



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

HĀLĀWAI KIKOHO'E
HYBRID IN-PERSON & VIRTUAL MEETING

**REGULAR BOARD MEETING
HAWAII TOURISM AUTHORITY**

Po'ahā, Malaki 31, 2022, i ka 9:30 kak.
Thursday, March 31, 2022 at 9:30 a.m.

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

Hawaii Convention Center
Fourth Floor | Ballroom C
1801 Kalākaua Avenue
Honolulu, Hawaii 96815

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

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

https://us06web.zoom.us/webinar/register/WN_XoCI91nKSSeLqOk26iCMiQ

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

'O ka po'e e komo ana ma nā hālāwai kikoho'e, ua hiki iā lākou ke hō'ike mai i ko lākou mau 'ōlelo hō'ike ma o ka māhele nīnau a hā'ina o Zoom.

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

Papa Kumumana'o I Ho'ololi 'Ia
AMENDED AGENDA

1. *Ho'omaka*
Call to Order



2. *E Mālama 'Ia Ana Ke Kikolā I Hiki Ke Ho'olauna 'Ia Nā Lālā Papa Luna Ho'okele A Me Nā Kānaka 'Ē A'e E Komo Pū Ana Ma Ka Hālāwai*
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'o'ōlelo Hālāwai*
Approval of Minutes of the February 24, 2022 Board Meeting
5. *Hō'ike Lālā*
Report of **Permitted Interactions** at an Informational Meeting or Presentation Not Organized by the Board Under HRS section 92-2.5(c)
6. *Hō'ike A Ka Luna Ho'okele*
Reports of the Chief Executive Officer/Chief Administrative Officer/Chief Brand Officer
 - a. *Hō'ike No Ka Ho'okō I Nā Pāhana HTA Like 'Ole*
Relating to Update on **HTA's Programs During February 2022**
 - b. *Hō'ike No Ko HTA Ho'okō I Ka Papahana Ho'okele Huliau*
Relating to Update on **HTA's Implementation of Change Management Plan**
 - c. ~~*Ka Hō'ike'ike a Me Ke Kūkākūkā Mai Ko Ke Kūlanakauhale a Kalana o Honolulu Māhele Ke'ena Ho'olako Wai, e Pili Pū Ana i Nā Hihia Wai E Pā Nei i Ka 'Oihana Kipa Malihini*~~
~~Presentation and Discussion by the **City and County of Honolulu's Board of Water Supply on Water Related Matters Impacting the Visitor Industry**~~
7. *Ka Nū Hou Mai Ke Kōmike Papa Luna Ho'okele a Hō'oiā Loi Helu*
Administrative and Audit Standing Committee Update
 - a. *Ke Kūkākūkā, a Me Ka Hāpai Mana'o/Ka Hana Pili i Ka Loiloī Kūmakahiki o Ka Hana a Ka Pelekikena & Luna Ho'okō Nui o HTA*
Discussion, Recommendations and/or Action **Regarding the Annual Evaluation of the HTA President & Chief Executive Officer's Performance**
 - b. *Ka Nā'ana, Ke Kūkākūkā, a Me Ka Hana Pili i Ko Ke Ke'ena Kuleana Ho'okipa o Hawai'i Mau Kōmike Mana'o Ho'okō, Hāna, a Ho'okolokolo, E Like Me Ka Mea i Wala'au 'Ia Ma Malaki 24, 2022 Ma Ka Hālāwai Kōmike Papa Luna Ho'okele a Hō'oiā Loi Helu*
Review, Discussion and Action on Hawai'i Tourism Authority's Policies, Procedures, and Investigatory Committees as Discussed at the March 24, 2022 **Administrative and Audit Standing Committee** Meeting



8. *Ka Nū Hou Mai Ka Hālāwai Kūmau 'o Ho'okahua*

Ho'okahua Hawaii'i Standing Committee Report and Update

- a. *Ke Kūkākūkā a Me Ka Hana Pili i Ka Mana'o i Hāpai 'Ia Ma Ka Hālāwai Ho'okahua Kūmau No Ka Ho'okumu Hou 'Ana i Ka Polokalamu Ho'ōla Mo'omeheu Hawaii'i Ma Nā Wahi i Loko o Nā Hokele, e Like Me Ka Mea i Wala'au 'Ia Ma Ka Hālāwai o Malaki 28, 2022*

Discussion and/or Action on the Recommendation by the ***Ho'okahua Hawaii'i Standing Committee*** on Reinstating the Resort Area Hawaiian Culture Initiative Program in 2022 as Presented at the March 28, 2022 Meeting

9. *Hō'ike No Ke Kōmike Mo'ohelu Kālā, 'Oihana Kālā, A Me Ke Kikowaena Hālāwai*

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

- a. *Hō'ike, Kūkākūkā A Ho'oholo No Nā Mo'okālā*

Discussion and Action on the Recommendation by the ***Budget, Finance, and Convention Center Standing Committee*** on the HTA's Financial Report for February 2022 as Presented at the March 29, 2022 Meeting

- b. *Ke Kūkākūkā a me Ka Hana Pili i Ka Mana'o i Hāpai 'Ia Ma Ka Hālāwai o Ke Kōmike Mo'ohelu Kālā, 'Oihana Kālā, a Me Ke Kikowaena Hālāwai No Nā Palapala Hō'ike Waiwai o Pepeluuli 2022 o Ke Kikowaena Hālāwai, a me Ka Nū Hou No Ko Ke Kikowaena Hālāwai Papa Hana CIP He 6 Makahiki Ka Lō'ihī, e Like Me Ka Mea i Hō'ike 'Ia Ma Ka Hālāwai o Malaki 29, 2022*

Discussion and Action on the Recommendation by the ***Budget, Finance, and Convention Center Standing Committee*** on the Hawaii Convention Center's February 2022 Financial Report and Update on the Hawaii Convention Center's 6-Year CIP Plan as Presented at the March 29, 2022 Meeting

- c. *Ke Kūkākūkā a Me Ka Hana Pili i Ka Mana'o i Hāpai 'Ia e Ke Kōmike Mo'ohelu Kālā, 'Oihana Kālā, a Me Ke Kikowaena Hālāwai Pili i Ke Noi No Ka Ho'ohana 'Ana i Ka Mo'ohelu Kālā o Ka Makahiki 'Auhau 2022 Mai Ka Ho'omōhala Ala Hele, i Ka Polokalamu Ho'ōla Mo'omeheu Hawaii'i, He Noi o Ka \$250,000 Ka Nui, No Ke Kāko'o 'Ana i Nā Hana Pili i Ka DMAP, e Like Me Ka Mea i Hō'ike'ike 'Ia Ma Ka Hālāwai o Malaki 29, 2022*

Discussion and Action on the Recommendation by the ***Budget, Finance, and Convention Center Standing Committee*** to Reallocate FY22 Funds from Route Development to Resort Area Hawaiian Culture Initiative in the Amount of \$250,000 to Support DMAP-Related Activities as Presented at the March 29, 2022 Meeting

- d. *Ke Kūkākūkā a Me Ka Hana Pili i Ka Mana'o i Hāpai 'Ia e Ke Kōmike Mo'ohelu Kālā, 'Oihana Kālā, a Me Ke Kikowaena Hālāwai Pili i Ke Noi No Ka Ho'ohana 'Ana i Ka Mo'ohelu Kālā o Ka Makahiki 'Auhau 2022 Mai GoHawaii, No Nā Hana Ha'uki i Ho'oka'awale 'Ole 'Ia, He Noi o Ka \$167,000 Ka Nui, No Ka Ho'onui 'Ana i Ka Huinanui o Ke Kālā i Ka \$1,500,000 e Kāko'o Ai i Ka Palapala Ha'uki RFP, e Like Me Ka Mea i Hō'ike'ike 'Ia Ma Ka Hālāwai o Malaki 29, 2022*

Discussion and Action on the Recommendation by the ***Budget, Finance, and Convention***



Center Standing Committee to Reallocate FY22 Funds from GoHawaii to Sports Unallocated in the Amount of \$167,000 to Increase the Total Funding in Support of the Sports RFP to \$1,500,000 as Presented at the March 29, 2022 Meeting

- e. *Ke Kūkākūkā a Me Ka Hana Pili i Ka Mana'o i Hāpai 'Ia e Ke Kōmike Mo'ohelu Kālā, 'Oihana Kālā, a Me Ke Kikowaena Hālāwai Pili i Ke Noi No Ka Ho'ohana 'Ana i Ka Mo'ohelu Kālā o Ka Makahiki 'Auhau 2022 Mai GoHawaii, No LPGA, He Noi o Ka \$500,000 Ka Nui, e Kāko'o Ai i Ka Ho'okūkū Kahului 'o LPGA Lotte, e Like Me Ka Mea i Hō'ike'ike 'Ia Ma Malaki 29, 2022*
Discussion and Action on the Recommendation by the **Budget, Finance, and Convention Center Standing Committee** to Reallocate FY22 Funds from GoHawaii to LPGA in the Amount of \$500,000 to Support the LPGA Lotte Championship as Presented at the March 29, 2022 Meeting
- f. *Ke Kūkākūkā a me Ka Hana Pili i Ka Mana'o i Hāpai 'Ia e Ke Kōmike Mo'ohelu Kālā, 'Oihana Kālā, a Me Ke Kikowaena Hālāwai Pili i Ke Noi e Ho'ohana i Ka Mo'ohelu Kālā o Ka Makahiki 'Auhau 2022 Mai GoHawaii, No Kekahi Hana Hokona, He Noi o Ke \$43,000 Ka Nui, e Kāko'o Ai i Ke Ka'ina Hana Ho'omāhelehele Hokona, e Like Me Ka Mea i Hō'ike'ike 'Ia Ma Ka Hālāwai o Malaki 29, 2022*
Discussion and Action on the Recommendation by the **Budget, Finance, and Convention Center Standing Committee** to Reallocate FY22 Funds from GoHawaii to Marketing Opportunity Fund in the Amount of \$43,000 to Support the Market Allocation Platform as Presented at the March 29, 2022 Meeting
- g. *Ke Kūkākūkā a me Ka Hana Pili i Ka Mana'o i Hāpai 'Ia e Ke Kōmike Mo'ohelu Kālā, 'Oihana Kālā, a Me Ke Kikowaena Hālāwai No Ke Kāko'o 'Ana i Ka Mo'ohelu Kālā e Kāko'o Ana i Ka Ho'āno Hou 'Ana i Ko Ka Hale 'Aha Noi'i No Ka Wā e Hiki Mai Ana, e Like Me Ka Mea i Hō'ike'ike 'Ia Ma Ka Hālāwai o Malaki 29, 2022*
Discussion and Action on the Recommendation by the **Budget, Finance, and Convention Center Standing Committee** for the Funding to Support an Update of the Hawai'i Convention Center Futures Study as Presented at the March 29, 2022 Meeting

10. *Hō'ike 'Ikepili Noi'i 'Oihana Ho'omāka'ika'i*

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

11. *Hō'ike No Ke Kōmike Alowelo*

Report by the **Branding Standing Committee** of their Meeting held on March 30, 2022

- a. *Ke Kūkākūkā a Me Ka Hana Pili i Ka Mana'o i Hāpai 'Ia e Ke Kōmike Alowelo Pili i Nā Lula Alowelo a Hokona No Ke Ke'ena Kuleana Ho'okipa o Kina a me Ke Ke'ena Kuleana Ho'okipa o Kōlea no ka Hapahā 'Elua o ka Makahiki 2022, e Like Me Ka Mea i Hō'ike'ike 'Ia Ma Ka Hālāwai o Malaki 30, 2022*
Discussion and Action on Recommendation by the **Branding Standing Committee** on the



