RFP. Mr. Ka'anā'anā said he deferred to Mr. Nāho'opi'i when he arrived later to answer that.

Mr. Arakawa asked about the status of the \$500,000 HCC study. Mr. Sadayasu said they asked the HTA to provide all the HCC studies and are yet to receive that. They are working on a scope of services to look at that. They also ask the BFCC Standing Committee, the WAM, and House Finance to extend the \$500,000 expenditure for another year, giving them enough time to expend that. They have yet to receive it.

Mr. De Fries said Mr. Nāho'opi'i had a technical issue because of the file size, but it would be transmitted to DBEDT shortly. Mr. Arakawa said the \$500,000 was approved by the legislature in April 2022, and asked if there was a scope of work on what that would cover. Mr. Kishi said they researched that, and after speaking to Mr. McCartney, it had not been formalized in a previous administration and said it fell to the HTA. He said they needed more detail, so he asked for an extension of the expenditure.

Mr. Rafter said his recollection said the former House Administration chair wanted to see if there was a public-private partnership opportunity mainly to build a hotel on the HCC that would address the rooftop concerns, and if so, could that be done in time to address their current problems.

Mr. Kishi spoke about the AEG contract extension. He said he and Mr. Nāho'opi'i are working together to extend the contract for six months, then for another six months from November or December 2023. Mr. Arakawa said they had just finished the \$30,000 study, an update on the 2019 study, and asked Mr. Kishi if he knew about the study and if the contract extension would follow up on what was recommended in the \$30,000 update study. He said they need to ask procurement whether that would fit under a contract extension, as the scope might be broadened. Mr. Sadayasu said he is concerned about extending the contract. He said the contract could only last for ten years, and the ten years finish on December 31, 2023. He said they should not be extending it beyond that date. The issuance of an RFP would not be in the best interests of the HTA, so he signed contracts only until May 4, so the next director would have to sign the extension.

Mr. Arakawa asked if Mr. Sadayasu could keep them apprised of those issues. Mr. Rafter said that issue came up in the BFCC Standing Committee meeting, and the feedback was that the highlights from the \$30,000 study were being incorporated into the broader study. The \$50,000 study updated whether a hotel would be feasible on the HCC site. The conclusion was that it

might be feasible but to take into account how long it would take to build it, cost estimates, performance, etc., and would need a later update to see if it is feasible. Mr. Arakawa said that was the second conclusion of the study, but the first was the rooftop repair.

Mr. Rafter asked for a motion to approve the agenda item. Chair Kam made a motion, and Ms. Duarte seconded. Mr. Gionson did the roll call, and the motion passed unanimously.

c. Discussion and Action on the Recommendation by the Budget, Finance, and Convention Center Standing Committee to Approve Funding for China Major Market Area ***

d. Discussion and Action on Proposal to Reallocate FY22 Funds from Hawaiian Culture Initiative to Marketing Opportunity Fund in the Amount of \$50,000

Mr. Ka'anā'anā said they had some costs that were not anticipated, coded to the Marketing Opportunity Fund, budget line item 380, to correct that. He said they requested a budget reallocation so that the budget line had enough money. They are asking for \$50,000 from budget line item 202, the Hawaiian Culture Initiative. That line item was identified because they had not received guidance from the BFCC Standing Committee that they could not use the funds for FESPAC. They felt that was an appropriate place to pull it from. It would not impact something else from the HTA. Mr. Rafter said the BFCC Standing Committee had recommended approval and sent it to the Branding Standing Committee. The Branding Standing Committee also recommended approval.

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

10. Report and Update by the Branding Standing Committee of their Meeting held on March 29, 2023

a. Discussion, and/or Action on Hawai'i Tourism China's 2023 Budget Plan

Mr. Ching gave a few updates. Mr. Ka'anā'anā spoke about Agenda item 10a. This item was brought up first in the BFCC Standing Committee meeting as there were budget implications in terms of the allocation of dollars across the time of the contract. The agenda was followed up with the Branding Standing Committee because of its relevance. He requested a motion from the full Board to approve the HTC budget. He clarified that it is the one where the contract dollars are attached to an existing contract. They received guidance and clarification to keep the contract alive through 2025. He proposed to the staff of the BOD how they should spend the remaining dollars in the contract. \$1.8 million is the amount the contract started at. They

spent \$733,000 in 2022, and there was a remaining balance of just over a million dollars at the end of the calendar year 2022. The Board had already approved a spending of \$87,000 from January to June of 2023. That would leave them just shy of one million dollars for the remainder of the contract. He said they propose \$327,000 at the end of the calendar year 2023. For calendar year 2024, they recommend \$376,600, and \$362,784 for 2025. So, the Board would be approving the amount for each period.

Mr. Ching asked for a motion to approve. Chair Kam made a motion, and Mr. White seconded. Mr. Gionson did the roll call, and the motion passed unanimously.

b. Discussion and Action on Proposal to Reallocate FY22 Funds from Hawaiian Culture Initiative to Marketing Opportunity Fund in the Amount of \$50,000

c. Hawai'i Tourism Destination Brand Management & Marketing Services for the Canada Major Market Update on RFP 23-02 Hawai'i Tourism Destination Brand Management & Marketing Services for the Canada Major Market

Mr. Ka'anā'anā showed the Canadian marketing RFP timeline. They anticipate April 21 for proposals to be in at 2 p.m. HST. He said the procurement is progressing but could not give more information.

d. Update on RFP 23-03 Hawai'i Tourism Destination Brand Management & Marketing Services for the United States Market

Mr. Ka'anā'anā said he could not share much more information but said the proposals close on March 30 at 2 p.m. HST.

11. Discussion Regarding an Update on the Meetings, Conventions, and Incentives Market Activity and Pace Report, and Hawaii Convention Center Activity and Local Sales

Mr. Reyes said it was Global Meeting Industry day. \$19 billion direct and \$33 billion total impact. This started with meetings during the recession when corporations said not to travel or have meetings. Wells Fargo CEO did a full-page advertisement saying that meetings were important. For the business forecast, Q1 and Q2 were predicted to be soft. There was strong competence in Q3 and Q4. 2025 is shaping up, and they have a lot of work in 2024.

On the global side, Japan is returning, and they are closing in on city-wide business for 2023, and they have a few that are ready to close. For a customer who has booked a convention center, 50-60% is the trade shows they have. The sellers have been telling customers they are addressing the HCC roof issues. He implored that they need to get the roof fixed. 22 events of the House use the rooftop, worth over \$800 million of economic impact for future years.

Sales production is what they are producing now and in the future years. Consumption is what is on the books. He gave the sales production update. The city-wide team is committed. For February 2023, there were 6,409 definite room nights, and they have close to 10,000 room nights for a few months into the year. There are 46,000 tentative room nights for future years coming up. The previous year was at 14,000. For 2023 year-to-date, it was at 109,000. This is the momentum in the marketplace, and the desire for the people wanting to go to Hawai'i for city-wide conventions.

For future pace, the booking trend, their goal in the next four or five years is to do 99 events. Last year they were at 22 events. For Hawai'i, the future pace for city-wide, for 2022, they were at 50% and have reached 80%. In 2028 and 2029, they have about 12,000 tentatives that they are trying to close. For the post-COVID focus, for short-term, they are booking 2023 to 2027, any event that is looking for a convention center regarding the use of a hotel. They are looking at the maximum city-wides with 1,000 people and 1,000 rooms for the long term.

Mr. Reyes said he and Ms. Orton had spoken about what a true city-wide for Hawai'i is: sports groups and different types of groups. They have booked 13 out of the 77 and are pursuing that further.

Mr. McCully asked about city-wide and the 1,000 rooms. Mr. Reyes said it is 1,000 attendees using two or more hotels, but what they will recommend, is because of the types of groups that use the HCC, they believe the definition needs to be changed to, using the HCC and having a certain amount of peak rooms, especially in a short-term. They are having an internal dialogue and are going through the process now and will let the HTA know the outcome.

Mr. McCully asked about the aggregate of those events compared to the scale of the city-wide events. Mr. Reyes said a city-wide refers to a group that requires center space. Being city-wide involves a lot of space that only the HCC can provide. They also collaborate with the hotels. The scaling of events requires timing, and they want to communicate to the Board that it takes an average of 5 years to book an optimal city-wide group. Optimal means 1,000 attendees with a minimum of 1,000 rooms. He said they have two sellers focused on those optimum pieces of business. Once they pass the prime booking pattern, they move on to the attendees and room nights that are lower in regard. For the HTA to be successful, they would like to see an average of 27 events per year. For them to do that, it demands a future strategy for those optimal bookings.

Ms. Orton said the true term city-wide used to be where a city is booked up, but those groups are few far, and few between. It is now an offshore business, bringing offshore attendees to book hotels and use the HCC. Mr. Reyes said they are also looking at groups that can drive food

and beverage minimums like \$150,000 spent or more, which will help Ms. Orton reach her revenue goals. They have a profile of the customer that has different variables, etc. They constantly talk to the hotels, and the communication has strongly aligned.

Mr. Ka'anā'anā said the conversations are going and need to get vetted by the staff, which they are in the process of doing, but have not finalized yet. What they have done has aligned with the BMPs that the Board previously approved for the MCI market. He said the strategy and intent were thinking about the group and MCI business and how it overlaps with what they hear from the community. Mr. Arakawa said they could talk about an actual city-wide offline definition.

Ms. Orton noted that they closed the gap on the \$1.2 million revenue loss they had from two canceled city-wide events. The sales team filled the gap and is on par with the budget and expenses. The ROI is \$4.24 for every dollar spent at the HCC. They have the next city-wide event in April 2023, ARRS. 2023 will have a total of 7 city-wide events. She said they are wrapping up the FY2024 budget and have 21 city-wide events on the books for the next fiscal year. She thanked Mr. Reyes and his team for this. There is a lot of local business for the next three months. The past month, the local business was in-house. Kawaii Kon is coming up, and they are anticipating a big turnout. For March 2023, they have 18 events, with 25 for April 2023 and 14 for May 2023.

Ms. Orton highlighted the local sales team and said they filled all the vacant positions. There are three local sales managers, a contract specialist, and a marketing manager. She spoke about recent events they hosted, the Honolulu festival with a big turnout, the Hawaiian Island Ministries, a repeat customer, and the Hawai'i Hotel and Restaurant Show. For upcoming events there is Kawaii Kon, Chopsticks and Wine, and ARRS city-wide, with about 2,500 attendees in mid-April.

Ms. Orton spoke about the newly installed exhibits on the third floor. They had the blessing in March for both exhibits. She spoke about the marketing clips, and the Mother's Day brunch and concert, with Josh Tatofi as the special guest. They have sold about 300 tickets so far and are anticipating to sell out. The carbon offset program has 59.50 trees planted. She spoke about the R&M projects, but there were not many updates. They are working with RLB on the \$15 million temporary rooftop repair, mapping out planning dates, construction timing, etc. There were no questions.

12. Discussion, Recommendations and/or Action Regarding the Annual Evaluation of the HTA President & Chief Executive Officer's Performance ***

Executive session.

After the executive session, Chair Kam asked for a motion. Mr. White motioned for the Board to accept the recommendation the BFCC Standing Committee discussed in the Executive Session. Mr. McCully seconded. Mr. Arakawa said he disagreed on certain things on the foundation of the evaluation. He said he objects to the timing in the motion. Mr. Cole said he had generalized his vote but could not discuss anything about the executive session. Mr. Arakawa said he objected to the evaluation method and the weighting of the criteria, as well as the timing. He objected to the lack of transparency. He said it is important for the public to know when and what will happen and objected to that. He does not object to the intent of the motion. Mr. Cole said to stay away from the specifics and timing etc.

Mr. Gionson did the roll call, and the motion passed, except for Mr. Arakawa.

13. Discussion and Action on Selection of Administrative and Audit Standing Committee Members

Mr. Arakawa said he is still interested in the Administrative and Audit Standing Committee. He served as the audit chair previously, serving 8 years in various matters. Mr. McCully nominated Ms. Duarte to be on the committee. Ms. Duarte was open to being on the committee. Chair Kam asked if anyone else was interested in being on the committee. There was nobody else interested.

Chair Kam asked for a motion for an additional administration committee member. Ms. Duarte was voted as the other member by all the members.

14. Adjournment

Chair Kam made a motion to adjourn. Mr. McCully seconded. The motion passed unanimously.

Chair Kam adjourned the meeting at 2:23 p.m.

Respectfully submitted,



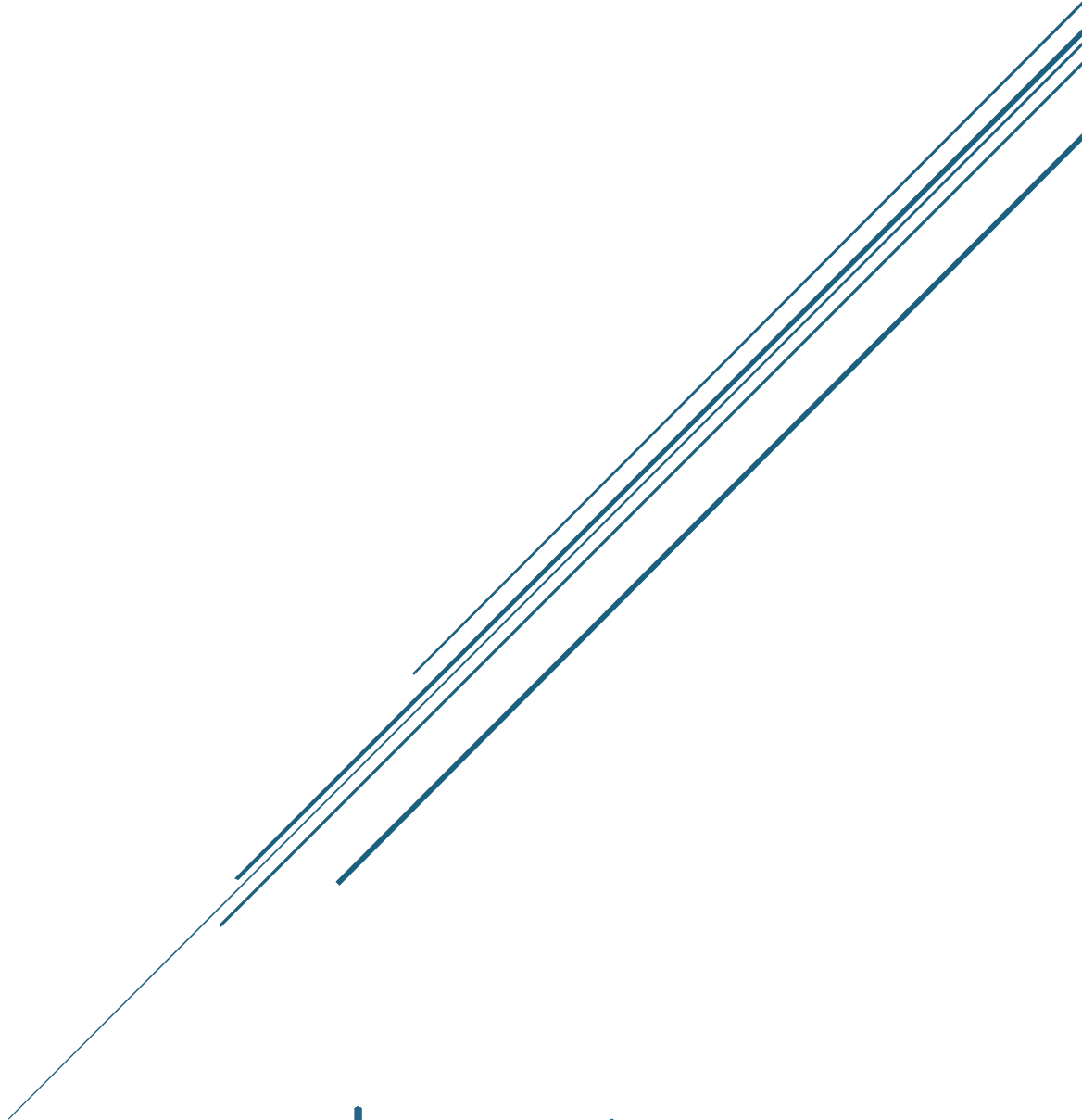
Sheillane Reyes
Recorder

6

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

HTA CEO REPORT

APRIL 2023



HAWAII TOURISMTM
AUTHORITY

EXECUTIVE SUMMARY

Each month, the Hawai'i Tourism Authority (HTA) provides this report as a resource to the Board and the public to better understand the activities and actions taken by the team in support of the organization's overall mission. HTA's 2025 Tourism Strategic Plan and its four interacting pillars (Natural Resources, Hawaiian Culture, Community, and Brand Marketing) guides the team in the various matters worked on during March and April 2023. Overall, this report provides insight into the actions conducted by the staff to implement the HTA budget previously approved by the Board.

Through the continued partnership with Hawai'i Community Foundation, HTA is proud to support Aloha 'Āina and Kūkulu Ola programs that help to further our mission of Mālama Hawai'i by giving back to those who care for the land and build community capacity through their work. On Monday April 17 HTA and Hawai'i Community Foundation has issued a news release informing the community of the available funding opportunities for the remainder of 2023 through June 2024.

In the Community pillar, HTA's partnership with the Hawai'i Visitors and Convention Bureau (HVCB) continues to foster community-based tourism projects that improve and enrich Hawai'i's product offerings with the Community Enrichment Program (CEP) and Signature Events Program (SEP). HVCB is currently preparing to issue the 2023 CEP & SEP request for proposals (RFP) for projects taking place June 2023 to December 2023.

The Brand team is in procurement for RFP 23-02 (Canada MMA) and 23-03 (U.S. MMA) while continuing to prepare for several upcoming RFP releases including Global Support Services and Island Destination Brand Management & Marketing Services.

In the planning area, meetings were held with community members from Lower Puna/Kumukahi and East Maui to discuss resident concerns at hotspots. The EDA grant administration plan was approved by the EDA on March 10. Proposals were due for RFP 23-08 Support Services for Destination Management on March 28. Staff worked with the Brand Team for their information/data to develop the program performance measures database.

Pursuant to Act 088, HTA's Tourism Research Division (TRD) was transferred to the Department of Business, Economic Development and Tourism's (DBEDT) Research & Economic Analysis Division (READ) effective July 1, 2021, and was renamed the

Tourism Research Branch (TRB). TRB published the February 2023 Visitor Statistics press release and monthly reports, air seat outlook for March 2023 – May 2023, the February 2023 Hawai'i Hotel Report, and February 2023 Vacation Rental Performance Report. In addition, TRB published weekly updates to the air seat outlook, weekly Future Bookings Report, weekly Brand Health Trend Report, and weekly Brand Health Trends – Responsible Travelers Report.

I. CHANGE MANAGEMENT PLAN

HTA has hired Isaac Choy as its Vice President of Finance, officially starting on April 10. Through the month of March, Isaac has spent time in the office to familiarize himself with the staff and the office processes. The Contracts and Administrative Manager position has been filled by internal recruitment. Sunnie Lasconia will start April 17. Her role will be to manage office operations to ensure projects/programs proceed in a timely manner. Bishop & Co. provided multiple candidates for the Procurement Manager position in March. However, none of the candidates had all the qualities that were sought. Therefore, it has been decided that the position will be filled by a current staff member. Staff continued to work with the DBEDT Human Resources Officer to redescribe and reorganize to create two Destination Manager positions from the vacant Senior Brand Manager and Brand Manager positions.

The staff has kept on pace with the HTA Change Management Plan for FY 2023 in the functional areas of: Strategic Planning, Safety, Security & Crisis Response, Stewardship & Standards Setting, and Community Convening. Senior leadership continued to discuss the possibilities of a new organization structure that will meet current needs for destination management and shifts in the global market place.

We continue to maintain an open-door policy and make ourselves available to answer questions, and participate in town halls, and other meetings. Responses continue to be positive. We continue to support and facilitate hospitality industry updates with the mayors of all four counties to further connect the government with the industry.

The VP of Finance has reviewed the Auditor's Report 2022 and will be making recommendations to procedures and policies.

II. NATURAL RESOURCES PILLAR

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

The supplemental contract with the Hawai‘i Community Foundation (HCF) has been fully executed. For the remainder of Calendar Year 2023 through June 2024 HCF will continue to administer the Aloha ‘Āina program through CON 21033 S1: HTAxHCF – Implementation of Kūkulu Ola & Aloha ‘Āina Programs. Through this supplemental agreement, HTA will be able to provide \$1,350,000 in financial support to community-based natural resource programs and community entities with an emphasis on ‘āina kānaka (land-human) relationships and *knowledge that manage, preserve, and regenerate Hawai‘i’s natural resources and environment.*

The Hawai‘i Community Foundation will administer the HTA Aloha ‘Āina program for projects taking place in July 2023 through June 2024. The news release announcing the available Funding Opportunity was issued on Monday April 17 for projects seeking support through the Aloha ‘Āina program.

<https://www.hawaiitourismauthority.org/media/10849/23-15-2023-aa-ko-release.pdf>

More information about the application process and important deadlines can be found on HCF’s website: <https://www.hawaiicommunityfoundation.org/strengthening/hta> Application deadline is Wednesday May 24, 2023.

Hawai‘i Green Business Program

HTA has contracted with the Hawai‘i Green Business Program (HGBP) of the Hawai‘i State Energy Office to support efforts that will help to encourage energy and resource efficiency in addition to sustainable and regenerative practices in hotels, businesses, and events. Businesses will be evaluated on whether they fit the criteria that would make them a sustainable company. Hawai‘i Green Business Program’s focus in 2023 is expanding recruiting efforts to smaller businesses and making the program more accessible to smaller entities. In May, HGBP will have its Annual Hawai‘i Green Business Awards Ceremony at the Governor’s Ceremonial Chamber. This year’s award ceremony will feature the new 10-entry Level Program. This program was created in an effort to increase number of small business participants.

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

HTA has contracted with Hawai'i Ecotourism Association, d.b.a. Sustainable Tourism Association of Hawai'i (STAH), to protect Hawai'i's unique natural environment and host culture through the promotion of responsible travel and educational programs relating to sustainable tourism for residents, businesses, and visitors. STAH's focus is on three areas: 1) Sustainable Tour Operator Certification Program, 2) Tour Operator/Tour Guide Training Program, and 3) Educational Outreach/Partnership Development. There are currently 46 businesses/organizations enrolled in the program that have been certified into date. STAH will continue to recruit through social channels, site visits, and certify more businesses in 2023.

III. HAWAIIAN CULTURE PILLAR

Kūkulu Ola Program (DMAP Action Item)

The supplemental contract with the Hawai'i Community Foundation (HCF) has been fully executed. For the remainder of Calendar Year 2023 through June 2024 HCF will continue to administer the Kūkulu Ola program through CON 21033 S1: HTAxHCF – Implementation of Kūkulu Ola & Aloha 'Āina Programs. Through this supplemental agreement, HTA will be able to provide \$1,350,000 in financial support to community-based programs that enhance, strengthen and perpetuate the Hawaiian culture through genuine experiences for residents and visitors alike.

The Hawai'i Community Foundation will administer the HTA Kūkulu Ola program for projects taking place in July 2023 through June 2024. The news release announcing the available Funding Opportunity (FO) was issued on Monday April 17 for projects seeking support through the Kūkulu Ola program.

<https://www.hawaiitourismauthority.org/media/10849/23-15-2023-aa-ko-release.pdf>

More information about the application process and important deadlines can be found on HCF's website: <https://www.hawaiicommunityfoundation.org/strengthening/hta> Application deadline is Wednesday May 24, 2023.

Native Hawaiian Hospitality Association (DMAP Action Item)

A Notice To Proceed for the Native Hawaiian Hospitality Association's (NaHHA) FY22-23 workplan has been provided to the contractor. HTA staff continues to collaborate with NaHHA on existing projects including a Hawaiian music showcase series and the Waikīkī Historic Trail Markers Refurbishment Project. NaHHA is preparing to support Hawai'i Tourism Canada in an upcoming Educational Campaign and Cultural Webinar.

The 13th Festival of Pacific Arts and Culture (FestPAC)

HTA staff continues to support the FestPAC Commission with planning for the 13th FestPAC festival. FestPAC Commission meeting agendas and meeting materials are available online at <https://invest.hawaii.gov/international/festival-of-pacific-arts-culture-festpac/>. A Request for Proposals (RFP) was released on February 21, 2023, by the Department of Business, Economic Development & Tourism (DBEDT) to procure services for a Festival Provider. On April 12 DBEDT issued an award notice on the Hawai'i Awards & Notices Data System (HANDS) along with an award letter sent to the selected offeror. For more information visit <https://hands.ehawaii.gov/hands/opportunities/opportunity-details/22523>

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

E Ola Mau Ka 'Ōlelo Hawai'i! Supplemental 3 of CON 20195: He Aupuni Palapala: Preserving and Digitizing the Hawaiian Language Newspapers, is fully executed as of March 31, 2023. Bishop Museum staff will embark on Phase III of this important work to catalogue, preserve, digitize, and make widely available the Nūpepa (Hawaiian language newspapers). Follow <https://blog.bishopmuseum.org/nupepa/> for more information.

Kāhea Greetings (DMAP Action Item)

Airports

HTA is continuing this partnership with DOT Airports Division for October 1, 2022 - June 30, 2023, with the execution of Supplemental Contract 21039. The greetings program will be providing handheld fans and water cups to hand out during peak hours to aid with long wait times in the heat. DOT is planning a Hawaiian Cultural Training for 1,000 Airports, Harbors, and Highway personnel during the months of May and June through NaHHA.

Harbors

HTA's partnership with the County of Kaua'i, Office of Economic Development ended on March 31, 2023, which included improvements to Nāwiliwili Harbor like a sound system replacement, a mural, and more. The Kāhea Greetings Program for Harbors in Kona and Hilo received their notices to proceed on April 5, 2023, for 2023 – 2024 services.

IV. COMMUNITY PILLAR

Community Enrichment Program (CEP) & Signature Events Program (SEP)(DMAP Action Item)

HTA has contracted with the Hawai'i Visitors and Convention Bureau (HVCB) to administer the Community Enrichment Program (CEP) & Signature Events Program (SEP) for 2023. The Supplemental 2 for HTA Contract 21038 was executed on March 28, 2023. HTA CON 21038 S2 received the Notice to Proceed from HTA on April 17, 2023.

The Request for Proposals (RFP) for June - December 2023 projects seeking support through the Community Enrichment Program (CEP) & Signature Events Program (SEP) is anticipated to be issued on April 28, 2023.

Government Affairs

Legislative Affairs

Throughout the month of March, HTA staff continued to submit testimony and attend hearings to offer comments and answer questions on bills that affect HTA directly, as well as bills that advance DMAP priorities. To assist the public in tracking those legislative measures, a Tourism Policy page was stood up on the HTA website. More details about that effort can be found in the ***Communications and Outreach*** section of this report.

Along with industry partners CNHA, HLTA, HVCB, and NaHHA, HTA presented Tourism Day at the Capitol on March 10 to educate legislators and the public about the visitor industry's contributions to Hawai'i. Exhibitors included our island-based Destination Management Team, select members of the Global Marketing Team, and community partners including recipients of Aloha 'Āina, Kūkulu Ola, and Community Enrichment programs.

Hospitality Industry Updates (County)

HTA recognizes the need to connect with stakeholders from both the public and private sectors to improve awareness and build an understanding of the current state of the visitor industry. As such, HTA staff coordinates with each county to host a quarterly meeting with each county mayor, government officials, association leaders, contract partners and the visitor industry.

Updates were held for Maui Nui with Mayor Rick Bissen on March 20, and Hawai'i Island with Mayor Mitch Roth on April 21.

Communications and Outreach

News Releases/Reports/Announcements

- HTA Message: In Memory of Mark Ellman (March 2)
- HTA Message: HTA Budget Under Consideration in HB300 (March 8)
- HTA Message: State Budget Bill HB300 Appropriates \$35 Million Operating Budget To HTA (March 8)
- News Release: HTA Releases RFP for Visitor Education and Brand Management Services for Canada Market (March 14)
- Announcement: Updated Guidelines Available for The Hawaiian Islands Brand (March 16)
- Report: Hawai'i Hotel Performance Report for February 2023 (March 21)
- Report: Hawai'i Vacation Rental Performance Report for February 2023 (March 23)
- HTA Message: Visitor Spending Continued to Grow in February 2023
 - Drafted and distributed John De Fries message highlighting HTA's KPI of visitor spending. (March 30)
- News Release: HTA Appoints Isaac Choy as Vice President of Finance (March 30)

News Bureau

- Coordinated and assisted with the following interviews and statements, including:
 - HMSA Island Scene, Michelle Liu: Ilihia Gionson (IG) response on the pandemic's effect on tourism and the state's economy (March 5)
 - Conde Nast Traveler, Rachel Chang: IG response on proposed visitor impact fee (March 7)
 - Honolulu Star-Advertiser, Mark Ladao: Carolina Anderson (CA) interview on nexus between tourism and agriculture, and examples of advancing the Destination Management Action Plans (March 8)
 - Honolulu Star-Advertiser, Allison Schaefer: JDF response on HB300 (March 8)
 - Hawai'i Tribune-Herald, Mike Brestovansky: JDF response on HB300 (March 9)
 - SFGATE, Christine Hitt: IG response on inquiry about high room rates clarifying hotels work independently from HTA and that while some hotels have had the opportunity to raise rates, that has not been the revenue strategy for all properties (March 13)
 - Honolulu Star-Advertiser, Allison Schaefer: Daniel Nāho'opi'i response on \$15 million funding released for the Hawai'i Convention Center and status of current budget request (March 16)
 - Well+Good, Francesca Krempa: Kalani Ka'anā'anā interview on regenerative travel (March 21)

- NBC News Online, Harriet Baskas: IG response on HTA's "less is more" tourism focus and support for site-specific visitor impact fees (March 23)
- The Inertia, Jade Eckardt: IG response on destination management and parking fees at beaches (March 23)
- Globetrender.com, Jenny Southan (United Kingdom): IG interview on SB1522 (March 24)
- USA TODAY, Kathleen Wong: IG interview on Mālama Hawai'i experiences (March 30)
- Assisted with the following media relations:
 - @tomklockerphoto, Tom Klocker (Austria): Reviewed and declined social influencer partnership request, and provided state and county film offices and Go Hawai'i website for April trip. (March 30)
 - Saturday Evening Post, Jill Robinson: Fact-checked daily visitor average to Lē'ahi. (March 16)
 - Global Child TV, Manuel Clemente: Reviewed and declined pay-to-play partnership inquiry. (March 17)
 - KHON, Cheyenne Sibley: Assisted with inquiry about whether the Hawai'i Convention Center will be hosting more graduation ceremonies due to Aloha Stadium closure. (March 27)
 - Honolulu Star-Advertiser, Allison Schaefer: Connected with Greg Staley of U.S. Travel Association regarding any data on states that charge visitor impact fees and shared HTA's position of advocating for site-specific fees. (March 28)
 - Sabrina Alzati (Italy): Declined request for discounted accommodations and ground transportation rates for family and provided Go Hawai'i website for partners she could reach out to directly. (March 30)
 - Via la Luna, Manuela (United Kingdom): Reviewed and declined social influencer partnership request. (March 30)
 - Le Figaro, Astrid Taupin (France): Provided Kualoa Ranch contact information for images. (March 30)

Community Initiatives and Public Outreach

- Spring Tourism Update
 - Drafted and distributed save-the-date e-blast and social post. (March 17)
 - Created mock up RSVP page in Constant Contact.
 - Reached out to potential vendor for a videography and photography estimate.
- Destination Management Action Plans (DMAP)
 - Drafted news release for festivals and events being supported by DMAP funds on Hawai'i Island and Kaua'i.