Hawaii Tourism China and Hawaii Tourism Korea Brand Marketing & Management Guidelines for Q2 2022 as Presented at the March 30, 2022 Meeting

- b. *Ke Kūkākūkā a Me Ka Hana Pili i Ka Mana'o i Hāpai 'Ia e Ke Kōmike Alowelo Pili i Ka Ho'okūkū LPGA Lotte 2022 e Mālama 'Ia Ana Ma 'Apelila, e Like Me Ka Mea i Hō'ike'ike 'Ia Ma Ka Hālāwai o Malaki 30, 2022*

Discussion and Action on the Recommendation by the **Branding Standing Committee** on the Ladies Professional Golf Association (LPGA) Lotte Championship 2022 to be Held in April as Presented at the March 30, 2022 Meeting

12. *Ka Nū Hou No Ka 'Aha'ōlelo E Pili Pū Ana I Ke Kau 'Aha'ōlelo 2022 A Me Nā Pila E Pili Pū Ana I Ke Ke'ena Kuleana Ho'okipa o Hawai'i*

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

- a. *Ka Hō'ike'ike, Ke Kūkākūkā, a Me Ka Hana Pili i Ka MOU Ma Waena o HTA A Me Ke Kalana e Pili Pū Ana i Nā Hana Nui/'U'uku o Ka Papahana Mālama 'Āina Ho'okipa*

Presentation, Discussion, and Action on Memorandum of Understandings (MOU) between HTA and Counties Related to the Destination Management Action Plans (DMAP) Actions and Sub-Actions

13. **Ke Kuleana Hou**
New Business

14. *Panina*
Closing Cultural Protocol

15. *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 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 Hawaii, lunch is served as an integral part of the meeting, while the meeting continues in session, and not during a break.

Kono 'ia ka lehulehu e nānā mai i ka hālāwai a ho'ouna mai i ka 'ōlelo hō'ike kākau 'ia no kēlā me kēia kumuhana i helu 'ia ma ka papa kumumana'o. Hiki ke ho'ouna mai i nā 'ōlelo hō'ike kākau 'ia ma mua o ka hālāwai iā carole@gohta.net a i 'ole ho'ouna i ka leka i Ke'ena Kuleana Ho'okipa O Hawai'i, 1801 Kalakaua Avenue, Honolulu, HI 96815 - Attn: Carole Hagihara-Loo. Inā pono ke kōkua ma muli o kekahi kīnānā, e ho'omaopopo aku iā Carole Hagihara-Loo (808-973-2289 a i 'ole carole@gohta.net), he 'ekolu lā ma mua o ka hālāwai ka lohi loa.

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

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

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

4

Approval of Minutes of the February 24, 2022
Board Meeting



REGULAR BOARD MEETING
HAWAII TOURISM AUTHORITY
Thursday, February 24, 2022, 9:30 a.m.

Hybrid In-Person & Virtual Meeting

MINUTES OF THE REGULAR BOARD MEETING

MEMBERS PRESENT:

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

MEMBER NOT PRESENT:

Kimi Yuen, Micah Alameda

HTA STAFF PRESENT:

John De Fries, Keith Regan, Marc Togashi, Ilihia Gionson, Caroline Anderson, Maka Casson-Fisher, Carole Hagihara, Jadie Goo, Iwalani Kūali'i Kaho'ohanohano

GUESTS:

Representative Richard Onishi, Jennifer Chun, Charlene Chan, Erin Khan

LEGAL COUNSEL:

Gregg Kinkley

1. Call to Order

Chair Kam called the meeting to order at 9:33 a.m.

2. Roll Call

Mr. Regan did a roll call, and all the members confirmed they were by themselves, except for Ms. Menor-McNamara who was at a public setting, getting into her car. Mr. Regan said they have quorum for today's meeting.

3. Opening Cultural Protocol

Mr. Casson-Fisher did the opening protocol. He said they celebrated the Hawaiian language in the past few weeks. He showed a video highlighting the HTA project and program. He is humbled and proud to say their team is growing, and sharing the stories they are doing for the community and Hawai'i.

4. Approval of Minutes of the January 27, 2022, Board Meeting

Mr. Downing said his name is spelt incorrectly in the minutes. Mr. Regan said that Ms. Yuen had joined. Chair Kam asked for a motion. Mr. Ching made a motion and Mr. Arakawa seconded. Mr. Regan did a roll call and the motion passed unanimously.

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

Chair Kam asked if there were any permitted interactions. There were none.

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

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

Mr. De Fries asked any questions related to the CEO report in the packet. He said they all have an opportunity this morning to receive a legislative update; unfortunately, Senator Wakai had to withdraw because WAM Committee is now convening at the hour, so Rep. Onishi will provide a House legislative update.

Rep. Onishi went through the House Bills he thinks are related to the visitor industry or HTA. He gave a brief update.

House Bill 1645 is regarding personal care products in small plastic bottles prohibits lodging establishments from providing these bottles. The implementation date for establishments with 50 or more rooms is by 2025. The implementation date for establishments with less than 50 rooms is by 2027. It will be heard by the Finance Committee on Friday, February 25, at 1:30 p.m.

HB 1785 is the tourism governance study. The Legislative Reference Bureau is to conduct a study that identifies and analysis alternative tourism governance systems. The final report is to be provided to the Legislature before the regular session of 2025, so they've been given a two-year period to complete the report. The Finance Committee passed it out yesterday, without amendments.

HB 1839, the transit accommodation tax on camper van rental, would include the commercial renting of camper vans in the requirement to collect the TAT tax. It will be heard by the Finance Committee on Friday, February 25 at 11:00 a.m.

HB 1852 is the Unemployment Compensation Trust Fund Appropriation bill. This Bill relates to the tourism industry because all businesses pay the State a State Unemployment Tax. The State had a huge increase in unemployment due to the pandemic. The money in the funds was exhausted, so the rate used to calculate the amount of unemployment insurance for employers would have been the highest rate on the schedule.

The Bill was passed last year that artificially sets that rate. He said they were at the C schedule, and it artificially set the schedule at the D schedule for two years. He said they are still not fully funded, and therefore this Bill will appropriate \$300 million. He said the schedule is based on how much money is in the fund. If they are fully funded, the schedule drops to the lower rates, otherwise, the rate will increase in order to fully fund the unemployment fund. The State is trying to infuse money into the fund to keep the rates as low as possible. He said the Bill has not been scheduled yet, but he will cover a few other measures addressing the same issue with the unemployment fund.

HB 2448 is a statewide data hub for employers and employees by DBEDT. He said they always had to make decisions regarding minimum wage issues and employment issues. The State doesn't have clear, accurate data statewide, but it depends upon the unemployment reporting requirements by the Federal Government and other reports made to the Federal Government. Rep. Onishi said that the database is restricted; for the State to use that data by other departments and agencies outside of the Department of Labor, they have to get permission from the Federal Government because they provide all the funding to collect the data. So many states have started their own employer/employee datahubs to accurately track on a broader scale on the issues regarding employment, compensation etc. He said it's not a good situation where they don't have accurate data and setting policies. This is an attempt for the State to start collecting the data on their own to utilize it by the Department of Labor and other State agencies. This Bill was passed yesterday in the Finance Committee unamended.

He mentioned that some of these Bills have Senate Companion Bills, so they might be coming over with the Senate version.

HB 2469 also deals with the Unemployment Compensation Trust Fund, and it establishes a new special fund, The Unemployment Compensation Insolvency Special Fund. This fund is to be expended solely to resolve any unemployment compensation trust fund insolvency emergencies declared by the Governor. Rep Onishi explained that if the unemployment fund drops because of an event and the unemployment rate spikes, the Governor has access to this money to put into the Unemployment Trust Fund to bring down the tax rate for employers. This Bill was passed by the Finance Committee yesterday unamended.

HB 2471 is the Adequate Reserves, dealing with Unemployment Compensation Trust Fund and rates. Rep. Onishi explained that the highest level of unemployment was between June 2020 to August 2021 during the pandemic. The rate is set looking over a ten-year period, and the unemployment experience. This Bill proposes not to consider the June 2020 to August 2021 period of the unemployment rate experience for employers in their calculation of how to resolve the unfunded liability in the Unemployment Insurance Trust Fund. He said if this is not done, their requirement for the State would be \$1.3 billion to be adequately funded; therefore, employers' tax rates would be affected until they are fully funded. He said they are at nearly zero in the fund. It will have a huge spike in the rate, and it will last for a long time. By enacting this Bill, the federal requirement for them to be fully funded will be dropping to under \$600 million. He said there will be a small spike next year, but after that when this Bill goes into effect, that schedule rate will drop down and continue to be a lower level through the ten-year period. This Bill passed yesterday unamended.

HB 2510 is the House omnibus helping families Bill, making the earn income tax credit permanent. This bill would have an impact on the tourism industry as well. If a couple is making \$53,000 a year or less, the couple may be entitled to \$1,900 every year in this tax credit. The second part is making the Food Excise Tax Credit permanent. They are setting the level at \$150 per qualified dependent, which is for a single person earning up to \$30,000 a year. Currently, this tax credit is on a schedule of a maximum \$110, so the more money an individual make, the less the tax credit is per dependent. If an individual earns under \$30,000, they get the full tax credit. For a married couple, filing jointly, or head of household, the limit per year is \$50,000 per year, and they will get \$150 per qualified dependent.

Bill 2510 HD2 SD1 is about increasing the minimum wage. The first increase is \$0.90 from \$10.10 to \$11 beginning January 1, 2023. The proposed yearly one-dollar increment is until it reaches \$18 in 2030. There's also a matching increase on the same schedule, except for the tip credit at a quarter per year, \$0.25 per year. Rep. Onishi said they also added, after 2030,

indexing of the minimum wage based upon the median wages in the State of Hawai'i. This means all the wages paid reported to the Federal Government, from everyone who is employed, is the median value of all of those employed. So, they're using the increase of that wage yearly and a three-year average of that increase. If the mean wage is \$20 in 2030, in 2031, that median wage goes up to \$20.60. The percentage difference will be averaged against the other two previous years, and that will be the increase to the minimum wage for 2031. He said if this Bill passes, they'll be able to project better what those increases might be for employers.

Rep. Onishi said they've also increased the Household and Dependent Care Tax Credit, previously a tax credit for childcare expenses. This has been expanded to eliminate the age limit at 13 years old, so it includes older children and adults. It is designed to help families with dependent care costs. He said they're providing funding to the Department of Taxation to do an outreach and education program for lower-wage earners. If this Bill passes, the lower-wage income earners will have significant tax credits available to them, affecting how much taxes they owe.

Mr. De Fries asked if there were any questions. Mr. De Fries thanked Rep. Onishi for his support of HTA, and for adding depth to the conversation about the Convention Center, not just the focus on the roof repair, the urgency for doing that, but also for the future envisioned for it.

Mr. Regan said there were no question online.

Rep. Onishi said after March 10, they'll see what the Senate passes over to the House, a new list of Bills to review. He added that the House is in support of addressing the roof problem.

Mr. De Fries went back to the expression of Mālama Ku'u Home because he got asked a lot. He stressed the importance that it's not a campaign and it does not belong to HTA. It is one of those sayings that belongs to anyone who cares about Hawai'i, regardless of ethnic background. It's a call to action and that action that's taken to Mālama is the perpetuation of Kama'āina way of life.

He highlighted two individuals; first is Mr. Pierre Omidyar. Mr. Ka'anā'anā is not in the meeting today because he is attending the commencement retreat for his Omidyar Fellows program (Cohort 7).

Mr. De Fries showed a photo of Cohort 7, in which Mr. Zane's son, is also in the same fellow's program. He sent his congratulations to them.

He said before the Fellows program was developed, it was launched in May 2012, and between November 2011 and April 2012 he met frequently with Mr. Omidyar and Mr. Kelvin Taketa,

who was the President CEO of the Hawaiian Community Foundation. Mr. De Fries said he was asked to organize the four-day visit for the Dalai Lama, in engagements with the community and the Hawaiian community in particular.

He said it was during these meetings that he recalls Mr. Omidyar asking him and Mr. Taketa, “Where tomorrows leaders are coming from?” That question recurred at the following meetings. After that time, Mr. Omidyar had already formulated the fellow’s program to challenge the next generation of leaders that would be moving forward.

He showed a photo His Holiness at East West Center Forum with Dr. Pualani Kanahale and navigator Mr. Nainoa Thompson. One of his functions was to bless Hōkūle’a before it embarked on the worldwide voyage. He said there was an initial blessing by kupuna.

Mr. De Fries showed a photo of Pam Omidyar who inspired him because she made a commitment to train and develop her skills so she could become a crew member on Hōkūle’a.

In the months preceding the Dalai Lama's arrival, there were meetings with the U.S. Secret Service, at it came out of Secretary Clinton's State office. He said one of the people helping organize the logistics is Mary Charles. Ms. Charles approached Mr. De Fries one day and mentioned the assistant Lama would like to meet Mr. De Fries, so they met in 2012. The assistant Lama told him when his Holiness came to Hawai’i in 1976 for the first time, he received his first lesson in aloha from a woman who had his last name, it was his Aunty Emma De Fries. Mr. De Fries’ father and Aunty Emma were siblings, and he is coming back this story in a few moments.

In May of last year, Mr. De Fries said he got a call from Duane Kurisu, and Mr. Kurisu is one of the newer trustees at Punahou School. He was invited to deliver a podcast/webinar on what he refers to as the soul of Hawai’i. Instead of presenting it, he responded to the President at Punahou and said, he wants to have a conversation about this with someone. So Mr. Kurisu called Mr. De Fries, and they spent the afternoon talking about it, he learned that Mr. Kurisu takes the Hawaiian soul seriously; it is embedded in his business mindset and culture. Mr. Kurisu is also the Chairman of the Hawai’i Executive Collaborative. They convene the Hawai’i Executive conference annually, and this January it was held in Mauna Lani Hotel on the Hawai’i Island.

Besides Mr. De Fries, Mr. Monahan, Peter Ingram, Jeff Wagner were also in attendance. It is significant for Mr. Kurisu to hold the conference there. The first workshop, moderated by Corbett Kalama from the Harry and Jeanette Weinberg Foundation, was grounded in Hawai’i’s soul. The focus was on the homeless camp out at Wai’anae (Pu’uhonua o Wai’anae) and a homeless transition program out in Waimanalo (Hui Mahi’ai ‘Āina). It was important to Mr.

Kurusu and his Committee that they got to places that were slightly uncomfortable for the business community, and they began to learn how much support the business community is providing for this. What was inspirational is knowing that Ms. Twinkle Borge and Ms. Blanche McMillan were going to do their work, with or without cash or support.

He remembered what Ms. Twinkle Borge said that evening, "I was slightly okay with homeless adults, but when I started to see the growth of homeless children, I couldn't stand back any longer." And the reason Mr. De Fries talks about this, is what he witnessed at the conference was the extension of the four pillars that HTA are focused on in the strategic plan or DMAPs, and topics that were covered.

Mr. Kurisu called on Mr. Zane to do the opening oli at the reception of the opening night. Mr. Zane spoke about water as a source of life, and given what they're experiencing up at Red Hill, he set the foundation for the events that would unfold over the next three days. Mr. Kurisu then asked Mr. De Fries to do the opening remarks to the CEO gathering, and he was joined by Mr. Beau Boice from Strada. The reason Mr. Kurisu wanted this is he knew that back in the 1970's before anything was on this land, Mr. Francis Brown was the major landowner in the area. but before anything was there, the first vertical structure to be built was the Golf Club house, and there was a groundbreaking ceremony that morning.

Everything leading up to the ceremony referred to this project as the Mauna Loa Rerost, the Mauna Loa Bay Hotel, the Mauna Loa development company, the Mauna Loa land company. The intent was to juxtapose this new resort next to the success that Lawrence Rockefeller was having at Mauna Kea. At the ceremony, Aunty Emma De Fries did a cultural protocol. On that morning, the summits of five mountains, Hualālai, Mauna Loa, Mauna Kea, Kohala and Haleakalā, were visible. When Ms. De Fries saw the summits, the name came to her in a dream, nights before, and she changed that name of the resort in that moment. She said it would be disrespectful to name it after one, after all five appeared, so Manua Lani is a reference to the vortex of the spiritual energy that emanates from all five.

Mr. De Fries said the eventual chairman of Manua Lani resort was Mr. Kenneth Brown. Some associate him as the co-founder of NaHHA and he was the presiding executive, along with the Japanese ownership. At that time, he was the Board Chair of all the organizations shown on the slide. Mr. De Fries said the story he is telling is relevant to the gathering that was being convened and that's why Mr. Kurisu wanted the story to be told. What was interested about it, throughout the conference, is people would tell him that they saw two of the summits or three.

Mr. De Fries spoke about the depth and relevance of why they were there, and those were things that Mr. Brown envisioned would happen. He showed the topics that were focused on

during the three days they were there, with presenters that most of the HTA knows. He said what stood out during this gathering was how linked all of the activity was. These were not just topics, but executives that are immersed in programs, in trying to find solutions to each of the topic areas and it was interconnected to the work the HTA is doing.

Mr. De Fries spoke about the importance of affordable housing for locals and making sure locals get work opportunities in their homeland.

Mr. De Fries spoke about Ms. Georja Skinner from DBEDT who is looking to rejuvenate live performances by local musicians. He said the mayors were there and they had the opportunity to engage with them.

He mentioned the incredible support for HTA and DMAP work from the Mayors Panel. Mr. De Fries had the opportunity to be on a panel - the head of tourism of Bhutan came in virtually and provided a great contrast between what is being done here and the approach in Bhutan. He said the Bhutan model might be a better fit for Moloka'i or other places that are that intimate, and it would afford some opportunity to influence different pockets throughout the State.

Mr. De Fries concluded with a parting message to the group - Hawai'i finds itself in a place with solutions/opportunities HTA are seeking, and many are beyond the horizon, so the HTA has to be willing to adopt a mindset that the first canoe crew had before knowing that Hawai'i was there, to constitute a new way of thinking and living and doing it for generations to come.

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

Mr. De Fries added that HTA is in the eighth month of the change management program, and all the reports represent the change management plan in action. Of the 24 authorized job positions HTA has, they still have 4 vacancies. He is grateful to the entire team for aligning themselves with this new philosophy and approach.

Chair Kam asked if there were any questions.

Ms. Kimura asked the Kahea harbor greetings have resumed in Kauai, Hilo and Kona. Lahaina Harbor is on hold. It didn't say anything about Kahului Harbor and asked if it's resumed.

Mr. De Fries said he does not know enough about that particular issue. He said he had a conversation with a developer, but he will find out.

Ms. Kimura said she heard some resistance from the community to the cruise ship in Maui, and this time it's not from the Tourism Group, but larger communities, especially the NCL.

Mr. De Fries mentioned that he is aware of Maui, but said there are a couple of available hotel sites in Kona that doesn't automatically translate into communities being ecstatic about it, but reiterated that he is not current where the County stands, or the landowner, but the developer world is well aware of where Maui is at right now.

Since he spoke to the Governor, Mayors and Chairs of the Legislative Committees, Mr. Arakawa asked them to consider adding a government relations section to Mr. De Fries' report. He spoke about a Bill that was heard last week, Senate Bill 1065, and asked if Mr. De Fries could enlighten them about the purpose of the Bill, what happened to the Bill? What are the HTA going to do with some of the issues that were raised moving forward? Mr. De Fries asked Mr. Regan to summarize Bill 1065 SB1, which was amended, and what the amendment looks like in SB2.

Mr. Regan said SB1065, SD1 was originally SB1065, which was a placeholder short-form Bill from the previous session that carried forward into this session. It was transformed into SB1065, SD1 and heard in the EET Committee, which is the Senate Economic Development Energy and Tourism Committee chaired by Senator Wakai. Bill SB 1065 SD1 had language in it speaking about regenerative tourism, sustainable tourism, etc. There was also an entire section devoted to having 97% of the HTA's budget going to support destination management and then pushing those funds out to the County with 3% of it remaining as administrative to support the operations of the HTA. So, they got their team to craft testimony and opposition of that particular measure. They submitted their testimony from the industry and the community submitted testimony and opposition.

Mr. Regan said there was a united front in opposition to the measure in particular, section 2 that he referred to, removed once it was heard in Committee and became 1065 SD2. SD2 codifies in statute the destination management portion of the work HTA has been doing. So SD2 is preferred to SD1, and they've been working on what SD2 will look like when it's finalized. There is still ongoing work and HTA will continue to monitor to see what comes out of WAM. He appreciates the support in the process and the support from Senator Wakai in making the change to SB 1065.

Mr. Arakawa asked, from the CEO's standpoint, what the purpose of that Bill is to push it to the counties, and what HTA will be doing going forward to address the purpose.

Mr. De Fries went back to SD1 - moving 97% of HTA's budget to the counties, the author of the Bill, Senator Wakai, perceived he was moving the middleman, and getting the money deployed immediately into the counties. Perhaps it would have helped to consult with the mayors first, because all the mayors objected to it, and reaffirmed that they had great working relationships

with HTA, but not the skillset or bandwidth to do this. So, HTA was appreciative of the universal support by all four counties.

He said Mayor Kawakami opted not to submit written testimony but assured HTA that he would be calling Senator Wakai and Mr. Dela Cruz because they feel the engagement with HTA is working well with them at this moment. He mentioned that when Mr. Regan spoke about the support, Mr. De Fries believes there were 37 written testimonies submitted, of which 29 opposed the Bill, so, besides HTA's testimony, it helped to have industry, community, and County respond to that.

Mr. De Fries said Senator Wakai was interested in stimulating a lot of debate about the matter. From Mr. De Fries' perspective, he didn't understand the Bill when it was written, didn't support it, but understood that Senator Wakai and his Committee wanted to stimulate debate. Mr. De Fries sent out a thank you to the Committee members for amending the Bill.

Mr. Arakawa said his question wasn't answered, so asked Mr. De Fries if his understanding of the purpose of the Bill was to support DMAPs at the community and County level directly.

Mr. De Fries said it was understanding of the intent to do that.

Mr. Arakawa asked what HTA are doing going forward to work with the Counties, the neighbor island visitor's bureau, the DMAP stakeholders' group, given that legislative concern about getting money directly to the counties to support DMAPs.

Mr. De Fries mentioned they will receive copies of a consolidated report of the priorities. The intent of getting funds to DMAP priorities is what Mr. De Fries and the team are focused on.

Mr. Arakawa asked if Senator Wakai said the Legislature could support even more than HTA asked for in the budget for those DMAP programs. Mr. De Fries confirmed and said Senator Wakai had good ideas about that, and mentioned Mr. Rafter referring to the Smart Destination concept before the Board. He mentioned the meeting with Senator Wakai yesterday was uplifting to hear things never heard before from him. His concern that HTA was only focused on the \$60 million budget submitted by the Governor, so Mr. De Fries was grateful that the meeting was called.