- o Drafted news release to announce HTA's new website, "Holomua," tracking destination management progress. Updated website homepage banner to drive traffic to Holomua.
- o Drafted working news release to announce launch and collaboration with the City and County of Honolulu and O'ahu Visitors Bureau for the new Get Around O'ahu website.
- Tourism Day at the Capitol (March 10)
 - o Drafted and distributed post-event e-blast and social post. (March 16)
 - o Requested estimates and secured photographer and videographer.
 - o E. Khan and K. Butts on-site; directed photographer and videographer during the event.
- DBEDT Made in Hawai'i Branding Workshop (March 29)
 - o Promoted the workshop with an email announcement and social post to encourage attendance. (March 17)
- Local2030 Islands Network Conference (April 2)
 - o Drafted D. Nāho'opi'i bio for conference. (March 31)
- 2023 Legislative Session
 - o Managed HTA's Tourism Policy page (<https://www.hawaiitourismauthority.org/what-we-do/tourism-policy/>) to share HTA's testimony and information on various bills.
 - HB85 HD1
 - HB300
 - HB300 HD1
 - HB308 HD1
 - HB1375 HD3
 - HB1394 HD1
 - SB304 SD2
 - SB304 SD2 HD1
 - SB304 SD2 HD2
 - SB420 SD2
 - SB449 SD2
 - SB449 SD2 HD1
 - SB629 SD1
 - SB629 SD1 HD1
 - SB1522 SD2
 - SB1522 SD2 HD1
 - SRR144/SCR148
 - SR122/SCR178
 - o Monitored committee hearings and briefings pertaining to HTA and the visitor industry throughout the month.

Crisis/Issues Management

- Reposted Department of Transportation social media post on downed baggage handling systems at Daniel K. Inouye International Airport. (March 2)

HTA's Social Media

- Managed social media calendar, drafted, and scheduled posts on HTA's Facebook, Instagram and Twitter accounts. Also monitored and responded to direct messages and post comments.

Paid Posts on Facebook and Instagram

- Post on Updated Ma'ema'e Toolkit. Flight dates from February 24 – March 2.
 - o Total Impressions: 44,892
 - o Total Reach: 29,019
 - o Total Engagements: 266
- Post on Honolulu Star-Advertiser HTA Editorial. Flight dates from March 8 – 15.
 - o Total Impressions: 72,421
 - o Total Reach: 35,056
 - o Total Engagements: 959
- Post on Pacific Business News Tourism Roundtable. Flight dates from March 8 – 15.
 - o Total Impressions: 109,275
 - o Total Reach: 58,256
 - o Total Engagements: 1,201

Facebook

- Number of followers: 20,943 (+11.9%)
- Engagement rate: 6.2%
- Number of engagements: 13,797 (+13.1%)
- Posts: 38

Instagram

- Number of followers: 8,415 (+23.8%)
- Engagement rate: 3.1%
- Number of engagements: 946 (-42%)
- Posts: 32

Twitter

- Number of followers: 42,323 (+7%)
- Engagement rate: 1.7%
- Number of engagements: 403 (-63.5%)
- Posts: 34

Linktree

- Views: 40
- Clicks: 29
- Clickthrough rate (CTR): 72.5%

Safety and Security

Visitor Assistance Program (VAP)

HTA is in the process of executing supplemental contracts with the four county chapters to add 2023 funds.

V. BRAND MARKETING PILLAR

Major Market Area (MMA)

MMA RFP / Contract Status

- China MMA: Staff is working on executing a No-Cost Extension to extend the current contract from June 2023 to December 2025.
- Canada MMA: HTA released the RFP 23-02 on March 14, 2023 with proposals due on April 21, 2023.
- Oceania MMA: The supplemental contract for CY2023 has been fully executed.
- US MMA: HTA released the RFP 23-03 on February 13, 2023 with proposals due on March 30, 2023. The existing contract for this work will end on June 30, 2023 as approved by SPO.
- Global MCI: Staff is working on a supplemental contract to add 2023 funds.

Other Branding Projects

Pono Travel Education Program (DMAP Action Item)

Beginning April 18, 2022 airports across Hawai'i began sharing Pono Travel Education messaging on static banners and digital screens to reach our traveling public passing through. Each location was strategically placed to reach the most people – both malihini and kama'āina - reminding us of our collective kuleana to Hawai'i, the land, culture, and

each other while here. Beginning in June there was an increase in messaging placements, including some QR code inclusions on new digital screens at Daniel K. Inouye International Airport, frequency to meet the uptick in travel during the Summer period, and inclusion of Ocean Safety video messages. These contracts add to the ongoing statewide reinforcement of this messaging via optimal and timely touch points in their travel journey (in-room, on shuttles, social media, and mobile devices).

HTA's contract with Clear Channel Airports, Inc. at the Daniel K. Inouye International Airport ended at the end of October, 2022. HTUSA continued Kuleana Travel messaging through its contract, which began in December 2022 and ran through the end of March 2023.

HTA's contract with Pacific Media Group is set to end at the end of June 2023. From August 8, 2022 through January 31, 2023 these messages at our neighbor island airports made the following impacts:

Līhu'e Airport

- No. Of passengers serviced: 669,977
- Domestic passengers serviced: 629,002
- International passengers serviced: 40,975
- No. Of hours the message ran: 2,608
- Digital impressions: 8,709,701
- Static impressions: 10,049,655

Kahului Airport

- No. Of passengers serviced: 1,428,590
- Domestic passengers serviced: 1,284,327
- International passengers serviced: 114,263
- No. Of hours the message ran: 5,216
- Digital impressions: 62,857,960
- Static impressions: 5,714,360

Kona International Airport at Keāhole

- No. Of passengers serviced: 730,769
- Domestic passengers serviced: 664,178
- International passengers serviced: 66,591
- No. Of hours the message ran: 2,608
- Digital impressions: 9,499,997
- Static impressions: 6,576,921

Hilo International Airport

- No. Of passengers serviced: 269,207

- Domestic passengers serviced: 239,401
- International passengers serviced: 30,206
- No. Of hours the message ran: 2,608
- Digital impressions: 3,504,891
- Static impressions: 808,821

Spring Tourism Update 2023

Hawai'i Tourism Authority's Spring Tourism Update welcomed over 270 attendees at the Hawai'i Convention Center on April 12, 2023. The full-day event included important discussions about HTA's collaborative efforts to advance a regenerative tourism future for Hawai'i, insights from HTA's Global Marketing Team, updates on the implementation of the Destination Management Action Plans, and panel sessions with key leaders on important topics for Hawai'i and the visitor industry. A post-conference survey is being sent out to those who attended along with downloadable presentations from HTA Staff and the Global Marketing Teams.

Sports Programs

- University of Hawai'i Partnership: HTA continued its support of the University of Hawai'i Men's and Women's basketball programs as the presenting sponsor for the Big West Conference tournaments. The tournaments, held in Las Vegas, allow HTA to showcase the Hawaiian Islands and Mālama messaging to fans from several key west coast markets.
- LPGA Partnership: CON 23011 was executed on April 12, 2023.
- LA Clippers Partnership: HTA is in the process of finalizing documents to execute a new contract for this program.
- World Surf League Partnership: Contract execution is pending vendor's CVC compliance.
- HTA continued to look to expand its sports partnership portfolio through meetings with representatives from Sony regarding a possible Esports tournament to be held at the Hawai'i Convention Center in the future. Additionally, HTA was approached by several domestic and international sports entities for discussion to gauge interest in a future partnership.

Brand Team Events/Meetings – March

Event Date	Event	HTA Attendee(s)	Non-HTA Attendee(s)
2/28-3/1	Hawai'i Island Industry Sector Meetings	CBO	Various
3/10	Tourism Day	CEO, CBO, CAO, PAO, SBM, BM	Industry Partners, Legislators, Various

3/14-16	36 th meeting of the Council of Pacific Arts and Culture	CEO, CBO, PAO, SBM	CPAC Members, FestPAC Commission Members
3/14	Governor's Reception- FestPAC	CBO	Governor Green, Legislators, CPAC Members, FestPAC Commission Members
3/20	Meeting with World Surf League	CBO, BM	Graham Stapelberg, Robin Erb
3/21	Regenerative Tourism Interview with Well + Good	CBO	Francesca Krempa
3/21	Meeting with Carnival Corporation	CBO, SBM	Javonte Anyabwele, Sandy Olsen, Jen Miller, Jessica Ashe, Mary Jo Eng, Shannon McKee
3/23	Trigger XR Follow-Up Meeting	CBO, SBM	Fabrizio Alliata, Jason Yim, Kristin Glushon
3/24	FestPAC Logistics Meeting	CBO	Hawaii Office of Homeland Security
3/28	UH Men's Volleyball Big West Tournament Meeting	CBO	UH Alumni Association - Lauren Saiki
3/29	Made In Hawai'i Branding Workshop	CEO, CBO, CAO, PAO, Director of Planning	DBEDT, OVB, Community Members, Industry Partners

VI. PLANNING DIVISION

Destination Management Action Plans (DMAPs)

Below is an update on activities undertaken by the planning section and island chapters and its destination managers to support the implementation of the various DMAPs.

- Spoke on DMAPs at the University of Hawai'i at Mānoa's Center for Chinese Studies Spring 2023 Seminar on March 9.
- Participation by HTA director of planning, island chapters' destination managers, and the counties' economic development offices at Tourism Day at the State Capitol on March 10. Shared out DMAP activities with event attendees.
- Worked with DBEDT's Business Support Division to promote and boost attendance at their Made in Hawai'i Branding Workshop on March 29. John DeFries was a panelist at this workshop. HTA and OVB were sponsors.

Kaua'i DMAP

The Kaua'i Destination Manager and Kaua'i Visitor Bureau's efforts included:

- Communication regarding the Kaua'i DMAP is ongoing for Kaua'i. A conversation with the new DLNR Chairperson where concerns were shared on drone usage in state parks. Also covered were illegal/unpermitted upcoming workshops that are being promoted on social media that will take place on Kaua'i, specifically pointing out that activities are planned to take place in state parks.
- DMAP updates were presented to Kaua'i Wedding Professionals Association (KWPA). KWPA is working together towards sharing pono practices of the processes and protocols of commercial activities relating to their profession with local and non-local photographers.
- The Kaua'i DMAP was also introduced and shared with the Public Relations/Marketing team with the Sheraton Kaua'i Coconut Beach Resort.
- Three Kaua'i Festival & Events completed successfully, with a great mix of residents and visitors in attendance: Waimea Town Celebration in February, E Kanikapila Kākou and Anaina Hou Story Hui in the Park in March. The last event, Hanapēpē – Our Hawaiian Sense of Place, will host their event during the dates of April 20 – 23, 2023. Event organizers and attendees grateful for the funding support provided to help with their events.
- Active conversations to partner with a hui of cultural practitioners that we are hoping to integrate into Makali'i; they would like to move forward with cultural workshops and classes at island hotels and resorts. More focused strategy discussions planned for April.

Maui Nui DMAP

The Maui Destination Manager and MVCB efforts included:

- **Maui:**
 - HTA, MVCB and Maui County was invited to meet in-person in east Maui with the East Maui Advisory Group, comprised of 25 residents spanning the Ko'olau to Kahikinui moku. HTA, MVCB and County met with the East Maui Advisory Group in-person over a two day period on March 31 through April 1 to connect personally with the group and the five hot spots they have identified as being the highest priority places in need of management. The trip was eye opening. In addition to underscoring the pressures caused by traffic, congestion, need for restrooms, we learned the impact of overcrowding in these rural areas has on the mental health of the community as they repeatedly step up as first responders when injuries and deaths regularly occur.

- 9 industry partners participating in the DMAP funded Reef Friendly Landscaping Pilot Program, which eliminates use of chemical pesticides and fertilizers on a portion of their property. Space for 1 more industry partner to participate, for total of 10.
- DMAP is supporting a total of 5 industry partners participating in the Rise Above Plastics on Vacation program, in partnership with Surfrider Foundation.
- MVCB signed MOU with County Parks for mineral-only sunscreen dispenser program. All volunteers will be housed under Maui Nui Marine Resource Council, whose insurance has been approved by County Parks Corp Counsel.

Moloka'i:

- HTA and MVCB attended the Moloka'i Resource Fair on Saturday March 18 to conduct community outreach about DMAP, CEP, KO and AA. HTA and MVCB learned resident sentiment about visitors and the messaging they would like visitors to be aware of, with regard to the upcoming brochure. Resident attendees did not express strong feelings about tourism. The main message they wanted visitors to have was aloha 'āina. Emails were gathered to announce the upcoming Community Meeting.
- MVCB is coordinating Moloka'i Community Meeting slated for May 2023. Po'o of the Task Force agreed the Community Meeting will be "open house" style with a presentation at the beginning and the opportunity to circulate to different Subject Matter Committee tables to learn and provide mana'o.
- A new brochure is being designed with content created by the Moloka'i Task Force's A.2 Subject Matter Committee. This brochure contains community-supported messaging as it relates to what to expect on Moloka'i, cultural sensitivity and safety.

Lāna'i:

- MVCB worked with the Lāna'i Advisory Group to catalogue a list of revisions to the GoHawaii website as it pertains to Lāna'i island. Miles Partnership is now working on website revisions, containing new photo assets from a Lāna'i-based photographer and a variety of new community-supported messaging which supports the local economy in Lāna'i City, promotes the Lāna'i Guide app and responsible visitor behavior.

Hawai'i Island DMAP

The Hawai'i Island Destination Manager and IHVB efforts included the following:

- Keaukaha Community Cultural-based Education Program – Worked with HTA to draft RFP proposal.
- Merrie Monarch community outreach event with HTA - Planning and coordinating joint community outreach for April 2023. Planning activity 'ohe kapala printing to engage with community.
 - Vision Insights evaluation of the Merrie Monarch – for HTA, planning and coordinating meeting for VI to meet with POC with Merrie Monarch.
 - Merrie Monarch HTA Marketing requirements – arranging meeting with MM for programming and marketing meeting/requirements over MM program broadcasting week, scheduled for March 28. Adding requirements to MM contract.
- Island of Hawai'i Festival and Events program - Administered and issued three award letters and two contracts for QT1 – DMAP funded events. Awardees are the Big Island Chocolate Festival, Kōkua Kailua Spring Concert and Merrie Monarch, total DMAP funding expensed \$125,950.
- Hawai'i Island Tourism Industry Associate and Volunteer Survey – created survey and emailed to Hawaiian cultural ambassadors, and CEP recipients on Island of Hawai'i. Collecting data and profiles about what people love about their work for content and stories to promote the travel industry over national travel and tourism week scheduled for May 7 – 13, 2023.

O'ahu DMAP

The O'ahu Destination Manager and OVB efforts included:

- OVB is finalizing getaroundoahu.com website with the developer and County to for website to launch in April 2023.
- O'ahu Destination Manager attended a half-day workshop hosted by NOAA on Motivating Wildlife Friendly Behaviors Among Tourists and Visitors on March 9.
- HTA, OVB, and Native Hawaiian Hospitality Association attended the Commission of Culture and Arts (COCA) meeting for the Waikīkī Historic Trail improvements on March 9. Native Hawaiian Hospitality Association presented the background of the Waikīkī Historic Trail and the proposed new trail improvements. HTA and OVB served as the resource team.
- Community outreach efforts included:
 - a community presentation on DMAP updates to the Rotary Club of Honolulu Sunset on March 16.

- attended City and County of Honolulu Town Hall Meeting at ‘Ewa Makai Middle School on March 21.
- attended HTUSA’s cultural webinar for media on March 28.
- ODM attended Made in Hawai‘i Branding Workshop on March 29.

Program Evaluation

Staff continued to work with its contractor, SMS Research, to finalize its program evaluation measures and monitoring process. A database is being developed and the creation of a reporting mechanism for HTA’s program. This addresses the Audit Report’s recommendation to establish evaluation and performance criteria for inclusion in contracts.

EDA Travel, Tourism and Outdoor Recreation Non-Competitive Grant

The Grant Administration Plan was approved by EDA on March 22, 2023. HTA is finalizing agreement with DLNR and preparing paperwork to draw down the EDA funds.

Request for Proposal – Support Services for Destination Stewardship

Proposals for RFP No. 23-08 – Support Services for Destination Stewardship were due on March 28. Proposals that were responsive were forwarded to the evaluation committee for review. The first evaluation committee meeting is set for mid April.

VII. TOURISM RESEARCH

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

TRB issued the February 2023 monthly visitor statistics on March 30, 2023, including monthly arrivals by country, category expenditures for major markets, and monthly visitor characteristics for each major market area. The press release was issued by DBEDT, distributed by HTA, and the files were posted on the Monthly Visitor Statistics page on HTA’s and DBEDT’s websites.

TRB posted updates to Seat Outlook data tables for March 2023 through May 2023 to the Infrastructure Research Section of the HTA website and the Air Seats Capacity Outlook page of the DBEDT website. This report also includes flight information and comparisons to 2019.

State, market, and island fact sheets were updated with the February 2023 data and were published on the Monthly Visitor Statistics page of the HTA website and the Island Highlights and Market Highlights pages on the DBEDT website.

TRB issued the February 2023 Hawai'i Hotel Performance Report on March 21, 2023. The report and related February 2023 data tables were posted to the Infrastructure Research page of the HTA website. The Hawai'i Hotel Performance Report is produced using hotel survey data compiled by STR, Inc., the largest survey of its kind in Hawai'i.

TRB issued the February 2023 Hawai'i Vacation Rental Performance Report on March 23, 2023. The report and related February 2023 data tables were posted to the Infrastructure Research page of the HTA website and the Vacation Rental Performance page of the DBEDT website. This report utilizes data compiled by Transparent Intelligence, Inc. for DBEDT.

TRB continued publishing weekly Future Bookings Report in February, which is an evolution of the Weekly Travel Agency Bookings Reports. These reports include both travel agency and direct air bookings data from ForwardKeys for the U.S., Japan, Canada, Korea, and Australia. These reports are posted on the Other Research page of the HTA website.

TRB continued publishing the Brand Health Trend report, which is an evolution of the Weekly Destination Brand Index Trends Reports. These reports include consumer sentiment data from Vision Insights for U.S., Japan, Canada, Australia, and Korea. Trends are tracked for the State and each major island. These reports are posted on the Other Research page of the HTA website.

TRB started publishing the new Brand Health Trends for Responsible Travelers report, which is an evolution of the Weekly Destination Brand Index – Responsible Travelers reports. These reports include consumer sentiment data for people who identify themselves as responsible travelers from Vision Insights for U.S., Japan, Canada, Australia, and Korea. Trends are tracked for the State and each major island. These reports are posted on the Other Research page of the HTA website.

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

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

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

VIII. ARPA UPDATE

HTA was provided American Rescue Plan Act (ARPA) funds FY 2022 operating budget and then again for FY 2023. HTA was also provided an additional amount for FY 2023 Convention Center operating budget.

Please see the report of the Budget, Finance and Convention Center Standing Committee for details on these funds.

IX. ADMINISTRATIVE

Contracts List: Pursuant to Hawai'i Revised Statutes §201B-7 (9), please note the below contracts executed during the month of March 2023.

Contract No.	Description	Contractor	Contract Amount	Total Contract Value	Start Date	End Date
17029 S22	US MMA	Hawai'i Visitors and Convention Bureau	\$4,250,000.00	\$130,434,807.90	3/31/23	6/30/23
†21038 S2	CEP & DMAP Impelentation & Communications for Kaua'i, Oahu, Maui Nui, and Hawai'i Island	Hawai'i Visitors and Convention Bureau	\$4,180,000.00	\$13,589,112.00	3/28/23	8/30/24
*21033 S1	HTA x HCF Implementation of Kūkulu Ola & Aloha Aina Programs	Hawai'i Community Foundation	\$3,000,000.00	\$6,500,000.00	3/28/23	6/30/24
*20195 S4	He Aupuni Palapala: Preserving and Digitizing the Hawaiian	Bishop Museum	\$500,000.00	\$1,500,000.00	3/31/23	3/31/24

	Language Newspapers					
*21016 S5	Support Services	Hawai'i Visitors and Convention Bureau	\$375,000.00	\$3,717,500.00	3/28/23	6/27/23
†21036 S1	Kona Kāhea Harbor Greetings 2022	Destination Kona Coast	\$58,000.00	\$86,000.00	3/30/23	3/31/24
†21035 S1	Hilo Kāhea Harbor Greetings 2022	Hilo Hawaii Visitor Industry Association, Inc. dba Destination Hilo	\$25,000.00	\$65,000.00	3/30/23	3/31/24

* Sole Source

† Procurement Exemption

X. APPENDICES

8

Report and Update by the
Budget, Finance and Convention Center Standing
Committee of their Meeting held on April 20, 2023

8a.1

Financial Statements – Executive Summary
March 31, 2023

Hawaii Tourism Authority
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March 31, 2023

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Financial Statements – Executive Summary

March 31, 2023

Introduction:

Hawaii Tourism Authority (HTA)

- Fund Accounts. HTA’s major funds are the following:
 - Tourism Federal Fund FY 2023 - July 1, 2022 to June 30, 2023 (FY 2023 ARPA TFF) – Official Name: HTA Coronavirus State Fiscal Recovery Fund (CSFRF) \$35M Subaward
 - Tourism Federal Fund FY 2022 - July 1, 2021 to June 30, 2022 (FY 2022 ARPA TFF) – Official Name: HTA CSFRF \$60M Subaward
 - Tourism Special Fund (TSF)
 - Tourism Emergency Special Fund (TESF)
 - Convention Center Federal Fund FY 2022 (FY 2022 ARPA CCFF) – Official Name: Convention Center CSFRF \$11M Subaward
 - Convention Center Enterprise Special Fund (CCESF)
 - Economic Development Administration (EDA) Grant – Official Name: ARPA-EDA Tourism Grant (Non-Competitive ARPA State Tourism Grant for State of Hawaii)
- For the remaining FY 2022 budget for both the FY 2022 ARPA TFF and FY 2022 ARPA CFF, B&F has approved an extension whereby HTA can use the funds, with the understanding that the expenditures must be encumbered by December 2023.
- State funds have a fiscal year-end of June 30th, and federal funds have a fiscal year-end of December 31st. Management presents its financial statements separately for state and federal funds. Each fund has its own budget and expenditures.
- FY 2023 Funding - Originally, the HTA’s Board of Directors approved a budget for FY 2023 in the amount of \$60M. Unfortunately, the legislation for funding HTA was flawed and had to be vetoed. Subsequently, in November 2022, the Governor awarded the use of ARPA Federal funds in the amount of \$35M. Then, in November 2022, the HTA board revised the FY 2023 budget to match the amount of the awarded ARPA funds.

Summary of Financial Position – All Funds

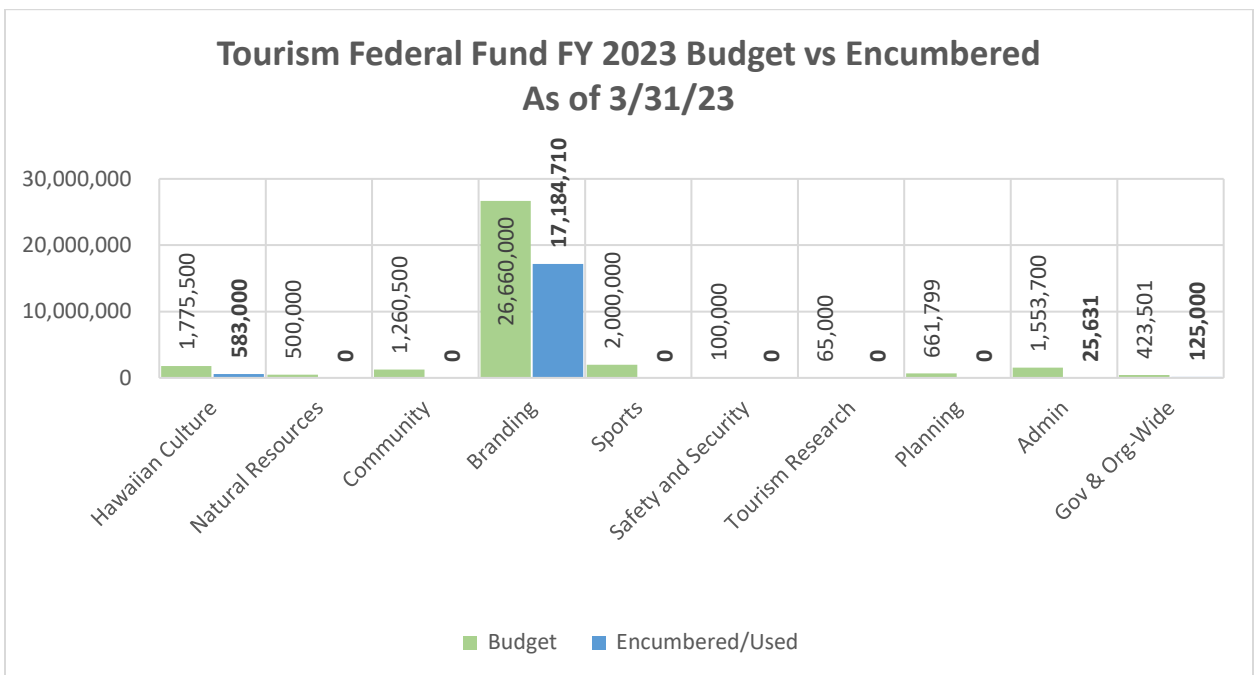
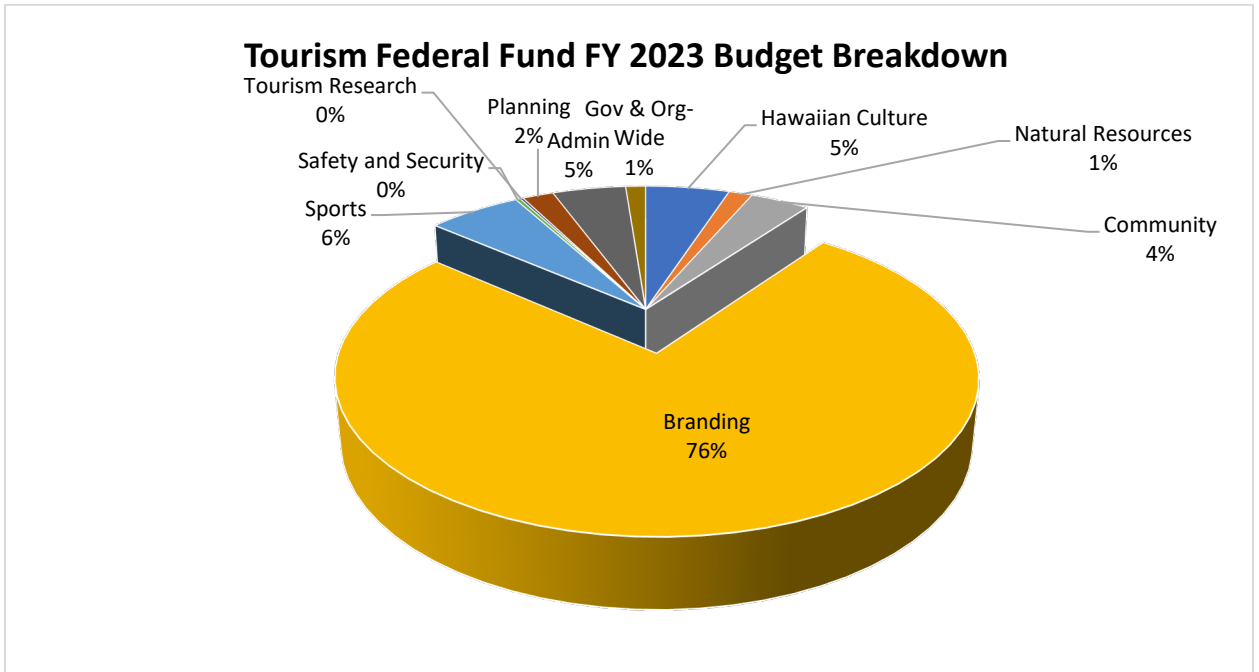
	For the period March 1, 2023 to March 31, 2023					
	Accrual (In Millions)					
	FY 2023 ARPA TFF	FY 2022 ARPA TFF	TSF & TESF*	FY 2022 ARPA CCFF	CCESF	EDA
Beginning Cash as of March 1, 2023	35.0	31.9	24.1	10.3	34.9	-
Increase (Decrease) due to Revenue	-	-	-	-	-	-
Program/Op Expenses	(0.2)	(2.9)	(2.5)	(3.0)	(2.0)	-
Ending Cash as of March 31, 2023	34.8	29.0	21.6	7.3	32.9	-
Encumbered Funds as of March 31, 2023	17.7	17.5	10.9	7.1	3.9	-
Unencumbered Funds as of March 31, 2023	17.1	11.5	10.7	0.2	29.0	-
* Amounts include balances from both the Tourism Special Fund and Tourism Emergency Special Fund						

Tourism Federal Fund FY 2023 (\$35M Budget):

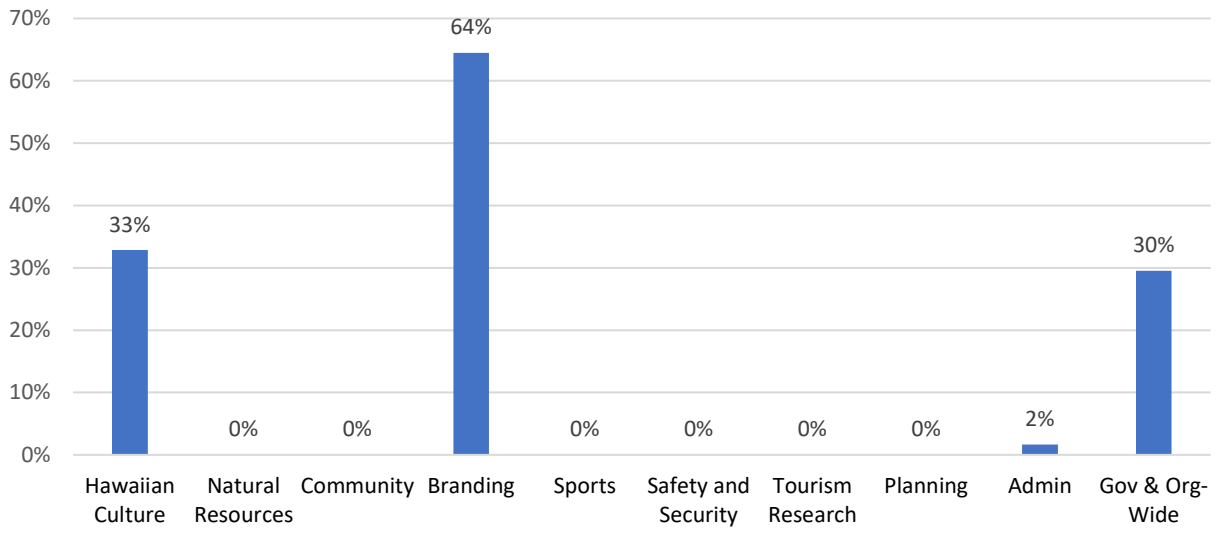
1. The fund has \$34.8M in cash as of March 31, 2023. Cash decreased by \$185K from February 2023 due to disbursements related to program expenditures.
2. The fund has expended \$187K YTD.
3. The fund has encumbered \$17.9M of the \$35.0M FY 2023 budget as of March 31, 2023, or 51%.