Mr. Arakawa said the takeaway was that the purpose was to support the DMAPs program and that the Senate, and hopefully the House will be open to possibly more funding, over the \$60 million for the DMAPs programs and supporting the Counties. He said it's important for the public and Board members to know going forward.

Mr. Ching commented on Mr. De Fries' report and thanked him for the inspiring story he shared. He said he is grateful for the opportunity Mr. De Fries had to talk at the Hawai'i Executive Conference audience and share HTA's new vision. He was curious if there was any surprising or notable feedback from the community?

Mr. De Fries mentioned the story about the mountains and said he realized it moved people at a visceral level. It centered the conference in a way the Mr. Kurisu had not witnessed before. Since they talked about the visitor experience, and the majority of the CEOs were visiting Hawai'i island; therefore, HTA's Board member Mr. Zane was called upon to do the oli because he is from the Hawai'i islad. Mr. De Fries said he was proud at the conference that HTA is able to provide Kama'āina and all ethnic groups and walks of life, a meaningful experience. So that translates into the effort HTA of implementing its strategic plan and the DMAPs. He said the general reaction he got from CEOs in attendance and others was that there was something very personal about the conference that people had not witnessed before. He didn't want to attribute that all to the frame that was put there, as the topics that were covered were heavy topics, and of urgent concern to the leadership of the State in the private sector and philanthropic sector.

Rep. Onishi commented on the previous discussion regarding the DMAP and Bill that was introduced in the Senate to redirect the funds from HTA to the counties. He said it's disappointing that part of the discussion at the Board is not related to the State giving the counties the ability to assess a TAT tax or surcharge. He said the whole concept of providing them that opportunity was because they took away funding directly from the TAT to the counties, which was supposed to be used to mitigate the impacts of the industry.

Rep. Onishi said this Board has not looked at the implementation of the surcharge by the counties and how it is going to be used to provide the sources to address the impact to the DMAPs or other types of analysis of visitor industry impact. They're entertaining this discussion about the Legislature providing HTA additional funds for the DMAPs when that was part of the whole purpose of providing the counties access to their own funds.

Rep. Onishi said he is troubled as it seems like a huge implication of allowing the counties to put a fee on the visitor industry isn't in the forethought of the HTA Board. He said the counties have just started to implement the tax, and they have already submitted a Bill to increase it. Rep. Onishi reiterated that he is not sure where the Board is headed, when there is no discussion on the very topic which has a direct impact to the industry.

Rep. Onishi said they're looking at multiple issues with this discussion, and said it goes back to governance. He said they stopped the Bill to allow the counties to increase the TAT tax,

because they just got it and they haven't shown what they're going to do with the tax to the HTA, to the industry, and how it's going to address the impacts of the visitor industry in the counties. He said he leaves it up to HTA.

Mr. Arakawa responded to Rep. Onishi's concerns and said they share in his concerns, and said they are also troubled that they do not know what that TAT is being used for, but they know it's not going directly to the DMAPs, so that is the issue, but they will look into it. He said they're interested to see the money goes to the communities.

Rep. Onishi said it might all be true, in terms of the Board and Administration HTA, but he doesn't recall seeing any testimony from the Board, the members of HTA, at the time of the ordinance approvals by the counties regarding, HTA needs to spend somebody's money on the DMAPs. He said it's important the counties support the process, and HTA was given access to visitor money to address the industry impact. He said all the counties had to go through the process, similar to the Legislature where they have hearings, readings, and that was the opportunity to make a point of this tax and how it will be spent.

Mr. Atkins said he has addressed the question and said one of the challenges was, yes, they go a 3% increase, but they didn't get the normal money they used to get from TAT, as that was taken away from them. He asked where did the money go in the past? Did it support a lot of things that the County needed, for example, infrastructure to address a lot of the needs that were used by the visitor?

Rep. Onishi said the whole concept was that they took it away, but they provided them the opportunity to get their own funds directly without their control. Rep. Onishi said that he had asked the counties for years to give him a breakdown of how they spend the TAT allocation on the visitor impact in the County. He has never received a report, but the counties have asked for more of the TAT every year without justification on how it's being spent. He said it's HTA's responsibility also as they represent the industry.

Mr. Atkins said he has been on the Board for 8 years and has asked the same question to the Legislature - where do hundreds of millions of dollars go, that's been raised by the industry, and he has never gotten a response, except the money that comes from DBEDT, HTA and the Convention Center. He said it's a lot of money, but they don't want to tell them how to spend it as it's up to the Legislation, but it would be nice to know where the money goes so the local people can see that these funds really do go out and help them.

Rep. Onishi said as long as he has been chairing, Mr. Atkins has never directly asked him for that information, but he can provide to the entire Board the fact that the monies go into the General Fund to support programs across the board, so those funds are not specific to

anything. He said the details of the TAT fund is like income tax - where does income tax go, or excise tax - it goes into the General Fund. He reiterated that they provide HTA funds and asks HTA directly how they are spending that money. He said he has done the same thing with DLNR and allocations, as well as the counties as it's important that it's known as these are specific amounts of money that are needed for specific purposes.

Chair Kam said it's a healthy discussion and that can be continued offline. He asked for a recess and thanked Rep. Onishi for his comments.

Recess for ten minutes.

7. Ho'okahua Hawai'i Standing Committee Update

a. Discussion and Action on the Recommendation by the Ho'okahua Hawai'i Standing

Ms. Yuen gave the update on where they're at. They had a meeting on February 15 and had the newly established Destination Managers give a report on what they're working on within their respective counties, so welcomed them all and the Island Chapters that were in attendance that gave updates to what's going on in the DMAPs.

She emphasized a bit in response to Rep. Onishi's comments earlier that a lot of what the DMAPs are doing is giving HTA an opportunity to bridge the work that HTA is doing with what is happening on the ground with the counties. She said it's been an unprecedented awakening for everyone to realize that the impacts of tourism do not know the difference between County and State boundaries. So, what they're trying to do with DMAPs as their guide that was established by the Steering Committees of each island, is to provide a roadmap moving forward. In response to Rep. Onishi, Ms. Yuen said this is what is guiding them now, and the next step is a budget for the priorities. The three top priorities are based on the limited time they have to spend for this fiscal year.

She said Ms. Anderson is involved with the Island Chapters and the Destination Managers to come up with budgets moving forward, to be more strategic, and it will be based on those DMAPs, and the priorities set out by the communities on what they want to tackle and with what funds.

Ms. Yuen said in setting the budgets, they are going to start working with the counties to start identifying what they can take on themselves and what tasks/goals/projects need support and funding from HTA. In doing all this, the goal and the hope is that there will be clearer ideas of which monies are going to which projects, and who is dealing with what.

She said the Island Chapters are also trying to be efficient with the funding that they get so they're not duplicating work that County may be working on as well. So, at the next March meeting, she is hoping Ms. Anderson and her team will have the budget for HTA, moving forward, to help identify all those things. She said they're working hard to coordinate with each other to address the issues that Rep. Onishi brought up. She wanted everyone to know, that because it's such a shift and is going to be critical for HTA moving forward in how they look at budgets and work with respective sister agencies, they are coming together to address a lot of the impacts that are concerns for the community and industry.

Ms. Yuen said it's great to see everyone working together to find solutions to more efficiently spend the funds that HTA is managing. She addressed Rep. Onishi's concerns and said they're just getting started on this and there are still a lot of things they're figuring out, but said they're willing to work with him to address his concerns.

She welcomed everyone to watch the recording of the Committee meeting they had. She mentioned the other topic they discussed was the Tourism Recovery and Management Plan that was sent to HTA for review - the Committee had approved revisions to the TRMP based on comments she shared with leadership team and staff. She heard back from them, and they said they're incorporating a lot of the changes and there is another agenda item today to elaborate more on that. She said the Committee did vote to recommend approving the TRMP with some revisions. She said she is open for questions.

Ms. Anderson mentioned the budgets, and wanted to let everyone know that the first DMAP action plan to get approved was Kaua'i, back in February, so they have met with the County as well as other State agencies and Island Chapters in moving the DMAPs forward. She wanted to make sure everyone knew that. She said the counties have also put funds in of their own to move DMAP actions. She said in the progress reports every quarter it shows what actions the counties are moving on.

Mr. Downing asked if that can be sent to Rep. Onishi so he can see that the Counties are putting money that HTA is giving them, into the DMAPs.

Ms. Anderson confirmed this can be done.

Ms. Yuen added that they are all trying to see how the budget is broken up and categorized so that might help too. She said the leadership team is working on that as well.

Chair Kam asked Ms. Anderson to check if the report Mr. Downing is talking about is for the top three for each, for the counties and the second quarter and Ms. Anderson confirmed. Chair

Kam reiterated that it's the top three for each county and how they are going to fund that, as top priority and Ms. Anderson confirmed as well.

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

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

Mr. Rafter said the Budget, Finance and Convention Center met on Tuesday for several hours, and covered five topics.

a. Discussion and Action on the Recommendation by the Budget, Finance, and Convention Center Standing Committee on the HTA's Financial Report for January 2022 as Presented at the February 22, 2022, Meeting

The first one - financial reports, they went through the reports and didn't find anything out of the ordinary. Received a regular overview from HTA team and they recommended approval of those financials as provided, so for today's purposes recommending approval of HTA's financials. He asked for a motion. Chair Kam made a motion and Mr. Atkins seconded. Mr. Regan did a roll call and the motion passed unanimously.

b. Discussion and Action on the Recommendation by the Budget, Finance, and Convention Center Standing Committee to Allocate FY22 Funds to Support HTA's Branding Partnership with University of Hawai'i Athletics through Funding of HTA's Contract with the Big West Conference as Presented at the February 22, 2022, Meeting

Mr. Rafter said they listened to a presentation from HTA team regarding the need to allocate funds for this, and mentioned they have \$1.5 million in unallocated sports budget, the amount being \$167,000, and said this is the second year of a three-year commitment. The Committee voted unanimously to support the request to fund the various Big West sports activities, so asked for motion from the Board to approve. Chair Kam made a motion and Mr. Ching seconded. Mr. Regan did a roll call and the motion passed unanimously.

c. Discussion and Action on the Recommendation by the Budget, Finance, and Convention Center Standing Committee to approve the Convention Center's American Rescue Plan Act of 2021 (ARPA) FY 2022 Budget as Presented at the December 21, 2021, Meeting

Mr. Rafter said the presentation identified that the majority of the funds would be utilized to support repairs and maintenance at the Center. Total appropriation was \$11 million. Some of HTA members are aware of the issues with the roof, but this amount is separate to anything related to roof repairs. He said the Committee, during that meeting, approved the request, but they did not get it on the December/January agenda, so this is a belated agenda item from December that is on February's agenda. Mr. Rafter asked for a motion for the Board to approve the \$11 million of ARPA funds that has been committed for the Convention Center repairs. Chair Kam made a motion and Mr. Arakawa seconded. Mr. Regan did a roll call and the motion passed unanimously.

d. Discussion and Action on the Recommendation by the Budget, Finance, and Convention Center Standing Committee on the Hawai'i Convention Center's January Financial Report for January 2022 as Presented at the February 22, 2022, Meeting

Mr. Rafter said the Hawai'i Convention Center reported its financials to the Committee at the meeting, received an overview and nothing was out of the ordinary. The Committee recommended the approval of HCC's financials as presented. Mr. Rafter asked for a motion. Chair Kam made a motion and Mr. Ching seconded. Mr. Regan did a roll call and the motion passed unanimously.

e. Discussion and Action on the Recommendation by the Budget, Finance, and Convention Center Standing Committee for the Funding to Support an Update of the Hawai'i Convention Center Futures Study as Presented at the February 22, 2022, Meeting

Mr. Rafter said in 2019 a study was done on future opportunities for the Convention Center. Several things were in the document including the idea of a public/private partnership and the building of a hotel, as well as an estimated potential cost for that. He said they discussed allocating \$50,000 for an update of that study, but the issue got caught up in several other issues, including the new roof for the Convention Center, as well as a broader strategic plan as brought up by Rep. Onishi.