Tourism Federal Fund FY 2023 Charts and Graphs (\$35M Budget):

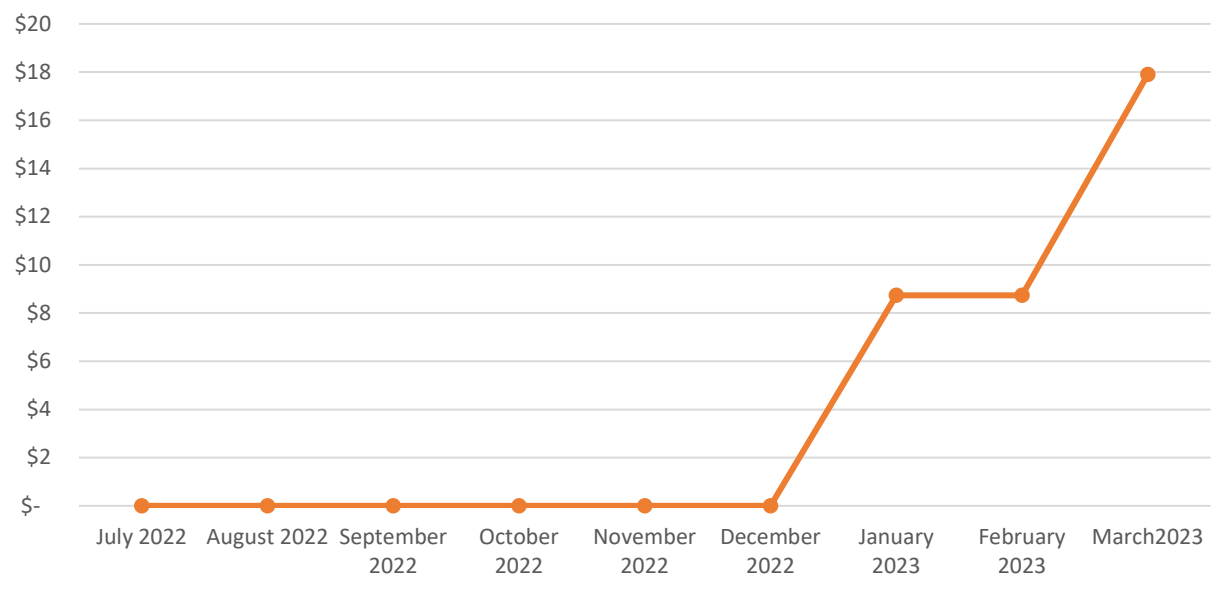
4. The following are various charts to depict the Tourism Federal Fund FY 2023’s budget, budget utilization and trends.



Tourism Federal Fund FY 2023 Percentage of Budget Utilized As of 3/31/23



Tourism Federal Fund FY 2023 Budget Utilized (in millions)

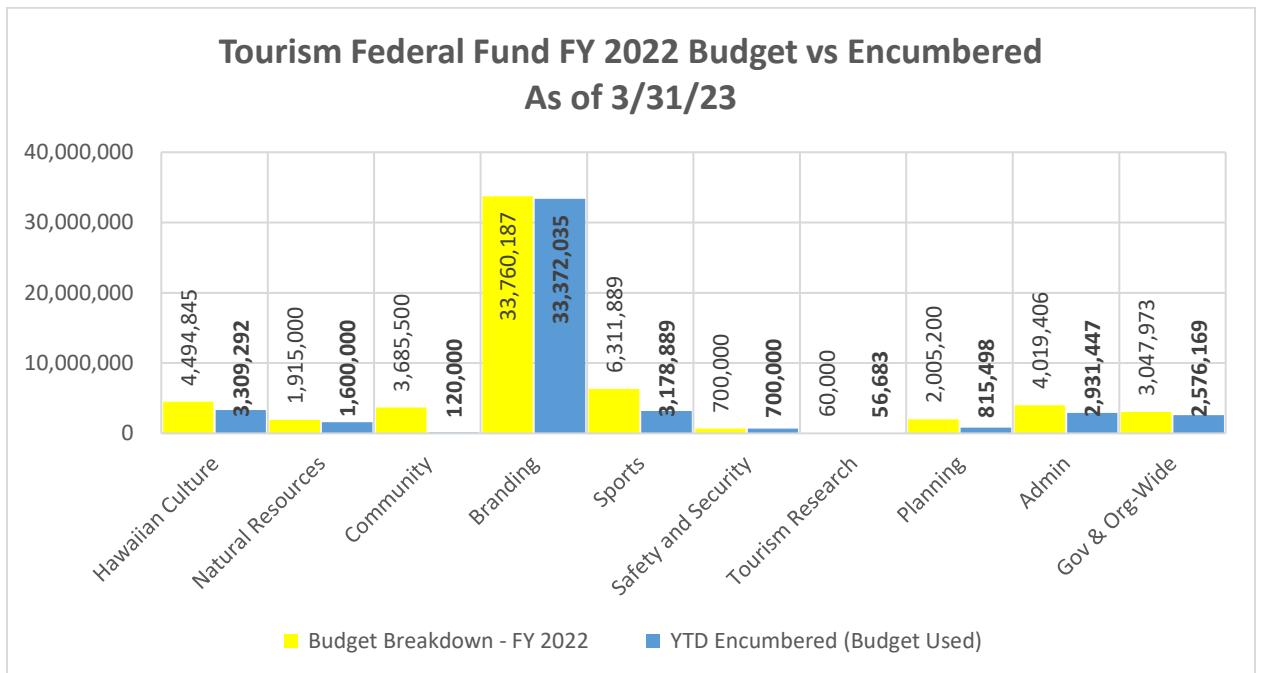
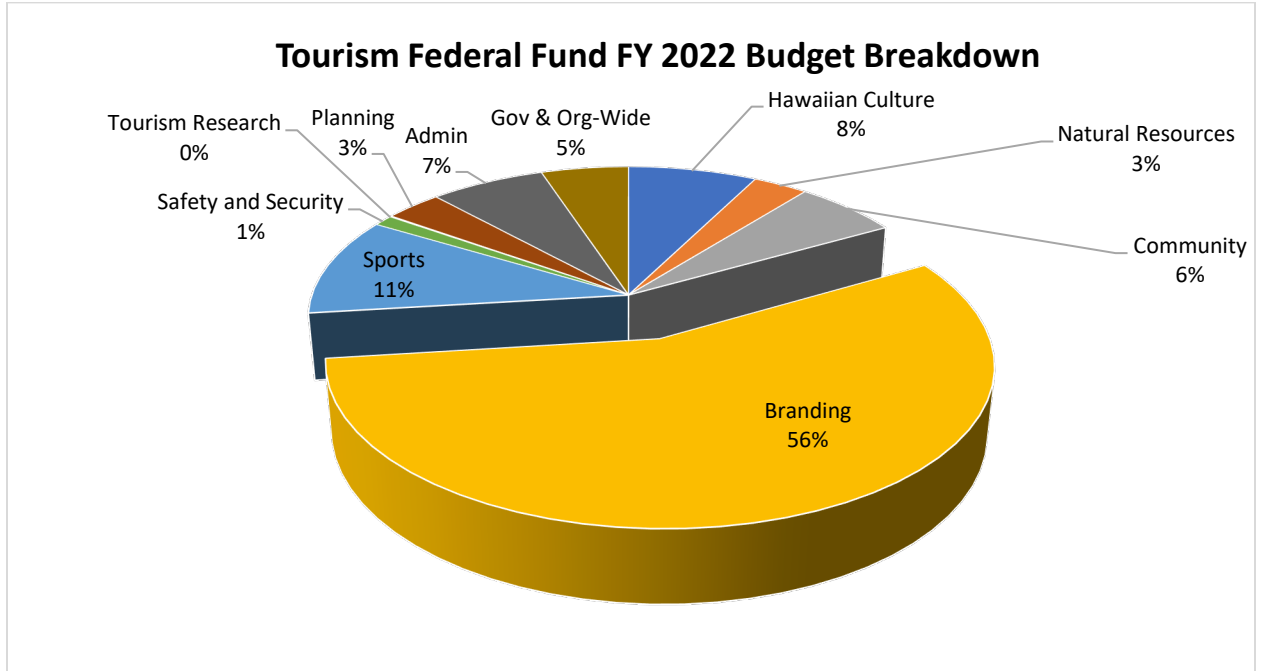


Tourism Federal Fund FY 2022 (\$60M Budget):

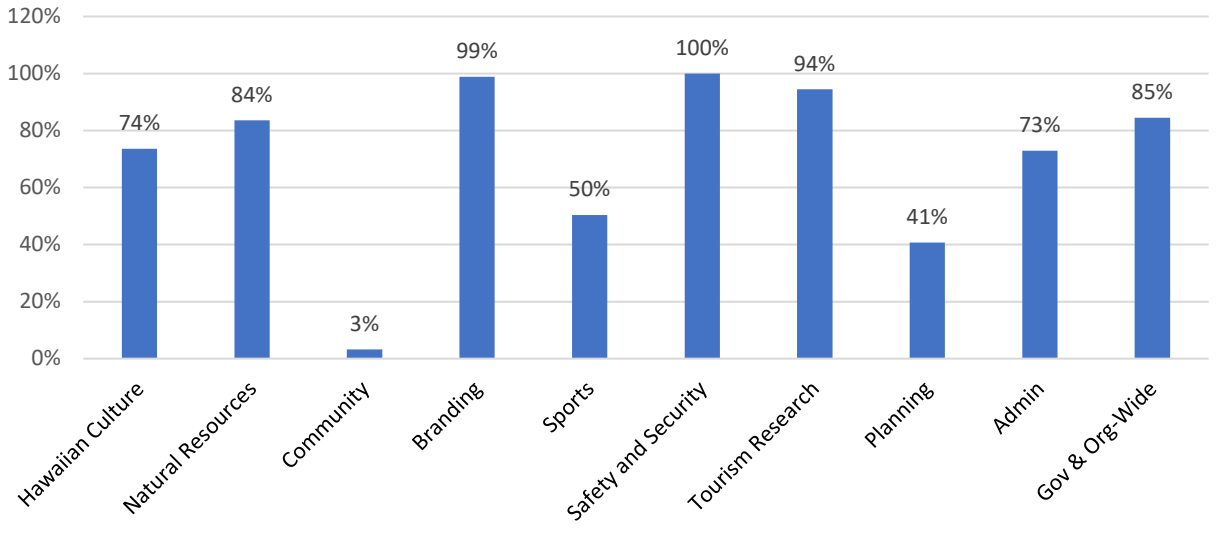
5. The fund has \$29.0M in cash as of March 31, 2023. Cash decreased by \$2.8M from February 2023, due to disbursements related to program expenditures.
6. The fund has encumbered \$48.5M of the \$60.0M FY 2022 budget as of March 31, 2023, or 81%.
7. No significant budget reallocations were made during the month of March 2023. A detail of the budget reallocations made for the period 7/1/21 to 3/31/23 and for the month ended is provided on the accompanying Budget Reallocation Summary.
8. The fund has expended \$31.0M during the period 7/1/21 to 3/31/23.

Tourism Federal Fund FY 2022 Charts and Graphs (\$60M Budget):

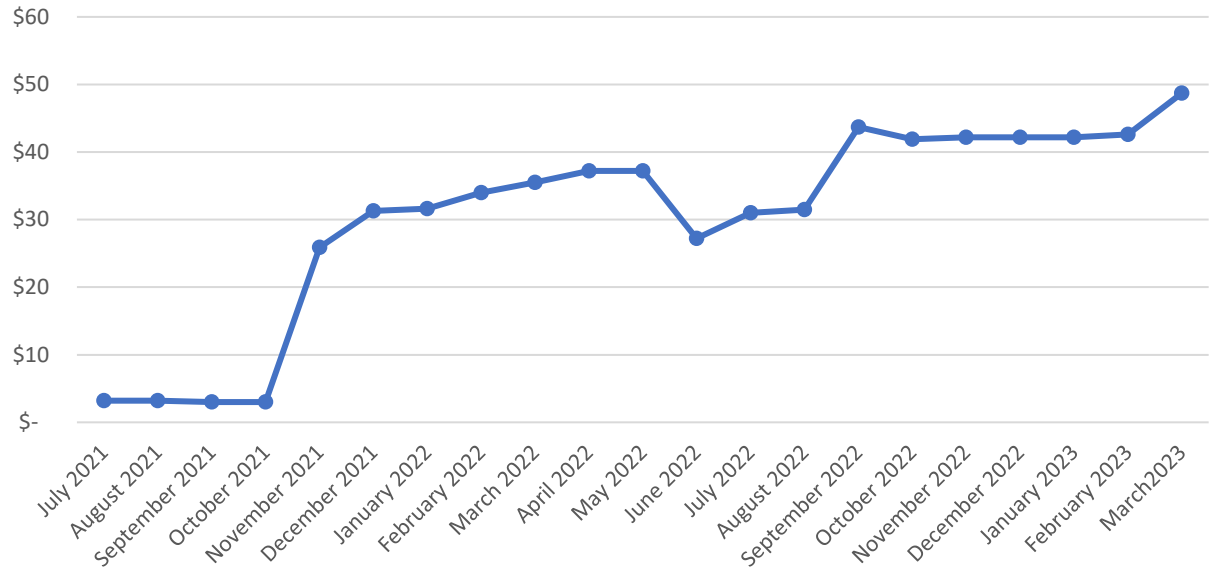
10. The following are various charts to depict the Tourism Federal Fund FY 2022's budget, budget utilization and trends.



Tourism Federal Fund FY 2022 Percentage of Budget Utilized As of 3/31/23



Tourism Federal Fund FY 2022 Budget Utilized (in millions)



Tourism Special Fund and the Tourism Emergency Special Fund:

11. The Tourism Special Fund sunset on January 1, 2022, pursuant to Act 001, 2021 Legislative Special Session, leaving all unencumbered funds available for remitting to the State’s General Fund. The \$5M Emergency Fund will remain with HTA.

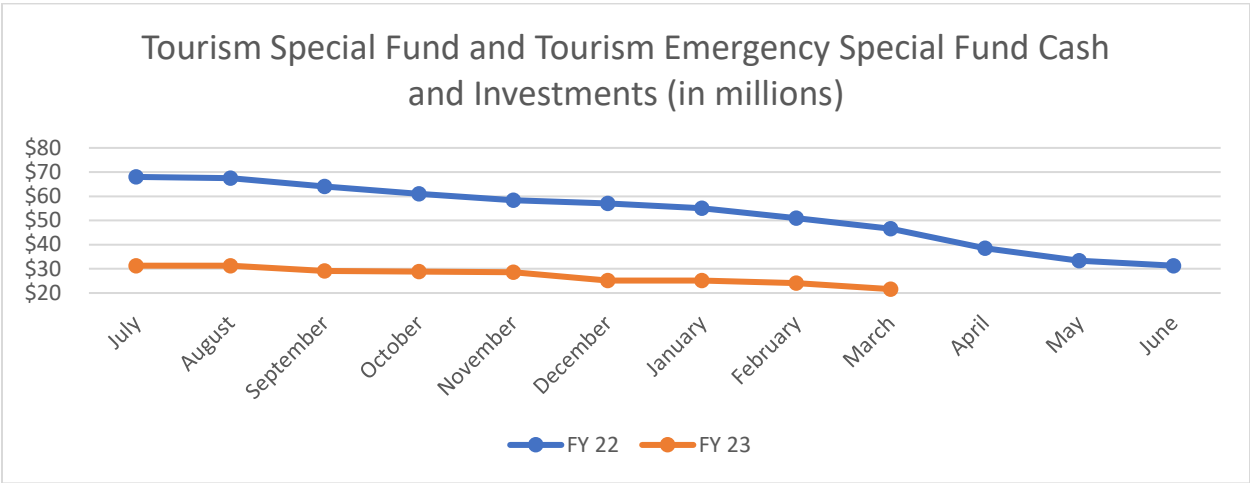
12. In total, the Tourism Special Fund and the Tourism Emergency Special Fund have \$21.6M in cash and investments as of March 31, 2023.

- a. This includes \$5.1M in Emergency Fund held as investments.
 - i. Approximately \$1.0M is held in money market funds and \$4.1M is held in US Treasury notes laddered in approximately 3-month intervals.
 - ii. Further detail provided in the financial statements.
- b. Cash decreased by approximately \$2.5M from February 2023 due to disbursements related to program expenditures.
- c. We anticipate the Tourism Special Fund’s cash balance to decrease to \$0 over time once all encumbered funds are expended.

13. The fund has earned \$50.2K of investment income and has received \$35K in unused funds from vendors YTD.

14. The fund has expended \$9.9M YTD.

15. The following chart depicts the overall trend in the Tourism Special Fund’s and Tourism Emergency Special Fund’s cash balance:



Convention Center Federal Fund FY 2022 (\$11M Budget):

16. The fund has \$7.3M in cash. Cash decreased by \$3M from February 2023 due to disbursement for program expenditures and R&M funding.

17. No budget reallocations were made in March 2023.

18. The fund has expended \$3.8M during the period 7/1/21 to 3/31/23.

Convention Center Enterprise Special Fund (CCESF):

19. The fund has \$32.9M in cash. Cash decreased by \$2M from February 2023 due to disbursements for HCC operations.

20. As of February 2023, AEG has reported the following for funds held for R&M projects:
 - a. There was \$36.9M in cash with the contractor or with DAGS.
 - a. This includes \$2M in Emergency R&M funds.
 - b. These funds are encumbered or budgeted toward specific projects such as kitchen wall rehabilitation and exterior planter repairs, exterior building painting, house audio upgrades, ballroom gutter and transom glass repair, chiller replacement, and various equipment purchases and upgrades.
 - c. Of the \$36.9M, approximately \$3.9M has been contracted.
 - d. The amount of cash remaining with the contractor already accounts for \$1.6M expended on current and future projects (in-progress costs or preliminary work).

21. The fund has \$3.9M of prior year outstanding encumbrances as of March 31, 2023.

22. The fund has collected \$11M in TAT YTD.

23. Current Year Convention Center Operations - HTA's YTD operating subsidy to the Convention Center through February 2023 was \$2.6M per HCC financial statements (attached). AEG budgeted for a \$5.4M operating subsidy for FY 2023.

24. The fund has expended \$12.1M YTD to fund the Convention Center's six-year major repair and maintenance plan and HCC operations.

Economic Development Administration Grant:

25. The Board approved the \$14M budget in June 2022. In August 2022, one project was deemed a “construction” project. Since then, HTA and DLNR have been providing further information on the project to the EDA. In February 2023, the construction project was cancelled and the funds for the project were redistributed to other proposed projects. The EDA approved the Grant Administration Plan in March 2023. HTA is now ready to execute the contract with DLNR and will begin preparing RFP’s for HTA’s contracts.

Hawaii Tourism Authority
 Balance Sheet
 Tourism Federal Fund FY 2023 (\$35M Budget)
 As of 3/31/23

	Current Year
Assets	
Current Assets	
Checking	34,815,290.00
Total Current Assets	34,815,290.00
Total Assets	34,815,290.00
Fund Balance	
Encumbered Funds	
FY 2023 Funds	17,733,631.00
Total Encumbered Funds	17,733,631.00
Unencumbered Funds	
Total Unencumbered Funds	17,081,659.00
Total Fund Balance	34,815,290.00

Hawaii Tourism Authority
Statement of Revenues and Expenditures
Tourism Federal Fund FY 2023 (\$35M Budget)
For the Period Ended YTD 3/31/23 and Month Ended 3/31/23

	Budget	Current Year		Budget Variance	Current Period
		Actual			Actual
Revenue					
Alloted Federal Funds	35,000,000.00	35,000,000.00		0.00	0.00
Total Revenue	<u>35,000,000.00</u>	<u>35,000,000.00</u>		<u>0.00</u>	<u>0.00</u>
Expense					
Perpetuating Hawaiian Culture	1,775,500.00	0.00		1,775,500.00	0.00
Natural Resources	500,000.00	0.00		500,000.00	0.00
Community	1,260,500.00	0.00		1,260,500.00	0.00
Branding	26,660,000.00	184,710.00		26,475,290.00	184,710.00
Sports	2,000,000.00	0.00		2,000,000.00	0.00
Safety and Security	100,000.00	0.00		100,000.00	0.00
Tourism Research	65,000.00	0.00		65,000.00	0.00
Planning	661,799.00	0.00		661,799.00	0.00
Administrative	1,553,700.00	0.00		1,553,700.00	0.00
Governance and Org-Wide	423,501.00	0.00		423,501.00	0.00
Total Expense	<u>35,000,000.00</u>	<u>184,710.00</u>		<u>34,815,290.00</u>	<u>184,710.00</u>
Net Income	<u>0.00</u>	<u>34,815,290.00</u>		<u>34,815,290.00</u>	<u>(184,710.00)</u>

Hawaii Tourism Authority
 Balance Sheet
 Tourism Federal Fund FY 2022 (\$60M Budget)
 As of 3/31/23

	Current Year
Assets	
Current Assets	
Checking	29,009,157.92
Total Current Assets	29,009,157.92
Total Assets	29,009,157.92
Fund Balance	
Current year payables	
Accounts Payable	601.45
Total Current year payables	601.45
Encumbered Funds	
FY 2022 Funds	17,501,360.46
Total Encumbered Funds	17,501,360.46
Unencumbered Funds	
Total Unencumbered Funds	11,507,196.01
Total Fund Balance	29,009,157.92

Hawaii Tourism Authority
Statement of Revenues and Expenditures
Tourism Federal Fund FY 2022 (\$60M Budget)
For the Period 7/1/21 to 3/31/23; and for the Month and Period Ended YTD 3/31/23

	Cumulative			Current Period	
	Budget	Actual	Budget Variance	Actual	FY 2023 Actual
Revenue					
Alloted Federal Funds	60,000,000.00	60,000,000.00	0.00	0.00	11,660,000.00
Total Revenue	<u>60,000,000.00</u>	<u>60,000,000.00</u>	<u>0.00</u>	<u>0.00</u>	<u>11,660,000.00</u>
Expense					
Perpetuating Hawaiian Culture	4,494,845.00	358,214.75	4,136,630.25	350,000.00	358,214.75
Natural Resources	1,915,000.00	80,000.00	1,835,000.00	40,000.00	80,000.00
Community	3,685,500.00	120,000.00	3,565,500.00	20,000.00	20,000.00
Branding	33,760,187.00	24,250,659.11	9,509,527.89	1,389,529.26	13,255,341.32
Sports	6,311,889.00	2,794,889.00	3,517,000.00	125,000.00	450,000.00
Safety and Security	700,000.00	136,944.92	563,055.08	0.00	90,000.00
Tourism Research	60,000.00	0.00	60,000.00	0.00	0.00
Planning	2,005,200.00	265,283.39	1,739,916.61	87,309.34	230,250.16
Administrative	4,019,406.00	1,656,791.84	2,362,614.16	491,960.89	691,189.20
Governance and Org-Wide	3,047,973.00	1,328,660.52	1,719,312.48	345,965.22	423,996.22
Total Expense	<u>60,000,000.00</u>	<u>30,991,443.53</u>	<u>29,008,556.47</u>	<u>2,849,764.71</u>	<u>15,598,991.65</u>
Net Income	<u>0.00</u>	<u>29,008,556.47</u>	<u>29,008,556.47</u>	<u>(2,849,764.71)</u>	<u>(3,938,991.65)</u>

Hawaii Tourism Authority

Balance Sheet

Tourism Special Fund

As of 3/31/23

	<u>Current Year</u>
Assets	
Current Assets	
Checking	16,527,499.20
Total Current Assets	<u>16,527,499.20</u>
Total Assets	<u><u>16,527,499.20</u></u>
Fund Balance	
Encumbered Funds	
FY 2015 Funds	6,830.35
FY 2016 Funds	6,047.12
FY 2017 Funds	15,706.80
FY 2018 Funds	4,137.03
FY 2019 Funds	18,274.11
FY 2020 Funds	564,320.60
FY 2021 Funds	10,302,154.30
Total Encumbered Funds	<u>10,917,470.31</u>
Unencumbered Funds	
Total Unencumbered Funds	5,610,028.89
Total Fund Balance	<u><u>16,527,499.20</u></u>

Hawaii Tourism Authority
Statement of Revenues and Expenditures
Prior Year Funds - Tourism Special Fund
For the Period Ended YTD and Month Ended 3/31/23

	Budget	Current Year		Current Period
	Budget	Actual	Budget Variance	Actual
Revenue				
Interest and Dividends	0.00	50,207.67	50,207.67	0.00
Refunds	0.00	35,002.09	35,002.09	35,002.09
Total Revenue	<u>0.00</u>	<u>85,209.76</u>	<u>85,209.76</u>	<u>35,002.09</u>
Expense				
Perpetuating Hawaiian Culture	6,809,550.50	200,000.00	6,609,550.50	0.00
Natural Resources	1,781,000.00	0.00	1,781,000.00	0.00
Community	1,192,966.00	801,941.89	391,024.11	66,667.00
Branding	10,397,551.18	8,595,916.34	1,801,634.84	2,351,882.69
Sports	18,000.00	0.00	18,000.00	0.00
Safety and Security	92,094.23	65,000.00	27,094.23	65,000.00
Tourism Research	455,211.72	153,879.67	301,332.05	43,439.02
Administrative	253,219.23	51,672.75	201,546.48	0.00
Total Expense	<u>20,999,592.86</u>	<u>9,868,410.65</u>	<u>11,131,182.21</u>	<u>2,526,988.71</u>
Net Income	<u>(20,999,592.86)</u>	<u>(9,783,200.89)</u>	<u>11,216,391.97</u>	<u>(2,491,986.62)</u>

Hawaii Tourism Authority

Balance Sheet

Emergency Trust Fund

As of 3/31/23

	<u>Current Year</u>
Assets	
Current Assets	
Investments	5,112,869.54
Total Current Assets	<u>5,112,869.54</u>
Total Assets	<u><u>5,112,869.54</u></u>
Fund Balance	
Current year net assets	
	98,844.82
Total Current year net assets	<u>98,844.82</u>
Prior years	
Total Prior years	5,014,024.72
Total Fund Balance	<u><u>5,112,869.54</u></u>

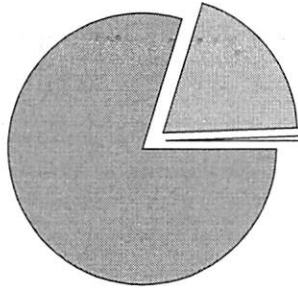


Statement Period
Account Number

03/01/2023 through 03/31/2023
BANK OF HAWAII
AGENT U/A DATED 10/31/2018 FOR
HAWAII TOURISM AUTHORITY -
TOURISM EMERGENCY TRUST
FUND

Summary Of Investments

Investment Allocation



0.7%	CASH	33,563.80
19.7%	CASH EQUIVALENTS	1,001,072.09
79.6%	FIXED INCOME	4,056,023.65
100.0%	TOTAL	5,090,659.54

Investment Summary

	Market Value	%	Estimated Income	Current Yield
CASH	33,563.80	0.66	0	0.00
CASH EQUIVALENTS	1,001,072.09	19.66	45,349	4.53
FIXED INCOME	4,056,023.65	79.68	103,375	2.55
Total Fund	5,090,659.54	100.00	148,724	2.92

Schedule Of Investments

UNITS	DESCRIPTION	BOOK VALUE	MARKET VALUE	% OF CATEGORY
	CASH	3,849.37	3,849.37	11.47
	ACCRUED INCOME	29,714.43	29,714.43	88.53
	TOTAL CASH	33,563.80*	33,563.80*	100.00*
	CASH EQUIVALENTS			
	CASH MANAGEMENT			
1,001,072.09	DREYFUS TREASURY OBLIGATIONS CASH MANAGEMENT FUND	1,001,072.09	1,001,072.09	100.00
	FIXED INCOME			
	U S TREASURY OBLIGATIONS			
500,000	US TREASURY NOTES 2.75% 04/30/2023	499,732.12	499,260.00	12.31