Ultimately the Committee deferred the motion to update the Futures to a future date. If it ever gets done it's a ten-week project, so they'll have some time to execute or make a motion to approve an update to the Futures study. There was no recommended action, but Mr. Rafter said he could answer questions.

f. Presentation, Discussion, and Action to Create a Convention Center Permitted Investigative Group to Explore Issues Relating to the Future of the Hawai'i Convention Center and RFP Issues

Mr. Rafter said they might need assistance from Mr. Kinkley, but HTA is recommending creating a PIG for the Convention Center to handle some issues in 8e, which is how to HTA handle replacement of the roof, and what is the longer-term strategic plan for the Convention Center.

Mr. Rafter's recommendation is they use people from the Budget and the Legislative Committee both, not just the Budget Committee, because it involves interaction with HTA's Legislators. Mr. Rafter said they have to make a decision on who the six potential members are.

Mr. Rafter created a list of volunteers, but said nobody was obligated. He reiterated that they could take volunteers. He suggested the group to be himself, Chair Kam, Mr. Arakawa, Ms. Yuen, Ms. Kimura and Mr. Chun. He opened it up to the floor for responses. Everyone was happy with the decision. Mr. Arakawa supported the decision. Mr. Rafter said it's a complicated issue as HTA has several long-term opportunities with the Convention Center, and the public/private partnership is a good example of one, and in his opinion would take a decade at least if it's viable. Mr. Rafter said if it is viable, it could be very exciting, but in the meantime as they've heard from Ms. Orton and Convention Center Team presentations, they have a roof that only has a couple of years' life over. He said they don't want a stadium issue with the Convention Center.

He pointed out something a lot of people don't know - the Convention Center is a place of refuge for O'ahu, and it's designed to that if there were a hurricane or destructive event, it would be a place of refuge. He said there are a lot of short- and long-term issues that are in conflict with each that HTA has to work out, hence the idea for a PIG.

Ms. Yuen said she is fine with being on the PIG. Mr. Ching and Ms. Kimura also confirmed they're happy. Mr. Kinkley said they must take a vote to create the PIG, and give more specificity to the issues to be addressed, e.g., roof, long range strategic plan, etc.

Mr. Rafter summarized in three - the roof and other repairs, the Futures study and feasibility of a public/private partnership to expand the Convention Center. Chair Kam said there must be a fourth - the RFP being renewed for the Convention Center next year as it expires. Mr. Regan added for clarity that it's the management for the HCC and Chair Kam confirmed this. Mr. Rafter asked for a motion to create the PIG. Mr. Arakawa made a motion and Mr. Atkins seconded. Mr. Regan did the roll call and the motion passed unanimously.

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

Ms. Chun said because of the holiday and short month, she does not have any visitor statistics for HTA today, but it will be distributed next week Monday.

She spoke about the TAT. Preliminary January TAT Collections was \$82.0 million. Ms. Chun added that this was the highest single month collection that they've had since January 2017. Preliminary Fiscal 22 TAT Collections was \$412.4 million (+595.7%) compared to \$59.3 million for last year.

She spoke about the hotel report and the vacation rental report. The total supply for January for hotels is a bit higher than it was 2021 and 2019, with properties coming back online.

In comparison, the vacation rentals, their supply is lower than in prior years, and even though total occupancy is slightly higher, the demand is much lower than hotels and the ADR is lower than hotels.

She spoke about air seats. For February there were more seats than 2021, but still behind 2019, mostly because of lower international air seats. Domestic seats are up. March will have more domestic seats, and more international is coming back in March. April is the first time they're seeing the total number of seats higher than 2019, so domestic is higher, but although international is still half of 2019, it's still coming back.

She mentioned TSA airport throughput - airports have been busy during summer and towards the end of the year, but looking at airport by airport basis, the amount of throughput compared to two years ago, Daniel K Inouye is down 42%, Kahului is down 19%, which a lot of people have felt with Maui being busy, but still not back to the volume seen a couple of years ago.

She spoke about the Skift Travel Health Index - this used to be called the Skift Recovery Index and it was changed as of January 2022. The measures were also changed. She said January 2022 is less than what was seen in 2020, because a lot of that period was pre-pandemic for most of the world, including for Hawai'i, but significantly 21% higher than what was seen in 2021. Looking at it by region, the regions with the highest scores are North America and Latin America, and there has been Latin American visitation to Hawai'i, but Asia Pacific region is the least ready for travel.

She spoke about the Global Airline Seat Capacity - for future months, there is an increase in international air capacity versus domestic air capacity, which means more areas around the world will open up to international travel.

She spoke about YouGov data - a lot of people are saying they're not planning to travel overseas yet. Looking at the planned trip types, all of the markets are saying that they are going to go on domestic holidays and not travel internationally for vacation or business. Those numbers continue to be low.

She said the travel obstacles remain similar to what they've been in past months, where it's the health risks, and travel restrictions, so one thing she noted about travel restrictions, she got a press release from the World Travel Organization saying they're working with the World Health Organization to figure out a global structure so everything is the same around the world, and they're advocating lifting travel bans and encouraging risk based evidence informed context specific policies for the world, so that will affect international travel.

Looking at the U.S. Travel association and their travel sentiment, the data shows that half of the U.S. population is planning a vacation, and a similar amount is planning a vacation in the U.S. which is good for Hawai'i. She said they're seeing 79% of the companies saying that business travel will be resumed and travel sentiment is generally positive for the U.S. 76% of U.S. consumers say they're ready to travel, and 91% say they already have travel plans in the next 6 months.

Looking at the travel agency booking trends - the U.S. market saw an increase in travel agency bookings through the end of January 2022, and a small downturn in the last week. Looking at when people are planning to come for the U.S. it is a similar trend to 2019 , but month by month, the strongest bookings are for March, where there are also bookings for April, May, June for the U.S. market, and Q3 and Q4 also have some activity.

She noted for Japan, because these are travel agency bookings, her understanding is that none of them have started wholesale packages, or anything like that. She said most of the Japanese visiting are doing direct bookings, so they're considered FIT travelers with high repeat.

She spoke about Canada and there has been an increase in recent weeks for travel agency bookings. Month to month there are good bookings for March, then through the rest of the year there are a few, but it's too soon in the year for this to be accurate.

Ms. Chun said what's interesting about Korea is that people are booking and cancelling, so in some weeks there was net cancellations because of COVID in Korea that leads to uncertainty.

Their booking trend is flat and there aren't many Korean's planning to come via travel agencies right now.

Australia - increase in bookings throughout the last quarter. Looking at when they're coming, it's still pretty low, but there are a few highs, similar to 2019, but the pattern isn't that strong. There are more bookings for April than in March, and trailing off, then it raises in June compared to May.

She shared the STR Hotel Forecast, which is done on a quarterly basis. STR is looking at, for the total State ending 2022 at 74% occupancy, which is higher than 2021 and 2020, but still lower than 2019, but looking at the ADR and RevPAR, those are higher than 2019. O'ahu is estimated to end at 75.2% occupancy, higher than the last few years but lower than 2019, but ADR is similar to 2019. Because of occupancy level RevPAR is expected to be lower than 2019.

She said Maui County had strong ADR in recent months, and they're expecting to end at 72% occupancy, and a \$500 ADR, which is slightly lower than 2021, but higher than 2019. ADR's have been rising in the last few months. Hawai'i expects to end the year at 73% occupancy, lower than 2019, but ADR is higher than 2019, but lower than 2021. RevPAR is expected to be higher than 2021. Kaua'i is expected to end at 71.7% occupancy, almost to 2019 levels. ADR and RevPAR are higher than pre-pandemic.

Ms. Kimura mentioned that they just converted Australia to green and said she still sees a weak booking pace and future travel intention, as it's more domestic. She said she is concerned about that.

Ms. Chun said the timing of the data was from Monday and the Branding, Standing Committee, moved Australia to green, on Tuesday, so she said maybe Oceania hasn't had time to impact the data yet, but will see how the bookings develop over time.

Ms. Kimura asked if Ms. Chun thinks Canada and Oceania's recovery will be seen soon.

Ms. Chun thinks, looking at the data, a lot of people are booking direct and not through travel agencies, so it's not a 100% look at the market. Policies for Australia and Canada are expected to soften and hopefully that makes the market recover. She mentioned the airlines are also putting seats out there.

Ms. Kimura wasn't sure who to address this question to but asked if something can be done about Maui's TSA line as, when booking a Maui trip, a warning shows that you have to arrive 3 hours prior.

Chair Kam noted this question.

10. Report by the Branding Standing Committee of their Meeting held on February 22, 2022

Mr. Atkins spoke about a few of the agenda items that were discussed. He said the first agenda item in that meeting was the global 2022 Brand Marketing allocation strategy. This was an item Senator Wakai asked them to bring up to the Branding Committee, which was something on the former agenda and it had to be rolled over for time constraints. He said Mr. Ka'anā'anā explained how he and the staff allocate the different monies to the different major market areas. Mr. Atkins said it was a good discussion and it's all in the packet, and asked Mr. Regan to put up a slide to explain in more detail. The slide shows year 2015 - 2022 and one of the concerns the Senator had was that the HTA keeps giving the same amount of money to some of the major market areas, year after year.

Looking at the trend, whether the U.S. or Canada, in 2017 it showed \$2.3 million, and 2018 the same, then it dropped \$800,000, then dropped in 2021 - \$400,000, but looking at Japan it had a few years at \$8 million then went up to \$8.5 then continued up and down to \$4.5 million. It showed for this year \$9 million, but right now, \$6 million of it would be spent, if in its entirety, in the second half of the year.

He said looking at the spreadsheet, the figures fluctuate and there are also MMA's that they've eliminated completely. He said CEO, Mr. De Fries mentioned that HTA's Legislative Chair, him and Mr. Arakawa had a meeting yesterday with Senator Wakai, and they went over a lot of different legislative things that he wanted to discuss with the Legislative PIG. They went over the allocation, and there were a few ideas that can be taken back to the Branding Committee to see how to work with the MMA's and how they come up with the budget. More information will be put forward before allotments are given out for 2023. Chair Kam reminded him about inflation, so he said this year inflation was the same, but there will be a 7% increase.

a. Discussion and Action on Recommendation by the Branding Standing Committee on the GMT's Brand Marketing & Management Guidelines for Q2 2022 as Presented at the February 22, 2022, Meeting

Mr. Atkins said Australia and New Zealand - Oceania, is opening up, and HTA has decided to open that up as far as their marketing plan. They also have Canada open now.

For Japan - Mr. Takahata gave a presentation on what he feels needs to be done in the second quarter and Mr. Atkins asked Mr. Takahata to see what they could do for outer island marketing.

For Kaua'i they're looking at more of a FIT visitor, not a package tour, and Mr. Takahata will look into that and look at doing some goal programs for some of the resorts throughout Hawai'i.

Mr. Atkins spoke about what they're looking at for the second quarter. The Branding Committee felt that what was presented was in line, it doesn't fully open Japan, China or Korea, but felt the increases were prudent since Japan has started relaxing some restrictions and only require a three-day quarantine when returning.

Mr. Atkins said HTA felt they needed more time with China as there hasn't been any movement from China to warrant an increase other than the minimum HTA has approved to keep the lights on and relationships. This doesn't start until April 2022, so they've asked Mr. Ka'anā'anā to come back in the March Branding Meeting with an update, and at that time they can see whether it should be opened more.

b. Discussion and Action on the Recommendation by the Branding Standing Committee on the Tourism Recovery Marketing Plan's Brand Marketing Section as Presented at the February 22, 2022, Meeting

Mr. Atkins said Ms. Yuen gave a good overview. They were asked to review the Branding side of the marketing plan, and it's a long plan with 54 pages. He thanked the staff for doing this. He said branding has changed from the branding they would have done 4 or 5 years ago. He said reading the 54 pages they'll all get a better understanding of the paradigm shift and highly recommends reading it.

Mr. Atkins spoke about the next item that was discussed - Sports Brand Marketing & Management Updates. Mr. Willkom had addressed this item. They asked Mr. Ka'anā'anā to get a sports RFP going and he is working on that. He gave a date that he hopes the RFP goes out to the public, by the middle of March. He said this will send a good signal to the sports people who have done programs in with HTA in Hawai'i over the past years, and yes there will be allocated money they can apply for. He said Mr. Rafter mentioned there was a third-year contract with Big West and that needed to be taken out, so Mr. Willkom gave a briefing on that as well.

Mr. Regan said he found the slides he needed earlier. Mr. Atkins asked to show these as it will show the Board the increases that HTA took up from minimal first quarter, marginal second quarter.

Mr. Atkins spoke about the next agenda item that was discussed - Update on GoHawaii.com website.

Mr. Talwar spoke about this agenda item and two things were discussed - what they need to update GoHawai'i website, and the other is if HVCB could send out some questionnaires what they thought of the website, any feedback to make it better.

He said overall the response - 900 went out to different people, and around 300 responded. The majority were favorable, but he said the packet has all the information. There was about a 20% negative response.

Mr. Talwar went on to present what Miles' communication could do in order to upgrade the website. They agreed on monthly maintenance on the website for now which is \$20,000 per month. Later they can upgrade which will cost around \$1.6 million. The Branding Committee agreed that they must move on in upgrading this. One of the things important for a website is speed. It was approved but there were some reservations, but Mr. Ka'anā'anā said it would move over to procurement and some of the discussions and concerns can get ironed out in that process.

Chair Kam said they spent about \$2.7 million on the site, and the upgrade will be \$1.6 million more, so a total of \$4,362,165 overall. Chair Kam said that although it was approved to go forward, there were a lot of concerns and questions.

Mr. Atkins asked if there were any other thoughts. Mr. Ching agreed with Chair Kam and said there wasn't a lot of excitement, but considering all the factors, he reiterated that websites do get old really fast and 12-18 months was estimated for the upgrade, but it could be longer, and they had already approved the budget, but not the full amount, so he said, as Mr. Rafter said, doing nothing is often worse, so in the end lots of people had reservations but realized it was a necessary thing to do.

Chair Kam said the \$1.3 they want to delay a bit more so it's in alignment with the overall vision of Smart Destination, so it's seamless, the integration, but it's essential to keep it running for the six months and everyone will support it.

Mr. Atkins said they're able to address all that and still move forward. He is glad they will upgrade it. Mr. Chun agreed they need to move forward and should invest in an upgrade. He apologized for not being able to make the Branding meeting. He asked if they know when the last time was the imagery was updated on the site. Mr. Atkins said it wasn't during or too long before the pandemic. They did some photography in Kaua'i but they didn't have great weather. He said they did discuss, on the \$600,000, could they work closer with the Island Chapters and

also with local photographers and it makes more sense to use them, especially if the weather is bad.

Chair Kam mentioned the steering committee on the islands. Mr. Chun asked about the brand work and the timeline and how it goes hand in hand with the site upgrade. Mr. Atkins said Mr. Ka'anā'anā addressed that in the meeting and said everything has to intertwine. He said he is hoping they can have a good social media presence on the site, because social media is where a lot of people go. He would like to explore Apps as well for activities, videos, for awareness, etc.

Ms. Yuen was glad to hear they will be working closely with the Island Chapters and the Destination managers. She had a question about the procurement - the current contract ends this fiscal year and asked if it's going out to RFP, or is it still up for discussion.

Chair Kam said it's not the current contract, but it's RFP to move forward with the proposals for an upgrade on a new system. The other one is an existing one that HTA hasn't funded yet and it's for the \$155,000 for the maintenance of what's currently there, until June 30, and that's with HVCB.

Mr. Regan said they have senior brand managers on the call if official clarification is needed.

Mr. Ching asked if the question was about maintenance costs.

Chair Kam clarified what the question was about. Mr. Ching wanted clarification if the total amount was \$1.6 million during the first part of the year and then the second part of the year.

Chair Kam said that's what the \$310,000 or \$155,000 is for. So, it has the ability to release funds from the HTA branding group and the Board approved the release of the funds, and the \$2.5 million was already earmarked of what HTA approved earlier, but they needed the approval of the Branding Committee to release those fundings. So that's what was approved that day.

Mr. Atkins asked if there were any other questions.

c. Discussion and Action on the Recommendation by the Branding Standing Committee to Solicit a Consultant Related to the Hawai'i Smart Destination Initiative at the February 22, 2022, Meeting

Mr. Atkins said this item was deferred to this meeting and Mr. Ka'anā'anā had asked if he could defer one more time as there are so many components and it's the \$10 million. Mr.

Ka'anā'anā needs to figure out what the consultant will come back to them with as they're trying to move forward on the Smart Destination.

Ms. Kimura reiterated that HTA already had a \$2.5 million approved budget, which is from the ARPA funds, so whatever they approve, there will still be at least \$800,000 HTA can reallocate by June 2023.

Chair Kam confirmed this and said if nothing is approved then they will still have the total \$2.5 million, but because it's ARPA there is flexibility. Mr. Atkins said they also have flexibility to roll it over or put it into another category where there is a shortfall.

Ms. Kimura said they should at least approve maintenance.

Chair Kam said the maintenance of \$155,000 was already approved, and the \$1.3 million, as well as the other \$155,000, and the HTA is sharing reservations and concerns on the procurement of the other funding. Moving forward Mr. Ka'anā'anā and his team have to work through the other part.

Mr. Atkins said since it's in the budget, they can go ahead, and it doesn't have to be Board approved.

Chair Kam confirmed this and said the caveat they put in was that the Branding Committee would vet it, and with the Brandings recommendations, the HTA team could proceed, which is where they're at right now.

Mr. Atkins wanted to make sure that the \$155,000 is only for 6 months. Chair Kam said they approved \$310,000 for the whole year. So, the other \$155,000 is for the second half of the year.

Mr. Atkins concluded his presentation.

Mr. Regan said some items needed vote and approval, which includes the Board to vote and approve on the Q2 budget for Japan, Korea and Oceania to go green.

Mr. Atkins thought it was the same, as they had already approved the overall budget for Japan, but Mr. Regan said they needed approval.

Mr. Atkins said they needed a motion to recommend that the Branding Committee supports Japan, Korea, the Mainland, and Oceania to open. Chair Kam made a motion, and Ms. Kimura seconded. Mr. Regan did a roll call, and the motion passed unanimously.

11. Discussion and Action on the Tourism Recovery Marketing Plan

Ms. Anderson wanted to let the Board know that the Ho'okahua Standing Committee as well as the Branding Committee, recommended out of their Committee for their approval. She wanted to see if the Board had any questions about the Tourism Recovery and Marketing Plan. Chair Kam asked for a motion. Mr. Ching gave a motion and Ms. Yuen seconded. Mr. Regan did a roll call and the motion passed unanimously.

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

Mr. Regan gave an update on activities going on related to HTA's work at the Legislature. He gave a high-level overview. Mr. Regan said they had a great discussion on some of the Bills that are in the House. For awareness, at the start of the legislative session, HTA had been monitoring at least 99 measures in their tracking worksheet, but currently as they are now, there are 53 measures that are currently alive in both the House and the Senate that they continue to monitor, that have direct or indirect impact on HTA or the industry.

Current measures in the House is 21, and in the Senate, 32, so they continue to watch as the Bills/measures move through the process and prepared testimony to either support, comment or oppose. Currently there are 46 of those 99 measures that are no longer active, and to date they've submitted 44 individual pieces of testimony to the Legislature on measures that have been heard in various different committees, 20 for the House and 24 for the Senate.

Mr. Regan said the team has been busy monitoring, reading, reviewing, preparing and submitting testimony on some of the measures. He also thanked the many Board members who have been participating in the process, especially the Legislative and Governmental Affairs Investigative Committee for their guidance, and Chair Kam, and Vice Chair Arakawa for their guidance, going forward in the process.

He said Rep. Onishi touched on a few of the House Bills, but there are other Bills out there that HTA is watching. SB1065 is one of the Bills that they continue to monitor, and there are Green Fee Bills out there that directly impact the use of State Parks, beaches, forest trails and other state owned natural areas by visitors, that HTA continues to monitor as they move through the process.

He mentioned the State budget and said HTA continues to watch and engage finance,

House Finance and WAM Committee and the Senate on any questions they may have related to the HTA's budget. He thanked Mr. Ilihia Gionson for his hard work and help, as well as Ms. Carole Hagihara for actively supporting and being a part of the process. He deferred to Mr. Arakawa if he wanted to add additional comments.

Mr. Arakawa said the Legislative PIG will be having meetings with the key Legislators and said they need to set it up with Rep. Onishi too.

a. Presentation, Discussion, and Action on Memorandum of Understandings (MOU) Between HTA and Counties Related to the Destination Management Action Plans (DMAP) Actions and Sub-Actions

Mr. Arakawa asked if Mr. Regan can explain this item.

Mr. Regan said a number of Legislators who support HTA's overall DMAP program, they've recommended HTA do memorandums of agreements of understanding with the counties, to codify and solidify the understandings, relationships, roles, responsibilities and any funding related to the DMAP programs in the counties. He said they've been actively working to pull the agreements together in alignment with what the Legislators have been recommending, but said they wanted to bring it to the Board to have the discussion and get guidance from the Board. He mentioned that Ms. Anderson has been helping in pushing that forward as well, as part of the DMAP process.

Ms. Yuen added that HTA also recommended that the Destination Managers and Island Chapters have meetings with the islands with the Legislature as soon as possible. Ms. Yuen said the team is pulling the meetings together because they thought it would be great for each island caucus to hear it directly from the HTA team that is working on all the items and DMAPs, so she is hoping it will get set up soon.

Ms. Anderson told her that they have the list put together and they're setting up the meetings now. She said it would be good to have the meetings with the respective Legislature Committees at the Senate and the House, based on some of the input they've been getting. It helps to hear directly from the folks on the ground what is going on, and within the island caucuses they can dig deep with the Legislatives, so that everybody knows what is going on.

She is thankful to hear that the staff supports this. She said there was pushback on the MOUs but thinks it will help, and she sees the value in making this stand out moving forward.

Mr. Arakawa made a motion to authorize HTA leadership and staff to go forward with memorandums of understandings, or MOUs between HTA and the counties related to, and consistent with HTA's strategic plan and the DMAPs, and the actions and sub actions in the DMAPs. Mr. Downing seconded. Mr. Regan did roll call and the motion passed unanimously.

13. Closing Cultural Protocol

Mr. Casson-Fisher did the closing protocol.

14. Adjournment

Chair Kam made a motion to adjourn, and the motion passed unanimously. Chair Kam adjourned the meeting at 12:35 p.m.