Statement Period
Account Number

03/01/2023 through 03/31/2023
BANK OF HAWAII
AGENT U/A DATED 10/31/2018 FOR
HAWAII TOURISM AUTHORITY -
TOURISM EMERGENCY TRUST
FUND

Schedule Of Investments

UNITS	DESCRIPTION	BOOK VALUE	MARKET VALUE	% OF CATEGORY
500,000	US TREASURY NOTES 2.75% 07/31/2023	499,434.65	496,680.00	12.25
500,000	US TREASURY NOTES 2.875% 10/31/2023	498,900.95	494,805.00	12.20
585,000	US TREASURY NOTES 2.5% 01/31/2024	580,119.36	574,464.15	14.16
500,000	US TREASURY NOTES 2.25% 04/30/2024	493,357.06	487,520.00	12.02
500,000	US TREASURY NOTES NOTE 2.125% 07/31/2024	494,457.09	485,135.00	11.96
500,000	US TREASURY NOTES 2.25% 10/31/2024	478,925.78	484,335.00	11.94
550,000	US TREASURY NOTES 2.5% 01/31/2025	533,306.64	533,824.50	13.16
	TOTAL U S TREASURY OBLIGATIONS	4,078,233.65*	4,056,023.65*	100.00*
	Total Fund	5,112,869.54*	5,090,659.54*	100.00*

Hawaii Tourism Authority
Balance Sheet
Convention Center Federal Fund FY 2022
As of 3/31/23

	Current Year
Assets	
Current Assets	
Checking	7,278,435.96
Total Current Assets	7,278,435.96
Total Assets	7,278,435.96
Fund Balance	
Current year payables	
Accounts Payable	50,000.00
Total Current year payables	50,000.00
Encumbered Funds	
FY 2022 Funds	7,049,830.27
Total Encumbered Funds	7,049,830.27
Unencumbered Funds	
Total Unencumbered Funds	178,605.69
Total Fund Balance	7,278,435.96

Hawaii Tourism Authority
Statement of Revenues and Expenditures
Convention Center Federal Fund FY 2022
For the Period 7/1/21 to 3/31/23; and for the Month and Period Ended YTD 3/31/23

	Cumulative			Current Period	
	Budget	Actual	Budget Variance	Actual	FY 2023 Actual
Revenue					
Alloted Federal Funds	11,000,000.00	11,000,000.00	0.00	0.00	0.00
Total Revenue	<u>11,000,000.00</u>	<u>11,000,000.00</u>	<u>0.00</u>	<u>0.00</u>	<u>0.00</u>
Expense					
Branding	72,458.00	6,079.86	66,378.14	0.00	0.00
Administrative	247,042.00	207,964.14	39,077.86	0.00	0.00
Governance and Org-Wide	1,334,845.00	587,065.04	747,779.96	50,000.00	50,000.00
HCC Operating Expense	5,406,900.00	0.00	5,406,900.00	0.00	0.00
HCC Repair and Maintenance	2,970,455.00	2,970,455.00	0.00	2,970,455.00	2,970,455.00
HCC Sales and Marketing / MFF	968,300.00	0.00	968,300.00	0.00	0.00
Total Expense	<u>11,000,000.00</u>	<u>3,771,564.04</u>	<u>7,228,435.96</u>	<u>3,020,455.00</u>	<u>3,020,455.00</u>
Net Income	<u>0.00</u>	<u>7,228,435.96</u>	<u>7,228,435.96</u>	<u>(3,020,455.00)</u>	<u>(3,020,455.00)</u>

Hawaii Tourism Authority
Balance Sheet
Convention Center Enterprise Special Fund
As of 3/31/23

	Current Year
Assets	
Current Assets	
Checking	32,920,547.81
Total Current Assets	32,920,547.81
Total Assets	32,920,547.81
Fund Balance	
Encumbered Funds	
FY 2019 Funds	110,894.39
FY 2021 Funds	3,770,600.69
Total Encumbered Funds	3,881,495.08
Unencumbered Funds	
Total Unencumbered Funds	29,039,052.73
Total Fund Balance	32,920,547.81

Hawaii Tourism Authority
Statement of Revenues and Expenditures
FY 2023 Funds - Convention Center Enterprise Special Fund
For the Period Ended YTD and Month Ended 3/31/23

	Budget	Current Year Actual	Budget Variance	Current Period Actual
Revenue				
Transient Accomodations Tax	11,000,000.00	11,000,000.00	0.00	0.00
Total Revenue	<u>11,000,000.00</u>	<u>11,000,000.00</u>	<u>0.00</u>	<u>0.00</u>
Net Income	<u>11,000,000.00</u>	<u>11,000,000.00</u>	<u>0.00</u>	<u>0.00</u>

Hawaii Tourism Authority
Statement of Revenues and Expenditures
Prior Year Funds - Convention Center Enterprise Special Fund
For the Period Ended YTD and Month Ended 3/31/23

	Budget	Current Year		Current Period
	Budget	Actual	Budget Variance	Actual
Revenue				
Interest and Dividends	0.00	32,377.55	32,377.55	0.00
HCC Revenue	0.00	1,040,703.47	1,040,703.47	0.00
Total Revenue	<u>0.00</u>	<u>1,073,081.02</u>	<u>1,073,081.02</u>	<u>0.00</u>
Expense				
Governance and Org-Wide	296.52	0.00	296.52	0.00
HCC Operating Expense	5,512,649.87	2,001,124.24	3,511,525.63	2,001,124.24
HCC Repair and Maintenance	10,129,600.00	10,129,600.00	0.00	0.00
HCC Sales and Marketing / MFF	369,672.93	0.00	369,672.93	0.00
Total Expense	<u>16,012,219.32</u>	<u>12,130,724.24</u>	<u>3,881,495.08</u>	<u>2,001,124.24</u>
Net Income	<u>(16,012,219.32)</u>	<u>(11,057,643.22)</u>	<u>4,954,576.10</u>	<u>(2,001,124.24)</u>

Hawaii Convention Center
Facility
Income Statement
From 2/01/2023 Through 02/28/2023
(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)	161,553	224,420	(62,868)	209,368	1,768,186	2,048,891	(280,705)	1,604,278
Service Revenue	23,101	31,220	(8,119)	86,074	829,125	495,872	333,253	921,723
Total Direct Event Income	184,653	255,640	(70,987)	295,441	2,597,310	2,544,763	52,548	2,526,001
Direct Service Expenses	97,331	110,205	12,874	107,204	1,312,005	1,471,448	159,443	1,056,668
Net Direct Event Income	87,322	145,435	(58,113)	188,237	1,285,306	1,073,314	211,991	1,469,333
Ancillary Income								
Food and Beverage (Net)	185,874	241,558	(55,684)	58,577	2,749,819	3,293,194	(543,375)	351,997
Event Parking (Net)	69,589	43,150	26,439	28,142	586,566	629,370	(42,804)	431,599
Electrical Services	3,584	4,800	(1,216)	0	36,780	49,560	(12,780)	23,013
Audio Visual	19,764	3,920	15,844	5,999	276,636	112,180	164,456	28,663
Internet Services	0	0	0	0	1,831	0	1,831	0
Rigging Services	14,785	0	14,785	32,917	66,952	66,240	712	116,920
First Aid Commissions	0	0	0	0	0	0	0	0
Total Ancillary Income	293,596	293,428	168	125,635	3,718,583	4,150,544	(431,961)	952,192
Total Event Income	380,918	438,863	(57,945)	313,873	5,003,888	5,223,858	(219,970)	2,421,525
Other Operating Income								
Non-Event Parking	15	583	(568)	1,728	3,573	4,664	(1,091)	5,808
Other Income	11,148	4,875	6,273	3,518	86,228	39,000	47,228	51,275
Total Other Operating Income	11,163	5,458	5,705	5,246	89,801	43,664	46,137	57,083
Total Gross Income	392,081	444,321	(52,239)	319,119	5,093,690	5,267,522	(173,832)	2,478,608
Net Salaries & Benefits								
Salaries & Wages	356,608	442,032	85,424	298,860	2,778,716	3,556,919	778,203	2,516,427
Payroll Taxes & Benefits	116,239	139,866	23,627	94,707	853,988	1,118,928	264,940	726,768
Labor Allocations to Events	(16,213)	(39,053)	(22,840)	(21,406)	(382,379)	(496,826)	(114,447)	(565,811)
Total Net Salaries & Benefits	456,634	542,845	86,211	372,161	3,250,324	4,179,021	928,697	2,677,384
Other Indirect Expenses								
Net Contracted Services	76,070	28,958	(47,112)	17,632	489,312	248,283	(241,029)	145,824
Operations	12,311	11,533	(778)	8,580	85,978	92,264	6,286	59,761
Repair & Maintenance	105,127	89,300	(15,827)	70,857	718,562	750,400	31,838	561,508
Operational Supplies	45,052	48,898	3,846	19,475	389,397	448,940	59,543	169,273
Insurance	18,060	17,388	(672)	10,970	160,568	157,709	(2,859)	97,532
Utilities	159,899	167,039	7,140	173,365	1,894,367	1,670,157	(224,210)	1,373,375
Meetings & Conventions	3,070	742	(2,328)	958	18,351	16,286	(2,065)	8,874
Promotions & Communications	4,087	4,550	463	1,253	24,253	36,400	12,147	1,155
General & Administrative	70,384	20,712	(49,673)	13,682	300,241	178,400	(121,841)	100,650
Management Fees	19,033	19,033	0	18,633	152,266	152,264	(2)	149,067
Other	501	10,983	10,482	11,453	84,032	87,864	3,832	27,765
Total Other Indirect	513,595	419,135	(94,459)	346,858	4,317,327	3,838,967	(478,360)	2,694,783
Net Income (Loss) before CIP Funded Expenses	(578,147)	(517,660)	(60,487)	(399,900)	(2,473,962)	(2,750,466)	276,504	(2,893,559)
CIP Funded Expenses	301	0	301	7,991	685	0	685	7,991
Net Income (Loss) from Operations	(577,846)	(517,660)	(60,187)	(391,909)	(2,473,276)	(2,750,466)	277,189	(2,885,568)
Fixed Asset Purchases	39,153	25,000	(14,153)	(151,797)	154,177	200,000	45,823	230,673
Net Income (Loss) After Fixed Asset Purchases	(617,000)	(542,660)	(74,340)	(240,112)	(2,627,453)	(2,950,466)	323,012	(3,116,241)

Hawaii Convention Center
 Facility
 Income Statement
 From 02/01/2023 Through 02/28/2023
 (In Whole Numbers)

	Current Month Actual	Current Month Budget	Variance	Current Month Prior Year	YTD Actual	YTD Budget	Variance	YTD Prior Year
Revenues								
Food & Beverage	375,865	417,920	(42,055)	120,246	4,853,689	5,728,996	(875,307)	814,187
Facility	310,279	319,418	(9,139)	375,685	3,760,499	3,543,367	217,133	3,246,662
Total Revenues	686,144	737,338	(51,194)	495,931	8,614,188	9,272,363	(658,174)	4,060,849
Expenses								
Food & Beverage	361,607	306,808	(54,799)	162,344	3,259,178	3,571,068	311,889	1,143,470
Facility	902,684	948,189	45,506	733,487	7,828,971	8,451,760	622,789	5,810,938
Total Expenses	1,264,291	1,254,998	(9,293)	895,830	11,088,150	12,022,828	934,678	6,954,408
Net Income (Loss) before CIP Funded Expenses	(578,147)	(517,660)	(60,487)	(399,900)	(2,473,962)	(2,750,466)	276,504	(2,893,559)
CIP Funded Expenses	301	0	301	7,991	685	0	685	7,991
Net Income (Loss) from Operations	(577,846)	(517,660)	(60,186)	(391,909)	(2,473,277)	(2,750,466)	277,189	(2,885,568)
Fixed Asset Purchases	39,153	25,000	(14,153)	(151,797)	154,177	200,000	45,823	230,673
Net Income (Loss) after Fixed Asset Purchases	<u>(616,999)</u>	<u>(542,660)</u>	<u>(74,339)</u>	<u>(240,112)</u>	<u>(2,627,454)</u>	<u>(2,950,466)</u>	<u>323,012</u>	<u>(3,116,241)</u>

Hawaii Tourism Authority

Balance Sheet

EDA Tourism Grant Fund

As of 3/31/23

	<u>Current Year</u>
Assets	
Current Assets	
Checking	-
Total Current Assets	-
Total Assets	-
Fund Balance	
Encumbered Funds	
FY 2023 Funds	-
Total Encumbered Funds	-
Unencumbered Funds	
Total Unencumbered Funds	-
Total Fund Balance	-

Hawaii Tourism Authority
Statement of Revenues and Expenditures
EDA Tourism Grant Fund
For the Period Ended YTD and Month Ended 3/31/23

	Budget	Current Year		Budget Variance	Current Period
		Actual			Actual
Revenue					
Alloted Federal Funds	14,024,372.00	0.00		(14,024,372.00)	0.00
Total Revenue	<u>14,024,372.00</u>	<u>0.00</u>		<u>(14,024,372.00)</u>	<u>0.00</u>
Expense					
Natural Resources	7,200,000.00	0.00		7,200,000.00	0.00
Community	1,520,000.00	0.00		1,520,000.00	0.00
Branding	4,540,000.00	0.00		4,540,000.00	0.00
Planning	20,000.00	0.00		20,000.00	0.00
Administrative	331,907.00	0.00		331,907.00	0.00
Governance and Org-Wide	412,465.00	0.00		412,465.00	0.00
Total Expense	<u>14,024,372.00</u>	<u>0.00</u>		<u>14,024,372.00</u>	<u>0.00</u>
Net Income	<u>0.00</u>	<u>0.00</u>		<u>0.00</u>	<u>0.00</u>

8a.2

Budget Statement – FY 23 Federal Funds ARPA Funds
As of March 31, 2023
FY 2023

Hawaii Tourism Authority
Budget Statement - FY 23 Federal ARPA Funds
As of March 31, 2023
FY 2023

Program Code	Program Title	Budget FY23	Encumbered - Budget Used (Cumulative)	Remaining Balance	March 2023 Activity
<i>Tourism Federal Fund - FY 23</i>					
Perpetuating Hawaiian Culture					
203	Ma'ema'e HTA	50,000.00	0.00	50,000.00	0.00
204	Market Support	75,000.00	0.00	75,000.00	0.00
216	Olelo Hawaii	700,000.00	500,000.00	200,000.00	500,000.00
219	Hookipa Malihini Initiative	450,000.00	83,000.00	367,000.00	83,000.00
297	Memberships and Dues - Hawaiian Culture	500.00	0.00	500.00	0.00
374	Surfing	250,000.00	0.00	250,000.00	0.00
718	Resort Area Hawaiian Cultural Initiative	250,000.00	0.00	250,000.00	0.00
Subtotal	Perpetuating Hawaiian Culture	1,775,500.00	583,000.00	1,192,500.00	583,000.00
Natural Resources					
409	Tour Guide Certification Licensure Program	500,000.00	0.00	500,000.00	0.00
Subtotal	Natural Resources	500,000.00	0.00	500,000.00	0.00
Community					
702	Community Product Capacity Building (forn	300,000.00	0.00	300,000.00	0.00
731	Community-Based Tourism - Oahu	200,000.00	0.00	200,000.00	0.00
732	Community-Based Tourism - Maui County	200,000.00	0.00	200,000.00	0.00
733	Community-Based Tourism - Hawaii Island	200,000.00	0.00	200,000.00	0.00
734	Community-Based Tourism - Kauai	200,000.00	0.00	200,000.00	0.00
797	Memberships and Dues - Community	500.00	0.00	500.00	0.00
798	Travel - Community	10,000.00	0.00	10,000.00	0.00
802	Current Workforce Development (Industry	150,000.00	0.00	150,000.00	0.00
Subtotal	Community	1,260,500.00	0.00	1,260,500.00	0.00
Branding					
14	Pono Travel Education Program	500,000.00	0.00	500,000.00	0.00
102	Hawai'i Tourism Summit	100,000.00	0.00	100,000.00	0.00
317	Convention Center Sales & Marketing - City	2,600,000.00	2,600,000.00	0.00	2,600,000.00
318	gohawaii.com (formerly Online Website Co	500,000.00	0.00	500,000.00	0.00
319	MCI MFF	850,000.00	850,000.00	0.00	850,000.00
320	Island Chapters Staffing and Admin	1,200,000.00	1,200,000.00	0.00	0.00
321	US (formerly North America)	7,000,000.00	3,000,000.00	4,000,000.00	3,000,000.00
322	Canada	800,000.00	400,000.00	400,000.00	0.00
323	Japan	6,500,000.00	6,500,000.00	0.00	0.00
324	Korea	630,000.00	630,000.00	0.00	0.00
325	Oceania	950,000.00	0.00	950,000.00	0.00
329	China	120,000.00	0.00	120,000.00	0.00
331	Meetings, Convention & Incentives	1,900,000.00	1,900,000.00	0.00	1,900,000.00
350	Global Mkt Shared Resces (formerly Intelle	1,500,000.00	0.00	1,500,000.00	0.00
397	Memberships and Dues - Branding	160,000.00	104,710.00	55,290.00	104,710.00
398	Travel - Branding	50,000.00	0.00	50,000.00	0.00
934	State Employee Salaries - Branding	1,300,000.00	0.00	1,300,000.00	0.00
Subtotal	Branding	26,660,000.00	17,184,710.00	9,475,290.00	8,454,710.00
Sports					
385	Sports RFP or Other Procurement	2,000,000.00	0.00	2,000,000.00	0.00
Subtotal	Sports	2,000,000.00	0.00	2,000,000.00	0.00
Safety and Security					
602	Crisis Management	100,000.00	0.00	100,000.00	0.00
Subtotal	Safety and Security	100,000.00	0.00	100,000.00	0.00
Tourism Research					
506	Infrastructure Research (Accomodations ar	65,000.00	0.00	65,000.00	0.00
Subtotal	Tourism Research	65,000.00	0.00	65,000.00	0.00
Planning					
653	Hotspot Mitigation	200,000.00	0.00	200,000.00	0.00
657	Tourism Excellence Accreditation	450,000.00	0.00	450,000.00	0.00
698	Travel - Planning	11,799.00	0.00	11,799.00	0.00
Subtotal	Planning	661,799.00	0.00	661,799.00	0.00
Administrative					
101	Community-Industry Outreach & Public Rel	200,000.00	24,000.00	176,000.00	24,000.00
103	hawaiitourismauthority.org (formerly HTA \	50,000.00	0.00	50,000.00	0.00
901	General and Administrative	333,700.00	1,631.00	332,069.00	1,631.00
930	State Employee Salaries - Admin	900,000.00	0.00	900,000.00	0.00
998	Travel - Admin	70,000.00	0.00	70,000.00	0.00
Subtotal	Administrative	1,553,700.00	25,631.00	1,528,069.00	25,631.00
Governance and Org-Wide					
915	Organization-Wide	250,583.00	125,000.00	125,583.00	125,000.00
919	Governance - Gen Board/Others	172,918.00	0.00	172,918.00	0.00
Subtotal	Governance and Org-Wide	423,501.00	125,000.00	298,501.00	125,000.00
Total	Tourism Federal Fund	35,000,000.00	17,918,341.00	17,081,659.00	9,188,341.00

8a.3

Budget Statement FY22 Federal Funds
As of March 31, 2023
FY 2023

**Hawaii Tourism Authority
Budget Statement - FY 22 Federal Funds
As of March 31, 2023
FY 2023**

Program Code	Program Title	Budget FY22	Encumbered - Budget Used (Cumulative)	Remaining Balance	March 2023 Activity
<i>Tourism Federal Fund - FY 22</i>					
Perpetuating Hawaiian Culture					
201	Kūkulu Ola: Living Hawaiian Cultural Prog	1,500,000.00	1,500,000.00	0.00	1,500,000.00
202	Hawaiian Culture Initiative	425,000.00	475,000.00	(50,000.00)	475,000.00
203	Ma'ema'e HTA	50,000.00	50,000.00	0.00	50,000.00
204	Market Support	50,000.00	57,000.00	(7,000.00)	50,000.00
207	Kahea Program - Airport Greetings	700,000.00	700,000.00	0.00	0.00
214	Legacy Award Program	75,000.00	25,000.00	50,000.00	0.00
216	Olelo Hawaii	500,000.00	500,000.00	0.00	0.00
217	FESTPAC	250,000.00	0.00	250,000.00	0.00
218	Hawaiian Culture Festivals and Events	780,000.00	0.00	780,000.00	0.00
297	Memberships and Dues - Hawaiian Culture	500.00	300.00	200.00	0.00
298	Travel - Hawaiian Culture	14,345.00	1,991.84	12,353.16	0.00
718	Resort Area Hawaiian Cultural Initiative	150,000.00	0.00	150,000.00	0.00
Subtotal	Perpetuating Hawaiian Culture	4,494,845.00	3,309,291.84	1,185,553.16	2,075,000.00
Natural Resources					
402	Aloha Aina (formerly NR and Leg Prov NR)	1,500,000.00	1,500,000.00	0.00	1,500,000.00
406	Visitor Impact Program	350,000.00	50,000.00	300,000.00	0.00
407	Hawaii Eco Tourism Association	50,000.00	50,000.00	0.00	0.00
498	Travel - Natural Resources	15,000.00	0.00	15,000.00	0.00
Subtotal	Natural Resources	1,915,000.00	1,600,000.00	315,000.00	1,500,000.00
Community					
700	Community Opportunity	1,700,000.00	0.00	1,700,000.00	0.00
701	Community Enrichment Program	1,700,000.00	0.00	1,700,000.00	0.00
797	Memberships and Dues - Community	500.00	0.00	500.00	0.00
798	Travel - Community	15,000.00	0.00	15,000.00	0.00
803	Future Workforce Development (LEI)	270,000.00	120,000.00	150,000.00	0.00
Subtotal	Community	3,685,500.00	120,000.00	3,565,500.00	0.00
Branding					
004	Cruise Infrastructure Improvements and Arriv	200,000.00	194,223.19	5,776.81	0.00
010	HTUS/HTJ Campaign Effectiveness Study	260,000.00	260,000.00	0.00	0.00
014	Pono Travel Education Program	400,000.00	400,000.00	0.00	0.00
102	Hawai'i Tourism Summit	231,000.00	230,999.30	0.70	0.00
317	Convention Center Sales & Marketing - City W	2,600,000.00	2,600,000.00	0.00	0.00
318	gohawaii.com (formerly Online Website Coord	774,500.00	465,000.00	309,500.00	77,500.00
319	MCI MFF	850,000.00	850,000.00	0.00	0.00
321	US (formerly North America)	22,500,000.00	22,500,000.00	0.00	1,250,000.00
331	Meetings, Convention & Incentives	1,900,000.00	1,900,000.00	0.00	0.00
339	Global Digital Marketing Strategy (former Intl	713,000.00	600,000.00	113,000.00	100,000.00
350	Global Mkt Shared Resces (formerly Intellect	987,500.00	1,185,000.00	(197,500.00)	197,500.00
380	Marketing Opportunity Fund	97,655.00	54,371.00	43,284.00	4,356.00
397	Memberships and Dues - Branding	160,000.00	137,540.00	22,460.00	275.00
398	Travel - Branding	50,000.00	57,044.26	(7,044.26)	9,347.97
934	State Employee Salaries - Branding	2,036,532.00	1,937,857.48	98,674.52	0.00
Subtotal	Branding	33,760,187.00	33,372,035.23	388,151.77	1,638,978.97
Sports					
312	PGA Tour Contracts	3,977,889.00	2,177,889.00	1,800,000.00	0.00
340	WTC - Ironman World Championships	250,000.00	250,000.00	0.00	0.00
343	LPGA	500,000.00	250,000.00	250,000.00	0.00
378	UH Athletics Branding Partnership	334,000.00	334,000.00	0.00	0.00
385	Sports RFP or Other Procurement	1,250,000.00	0.00	1,250,000.00	0.00
Subtotal	Sports	6,311,889.00	3,011,889.00	3,300,000.00	0.00
Safety and Security					
601	Visitor Assistance Programs	500,000.00	500,000.00	0.00	500,000.00
602	Crisis Management	100,000.00	100,000.00	0.00	47,850.27
604	Preventative Programs	100,000.00	100,000.00	0.00	0.00
Subtotal	Safety and Security	700,000.00	700,000.00	0.00	547,850.27
Tourism Research					
506	Infrastructure Research (Accomodations and	60,000.00	56,682.76	3,317.24	56,682.76
Subtotal	Tourism Research	60,000.00	56,682.76	3,317.24	56,682.76
Planning					
652	Planning Tools and Assessments	410,000.00	112,004.17	297,995.83	418.85
653	Hotspot Mitigation	500,000.00	200,000.00	300,000.00	0.00
654	Program Evaluation	500,000.00	377,584.69	122,415.31	0.00
655	Community Engagement	175,000.00	5,073.37	169,926.63	513.09
656	Community Tourism Collaborative	400,000.00	104,200.00	295,800.00	0.00
697	Memberships and Dues - Planning	3,200.00	350.00	2,850.00	0.00
698	Travel - Planning	17,000.00	16,286.20	713.80	1,170.06
Subtotal	Planning	2,005,200.00	815,498.43	1,189,701.57	2,102.00

**Hawaii Tourism Authority
Budget Statement - FY 22 Federal Funds
As of March 31, 2023
FY 2023**

Program Code	Program Title	Budget FY22	Encumbered - Budget Used (Cumulative)	Remaining Balance	March 2023 Activity
<i>Tourism Federal Fund - FY 22</i>					
Administrative					
101	Community-Industry Outreach & Public Relati	200,000.00	200,000.00	0.00	0.00
103	hawaiitourismauthority.org (formerly HTA we	100,000.00	24,546.80	75,453.20	0.00
901	General and Administrative	838,700.00	255,187.30	583,512.70	28,414.63
930	State Employee Salaries - Admin	2,830,295.00	2,423,803.66	406,491.34	0.00
998	Travel - Admin	50,411.00	27,909.53	22,501.47	7,185.40
Subtotal	Administrative	4,019,406.00	2,931,447.29	1,087,958.71	35,600.03
Governance and Org-Wide					
915	Organization-Wide	230,000.00	230,000.00	0.00	0.00
919	Governance - Gen Board/Others	352,001.00	202,159.67	149,841.33	41,314.71
931	State Employees Fringe	2,465,972.00	2,144,009.77	321,962.23	0.00
Subtotal	Governance and Org-Wide	3,047,973.00	2,576,169.44	471,803.56	41,314.71
Total	Tourism Federal Fund	60,000,000.00	48,493,013.99	11,506,986.01	5,897,528.74

**Hawaii Tourism Authority
Budget Statement - FY 22 Federal Funds
As of March 31, 2023
FY 2023**

Program Code	Program Title	Budget FY22	Encumbered - Budget Used (Cumulative)	Remaining Balance	March 2023 Activity
<i>Convention Center Federal Fund</i>					
Branding					
934	State Employee Salaries - Branding	72,458.00	12,613.84	59,844.16	0.00
Subtotal	Branding	72,458.00	12,613.84	59,844.16	0.00
Administrative					
930	State Employee Salaries - Admin	247,042.00	226,060.43	20,981.57	0.00
Subtotal	Administrative	247,042.00	226,060.43	20,981.57	0.00
Governance and Org-Wide					
915	Organization-Wide	1,164,845.00	1,164,845.00	0.00	0.00
931	State Employees Fringe	170,000.00	72,220.04	97,779.96	0.00
Subtotal	Governance and Org-Wide	1,334,845.00	1,237,065.04	97,779.96	0.00
HCC Operating Expense					
850	HCC Operating Expense	5,406,900.00	5,406,900.00	0.00	0.00
Subtotal	HCC Operating Expense	5,406,900.00	5,406,900.00	0.00	0.00
HCC Repair and Maintenance					
860	HCC Repair and Maintenance	2,970,455.00	2,970,455.00	0.00	0.00
Subtotal	HCC Repair and Maintenance	2,970,455.00	2,970,455.00	0.00	0.00
HCC Local Sales					
871	HCC Local Sales	968,300.00	968,300.00	0.00	0.00
Subtotal	HCC Local Sales	968,300.00	968,300.00	0.00	0.00
Total	Convention Center Federal Fund	11,000,000.00	10,821,394.31	178,605.69	0.00

**Hawaii Tourism Authority
Budget Statement - FY 22 Federal Funds
As of March 31, 2023
FY 2023**

Program Code	Program Title	Budget FY22	Encumbered - Budget Used (Cumulative)	Remaining Balance	March 2023 Activity
<i>EDA Tourism Grant</i>					
Natural Resources					
408	Outdoor Recreation (DLNR)	7,200,000.00	0.00	7,200,000.00	0.00
Subtotal	Natural Resources	7,200,000.00	0.00	7,200,000.00	0.00
Community					
656	Community Tourism Collaborative	750,000.00	0.00	750,000.00	0.00
736	Urban Trails	750,000.00	0.00	750,000.00	0.00
798	Travel - Community	20,000.00	0.00	20,000.00	0.00
Subtotal	Community	1,520,000.00	0.00	1,520,000.00	0.00
Branding					
300	Branding - Unallocated	4,000,000.00	0.00	4,000,000.00	0.00
934	Salaries - Branding	540,000.00	0.00	540,000.00	0.00
Subtotal	Branding	4,540,000.00	0.00	4,540,000.00	0.00
Planning					
698	Travel - Planning	20,000.00	0.00	20,000.00	0.00
Subtotal	Planning	20,000.00	0.00	20,000.00	0.00
Administrative					
901	Administrative	214,907.00	0.00	214,907.00	0.00
930	Salaries - Admin	117,000.00	0.00	117,000.00	0.00
Subtotal	Administrative	331,907.00	0.00	331,907.00	0.00
Governance and Org-Wide					
931	Fringe Benefits	412,465.00	0.00	412,465.00	0.00
Subtotal	Governance and Org-Wide	412,465.00	0.00	412,465.00	0.00
Total	EDA Tourism Grant	14,024,372.00	0.00	14,024,372.00	0.00

8a.4

Budget Reallocation Summary
Tourism Federal Fund (TFF) FY 2022 (\$60M Budget)
for the Period 7/1/21 to 3/31/23
and for the Month Ended 3/31/23

Budget Reallocation Summary
 Tourism Federal Fund FY 2022 (\$60M Budget)
 For the Period 7/1/21 to 3/31/23 and for the Month Ended 3/31/23

			For the Period 7/1/21 to 3/31/23			
Budget Line Item	Program Code	Original Budget	Reallocation	Budget After Reallocations		March 2023 Activity
Perpetuating Hawaiian Culture						
<i>From:</i>						
Hawaiian Culture Initiative	202	475,000	(50,000)	425,000		(50,000)
Hawaiian Culture Opportunity Fund	215	200,000	(200,000)	-		
Travel - Hawaiian Culture	298	15,000	(655)	14,345		
				-		
			(250,655)			(50,000)
<i>To:</i>						
Kahea Airport Greetings	207	-	700,000	700,000		
Legacy Award Program	214	25,000	50,000	75,000		
Hawaiian Culture Festivals & Events	218	-	330,000	330,000 *		
Resort Area Hawaiian Culture Initiative	718	-	150,000	150,000		
				-		
				-		
			1,230,000			-
Natural Resources						
<i>From:</i>						
Wahi Pana Series	416	250,000	(250,000)	-		
				-		
				-		
			(250,000)			-
<i>To:</i>						
				-		
				-		
				-		
			-			-
Community						
<i>From:</i>						
Community Product Capacity Building	702	500,000	(500,000)	-		
Current Workforce	802	100,000	(100,000)	-		
				-		
			(600,000)			-
<i>To:</i>						
Future Workforce	803	120,000	150,000	270,000		
				-		
			150,000			-

Budget Reallocation Summary
 Tourism Federal Fund FY 2022 (\$60M Budget)
 For the Period 7/1/21 to 3/31/23 and for the Month Ended 3/31/23

Budget Line Item	Program Code	Original Budget	Reallocation	Budget After Reallocations	March 2023 Activity
Branding					
<i>From:</i>					
Route Development	005	250,000	(250,000)	-	
Campaig Effectiveness Study	010	270,000	(10,000)	260,000	
Rebranding the Hawaiian Islands	012	1,000,000	(1,000,000)	-	
Creative Agency	013	250,000	(250,000)	-	
gohawaii.com	318	2,500,000	(1,725,500)	774,500	
Island Chapters Staffing and Admin	320	-	-	-	
Marketing Opportunity Fund	380	250,000	(152,345)	97,655	50,000
			(3,387,845)		50,000
<i>To:</i>					
Cruise Industry Consulting Services	004	100,000	100,000	200,000	
Pono Travel Education Program	014	175,000	225,000	400,000	
Hawaii Tourism Updates	102	125,000	106,000	231,000	
US MMA	321	22,500,000	-	22,500,000	-
Global Mkt Shared Resces (formerly Intellect Prop Data f	350	787,000	200,500	987,500	
			631,500		-
Sports					
<i>From:</i>					
			-		-
<i>To:</i>					
PGA Tour Contracts	312	2,177,889	1,800,000	3,977,889	
WTC - Ironman Worrlld Championships	340	-	250,000	250,000	
LPGA	343	-	500,000	500,000	
UH Athletics Branding Partnership	378	-	334,000	334,000	
Sports Programs - Unallocated	379	1,500,000	(1,500,000)	-	
Sports RFP or Other Procurement	385	-	1,250,000	1,250,000	
			2,634,000		-
Safety and Security					
<i>From:</i>					
Lifeguard Program	603	200,000	(200,000)	-	
			(200,000)		-
<i>To:</i>					
				-	
				-	
			-		-

Budget Reallocation Summary
 Tourism Federal Fund FY 2022 (\$60M Budget)
 For the Period 7/1/21 to 3/31/23 and for the Month Ended 3/31/23

Budget Line Item	Program Code	Original Budget	Reallocation	Budget After Reallocations	March 2023 Activity
Tourism Research					
<i>From:</i>					
None				-	
			-	-	-
<i>To:</i>					
				-	
				-	
			-	-	-
Planning					
<i>From:</i>					
None				-	
			-	-	-
<i>To:</i>					
				-	
				-	
			-	-	-
Administration					
<i>From:</i>					
General and Administrative	901	848,700	(10,000)	838,700	-
			(10,000)	-	-
<i>To:</i>					
				-	
				-	
			-	-	-

Budget Reallocation Summary
 Tourism Federal Fund FY 2022 (\$60M Budget)
 For the Period 7/1/21 to 3/31/23 and for the Month Ended 3/31/23

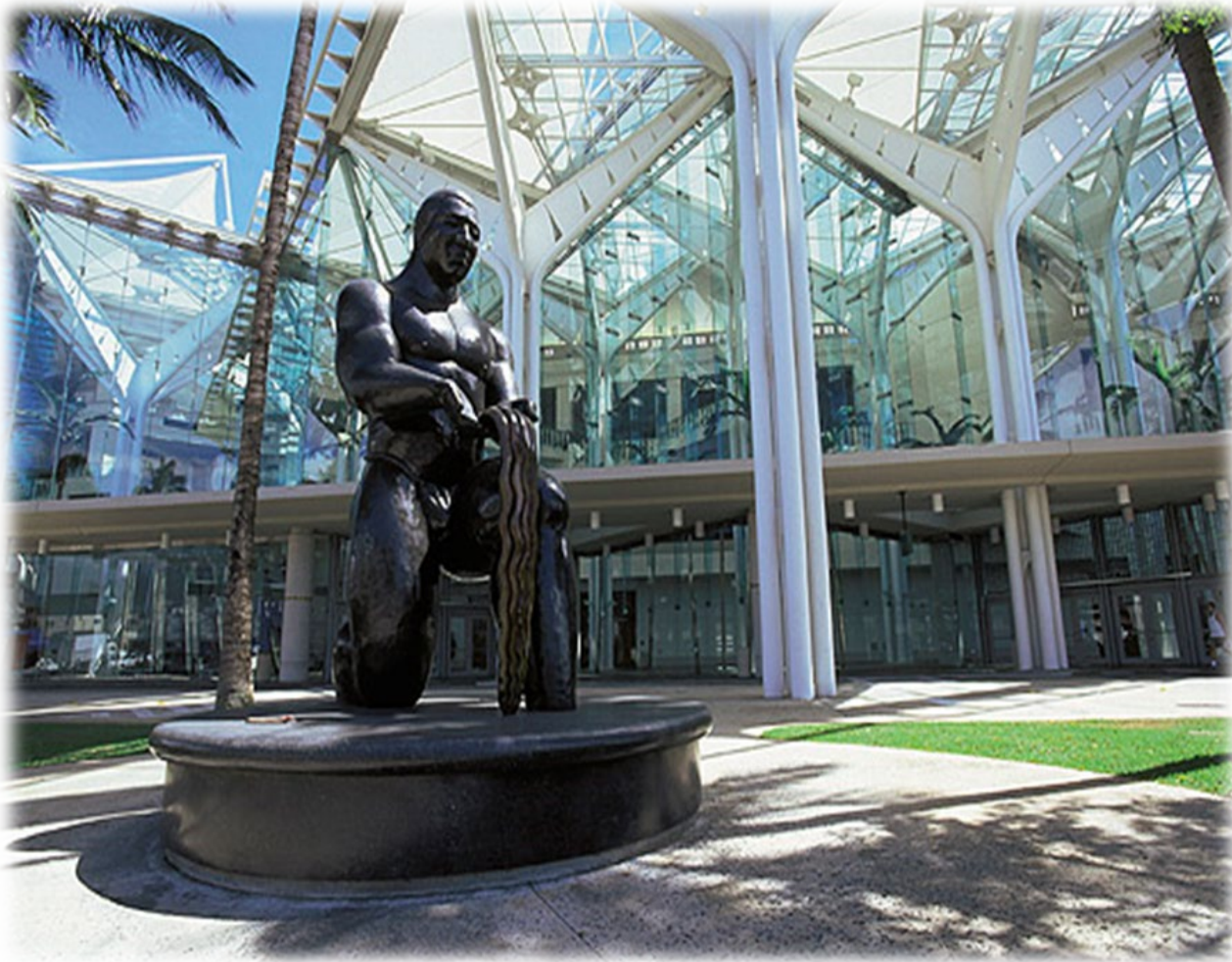
Budget Line Item	Program Code	Original Budget	Reallocation	Budget After Reallocations	March 2023 Activity
Governance and Organization-Wide					
<i>From:</i>					
Organization-Wide	915	230,000	-	230,000	
				-	
			-		-
<i>To:</i>					
Governance - Gen Board/Others	919	121,800	53,000	174,800	
			53,000		-
Board Allocations					
<i>From:</i>					
None				-	
					-
			-		-

*Excluded \$450,000 that was a release of funds for availability by the Board, as opposed to a reallocation.

8b

Hawaii Convention Center's March 2023 Financial Reports and Update on the Hawaii Convention Center's 6-Year CIP Plan

Hawai'i Convention Center



Update for
March 2023
For
(April 2023 meeting)

FY 2023 (July 2022 – June 2023) Citywide Events in Reforecast

Start Date	End Date	Event Name	Forecast Attendance	Contracted Rooms	EI Value	Tax Generation
7/1/2022	7/3/2022	Pacific Rim Championship 2022 (Jam on It)	1,600	1,000	\$5,048,727	\$590,701
7/10/2022	7/15/2022	Goldschmidt Conference 2022	2,500	5,100	\$13,129,182	\$1,536,115
10/19/2022	10/28/2022	2022 Applied Superconductivity Conference	1,300	3,189	\$8,638,489	\$1,010,703
11/7/2022	11/16/2022	Confidential Association Meeting	3,500	8,371	\$23,728,741	\$2,776,263
4/11/2023	4/23/2023	American Roentgen Ray Society	2,500	3,844	\$18,342,486	\$2,146,071
5/19/2023	5/22/2023	All Star Cheerleaders 2023	2,500	5,000	\$8,654,669	\$1,012,596
5/21/2023	5/27/2023	International Symposium on Radiopharmaceutical Sciences (ISRS) 2023	450	1,146	\$2,167,275	\$253,571
	7	Total	14,350	27,650	\$79,709,568	\$9,326,020

Definite Local Bookings for next 3 months

	April 2023			
	Start Date	End Date	Description	Forecast Attendance
1	04/02/23	04/06/23	CoP Meeting	150
2	04/03/23	04/06/23	2023 PRiMO Conference	300
3	04/04/23	04/04/23	Palolo Congregation of Jehovah's Witnesses - Memorial of Jesus' Death	300
4	04/04/23	04/04/23	Nuuanu Congregation of Jehovah's Witnesses Memorial Observance	300
5	04/04/23	04/04/23	Honolulu Spanish Congregation Annual Memorial	200
6	04/04/23	04/04/23	Central, Aina Haina, and Kaimuki Congregation - Annual Memorial	600
7	04/04/23	04/04/23	Flores Real Estate Lecture	200
8	04/05/23	04/05/23	Yamamoto Organizational	350
9	04/06/23	04/06/23	Professional Community Day - Session 4	150
10	04/07/23	04/08/23	Hawaii Royale	2,500
11	04/07/23	04/09/23	Christ Centered Community Church	750
12	04/08/23	04/08/23	Santa Clara University Admitted Student Reception	100
13	04/09/23	04/09/23	Oahu Church of Christ - Holiday Worship	375
14	04/11/23	04/11/23	Tsuruda Organizational Open	225
15	04/12/23	04/12/23	Hawaii Tourism Authority - Spring Tourism Update 2023	300
16	04/13/23	04/13/23	19th Annual Chopsticks and Wine 2023	1,000
17	04/13/23	04/13/23	Yadao Organizational Open	250
18	04/14/23	04/15/23	Hapalua Packet Pick-Up	10,000
19	04/14/23	04/15/23	American Youth Soccer Organization Expo	200
20	04/15/23	04/16/23	Aloha Region Regionals	1,500
21	04/17/23	04/17/23	Hawaii Leadership Forum 2023	250
22	04/19/23	04/20/23	National Level Exercise 2024 Initial Planning Meeting	100
23	04/21/23	04/21/23	UH College of Engineering Annual Banquet	800
24	04/22/23	04/22/23	HSTA Annual Conference	300
25	04/22/23	04/22/23	Joy of Sake	1,000
26	04/24/23	04/24/23	Honolulu Board of REALTORS Agent Forum	400
27	04/25/23	04/28/23	20th International Hawaii Summit on Preventing, Assessing & Treating Trauma Across the Lifespan	700
28	04/25/23	04/25/23	20th Annual Youth Xchange Awards Banquet	750
29	04/28/23	04/29/23	Court Interpreter Basic Orientation Workshop	100
30	04/28/23	04/30/23	Feather Artwork Workshop #2	20
31	04/29/23	04/30/23	Jam On It Aloha Challenge	5,000
32	04/29/23	04/30/23	World Wide Group Spring Leadership 2023	1,500
33	04/29/23	04/29/23	Titan's 1st Birthday Party	250
34	04/30/23	04/30/23	57th UHM Annual Fashion Show	350

Cont...

Definite Local Bookings for next 3 months

May 2023				
	Start Date	End Date	Description	Forecast Attendance
1	05/03/23	05/04/23	Hawaii STEM Conference	1,000
2	05/03/23	05/04/23	The Hawaii Traffic Commanders and Impaired Driving Summit	100
3	05/06/23	05/06/23	Under the Mediation Moon	350
4	05/06/23	05/06/23	HPU 2023 Spring Commencement Ceremony	2,500
5	05/06/23	05/06/23	Sneaker Con 2023	3,000
6	05/07/23	05/07/23	Hawaii Youth Symphony - Aloha Concert Luncheon	400
7	05/11/23	05/11/23	UH Manoa School of Nursing Graduation	400
8	05/12/23	05/12/23	College of Engineering Convocation	1,000
9	05/13/23	05/13/23	'Iolani Spring Ho'ike	400
10	05/14/23	05/14/23	Na Leo Pilimehana Mother's Day Concert	800
11	05/17/23	05/17/23	Second Look Meeting	1,200
12	05/18/23	05/18/23	Aiea High School Commencement	5,570
13	05/18/23	05/18/23	Young Professional Cost of Living Summit	100
14	05/19/23	05/19/23	Myron B. Thompson Academy Commencement Ceremony	400
15	05/20/23	05/20/23	James Campbell High School Graduation	8,000
16	05/20/23	05/20/23	'Iolani Stage Band Spring Concert	300
17	05/20/23	05/20/23	Pearl City High School Commencement Ceremony	8,000
18	05/20/23	05/20/23	Fight To Win 2023	1,000
19	05/22/23	05/26/23	Department of the Prosecuting Attorney Training	100
20	05/24/23	05/24/23	Hawaii Technology Academy Commencement Ceremony	2,000
21	05/26/23	05/28/23	Jump Hawaii 2023	1,500
22	05/26/23	05/26/23	HPMG Admin Assembly	100
23	05/27/23	05/29/23	Aloha Region Aloha Summer Classic	1,500
24	05/27/23	05/28/23	Feather Artwork Workshop #3	20

Cont...

Definite Local Bookings for next 3 months

June 2023				
	Start Date	End Date	Description	Forecast Attendance
1	06/01/23	06/03/23	Rediscovering Hawaii's Soul	300
2	06/03/23	06/03/23	Hawaii Baptist Academy Commencement	2,000
3	06/03/23	06/04/23	Punahou School Project Grad	400
4	06/05/23	06/09/23	Pacific Vector Network and DOS Conference 2023	50
5	06/08/23	06/10/23	Student Leadership Conference	500
6	06/09/23	06/10/23	Hawaii's Active Seniors Expo 2023	8,150
7	06/09/23	06/09/23	Flying High Concert	1,500
8	06/10/23	06/10/23	HMSA Kaimana Awards & Scholarships Luncheon	150
9	06/12/23	06/12/23	HPMG Professional Development Day	500
10	06/12/23	06/16/23	WestEd Summer Institute	300
11	06/17/23	06/17/23	World Wide Dream Builders Regional Rally	1,100
12	06/17/23	06/18/23	Super Saturday Endless Summer	2,500
13	06/23/23	06/23/23	Honolulu Board of REALTORS General Membership Meeting	600
14	06/23/23	06/25/23	Feather Artwork Workshop #4	20
15	06/24/23	06/25/23	Best of Na'Aina Tournament	500
16	06/24/23	06/24/23	Kinder Kids International Preschool Graduation	200
17	06/26/23	06/28/23	2023 20th International Conference on Ubiquitous Robots (UR)	300
18	06/27/23	06/29/23	30th Annual Hawaii Conservation Conference	600

Recent Events @ Hawai'i Convention Center

- Kawaii Kon 2023, March 31-April 2, 21,000 attendees
- Chopsticks and Wine, April 13, 1,000 attendees
- 2023 ARRS Annual Meeting, April 14 – 20, 2,500 attendees (CW)
- Joy of Sake, April 22, 2023, 1,000 attendees



Upcoming Local/Citywide Events

- Jam on It Aloha Challenge, April 29-30, 5,000 attendees
- HPU 2023 Spring Commencement Ceremony, April 6, 2,500 attendees
- Na Leo Pilimehana Mother's Day Concert, May 14, 800 attendees
- Global Dance & Cheer Games 2023, May 20-21, 2,500 attendees (CW)



HAWAII CONVENTION CENTER
Where Business and Aloha Meet

Na Leo Pilimehana Mother's Day Brunch & Concert

Sunday, May 14, 2023
4th Floor Ballroom
Hawai'i Convention Center



Special Guest: Josh Tatofi

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



HCC News Coverage

Hawai'i Convention Center Welcomes Executive Chef Brooke Tadena

Tuesday, April 11, 2023 by Hawaii Convention Center



The Hawai'i Convention Center is pleased to welcome Executive Chef Brooke Tadena.

Tadena has more than a decade of culinary leadership experience, most recently serving as executive sous chef at the Hilton Hawaiian Village since 2014. As a senior chef at the resort, he was responsible for budgeting, staffing and working in coordination with Hilton partner

properties. He previously served as an executive sous chef at Moana Surfrider, A Westin Resort & Spa, and as a banquet chef at the Hilton Hawaiian Village.

In addition to overseeing some of the state's largest banquet facilities, Tadena's experience spans scheduling, training staff for fine service and food preparation, and the organization of large-scale food and wine events.



Image: Hawaii Convention Center

"We are excited to have Brooke lead our award-winning Food & Beverage team at the Center," Hawai'i Convention Center General Manager Teri Orton said in a statement.

HAWAII CONVENTION CENTER

By Sophia Compton – Reporter, Pacific Business News
Apr 11, 2023

IN THIS ARTICLE

Career & Workplace
Industry

Food & Lifestyle
Industry

Preview this article 1 min

"We are excited to have Brooke lead our award-winning food and beverage team at the center," Hawai'i Convention Center General Manager Teri Orton said in a statement.

Carbon Offset Program



Total Contributions	Partner Trees Planted
\$5,339.02	6,255
<u>HCC Carbon Offset Trees Planted</u>	
63.56	



6,318

Total Legacy Trees Planted



15.80

Total Acres of Habitat Restored

As of March 2023
(total carbon offset costs)

Repair and Maintenance Projects Update

Repair & Maintenance Projects

6-Year Plan (page 1)

Project Number	Project Title	Estimated Project Cost	Prior Expenses to Feb 23	FY23	FY24	FY25	FY26	FY27	FY28	Total
001	Rooftop Terrace Deck Temporary Repair	\$ 15,000,000	\$ -		\$ 15,000,000					\$ 15,000,000
	Rooftop Terrace Deck Temporary Repair - PM/CM Services	\$ 522,770	\$ 151	\$ 200,000	\$ 322,619					\$ 522,770
	Rooftop Terrace Deck Temporary Repair (Previous planning)		\$ 626,152							\$ 626,152
003	Building Envelope Repairs (Kalākaua Kitchen, exterior paint)	\$ 15,978,683	\$ 282,071		\$ 1,000,000	\$ 14,696,612				\$ 15,978,683
007	Kitchen Hood Control Panel Replacement	\$ 155,272	\$ 36,453	\$ 118,819						\$ 155,272
008	F&B Refrigerator, 3rd floor (#348) Replacement	\$ 319,004	\$ 14,047	\$ 20,000	\$ 284,957					\$ 319,004
009	Slate Tile Repair	\$ 2,142,108	\$ 26,008	\$ 2,116,100						\$ 2,142,108
010	Chiller Replacement	\$ 6,884,147	\$ 123,598	\$ 3,442,073	\$ 3,318,476					\$ 6,884,147
011	Ballroom Gutter, Foyer Transom Glass Repair and Soffit Repair	\$ 10,837,536	\$ 25,873	\$ 1,000,000	\$ 9,811,663					\$ 10,837,536
012	Parapet Roof Repairs	\$ 3,066,470	\$ 10,404				\$ 3,056,066			\$ 3,066,470
013	Ballroom Roof Repairs	\$ 2,271,093	\$ 6,712		\$ 2,264,381					\$ 2,271,093
014	Lobby Water Feature	\$ 1,086,810	\$ 1,985				\$ 1,084,825			\$ 1,086,810
015	House Sound Audio System Upgrade	\$ 1,414,975	\$ 9,183	\$ 35,000	\$ 1,370,792					\$ 1,414,975
022	Chill Water Pipe Reinsulation	\$ 250,000	\$ -	\$ 250,000						\$ 250,000
023	Air Wall Repairs	\$ 400,000	\$ -	\$ 400,000						\$ 400,000
024	Roll-up Door Replacement	\$ 225,000	\$ 23,656		\$ 201,344					\$ 225,000
025	Ballroom and Meeting Room Wallpaper Replacement	\$ 180,000	\$ 60,620	\$ 119,380						\$ 180,000
026	IT Network Upgrades	\$ 125,000	\$ -			\$ 55,000	\$ 70,000			\$ 125,000
027	Ice Machines Replacement	\$ 500,000	\$ -			\$ 500,000				\$ 500,000
028	Theatre 310 and 320 Furnishings Upgrade	\$ 750,000	\$ -				\$ 375,000	\$ 375,000		\$ 750,000
029	Theatre 310 and 320 Seating Upgrade	\$ 500,000	\$ 155				\$ 249,845	\$ 250,000		\$ 500,000
030	FB China and Equipment Upgrade	\$ 3,500,000	\$ -				\$ 3,500,000			\$ 3,500,000
031	Ala Wai Waterfall Repair	\$ 1,071,501	\$ 1,985				\$ 1,069,516			\$ 1,071,501
036	Water Intrusion Remediation	\$ 400,000	\$ 100	\$ 399,900						\$ 400,000
037	Exterior Security Camera Upgrade	\$ 231,348	\$ 155,504	\$ 75,844						\$ 231,348

Current Project
Project on hold
Cumming Managed Projects
RLB Managed Project
HCC Managed Project



Repair & Maintenance Projects

6-Year Plan (page 2)

Project Number	Project Title	Estimated Project Cost	Prior Expenses to Feb 23	FY23	FY24	FY25	FY26	FY27	FY28	Total
040	Exterior Planter Repair	\$ 2,406,540	\$ -		\$ 2,406,540					\$ 2,406,540
041	Children's Courtyard Repair	\$ 329,162	\$ -		\$ 329,162					\$ 329,162
042	Kahakai/Atkinson Drywell Rehabilitation	\$ 351,113	\$ -				\$ 351,113			\$ 351,113
043	Air Handler Unit 9 and 10 Replacement	\$ 401,382	\$ -			\$ 401,382				\$ 401,382
044	Fire Sprinkler Line Refurbishment	\$ 343,394	\$ -				\$ 100,000	\$ 125,000	\$ 118,394	\$ 343,394
045	Escalator and Elevator Refurbishment	\$ 1,112,869	\$ -				\$ 200,000	\$ 200,000	\$ 200,000	\$ 600,000
046	LED Light Upgrade	\$ 1,786,398	\$ -	\$ 500,000	\$ 1,286,398					\$ 1,786,398
047	Lighting Control System Replacement	\$ 200,000	\$ -		\$ 200,000					\$ 200,000
048	Electrical Harmonics Testing	\$ 100,000	\$ -					\$ 100,000		\$ 100,000
049	Main Kitchen Dishwasher Replacement	\$ 495,969	\$ -	\$ 495,969						\$ 495,969
050	Main Kitchen Flooring Replacement	\$ 2,046,380	\$ -					\$ 2,046,380		\$ 2,046,380
051	PBX System Replacement	\$ 200,000	\$ -	\$ 200,000						\$ 200,000
052	Ride-on Sweeper Replacement	\$ 55,000	\$ -	\$ 55,000						\$ 55,000
053	Forklift	\$ 170,000	\$ -	\$ 170,000						\$ 170,000
054	Boardroom Upgrade	\$ 1,099,549	\$ -				\$ 1,099,549			\$ 1,099,549
055	Elevator #2 Upgrade	\$ 250,000	\$ -			\$ 250,000				\$ 250,000
056	Lobby Glass Panels Repair	\$ 170,000	\$ -	\$ 170,000						\$ 170,000
058	Kitchen Hood Fire Suppression System Replacement	\$ 310,879	\$ 18,770	\$ 292,109						\$ 310,879
060	Lobby Sail Repair and Maintenance	\$ 179,000	\$ 41,196	\$ 65,000		\$ 72,804				\$ 179,000
061	ADA Lift (#320) Replacement	\$ 160,000	\$ -	\$ 160,000						\$ 160,000
062	Kalākaua Loading Dock Gate Replacement	\$ 49,000	\$ 24,370	\$ 24,630						\$ 49,000
063	Escalator 1 Handrail Replacement	\$ 65,000	\$ -	\$ 65,000						\$ 65,000
064	F&B Equipment	\$ 500,000	\$ -	\$ 500,000						\$ 500,000
065	Transformer Replacement	\$ 100,000	\$ 101	\$ 99,899						\$ 100,000
066	Kitchen Boiler Replacement	\$ 30,000	\$ -	\$ 30,000						\$ 30,000
067	Exterior Sign Refurbishment	\$ 50,000	\$ 19,005	\$ 30,995						\$ 50,000
068	3rd Floor Planter Repair	\$ 2,654,020	\$ -	\$ 50,000	\$ 2,604,020					\$ 2,654,020
GRAND TOTAL		\$ 83,427,372	\$ 1,489,094	\$11,085,718	\$37,796,332	\$15,975,798	\$ 11,155,914	\$ 3,096,380	\$ 318,394	\$ 80,806,635

Current Project
Project on hold
Cumming Managed Projects
RLB Managed Project
HCC Managed Project



Repair & Maintenance Projects

Construction and Project Management Services

Cumming Group

- *For management of priority projects:*
 - *Kitchen Hood Control Panel and Fire Suppression Upgrade*
 - *Slate Tile Repair*
 - *Chiller Replacement*
 - *Main Kitchen Dishwasher Replacement*
 - *Ballroom Roof Repairs*
 - *House Sound Audio Upgrade*
 - *Ballroom Gutter, Foyer transom glass and soffit repair*
 - *Exterior Planter Repair*
 - *LED Lighting Upgrade*
 - *Walk-in Refrigerator Replacement*
 - *3rd fl Planter Repair*

Rider Levett Bucknall

- *For management of Rooftop Terrace Deck Temporary Repair*

Repair & Maintenance Projects Completed (since 2020)

- *Gutter Trough, Roof Membrane and Other Roof Repairs; \$8.3M, completed 2020*
- *Boiler Replacement; \$585k, completed 2020*
- *Ala Wai Waterfall Repairs; \$185k, completed 2020*
- *Chiller 4 Repairs; \$55k, completed 2020*
- *#320 Roof Repairs; \$1.4M, completed 2020*
- *Banquet Chairs and Facility Equipment Upgrade; \$2.25M, completed 2020*
- *Cooling Tower Replacement; \$3.2M, completed 2021*
- *Theatre LED Lighting Upgrade; \$77k, completed 2021*
- *Roof Overflow Drain Repairs; \$16k, completed 2021*
- *Jockey Chiller Repairs; \$28k, completed 2021*
- *ADA Lift Replacement, \$71.5k, completed 2021*
- *Emergency Generator Repairs, \$32k, completed 2021*
- *Window Repairs – Vandalism, \$177k, completed 2021*
- *Leak Repairs – December 2021 / January 2022, \$396k, completed 2022*
- *Chiller Repairs – \$69.3k, completed 2022*
- *Trellis Renovation - \$4.7M, completed 2022*
- *Lobby Glass Replacement - \$25k, completed 2022*
- *Security Camera, NVR, Access Control System - \$1.56M, completed 2022*
- *Kitchen AC Compressor Replacement - \$16.5k, completed 2022*
- *Event Stage ADA Ramp - \$41k, completed 2023*

Mahalo Nui Loa

A close-up photograph of a sailboat's rigging. The image shows a complex network of white ropes and lines. In the foreground, a wooden boom is visible, with a pulley block attached. The background is slightly blurred, showing more of the boat's structure and some greenery. The text "Mahalo Nui Loa" is overlaid in the center in a white, sans-serif font.