Respectfully submitted,



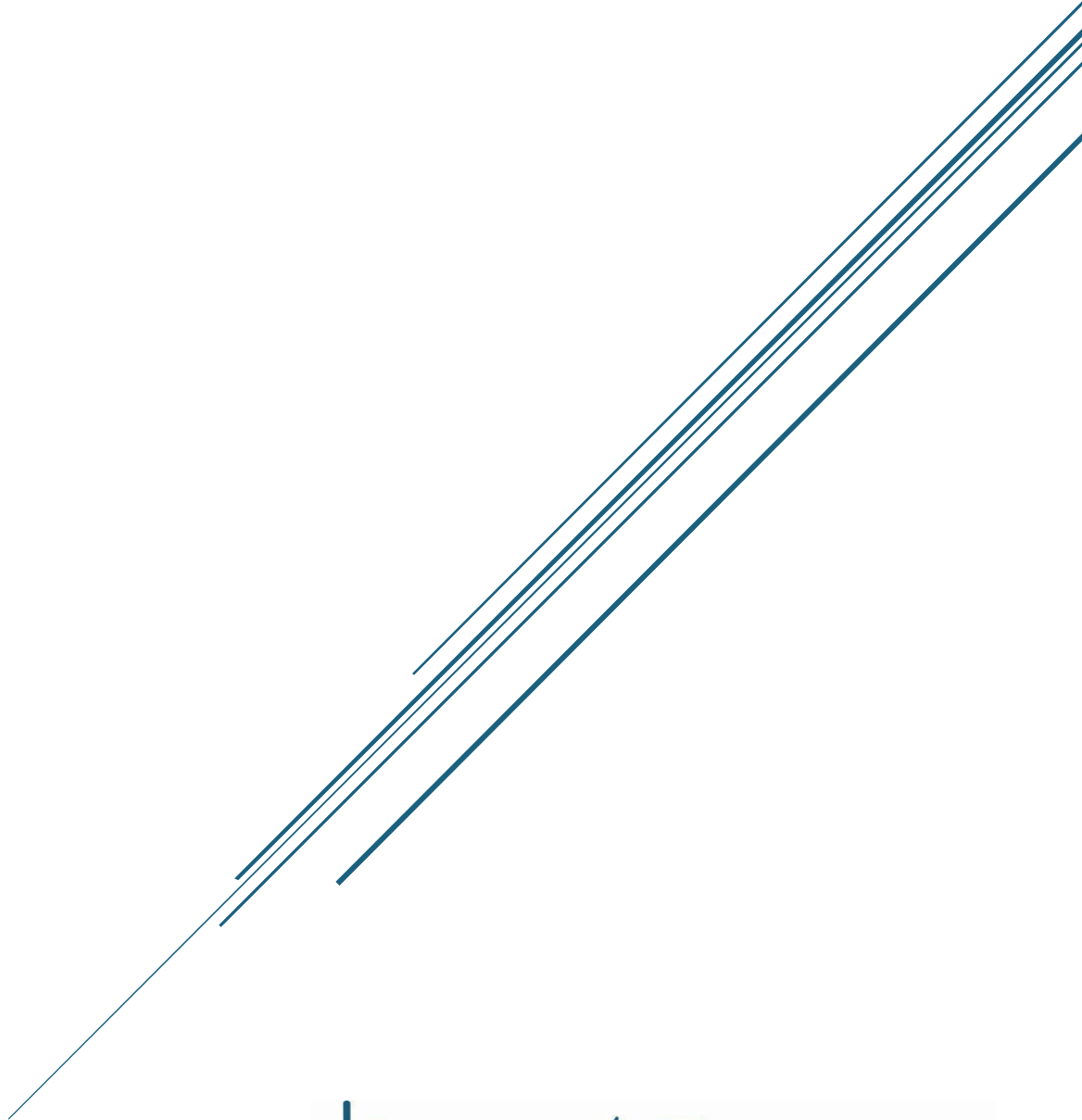
Sheillane Reyes
Recorder

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

HTA CEO REPORT

MARCH 2022



EXECUTIVE SUMMARY

Each month, the Hawai'i Tourism Authority (HTA) provides this report as a resource to the Board and the public to better understand the activities and actions taken by the team in support of the organization's overall mission. HTA's 2025 Tourism Strategic Plan and its four interacting pillars (Natural Resources, Hawaiian Culture, Community, and Brand Marketing) guides the team in the various matters worked on during February 2022. Overall, this report provides insight into the actions conducted by the staff to implement the HTA budget previously approved by the Board.

In the Natural Resources pillar, Tour Guide Certification and Licensure enters phase two of the program, while DLNR starts to wrap up its Nā Ala Hele program set to end in June of this year. On another path to recovery, STAH is clearing the way for tour operators to renew their certification along with new applicants – on an online platform. Meanwhile, Aloha 'Āina programs are huli ka lima i lalo – turning their hands to the ground and continuing the good work in our communities statewide.

Last month, HTA deployed a Social Media campaign for Mahina 'Ōlelo Hawai'i (Hawaiian Language Month) that featured our partnership with NaHHA and He Aupuni Palapala and our collective efforts in Hawaiian language normalization, which is covered in more detail in the Hawaiian Culture section below. Through this campaign we also introduced our Hawaiian language-speaking staff at HTA, including our Ho'oilina intern - who shared that her passion for learning 'ōlelo Hawai'i stemmed from the scholarship itself. While Mahina 'Ōlelo Hawai'i is celebrated in the month of Pepeluali, or February, our entire office celebrates Hawaiian language on a weekly basis – in our all-staff meetings, where we share a Hawaiian word and/or phrase of the day to ponder and apply to our daily responsibilities, and therefore, our projects

In the Community pillar, HTA's partnership with the Hawai'i Visitors and Convention Bureau (HVCB) continues to move forward with the Community Enrichment Program (CEP). On February 2, 2022 a press release was issued announcing the 86 total CEP awardees. HVCB is working diligently to complete the contracting process with each awardee. We've had a few events this past month already with good turnout.

Hawai'i Tourism Canada, Hawai'i Tourism Oceania, Hawai'i Tourism China, and Hawai'i Tourism Korea will resume quarterly Hawai'i industry partners group meetings starting in April. Hawai'i Tourism USA and Hawai'i Tourism Japan's industry partners meetings are ongoing.

During the month of February, the planning team began preparing the grant administration plan for the EDA's Travel, Tourism, and Outdoor Recreation non-competitive grant. The planning staff also had a number of meetings with the team of MYGY NextFactor and the DBEDT's Director of Tourism Research to start prepping the DestinationNext online survey instrument, which will be used to assess each island as a visitor destination. The team also worked on the Request for Proposals (RFP No. 22-04) for the Evaluation of Selected 2022 and 2023 Festivals & Events, which was released on February 11, 2022. Efforts continued with moving DMAPs' actions forward with the island chapters and other state and counties' agencies.

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 January 2022 Visitor Statistics press release and monthly reports, an updated air seat outlook for February 2022 – April 2022, the January 2022 Hawai'i Hotel Report, and the January 2022 Vacation Rental Performance Report. In addition, TRB published weekly Destination Brand Index reports, the weekly Destination Brand Index – Responsible Traveler Segment, weekly Travel Agency Booking Trend reports, and the January 2022 Coronavirus Impact Report. TRB also updated the Symphony Dashboards.

I. CHANGE MANAGEMENT PLAN

We continued to focus on addressing the organization's vacancies. We have successfully recruited and hired for the Contracts and Administrative Manager which has been vacant since December 2020. We had made numerous attempts to fill this position but were unsuccessful until this last recruitment. The new hire starts as of April 1, 2022. We continue to recruit for a Procurement Manager, Senior Brand Manager, and Brand Manager position.

We are close to completing the draft of the official reorganization submittal that will be provided to DBEDT-HR and, eventually, reviewed and approved by DHRD and B&F. We are finalizing the draft functional statements and should be submitting to DBEDT by the end of March.

Our procurement and finance team continue to work through the updating of the HTA's policies and procedures that were impacted by the Change Management Plan (CMP) and the changes to the Hawaii Revised Statutes (HRS). As part of these efforts, we held a training session for the HTA team on February 18th specifically on small purchases and our procurement planning calendar.

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

Our team was engaged in numerous discussions with our contacts at Budget and Finance (B&F). These meetings and discussions were primarily focused on finalizing the release of the funds that were approved by Governor Ige. We also discussed and submitted requests to release funds to support the organization's financial needs for FY22

With the 2022 legislative session kicking off in January, we have been in continuous discussions with our tourism chairs in the House and Senate. We have met with them to address questions and concerns they may have as well as discussed legislation that was introduced during the session and continue to remain engaged.

We continue to maintain an open-door policy and make ourselves available to answer questions, 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 government with the industry.

II. NATURAL RESOURCES PILLAR

Aloha 'Āina (Natural Resources) Program

Hawai'i Community Foundation (HCF) has been contracted by HTA to administer the 2022 Aloha 'Āina program through CON 21033: HTAxHCF – Implementation of Kūkulu Ola & Aloha 'Āina Programs. On September 15th HCF issued an RFP seeking proposals from the community and qualified nonprofit organizations to provide funding support for projects that preserve, manage and enhance Hawai'i's natural resources. The application deadline was October 29th. The evaluation and decision making process as lead by HCF included a review committee of community members and staff from both HTA & HCF. Aloha 'Āina Program awardees have been notified and a news release went out on January 6th announcing that \$1,575,000 in funding will support 31 community-based programs in CY 2022. Lāna'i Culture & Heritage Center received Aloha 'Āina funding to support "Lāna'i Biocultural Landscape Program". This program seeks to help the community and students on Lāna'i to learn about the island's biocultural landscape through a series of workshops and a culminating biocultural event held at the Lana'i Cultural Center. On February 19th LCHC hosted a community stewardship day in the koa forest. The goal of the program is to help attendees to learn about the history of Lana'i's landscape, current conservation and restoration efforts, and how to get involved in the future to sustain restoration efforts.

DLNR Partnership

A change order has recently gone into effect to extend the time of performance of CON 20210: Universal Trail Assessment and Sign Initiative, and Trail Safety and Enhancement - Brushing/Maintenance/Rehabilitation, to enhance the resident and visitor experience statewide. As of January 31, 2022 – assessments of the following trails have been completed:

- Three (3) trails on Maui;
- Eight (8) trails on Kaua'i;
- Nineteen (19) trails and two (2) roads on O'ahu;

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

Channel Manager (Formerly the Universal Reservation System)

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

deliberate on the direction of the project approach, scope of work and other details and has yet to approve the presented workplan.

Tour Guide Certification and Licensure

In partnership with the Native Hawaiian Hospitality Association (NaHHA) via CON 18200 S3 and the University of Hawai'i at Mānoa School of Travel Industry Management (TIM), HTA has contracted these two organizations to complete a comprehensive study to better understand current tour guide certification and licensure programs that exist in Hawai'i, while exploring industry best practices globally for possible implementation throughout the state. Contractor is in phase II of the study.

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

HTA has contracted with the Hawai'i Ecotourism Association, d.b.a. Sustainable Tourism Association of Hawai'i (STAH), to protect Hawai'i's unique natural environment and host culture through the promotion of responsible travel and educational programs relating to sustainable tourism for residents, businesses, and visitors. STAH will focus on three areas: 1) Sustainable Tour Operator Certification Program, 2) Tour Operator/Tour Guide Training Program, and 3) Educational Outreach/Partnership Development. PON 20134 received a Notice to Proceed from HTA on August 9, 2021, and has since hired a new Certification Program Manager. As a part of their post COVID-19 efforts, STAH is currently in the process of recertifying 35 companies as all certifications expired in August 2021. They are also working on certifying five new companies while transitioning training to a new online platform called Travelife. This platform is robust and ties into the UN Sustainable Development Goals (SDGs) network. Lastly, STAH is working on a 10- step program to begin engagement for new companies to create easier access to starting the certification process for 2022-2023.