9

Discussion Regarding an Update on the Meetings,
Conventions and Incentives Market Activity and Pace
Report, and Hawaii Convention Center Activity and
Local Sales

HTA Board Update

GLOBAL MCI SALES

April 27, 2023

John Reyes,
Senior Vice President, Chief MCI Sales Officer



DEFINITIONS

Sales Production

- New volume of events and room nights for any future year

Consumption

- On the Books (OTB)
- OTB booked events and room nights in the year they occur

SALES PRODUCTION UPDATE



CITYWIDE SALES PRODUCTION

March 2023 v. 2022

March 2023 Sales Production	March 2023	March 2022	Variance	2023 YTD	2022 YTD	Variance
Citywide Definite RN	4,909	7,695	-47%	14,378	7,695	+87%
Citywide Tentative RN	11,459	1,050	+991%	114,972	18,546	+520%

As reported in Meet Hawai'i Global MCI Status Report - March 2023



FUTURE PACE (Consumption)

Citywide Events Booked at HCC



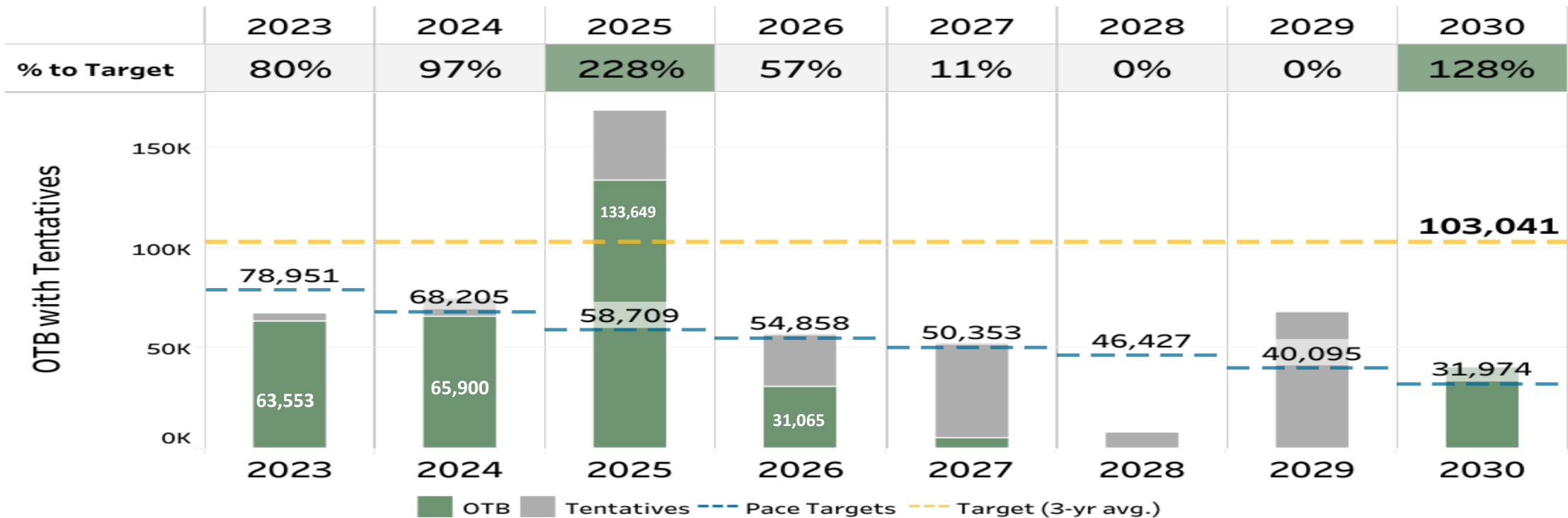
HCC BOOKING TREND (CONSUMPTION)

Calendar Year	03/10/23	04/10/23	Source
2020	3	3	ASM 3 MH 0
2021	0	0	ASM N/A MH N/A
2022	8	8	ASM 5 MH 3
2023	14	14	ASM 5 MH 9
2024	9	10	ASM 4 MH 6
2025	8	8	ASM 5 MH 3
2026	2	2	ASM 1 MH 1
2027	1	1	ASM 0 MH 1
2028	0	0	ASM 0 MH 0
2029	0	0	ASM 0 MH 0
2030	1	1	ASM 1 MH 0
Total	46	47	

Updated 04/10/23

Hawai'i 8 Year Future Pace for Citywide

Number of events and room nights on the books against a 3-year average target. Data last refreshed on 4/19/2023 11:12 PM



● Citywide
○ Single Property

POST-COVID SHORT-TERM RECOVERY STRATEGY 2023 – 2027

(Sales Production)



Short-Term Sales Focus

Strategy for recovery from 2-year shutdown of HCC:

- Immediate need to fill pre-COVID shortfall for 2021 forward
- Larger Citywide events take up to 8 years to book
- So, adjusted booking window to fill the Center in the short-run, with a focus on smaller events with shorter booking windows

Goal: Book 77 events into the Center for the 2023-2027 time period

- To date, 14 have been booked since March 2022



MAHALO!



10

Report and Update by the
Branding Standing Committee of their
Meeting Held on April 26, 2023

10a

Discussion, and Action on Hawai'i Tourism USA's
Brand Marketing Plan (April – June 2023)

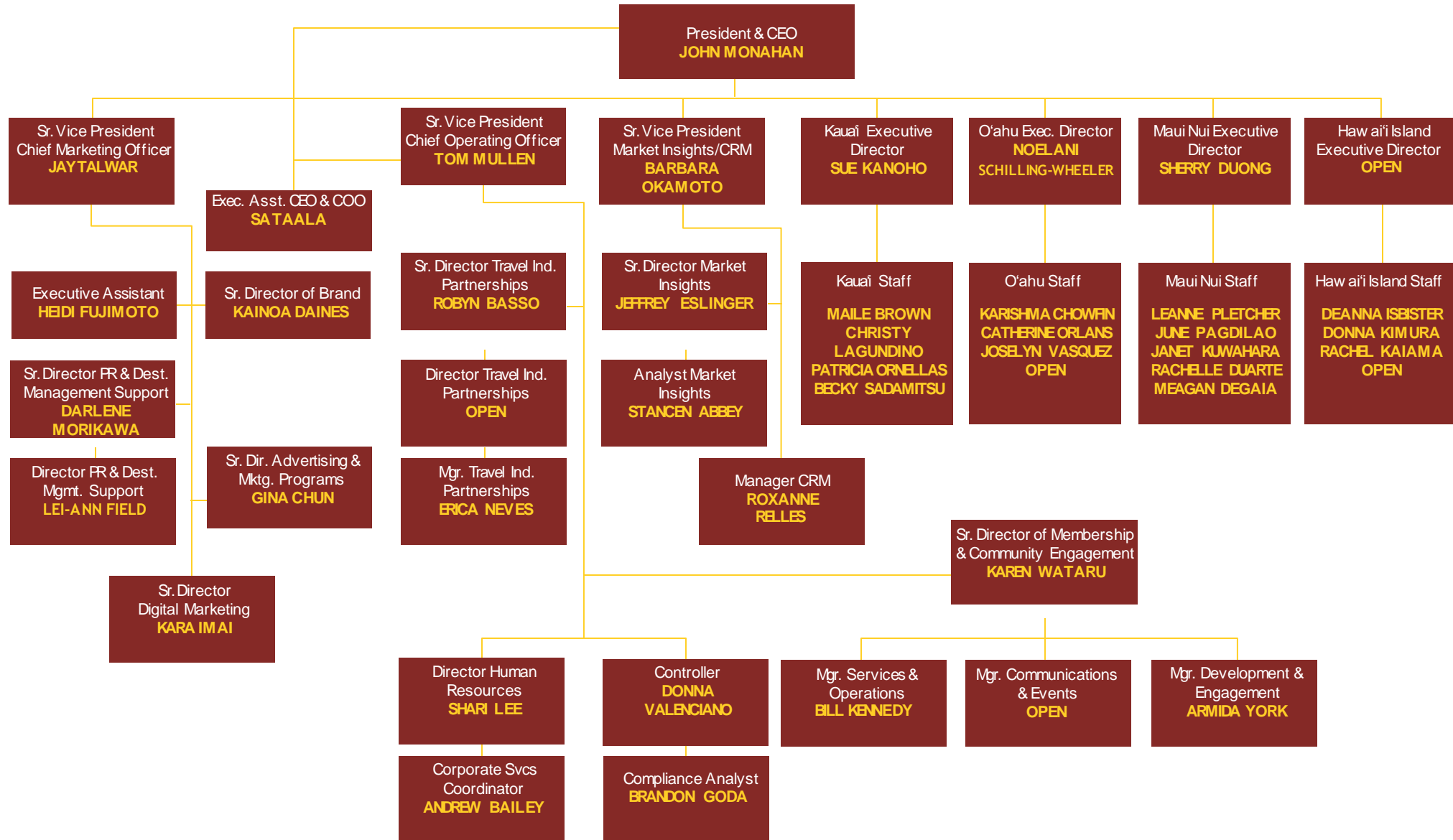


2023 HTUSA Market Update

Jay Talwar

Chief Marketing Officer, Senior Vice President

HAWAI'I TOURISM USA TEAM



MARKET SITUATION

MARKET SITUATION

GENERAL ECONOMY

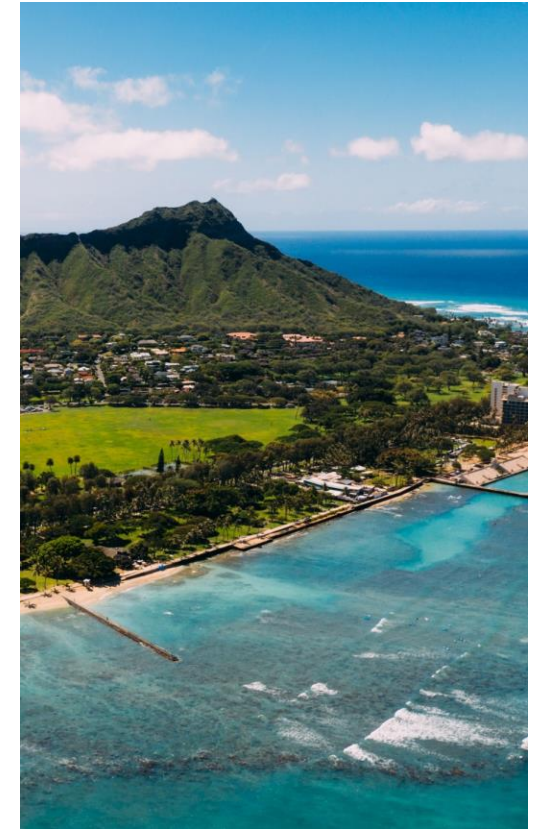


- While the U.S. economy is in a mild recession, the strong dollar and accumulated personal savings have consumers in a financial position of strength.
- Staff shortages will continue to increase labor costs and be passed on to consumers.
- The overall outlook for U.S. travel to Hawai'i remains optimistic.
- Tourism remains a significant contributor to the economy of Hawai'i.

MARKET SITUATION

OUTBOUND TRAVEL / TRAVEL SENTIMENT

- Department of Business, Economic Development and Tourism (DBEDT) forecasts a 94.5 percent recovery in 2023.
- U.S. visitation to Hawai‘i is expected to remain high and remain the primary source market for 2023 and beyond.
- Leisure travel will benefit from ongoing flexibility afforded by remote work; 34% of U.S. leisure travelers plan to work while on a vacation.
- The increased cost for paid accommodations and other trip components continues to impact Hawai‘i’s value for the money proposition. The tension of these impacts has the potential to create a “book away from Hawai‘i” environment.



MARKET SITUATION

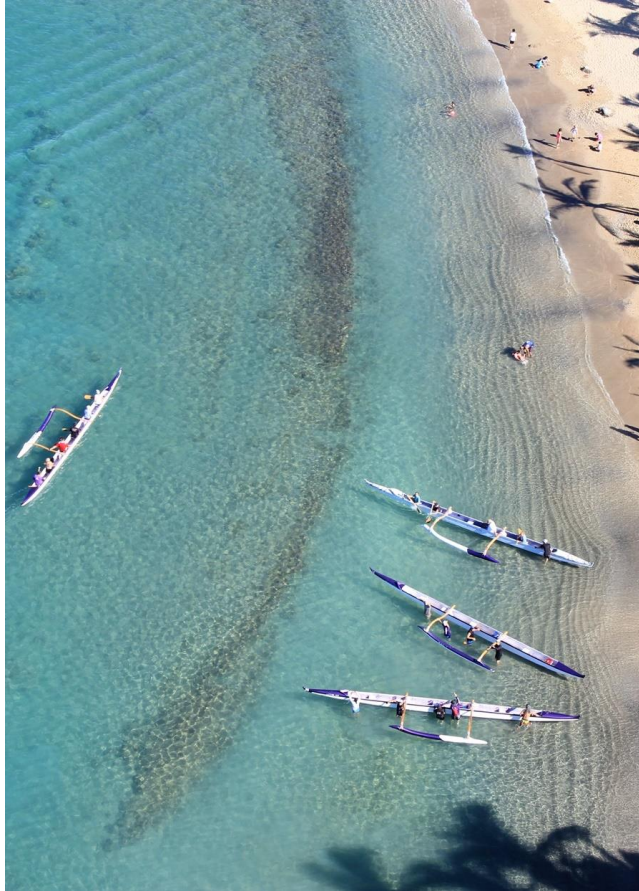
BOOKING PACE



- Q'2 booking pace is flat vs. Q2 2022
 - Softness starting in May and through the summer.
- 2023 Holiday/Festive hotel reservations are pacing ahead of the 2022 season.
- Booking window is 121+ days out, but pick-up within 60 days is greater than prior year.
 - O'ahu booking window (120+ days) now exceeds that of the average for neighbor island booking (95+ days). This is counter to pre-COVID booking patterns.

MARKET SITUATION

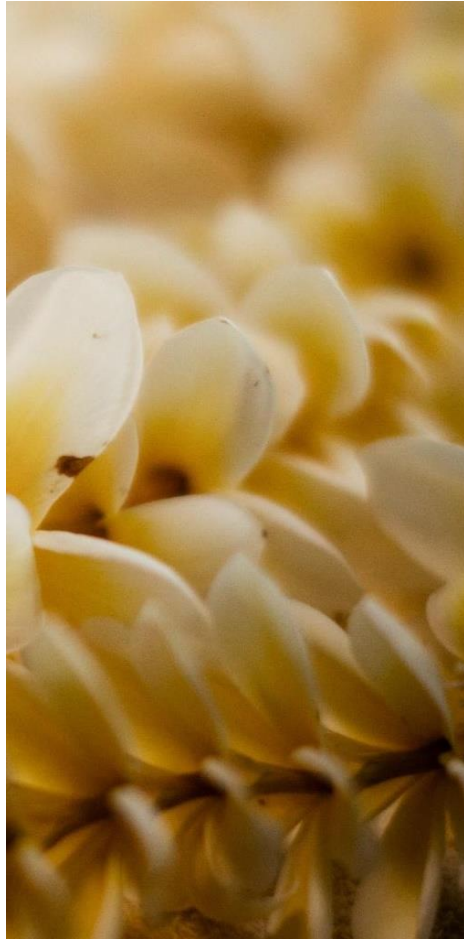
DISTRIBUTION CHANNEL & LEAD TIME



- Wholesalers report that Hawai'i is performing better than other domestic destinations, though international destinations are still performing better than Hawai'i.

MARKET SITUATION

COMPETITIVE LANDSCAPE



Tourism destinations around the globe are back marketing to U.S. travelers:

- For the first time since 2018, Tahiti will be in cities across the U.S. with consumer promotions and destination training.
- The Hong Kong Tourist Board is giving away 500,000 plane tickets.
- Utah now has a blend of destination management and destination marketing; encouraging travelers to explore Utah thoughtfully and safely, treating ecosystems and cultural sites with respect, and engaging with local communities.
- To counter past tourist party behavior, Bali's new campaign encourages travelers to "respect Balinese cultural customs".

TARGET AUDIENCE



CORE SEGMENT

**The Mindful
Hawai'i Target
Traveler**

SUB-SEGMENTS



The Eco-Conscious



**The Culturally
Curious**



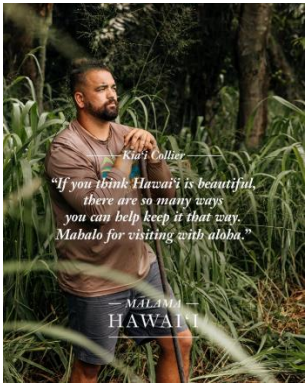
The Service-Minded



**The Unobtrusive
Explorer**

CORE BRANDING MESSAGE

CORE BRANDING MESSAGE



Mālama Hawai'i



Kuleana / Travel Tips

CORE BRANDING MESSAGE

REACTION TO MĀLAMA HAWAI‘I MESSAGING

Reaction to the videos was positive with important gains over last year.

Compared to last year, more consumers agree that the Mālama videos show experiences they would want to do on vacation and enhance their interest in visiting.

80% said the videos make them feel that the people of Hawai‘i are welcoming – an increase of 5 points.

How much do you agree that the video...?	Average		
	2021	2022	Change
Shows the reasons I want to visit Hawai‘i	57%	64%	7%
Represents what I want to do on vacation	54%	60%	6%
Describes something I am interested in	61%	67%	6%
Makes me feel that the people of Hawai‘i will welcome me	75%	80%	5%
Helps me picture myself in Hawai‘i	66%	71%	4%
Makes me want to visit Hawai‘i	68%	72%	4%
Shows a side of Hawai‘i that is surprising or unexpected	68%	71%	3%
Fits with my image of Hawai‘i	72%	74%	2%
Makes me wonder what else Hawai‘i has to offer	71%	73%	2%
Makes me feel good about choosing to visit Hawai‘i	75%	77%	2%
Tells me something new about Hawai‘i	74%	76%	1%
Makes me think a vacation in Hawai‘i will be unique	75%	76%	1%

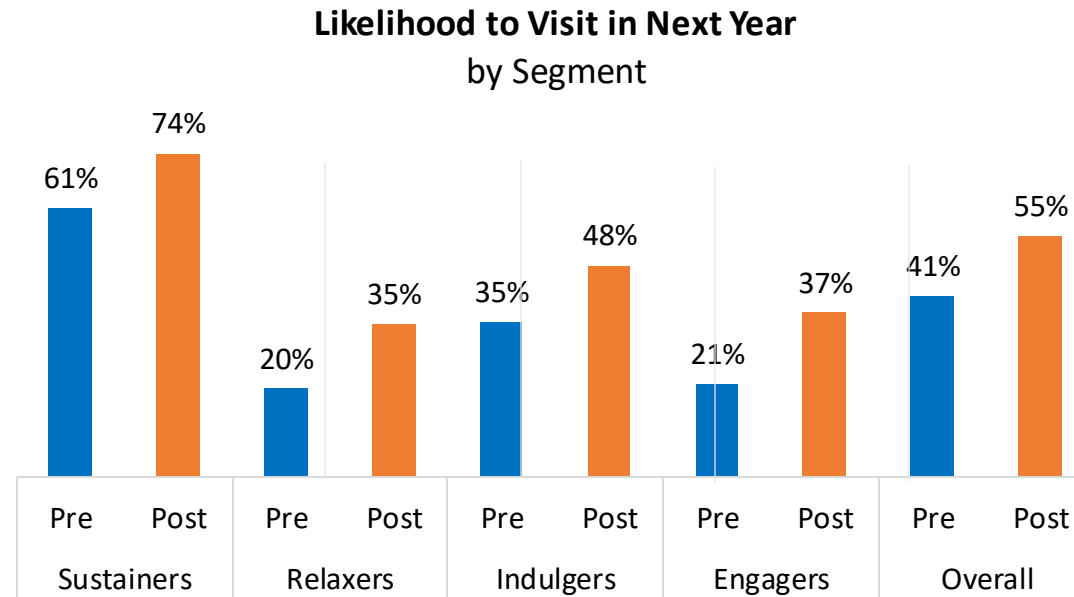
Source: SMARInsights, HTA Campaign Effectiveness Q1 Study

CORE BRANDING MESSAGE

IMPACT OF MĀLAMA HAWAI‘I VIDEOS

Overall, likelihood to visit increased 14 points after viewing the videos.

Sustainers are the most likely to visit and represent the core of the target market.

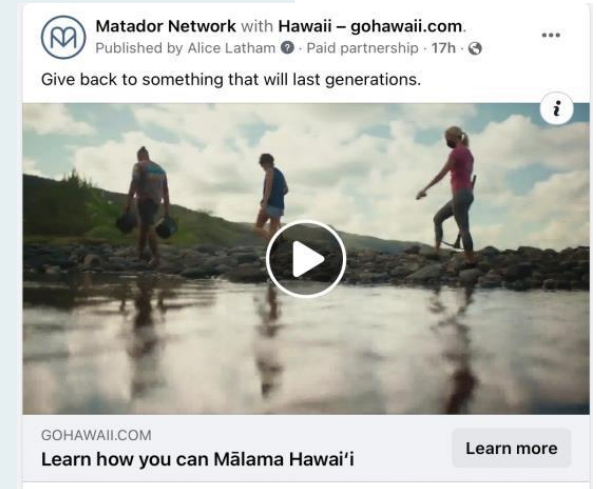
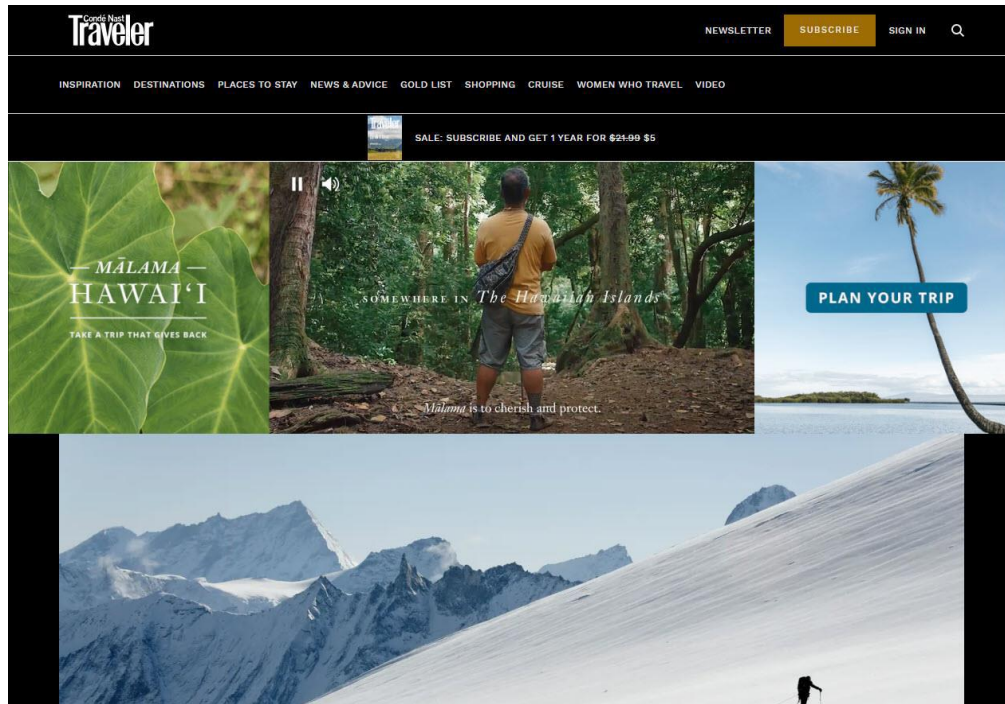


Calculated likelihood – 100% of already planning,
80% of very likely
& 20% of somewhat likely

Source: SMARInsights, HTA Campaign Effectiveness Q1 Study

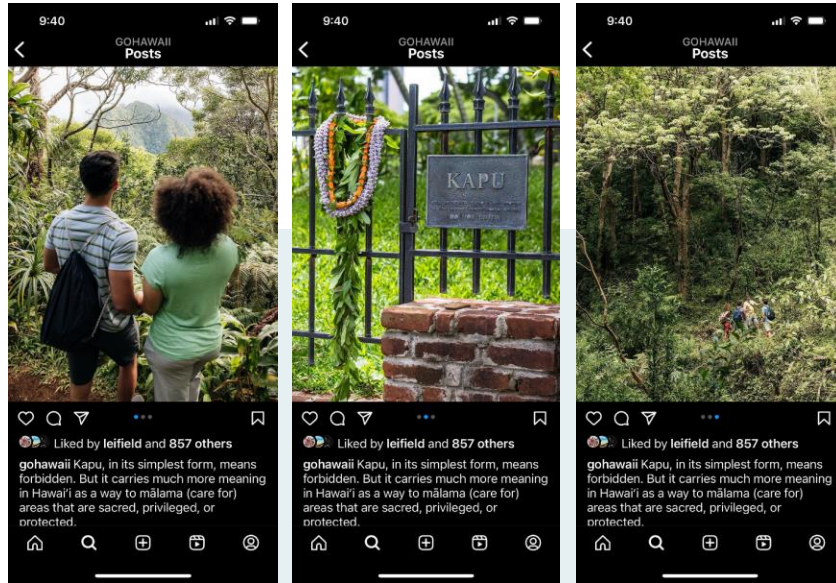
Q1 REVIEW

Q1 REVIEW MEDIA PLAN

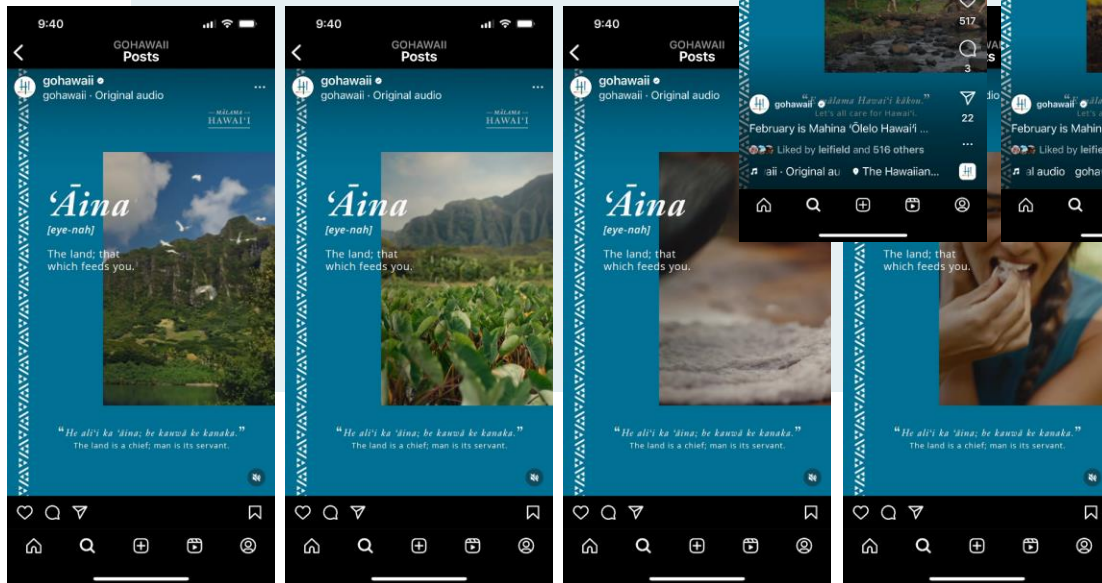
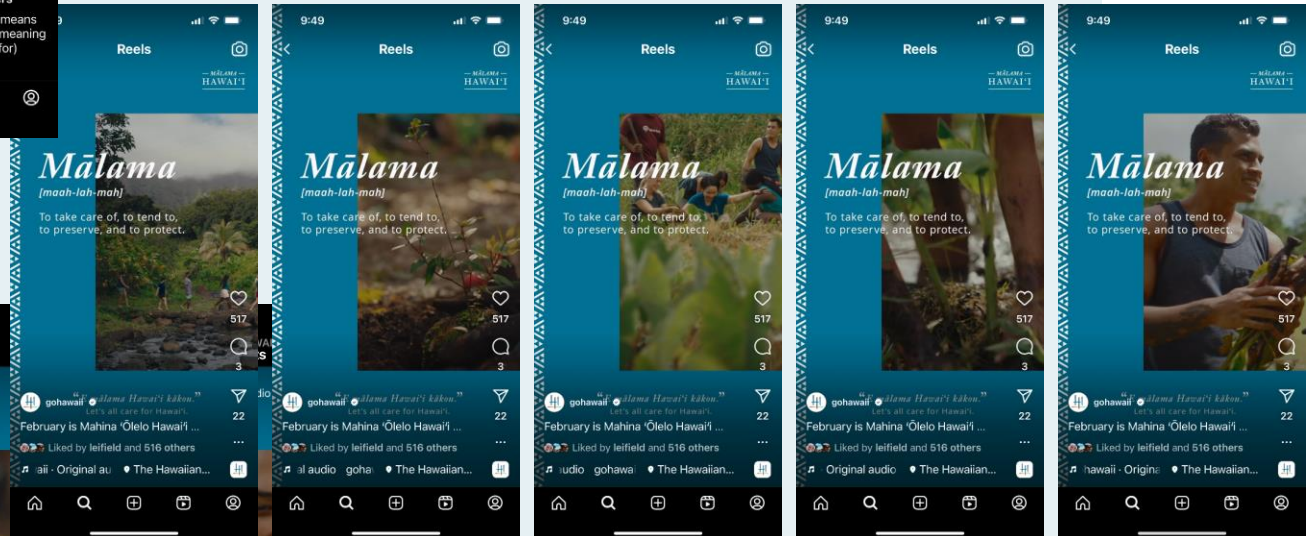


Partner	Impressions
Amazon	16,081,633
Hulu	15,182,432
Roku	16,326,531
LG	4,750,000
BuzzFeed	3,225,000
Conde Nast	7,400,000
Matador	3,000,000
Trip Advisor	6,410,256
Nativo	4,837,500
OMDp	6,028,571
Adtheorent	8,500,000
Tremor	5,425,000
Viant	5,000,000
Search	60,000

Q1 REVIEW SOCIAL MEDIA



Mahina 'Ōlelo Hawai'i



Mālama Hawai'i

Partner	Impressions
Facebook	116,484,325
Instagram	6,291,437
YouTube	27,999,786

Q1 REVIEW PGA TOUR

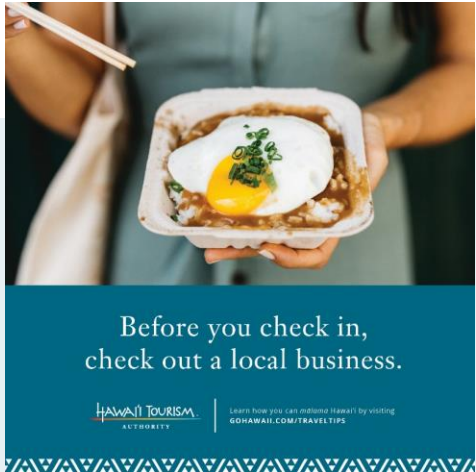
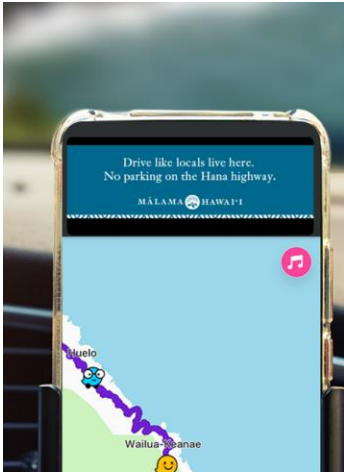


PGA Aloha Season - Morikawa



Partner	Impressions
Golf Channel	TBC
pgatour.com	727,273

Q1 REVIEW KULEANA



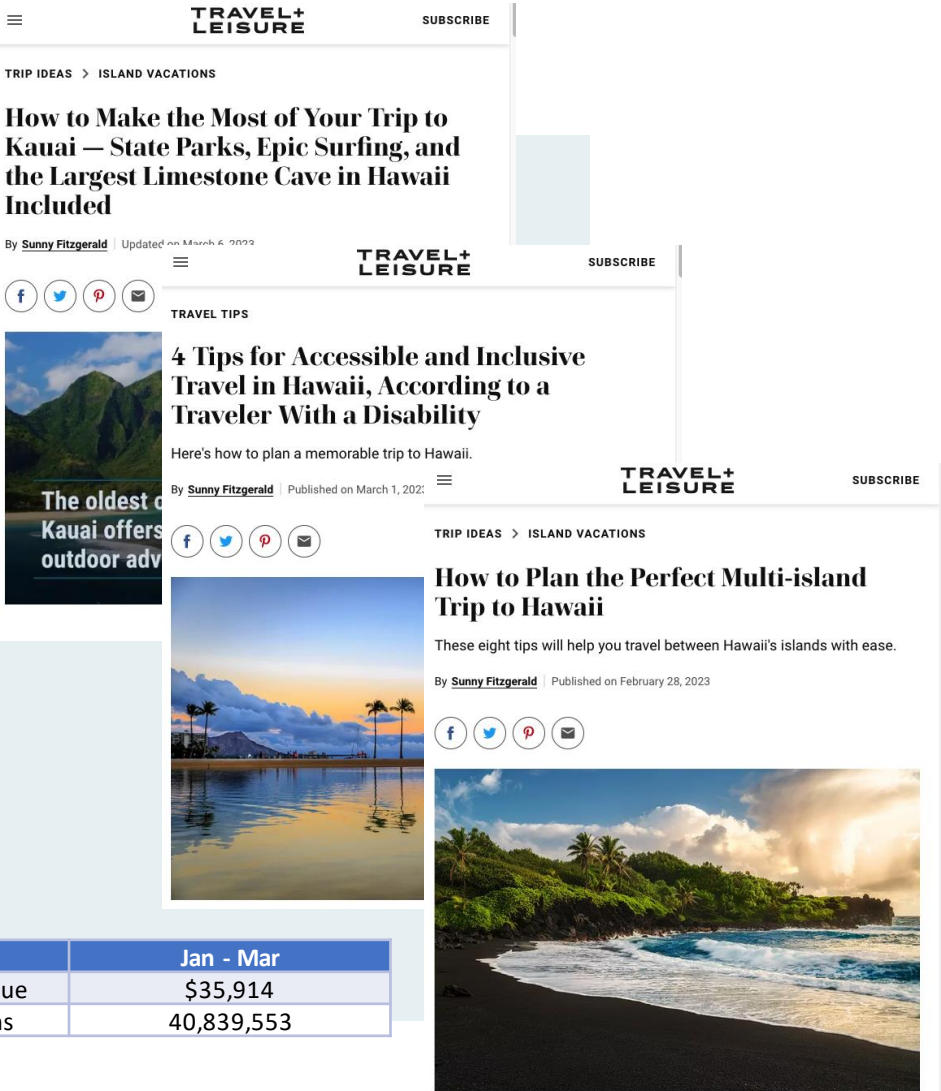
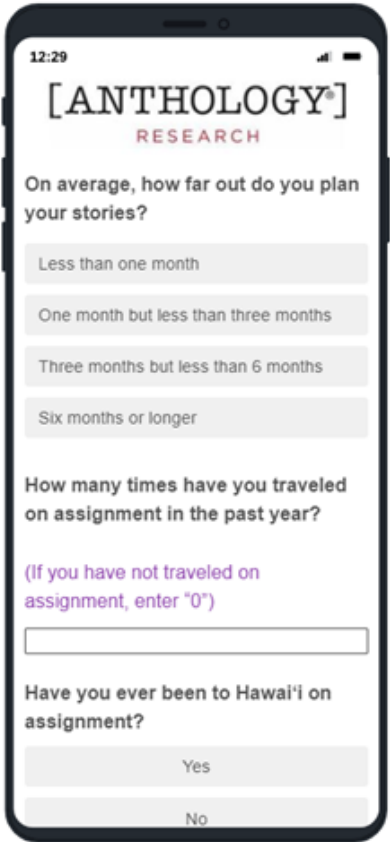
- Airport Messaging
- Hotel Shuttles
- Waze
- In-Room Video
- Social Media
- GoHawaii App

Partner	Impressions
NMG	498,409
Spectrum - OOH	3,241,174
Roberts	75,105
Spectrum - Digital	6,410,732
CCA/DKI Airport	3,822,296

Q1 REVIEW PUBLIC RELATIONS

Q1 Major Initiatives & Results

- Completed Media Research: Quantitative & Qualitative
 - Surveyed nearly 200 media
 - Presentations to Partners across the islands are forthcoming
- Travel + Leisure stories



Earned PR	Jan - Mar
Digital Publicity Value	\$35,914
Digital Impressions	40,839,553

PHOTO: MATT ANDERSON PHOTOGRAPHY/GETTY IMAGES



You're Invited!

March 28: Hawai'i Cultural Webinar
Ka Ho'oilina Ali'i, Hawai'i's Royal Heritage

Q1 REVIEW PUBLIC RELATIONS



Live from 'Iolani Palace
*The Royal Residence
of the Hawaiian Kingdom*

Tuesday, March 28
1 p.m. EDT; 10 a.m. PDT; 7 a.m. HST
[Register & Save the Date >>](#)

- 80 attendees
- Produced version to be distributed to full media list



Q1 REVIEW TRAVEL TRADE

Q1 Major Initiatives & Results

- Exceeded Certification Targets by 72% with 3,188 Certifications Completed
- Conducted Educational Blitz in 4 key markets with 17 Partners Reaching 152 travel advisors
- Executed Travel Advisor Survey with over a 1,000 respondents providing insight regarding competitive destinations and resources



BMP UPDATE

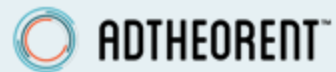
BMP UPDATE

	2023		
	Apr	May	Jun
Messaging	Mālama Hawai'i - U.S. Continent Kuleana - In Hawai'i		
Media			
Earned			
Editorial Opportunities			
Media Visits			
Virtual Media Blitz			
Social			
Organic			
Paid			
Advertising			
Advanced TV			
Digital			
Search - Google			
Enewsletters			
Gohawaii.com			
Travel Trade			
Messaging - Travel Trade			
Advertising			
Trade Media			
Consortia Programs			
Partnerships			
Cooperative Opportunities - Industry Partners			

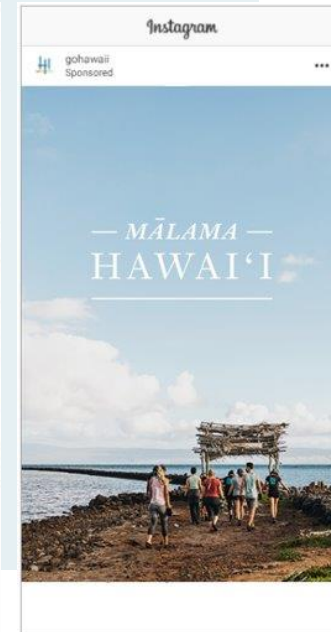
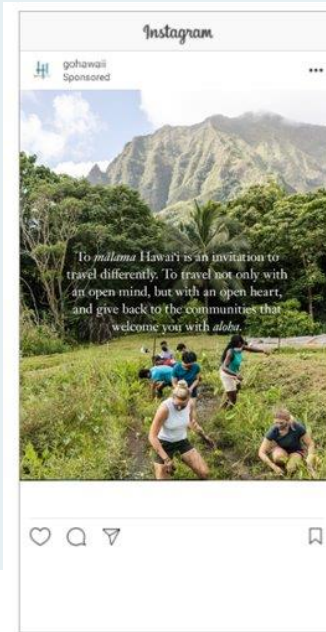
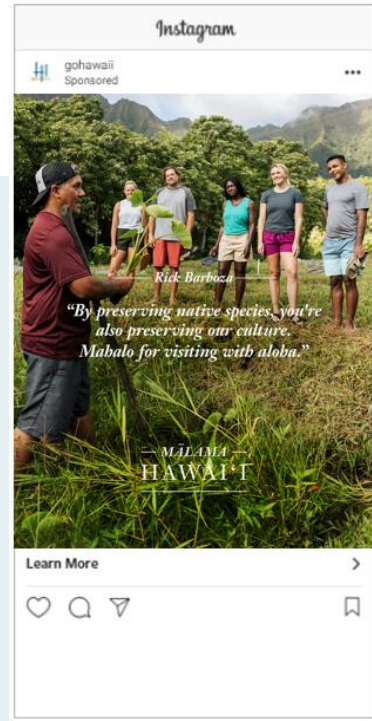
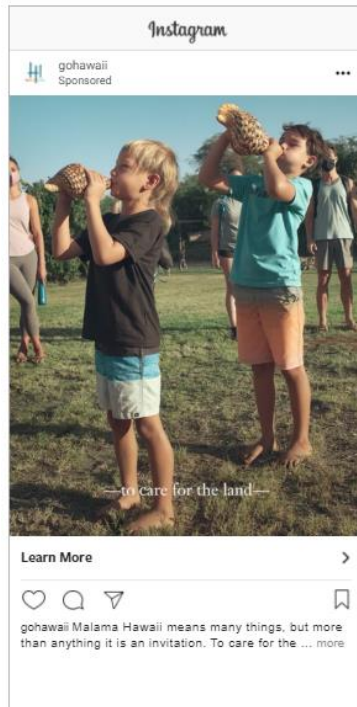
*Flight dates pending plan / creative approval.

BMP UPDATE

PAID MEDIA



BMP UPDATE SOCIAL MEDIA

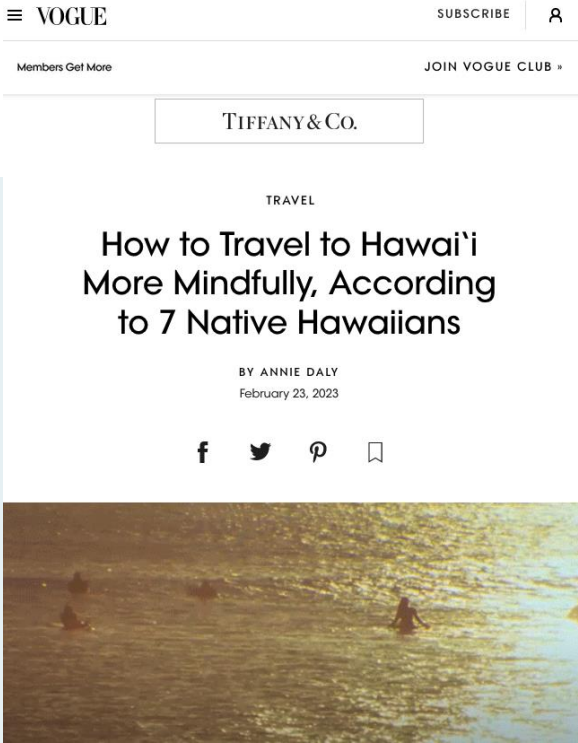
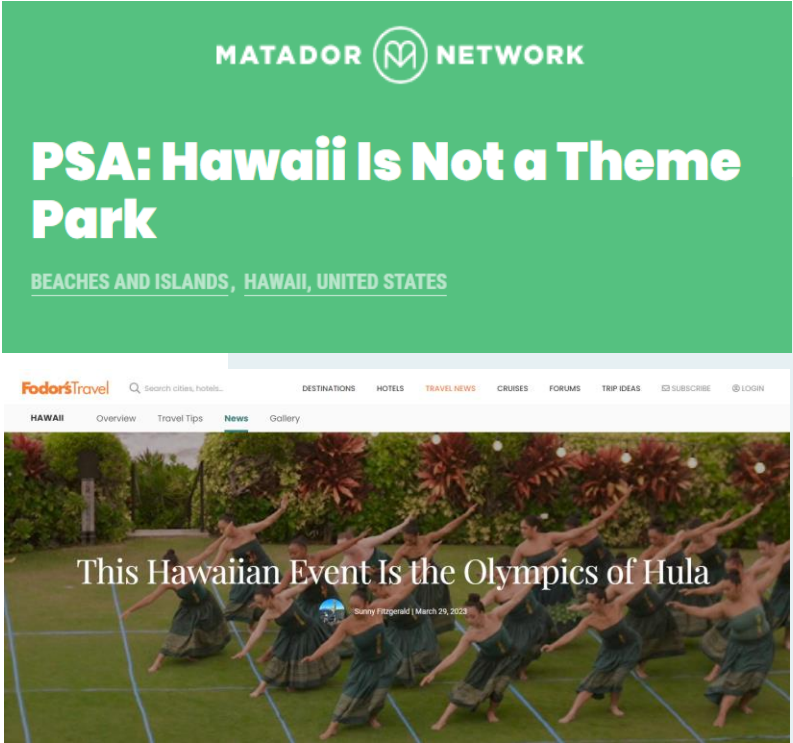


BMP UPDATE

PUBLIC RELATIONS

Future Major Initiatives

- Media Education: Mālama messaging, regenerative tourism
- Virtual Media Blitz
 - Week of one-on-one appointments with 30-40 media from Hot 100 List
- PRSA Travel & Tourism Conference



2023 Section Conference

Tales Between Two Lakes
June 20-23 • Madison, Wis.

BMP UPDATE TRAVEL TRADE



what is mālama?

Like so many words in the Hawaiian language, mālama has a number of different definitions. It can mean to take care of, to attend and cherish, to preserve and protect, and even to save. Mālama is a word that has been used to define our *kūlana* (responsibility) to the 'āina (land), its natural resources and each other for generations. Mālama is a *kūlana* that we also share with our guests who visit our home in Hawai'i.

“It's not only about change but about healing. I think that's a big part of our work. We're healing the land, we're healing the people, we're healing ourselves.”

Nicoleani Lee,
Aquaculture Restoration

Future Major Initiatives

- Continue to update content and design of travel trade website
- Create a webinar library featuring presentations on Mālama Hawai'i, Hawaiian culture and individual island brands
- Develop "Know Before You Go" pieces for travel advisors and partners that highlight Mālama Hawai'i messaging and Kuleana travel tips

PARTNERSHIP OPPORTUNITIES

PARTNERSHIP OPPORTUNITIES

HVCB/ ISLAND CHAPTER	ACTIVITY	DESCRIPTION	DATE	LOCATION	COST	CONTACT
CONSUMER						
HVCB	Mālama Hawai'i Program	Visitors are encouraged to give back to the destination by participating in the Mālama Hawai'i Program. The U.S. brand media campaign call-to-action drives to gohawaii.com/malama, which lists volunteer opportunities and offers.	Ongoing	Kaua'i, O'ahu, Maui, Moloka'i, Lāna'i, Island of Hawai'i	\$0	Lei-Ann Field lfield@hvcb.org
HVCB, KVB, OVB, MVCB, IHVB	The Official Hawai'i Visitor Guidebooks: Experience Kaua'i Experience O'ahu Experience Maui, Molokai, Lāna'i Experience Hawai'i Island	The Hawai'i Visitor Guidebooks are the official post-arrival, island-specific guides for Kaua'i, O'ahu, Maui/Moloka'i/Lāna'i and Island of Hawai'i. They are published semi-annually in print and digital formats for use in-destination to promote local activities, dining, shopping, products and services. Distributed at airports and key strategic visitor locations on each island.	Semi-Annual	Kaua'i, O'ahu, Maui, Moloka'i, Lāna'i, Island of Hawai'i	Varies	HVCB Membership membership@hvcb.org
HVCB	Enewsletter: Islands of Aloha Express	Consumer newsletter offers partners an opportunity to reach up to 215,000 opted-in subscribers who have expressed an interest in traveling to the Hawaiian Islands. It includes stories about Hawai'i, festivals and events calendar, travel planning tips, and special offers.	Monthly	U.S.	Varies	HVCB Membership membership@hvcb.org
TRAVEL TRADE						
KVB	Webinars	Webinars to promote mālama Kaua'i, unique island activities and provide destination updates.	Quarterly	U.S.	\$0	Maile Brown Maile@hvcb.org
OVB	"What's New On O'ahu" Destination Updates Webinars	Webinars highlighting updates and what's new on O'ahu.	Quarterly	U.S.	\$0	Karishma Chowfin karishma@visit-oahu.com
MVCB	Educational Webinars: Maui	Advisors receive Maui Nui destination updates, including resorts, activities, events and travel in and around Maui Nui and the Hawaiian Islands.	Quarterly	U.S.	\$0	June Pagdilao june@mauivb.com
IHVB	Island of Hawai'i Educational Webinars	Target top Hawai'i retail travel advisors and wholesale partners to share destination messaging and island of Hawai'i updates.	Quarterly	U.S.	\$0	Deanna Isbister disbister@hvcb.org

PARTNERSHIP OPPORTUNITIES

HVCB/ ISLAND CHAPTER	ACTIVITY	DESCRIPTION	DATE	LOCATION	COST	CONTACT
PUBLIC RELATIONS						
HVCB, KVB, OVB, MVCB, IHVB	Individual Media Visits	HVCB and the Island Chapters work closely to coordinate multi-island and island-specific visits for qualified journalists, incorporating Mālama Hawai‘i. Partners contribute accommodations, activities, meals.	Ongoing	Kaua‘i, O‘ahu, Maui, Moloka‘i, Lāna‘i, Island of Hawai‘i	In-Kind Support	HVCB: Lei-Ann Field lfield@hvcb.org KVB: Shere'e Quitevis sheree.quitevis@finnpartners.com OVB: Pua Sterling pua.sterling@finnpartners.com MVCB: Leanne Pletcher leanne@mauivb.com IHVB: Donna Kimura dkimura@hvcb.org
HVCB, KVB, OVB, MVCB, IHVB	Virtual Media Blitz	HVCB and the Island Chapters coordinate appointments with key media via Zoom to share destination updates and promote Mālama Hawai‘i and mindful travel.	May		\$0	HVCB: Lei-Ann Field lfield@hvcb.org
KVB	News Release: What’s Blooming on the Garden Island	News release distributed on a quarterly basis to media, stakeholders and international contractors.	Quarterly	U.S	\$0	KVB: Shere'e Quitevis sheree.quitevis@finnpartners.com
OVB	Media eNewlsetter: News, Updates and Aloha from O‘ahu	Quarterly newsletter sent to OVB media database with the latest information on industry updates. This is shared with HTA’s Global Marketing Partners (GMTs) and adjusted for Travel Trade distribution.	Quarterly	U.S.	\$0	Pua Sterling pua.sterling@finnpartners.com Jacob Revells jacob.revells@finnpartners.com
MVCB	Enewsletter: Message from Maui Nui	Enewsletter sent to partners requesting the latest information on accommodations, restaurants and activities. Primary audience is travel media as well as industry partners.	Quarterly	U.S.	\$0	Leanne Pletcher leanne@mauivb.com
IHVB	Eblast: What’s Sizzlin’	Themed email distributed to media, stakeholders, and global marketing partners. A copy of What’s Sizzlin’ also resides on the GoHawaii media site.	Distributed bi-monthly	U.S.	\$0	Donna Kimura dkimura@hvcb.org

MAHALO!

10b

Discussion on Air Service to Hawai'i

HAWAI'I AIR SERVICE UPDATE

Jeffrey Eslinger, Senior Director Market Insights
Hawai'i Tourism United States

April 27, 2023

HAWAI'I TOURISM[™]
AUTHORITY

Global Airline Overview

- Despite ongoing macroeconomic uncertainty, the air travel industry is building steadily towards an anticipated strong peak during the 2023 northern hemisphere summer. The industry continues to build its resilience, with airlines emerging from the pandemic with a renewed focus on their service to changed passenger preferences
- Domestic markets and global short haul leisure travel should exceed pre-pandemic levels in the upcoming peak travel period. The desire for ‘revenge travel’ has still not abated (particularly in markets that were slow to re-open) and pent-up travel demand shows only a few signs of abating
- Returning Asia Pacific travel volumes are being welcomed – even if the recovery is still not progressing as rapidly as hoped. Growing intercontinental travel will be particularly beneficial to airlines in the region
- The industry may need to adjust expectations about the return of business travel. The sector – which drives as much as half of revenues for some airlines – continues to come back, but the size of the market overall may not be where it was prior to the pandemic
- Recent oil market uncertainty is unwelcome, but the industry has proved it can operate profitably even in the face of substantially higher jet fuel costs and consumer sensitivity to higher airfares

OPEC+ Surprises with Production Cut of 1.2 million Barrels per Day

Argus US jet fuel index



April 7, 2023
\$2.60/gallon

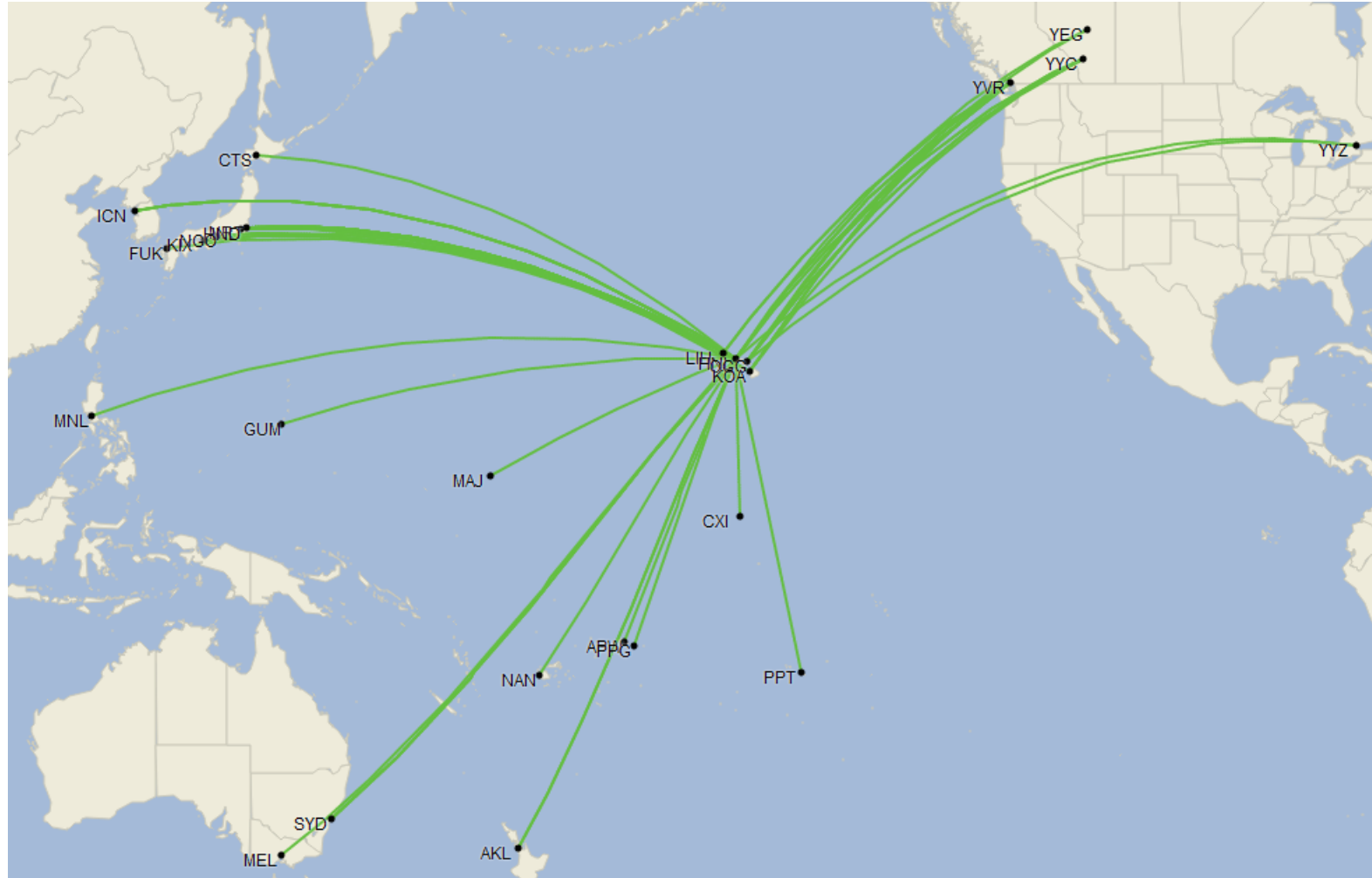
SERVICE TO HAWAII



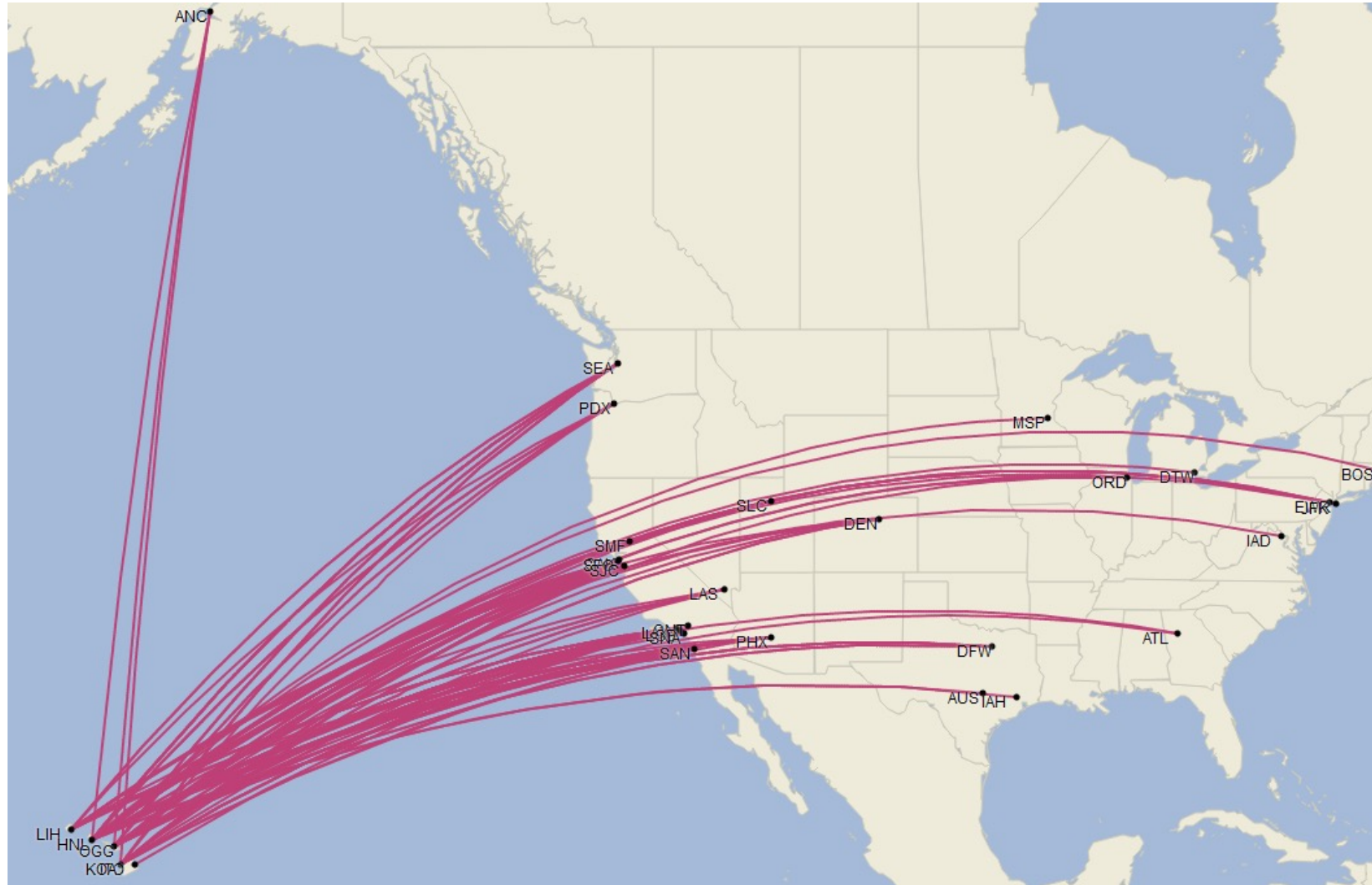
Serving Hawai'i – 19 Carriers



Non-Stop International Markets into Hawai'i (all airports)



Non-Stop U.S. Markets into Hawai'i (all airports)



U.S. TRANS-PACIFIC AIR SEAT SYNOPSIS

	# of SEATS 2019	# of SEATS 2022	# of SEATS 2023P	% Change 23/19	% Change 23/22
O'ahu	4,962,887	5,581,303	5,681,600	14.5%	1.8%
Maui	2,668,370	3,158,201	2,909,848	9.0%	-7.9%
Kona	1,104,675	1,312,548	1,291,286	16.9%	-1.6%
Kaua'i	962,986	1,147,751	1,002,118	4.1%	-12.7%
Hilo	47,872	47,433	1,162	-97.6%	-97.6%
Total	9,746,790	11,247,236	10,886,014	11.7%	-3.2%



Fuel Surcharges Impacting Demand – Each Way as of 4/17/23



Originating Flights on tickets issued March 1-March 31, 2023 to Hawai'i (\$213)
Originating Flights on tickets issued April 1-May 31, 2023 to Hawai'i (\$191)



Originating Flights on tickets issued Dec. 2022-March 31, 2023 to Hawai'i (\$232.2)
Originating Flights on tickets issued April 1 –May 31, 2023 to Hawai'i (\$160.6)



Originating Flights on tickets issued Dec. 2022 –March 31, 2023 to Hawai'i (\$91.8)
Originating Flights on tickets issued April 1-30, 2023 to Hawai'i (\$80.8)



Originating Flights on tickets issued Dec. 2022 –March 31, 2023 to Hawai'i 128,600 KRW (\$99.8)
Originating Flights on tickets issued April 1-30, 2023 to Hawai'i (\$78.61)

TRANS-PACIFIC AIR SEAT SYNOPSIS BY COUNTRY

	# of SEATS 2019	# of SEATS 2023P	% Change 23/19
Australia	369,282	241,448	-34.6%
Canada	484,613	485,774	0.2%
China	116,539		
Cook Islands		6,237	
Fiji	8,414	11,220	33.3%
French Polynesia	18,718	14,456	-22.8%
Japan	1,999,204	1,150,835	-42.4%
Kiribati	6,848	5,950	-13.1%



TRANS-PACIFIC AIR SEAT SYNOPSIS BY COUNTRY

	# of SEATS 2019	# of SEATS 2023P	% Change 23/19
Marshall Islands	34,448	29,714	-13.7%
New Zealand - Aotearoa	125,300	94,274	-24.8%
Philippines	73,248	80,649	10.1%
South Korea	326,398	283,124	-13.3%
Taiwan	39,780	7,038	-82.3%
United States	9,913,374	11,048,919	11.5%
Western Samoa	8,090	8,840	9.3%





MAHALO

Jeffrey Eslinger
Senior Director Market Insights
Hawai'i Tourism United States

jeslinger@hvcb.org

10c

Management & Marketing Services for the
Canada Major Market

RFP 23-02 Hawai'i Tourism Destination Brand Management & Marketing Services for the Canada MMA



Important Dates

RFP 23-02 - Hawai'i Tourism Destination Brand Management & Marketing Services for the Canada MMA	
ACTIVITIES	SCHEDULED DATE
Release of Request for Proposals	March 14, 2023
Pre-Proposal Conference	March 17, 8:00 a.m. - 9:30 a.m. HST
Deadline to Submit Written Questions (must be submitted in HlePro)	March 20, 2023, 4:30 p.m. HST
State's Response to Written Questions (will be posted in HlePRO)	March 22, 2023
Deadline to Submit Notice of Intent to Offer	March 24, 2023, 4:30 p.m. HST
Proposal Due Date/Time, Evaluation Period Begins	April 21, 2023, 2:00 p.m. HST
Priority Listed Offeror Selection & Notification	Week of April 24, 2023
Oral Presentations with Priority Listed Offerors	May 5, 2023
Best and Final Offer Deadline (if necessary)	Week of May 8, 2023
Notice of Award	May 15, 2023
Start of Contract Performance	June 30, 2023
End of Initial Contract Term	December 31, 2025
End of 2-Year Option if Exercised	December 31, 2027

10d

Update on RFP 23-03 Hawai'i Tourism
Destination Brand Management & Marketing
Services for the United States Market

RFP 23-03 Hawai'i Tourism Destination Brand Management & Marketing Services for the United States Market



Important Dates

RFP 23-03 - Hawai'i Tourism Destination Brand Management & Marketing Services for the US Market	
ACTIVITIES	SCHEDULED DATE
Release of Request for Proposals	February 13, 2023
Pre-Proposal Conference	February 21, 2023, 8:00 a.m. - 9:30 a.m. HST
Deadline to Submit Written Questions (must be submitted in HlePro)	February 24, 2023, 4:30 p.m. HST
State's Response to Written Questions (will be posted in HlePRO)	February 27, 2023
Deadline to Submit Notice of Intent to Offer	March 1, 2023, 4:30 p.m. HST
Proposal Due Date/Time, Evaluation Period Begins	March 30, 2023, 2:00 p.m. HST
Priority Listed Offeror Selection & Notification	Week of April 10, 2023 Week of April 17, 2023
Oral Presentations with Priority Listed Offerors	April 17, 2023 April 24, 2023
Best and Final Offer Deadline (if necessary)	Week of April 24, 2023 Week of May 1, 2023
Notice of Award	May 3, 2023 May 8, 2023
Start of Contract Performance	June 1, 2023 June 8, 2023
End of Initial Contract Term	December 31, 2025
End of 2-Year Option if Exercised	December 31, 2027

11

Report by the Administrative and Audit Standing
Committee of their Meeting held on April 25, 2023

11c

Discussion and/or Action Regarding a
Governance, Strategic Organizational Design,
and Business Process Review Study



STAFF REPORT TO THE ADMINISTRATIVE AND AUDIT STANDING COMMITTEE

April 21, 2023

REQUEST: Discussion on a Governance, Strategic Organizational Design, and Business Process Review Study

FACTS:

1. The Hawai'i Tourism Authority has made an intentional advancement to operate fully as a Destination Management Organization. The HTA acknowledges that while our goal is to drive economic impacts by promoting travel to the state, we also strive to improve communities and the visitor experience in safe, respectful, and sustainable ways.
2. The task has not been easy, and the HTA is faced with limitations on authority. Both the strategic plan and destination management action plans recommend actions that require coordination with other agencies, entities and organizations. However, limitations on resources and personnel and the lack of a formal system of coordination and enforcement capacities makes achieve results challenging.

DISCUSSION:

1. The HTA should evaluate the overall governance structure, the highest and best use of resources, the structure of the organization, and internal processes. To support these efforts, the HTA should seek a qualified, independent firm to conduct this evaluation and prepare recommendations.
2. Proposed Deliverables
 - Determine if an alternative tourism governance system is necessary
 - An appropriate organizational structure to support strategic direction (including establishing new branches, sections and positions as necessary)
 - Recommend changes to existing roles and responsibilities. Provide job descriptions
 - Recommend improvements to cross-functional processes, technology solutions and improve process design
 - Based on best practices and organizational needs, propose supervisory ratios
 - Determine key performance indicators and a process for efficiently monitor them
 - Develop a framework for a smooth transition and change management
3. Proposed Methods
 - Review current structure and roles, analyze workflows and cross-functional processes.
 - Perform a business process review
 - Evaluate existing performance and outcomes from the perspective of all stakeholders
 - Conduct interviews and focus groups with key stakeholders. Perform internal staff engagements.

April 21, 2023

4. Proposed Timeframe

- RFP for contractor July 2023
- Start data collection and assessments end of July 2023
- Develop draft recommendations by September 2023
- Stakeholders review October 2023
- Final recommendations by November 2023
- Provide recommendations to State Legislature, County government, industry and community stakeholders in December 2023

BUDGET IMPLICATIONS: Estimated costs from \$10,000 to \$250,000 depending on scope

RECOMMENDATION: None.

12

Report and Update by the Ho'okahua Hawai'i
Standing Committee of their Meeting held on
April 25, 2023

12b

Update on the EDA Projects



STAFF REPORT TO THE HO‘OKAHUA HAWAI‘I STANDING COMMITTEE

April 21, 2023

REQUEST: To provide an update on the EDA Projects – American Rescue Plan Act State Travel, Tourism, and Outdoor Recreation Grants (State Tourism Grants) Supplemental Disaster Recovery and Resiliency Awards

FACTS:

1. June 23, 2022: HTA staff presents proposed EDA projects at the Ho‘okahua Hawai‘i Standing Committee meeting.
2. June 30, 2022: HTA staff presents proposed EDA projects to the HTA board. Board approves the draft Grant Administration Plan (GAP).
3. June 30, 2022: HTA staff submits GAP to EDA for approval.
4. March 3, 2023: HTA submits 3rd revision of the GAP to EDA – taking out Department of Land & Natural Resources’ (DLNR) construction project.
5. March 21, 2023: EDA approved HTA’s GAP.
6. April 4, 2023: EDA approves DLNR as a subgrantee.

DISCUSSION:

1. On April 17, 2023, HTA staff (John De Fries, Ilihia Gionson, Caroline Anderson and Talon Kishi), DLNR staff (David Sakoda, Fisheries Program Manager) met with EDA regional director, Sheba Person-Whitley and EDA Economic Development Representative - Hawai‘i Keoki Noji, to share about the work of the HTA and projects under the EDA grant. The meeting was coordinated by Esther Kiaaina of Pacific Basin Development Council.
2. As of April 21, 2023: HTA is finalizing agreement with DLNR and preparing paperwork to draw down the EDA funds.

BUDGET IMPLICATIONS: None.

RECOMMENDATION: None.

April 21, 2023

12c

Update on the Waikīkī Historic Trail Project

Restoration of the Waikīkī Historic Trail Interpretive Signage



A partnership project collaboration

NATIVE HAWAIIAN
HOSPITALITY ASSOCIATION

HAWAII TOURISM
AUTHORITY

O'AHU
VISITORS BUREAU



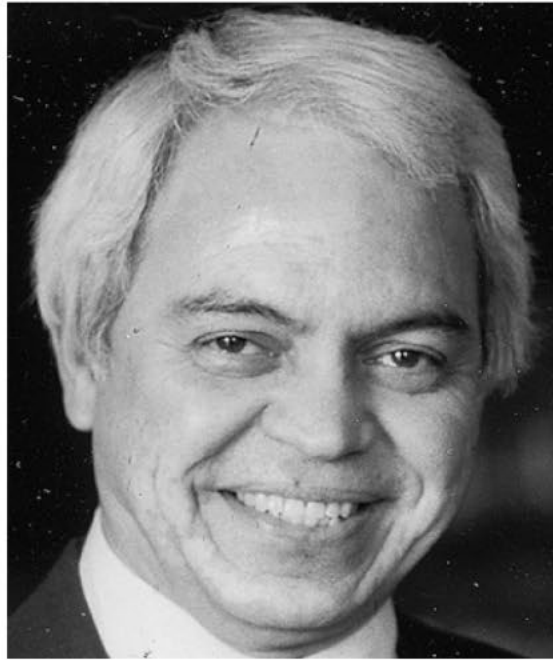
History of the Waikīkī Historic Trail

**George Hu'e
Sanford Kanahale**

(1930-2000)

'Oihana Ho'okipa,
Kahu Mo'omeheu

Tourism, Keeper of Culture



"Perhaps the greatest threat [to restoring Waikīkī] is the two-headed monster of local cynicism and ignorance... that Waikīkī is too far gone, there's nothing Hawaiian about it. The best remedy for ignorance is education."

Restoring Hawaiianness to Waikīkī - July 1994

Committee Support

NATIVE HAWAIIAN
HOSPITALITY ASSOCIATION

Mālia Sanders
Executive Director
NaHHA

Ka'iulani Spencer
Administrative Coordinator
NaHHA

HAWAII TOURISM
AUTHORITY

Caroline Anderson
Director of Planning
HTA

Maka Casson Fisher
Brand Manager
HTA

O'AHU
VISITORS BUREAU™

Noelani Schilling-Wheeler
Executive Director
OVB

Catherine Orlans
Destination Manager, O'ahu
OVB

With Collaboration From

Marion Cadora - MOCA

Kim Duffett - Artist

Cultural Advisory Committee & Credentials

Desoto Brown

Archivist and Author

Bernice Pauahi Bishop Museum

John Clark

Entrepreneur, Researcher, Surf Historian

Author, Historian, Waterman

Retired - Honolulu Fire Department

Kainoa Daines

Senior Director, Brand

Hawai'i Visitors & Convention Bureau

Commission Chair

Kamehameha Day Commission

Keone Downing

Practitioner & Board Member

Hawai'i Tourism Authority

Ku'uipo Kumukahi

Cultural Director

Hyatt Regency Waikīkī

Founder

Hawaiian Music Perpetuation Society

Luana Maitland

Cultural Director

Outrigger Hospitality Group

Monte McComber

Cultural Director

Royal Hawaiian Center

Kamaka Pili

Reporter & Researcher

KHON2 News

Aloha Authentic

Makanani Salā

Executive Director

Mayors Office of Culture & Arts

Hi'ilani Shibata

Cultural Educator

Ka Mahina Project

Lead Cultural Trainer

Native Hawaiian Hospitality Association



KĀLIA BAY
 The view from the Diamond Head Lookout is the most dramatic of any view in Honolulu. It was the seat of government. He was greatly loved by his subjects who enjoyed unprecedented peace and prosperity. All (loyalty) from all points came to Waikīki to enjoy surfing, sporting games, hula, and other entertainment. The makaʻāinana (common people) living in Kālia gladly supplied their chiefs with the fruits of their labor. The sharing of food was an integral part of Hawaiian culture. Lavish banquets featured poi and the freshest seafood from some of the most productive fishponds in all of the Hawaiian islands. The ocean teemed with crab, lobster, shrimp, octopus, limu (seaweed) and other delicacies easily harvested. The fishponds, as well as the harvest from the ocean, came under the stewardship of the chiefs. Their actions were always dictated by the knowledge that greediness or waste displeased the gods. John Papa Ii, a member of the royal court, told of a huge harvest from Mochomaha's fishpond in Kālia given as tribute to Kīna'u, a son of King Kamehameha I. The King, instead of being pleased, was dismayed because of the waste of so many fish. According to 19th century historian Samuel Kamakau, it was thought that fishponds were protected by moʻo, lizard-like deities whose bodies were 12 to 30 feet long. Proper reverence and respect for the moʻo, as well as diligent maintenance of the ponds, made the fish fat and plentiful. Those who shirked their responsibilities were punished. Kālia's largest ponds were Ka'ihikapu and Piawo. Hawaiian fishponds were engineering marvels, their design unique in the entire world.

In the early 1920s, quaint clusters of cottages known as Cressy's Court and Hummel's Court offered simple lodging in Kālia. In 1926, the Heen Investment Company purchased these properties along with the Pierpoint Hotel and built the gracious Niinuilua (sheltering palms) Hotel on the grounds where you now stand. This resort featured a distinctly Hawaiian style of architecture combined with modern comforts. Today, the Hilton Hawaiian Village Beach Resort & Spa continues the rich heritage of Kālia and perpetuates the tradition of hoʻoloha (hospitality) exemplified by Chief Ma'iiukūkahi.



THE STORY OF KĀLIA
 AN UNOBSTRUCTED VIEW OF THE MAJESTIC AND WORLD-FAMOUS DIAMOND HEAD FROM THE KĀLIA FISHPONDS (c. 1900)
 WAIKĪKI HISTORIC TRAIL

Chief Ma'iiukūkahi, who reigned over the island of Oahu in the mid-1400s, resided in Waikīki and used it as his seat of government. He was greatly loved by his subjects who enjoyed unprecedented peace and prosperity. All (loyalty) from all points came to Waikīki to enjoy surfing, sporting games, hula, and other entertainment. The makaʻāinana (common people) living in Kālia gladly supplied their chiefs with the fruits of their labor. The sharing of food was an integral part of Hawaiian culture. Lavish banquets featured poi and the freshest seafood from some of the most productive fishponds in all of the Hawaiian islands. The ocean teemed with crab, lobster, shrimp, octopus, limu (seaweed) and other delicacies easily harvested. The fishponds, as well as the harvest from the ocean, came under the stewardship of the chiefs. Their actions were always dictated by the knowledge that greediness or waste displeased the gods. John Papa Ii, a member of the royal court, told of a huge harvest from Mochomaha's fishpond in Kālia given as tribute to Kīna'u, a son of King Kamehameha I. The King, instead of being pleased, was dismayed because of the waste of so many fish. According to 19th century historian Samuel Kamakau, it was thought that fishponds were protected by moʻo, lizard-like deities whose bodies were 12 to 30 feet long. Proper reverence and respect for the moʻo, as well as diligent maintenance of the ponds, made the fish fat and plentiful. Those who shirked their responsibilities were punished. Kālia's largest ponds were Ka'ihikapu and Piawo. Hawaiian fishponds were engineering marvels, their design unique in the entire world.

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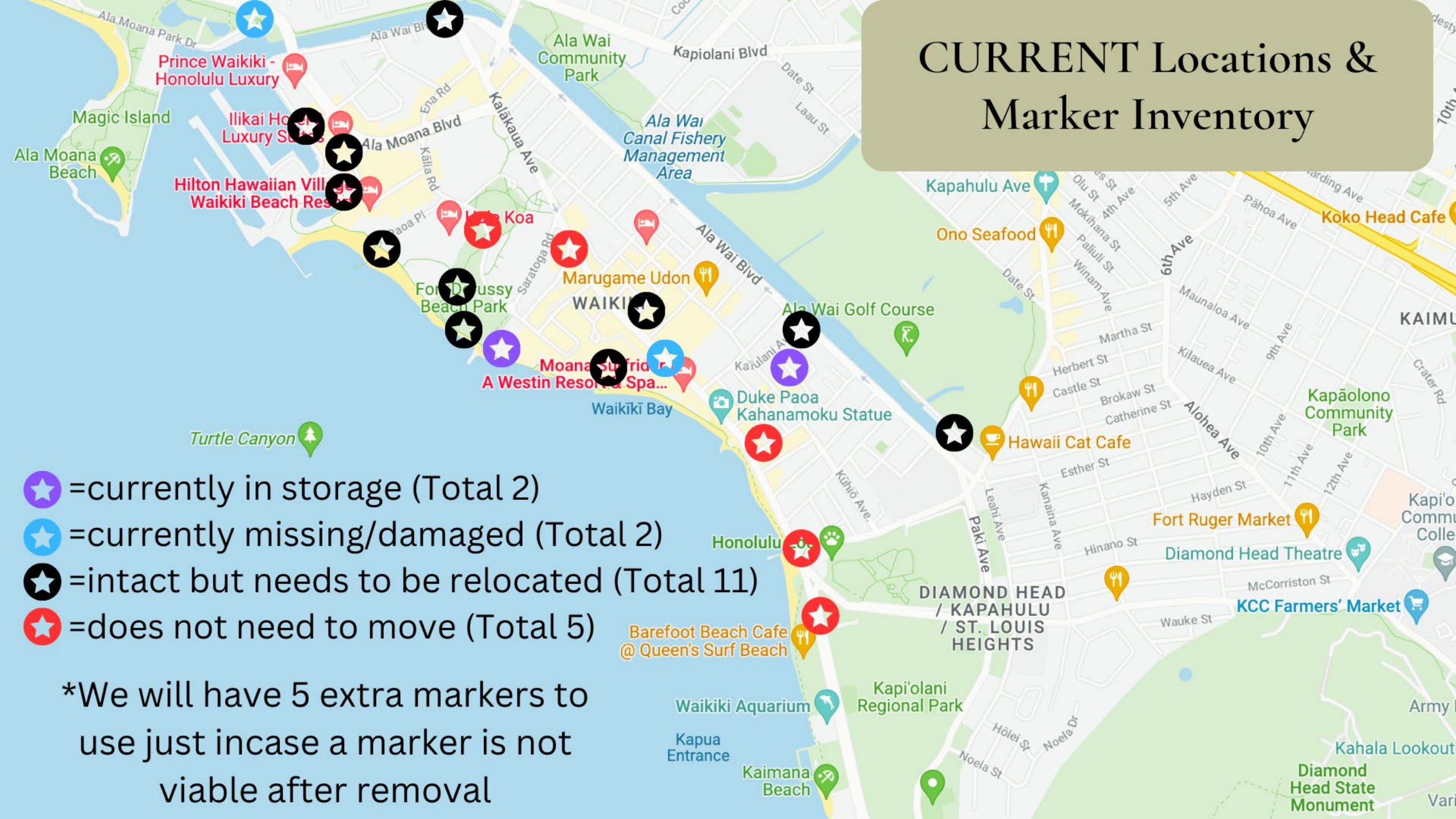
AUPŪHEHE STREAM & WAIKĪKI BEACHES
 The Diamond Head Lookout is the most dramatic of any view in Honolulu. It was the seat of government. He was greatly loved by his subjects who enjoyed unprecedented peace and prosperity. All (loyalty) from all points came to Waikīki to enjoy surfing, sporting games, hula, and other entertainment. The makaʻāinana (common people) living in Kālia gladly supplied their chiefs with the fruits of their labor. The sharing of food was an integral part of Hawaiian culture. Lavish banquets featured poi and the freshest seafood from some of the most productive fishponds in all of the Hawaiian islands. The ocean teemed with crab, lobster, shrimp, octopus, limu (seaweed) and other delicacies easily harvested. The fishponds, as well as the harvest from the ocean, came under the stewardship of the chiefs. Their actions were always dictated by the knowledge that greediness or waste displeased the gods. John Papa Ii, a member of the royal court, told of a huge harvest from Mochomaha's fishpond in Kālia given as tribute to Kīna'u, a son of King Kamehameha I. The King, instead of being pleased, was dismayed because of the waste of so many fish. According to 19th century historian Samuel Kamakau, it was thought that fishponds were protected by moʻo, lizard-like deities whose bodies were 12 to 30 feet long. Proper reverence and respect for the moʻo, as well as diligent maintenance of the ponds, made the fish fat and plentiful. Those who shirked their responsibilities were punished. Kālia's largest ponds were Ka'ihikapu and Piawo. Hawaiian fishponds were engineering marvels, their design unique in the entire world.

In the early 1920s, quaint clusters of cottages known as Cressy's Court and Hummel's Court offered simple lodging in Kālia. In 1926, the Heen Investment Company purchased these properties along with the Pierpoint Hotel and built the gracious Niinuilua (sheltering palms) Hotel on the grounds where you now stand. This resort featured a distinctly Hawaiian style of architecture combined with modern comforts. Today, the Hilton Hawaiian Village Beach Resort & Spa continues the rich heritage of Kālia and perpetuates the tradition of hoʻoloha (hospitality) exemplified by Chief Ma'iiukūkahi.

CURRENT Locations & Marker Inventory

- ★ = currently in storage (Total 2)
- ★ = currently missing/damaged (Total 2)
- ★ = intact but needs to be relocated (Total 11)
- ★ = does not need to move (Total 5)

*We will have 5 extra markers to use just incase a marker is not viable after removal



Markers in **Red** do not need to be moved from their current locations

PROPOSED NEW TRAIL
Markers #1 through #13



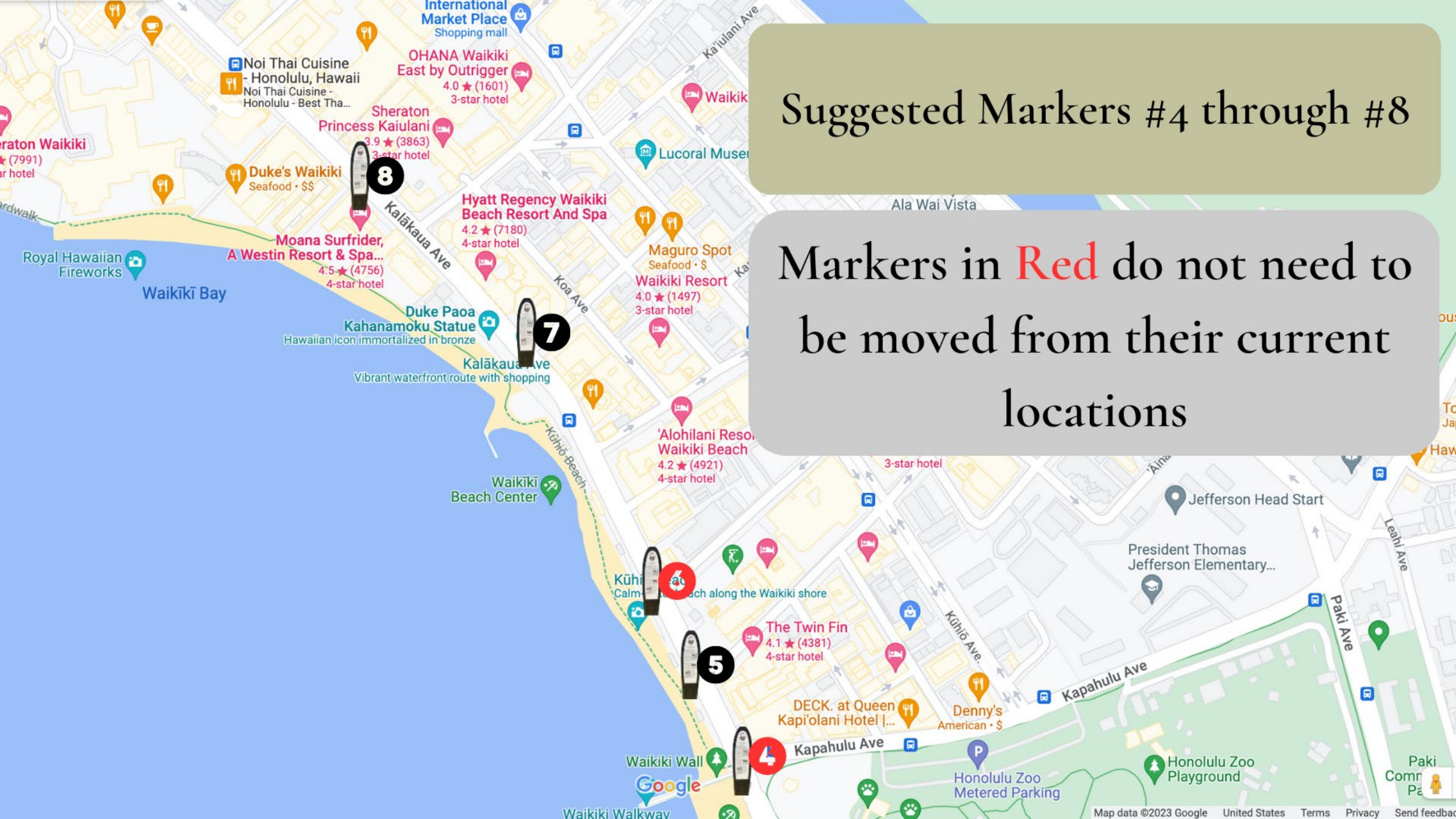


Suggested Markers #1 through #4

Markers in **Red** do not need to be moved from their current locations

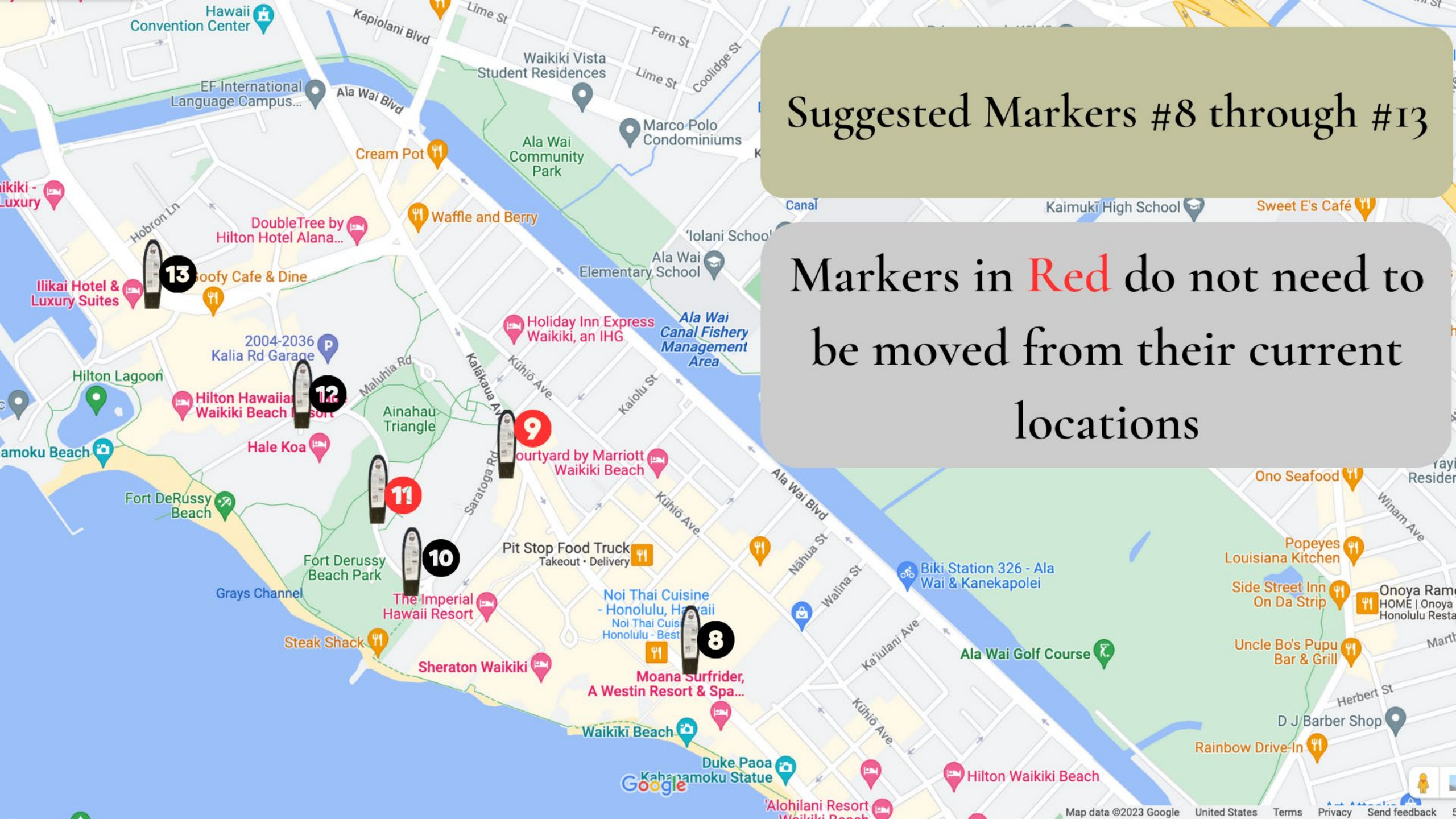
Suggested Markers #4 through #8

Markers in **Red** do not need to be moved from their current locations



Suggested Markers #8 through #13

Markers in **Red** do not need to be moved from their current locations



Phase	Estimated Duration	Activity
1. PRE-PLANNING	3 months	Presentations, Permitting, Permissions, Funding, Plan Development, Contracting
2. CONTENT DEVELOPMENT	ONGOING	Begins once funding and permissions are in place.
3. PREP MARKERS IN STORAGE	1 month	Refurbish and prepare 2 markers in storage for installation
4. REMOVAL OF 2 MARKERS	1 month	Removal and Refurbish 2 markers and install of 2 in cue
5. INSTALLATION (GROUP A)	2 months	Removal and Refurbish 3 markers and install of 3 in cue
6. INSTALLATION (GROUP B)	2 months	Removal and Refurbish 3 markers and install of 3 in cue
7. INSTALLATION (GROUP C)	2 months	Removal and Refurbish 3 markers and install of 3 in cue
8. INSTALLATION (GROUP D)	2 months	Removal and Refurbish 2 markers and install of 2 in cue
9. CLOSING REPORTING	1 month	Closing reports will be required by funders

Contacts



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ʻO ke aloha ke kuleana o kahi malihini

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