III. HAWAIIAN CULTURE PILLAR

Kūkulu Ola Program

Hawai'i Community Foundation (HCF) has been contracted by HTA to administer the 2022 Kūkulu Ola Program through CON 21033: HTAxHCF – Implementation of Kūkulu Ola & Aloha 'Āina Programs.

On September 15th, HCF issued an RFP seeking proposals from the community and qualified nonprofit organizations to provide funding support for projects that perpetuate the Hawaiian culture and community. The application deadline was October 29th. The evaluation and decision-making process, as lead by HCF, included a review committee of community members and staff from both HTA & HCF. Kūkulu Ola Program awardees were notified and a news release went out on January 11th announcing that \$1,475,000 in funding will support 32 community-based programs in CY 2022.

One Kūkulu Ola recipient is La'ī'ōpua 2020, they are a non-profit organization whose mission is to provide social, recreational, vocational, economic, educational, and cultural opportunities and infrastructure to Native Hawaiians to include the communities of the Kealakehe ahupua'a. It is a place for pilina (building and supporting one another through relationships) and pu'uhonua (a place of comfort, peace, and safety). HTA's Kūkulu Ola Program is helping to support La'ī'ōpua's "Ola ka Lāhui" events, translated to "The Nation Lives On," reflecting an intent to share the 'ike (knowledge) and mo'olelo of Hawai'i for generations to come.

Native Hawaiian Hospitality Association

HTA and the Native Hawaiian Hospitality Association (NaHHA) continue to strengthen ties between the Hawaiian community and the visitor industry. In celebration of Mahina 'Ōlelo Hawai'i (February 2022) NaHHA shared daily vocabulary words & phrases to their social media channels. In addition to Mahina 'Ōlelo Hawai'i, HTA presented the Winter Tourism Update in February which NaHHA helped to host a cultural immersion program for the 'ohana HTA while also providing lei and floral arrangements to the virtual set. NaHHA's ongoing training extends to our extended 'ohana outside of HTA, with the community, as NaHHA continues their Wahi Pana series to connect people to place.

NaHHA, in collaboration with Creative Industry Design (CID)/DBEDT, continues to plan for the June 18th concert "Home In The Islands" by Henry Kapono & Friends. Another components of this partnership with CID included the production and broadcast of Hōkū Nights, which was filmed at the Entrepreneurs Sandbox in Kaka'ako. Currently, NaHHA is helping HTA to update the Ma'ema'e Toolkit, a valuable resource, that aides the work of our storytellers so that what is portrayed and shared is done so consistently and accurately with respect and a better understanding of our collective kuleana.

Pop-Up Mākeke Season 3

All final deliverables for this contract have been received. HTA staff in collaboration with DBEDT and the contractor, is currently reviewing submitted items. Supporting the Pop-up Mākeke, produced by the Council for Native Hawaiian Advancement (CNHA), benefited the state by bringing together Hawai'i-based artisans, vendors, and sponsors to create a centralized online marketplace - woven together by two fundamental Hawaiian cultural values of kākou and kāko'o. The mākeke created a new income stream for Hawai'i small businesses, with over 40% of its customer base outside of Hawai'i. We look forward to once again gathering safely as a community to support and uplift each other.

Native Hawaiian Festivals and Events

13TH FESTIVAL OF PACIFIC ARTS AND CULTURE (FESTPAC)

The commission for the 13th FestPAC continues its planning and HTA staff are supporting efforts around marketing, public relations and communications for the festival. The FestPAC Commission has recruited Aaron Salā as Festival Director for a three-year term (with the option for a six-month extension) to lead the 13th FestPAC event scheduled for June 2024. For Fiscal year 2021-2022, the Festival Director will be a contracted position with NaHHA.

MERRIE MONARCH FESTIVAL DIGITIZATION PROJECT

The digitization work of previous Merrie Monarch Festivals is ongoing and was expected to be completed by June 2022. However, the work of digitizing the archived collection has been slowed due to the COVID-19 restrictions and new technical complications due to the condition of the video tapes. The contractor has requested a time extension into 2023 to complete the work. HTA staff is working with the contracts team to determine the contract options available to move this project forward.

Center for Hawaiian Music and Dance

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

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

The staff at Bishop Museum continue to holomua with digitizing nūpepa kahiko through CON 20195 "He Aupuni Palapala: Preserving and Digitizing the Hawaiian Language Newspapers". Year 2022 marks a century of printing in Hawai'i. To recognize the occasion and to further share the work of He Aupuni Palapala, project staff are teaming up with the Library & Archives and Exhibits colleagues to create a temporary exhibit in Hawaiian Hall that celebrates this remarkable occasion. While the

exhibit will include printing in Hawai'i prior to the origins of nūpepa Hawai'i, overall content will focus on nūpepa and will also promote He Aupuni Palapala.

At the end of 2021, He Aupuni Palapala digitized and cataloged nearly 3,000 pages using updated technology that allows a clearer and more accurate representation of the original copies – all the way down to the color of the aged page. In 2022 we look forward to entering into phase II of this partnership.

Kāhea Greetings

AIRPORTS

The Kāhea Greetings program continues to provide a combination of Hawaiian music and hula 'auana, lei greetings, refreshments, and other services at our Honolulu (HNL), Kahului (OGG), Hilo (ITO), Kona (KOA), and Līhu'e (LIH) airports. The purpose of this program is to create an authentic Hawaiian experience to visitors and kama'āina upon their arrival. HNL is at full force with six performances per week and has added four more weekly performances for evening travelers. OGG has increased performances to four a week, LIH and KOA with two and ITO has one performance a week for its guests. HNL is also expecting an anniversary celebration for one of the airline carriers, where greeters will hand out lei and perform live music for over 300 passengers and 14 crewmembers.

HARBORS

Our community partners continue to implement the Kāhea Greetings Program at Hilo Pier (CON 21035), Kailua-Kona Pier (CON 21036) and Nāwiliwili Harbor (CON 21038). Greetings include entertainment, lei, informational brochures and maps with authentic ho'okipa each day a cruise ship arrives. We look forward to continuing our Kāhea Greetings Program on Maui as soon as possible. Restrictions at each of our current locations differ according to COVID-19 rules and regulations, which has caused Hilo to limit their participation to providing information and Nāwiliwili not having any interaction at all. Kailua-Kona Pier is currently the only full-running greeting program with entertainment and information. However, Hilo Pier is gearing up for its first hula and music performance since the pause in operations. Beginning April 4, Hilo Harbor is expecting to have weekly performances.

IV. COMMUNITY PILLAR

Community Enrichment Program (CEP)

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

The following CEP events took place in February 2022:

Kaua'i:

- 2022 Waimea Town Celebration: Heritage of Aloha (February 18-26, 2022). This project had an estimated 10,000 total attending the eight days of events.

O'ahu:

- Hawai'i Triennial 2022, Pacific Century – E ho'omau o Moananuiākea (February 18-May 8, 2022). This project's open ceremony had an estimated 100-200 people in attendance. This is an on-going project and has many events taking place through May 8, 2022.

Maui Nui:

- Projects that are on-going began in February. None were evaluated during this time period.

Hawai'i Island:

- Pana'ewa Stampede Rodeo (February 19-20, 2022). This project had a large turnout with an estimated 1,000-1,500 total attending each day of the event.

Statewide:

- Na Wāhine o Ke Kai 2022 - Annual Moloka'i to O'ahu Canoe Race (September 25, 2022). The organization notified HVCB/HTA that this event is being canceled.

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DESTINATION MANAGEMENT ACTION PLANS (DMAP)

HTA has contracted with the Hawai'i Visitors and Convention Bureau (HVCB) to implement the DMAPs for each county in CY22. CON 21038 received the Notice to Proceed from HTA on July 30, 2021. The following DMAP managers have been hired by HVCB:

Kaua'i - Patti Ornellas

Hawai'i Island – Rachal Kaiama

Maui Nui – Meagan DeGaia

O'ahu - Catherine Orlans

A detailed update of the DMAPs is provided in the Planning Division of this report.

HOSPITALITY INDUSTRY UPDATES (COUNTY)

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

In February, one hospitality industry update was conducted on February 16th for both the County Kaua'i. We were grateful to Mayor Kawakami for making the time to participate and share updates on actions and activities related to the visitor industry. There were 84 registered attendees for this meeting.

Communication and Outreach

DMAP MEDIA CAMPAIGN

- The Hawai'i Visitors Convention Bureau (HVCB) has entered the film production phase of its DMAP Media Campaign with some of our community programs that are actively engaged in and pushing DMAP action items forward on each island. The Hawai'i Tourism Authority, HVCB, Hawai'i Community Foundation and Anthology Group teams worked together to ensure that each story was approached thoughtfully and with the community partners and organizations' well-being top of mind. During this time, we also thought it was important to lead with Mālama Hawai'i messaging incorporated in our outward storytelling because it is a big part of what leads us to where we're headed in our narrative.

NEWS RELEASES/REPORTS/ANNOUNCEMENTS

- News Release: HTA Awards Funding to Enrich Community Efforts (February 2)
- News Release: COVID-19 Booster Shots Not Required for Travel to Hawai'i (February 8)
- Report: HTA Hawai'i Hotel Performance Report for January 2022 (February 23)
- Report: HTA Hawai'i Vacation Rental Performance Report for January 2022 (February 24)
- IHVB News Release: Waipi'o Valley Road Closed to Visitors Indefinitely (February 25)
- DBEDT News Release: Total Visitor Spending and Arrivals in January 2022 (February 28)

NEWS BUREAU

- Coordinated and assisted with the following interviews and statements, including:
 - Honolulu Star-Advertiser, Jayna Omaye: Pitched Community Enrichment program and multi-cultural event recipients which Jayna interviewed. Also provided follow-up information on CEP. (February 11)
 - Pacific Business News, Christina O'Connor: Caroline Anderson (CA) participated in PBN's Tourism Roundtable (February 11)
 - Honolulu Star-Advertiser, Dan Nakaso: Ilihia Gionson (IG) confirmed HTA board did not adopt new code of conduct (February 17)

- Orange County Register, David Dickstein: John De Fries (JDF) quote on return of cruise industry (February 18)
- Take2, KHON: IG on Community Enrichment program. Drafted guest form and Q&A. (February 23)
- HAWAII Magazine, Dawn Hirayama: Drafted JDF letter welcoming visitors back to Hawaii with focus on Mālama Ku'u Home for the publication's April print issue (February 22)
- Adventure.com, Aja Hannah: CA and IG responses on regenerative tourism, DMAPs and Mālama Hawaii. Also provided link to HTA's Barberstock online image library. (February 22)
- Honolulu Civil Beat, Joel Lau: IG on Hawaii's mask mandate following CDC update (February 25)
- Assisted with the following media relations:
 - HMSA's Island Scene, Michelle Regan: Provided curated list of Mālama Hawaii organizations as a follow-up to interview with Kalani Ka'anā'anā (KK)
 - Freelance Writer Judi Cohen (Canada): Reviewed request for assistance and directed to Hawaii Tourism Canada
 - Social Influencer Valentina Vignali, Giulia Neccia (Italy): Reviewed and declined request for sponsorship and travel assistance
 - Ka'ū Calendar, Julia Neal: Community Enrichment program recipients in Ka'ū
 - AFAR, Michelle Baran: Coordinating HTA interview and provided Mālama Hawaii and Kuleana Travel Tips videos prior to visit
 - K Around The World, Francesca Memelli (Italy): Reviewed and declined request for trip assistance, and directed to the state/county film offices
 - Travel Weekly: Drafted JDF quote on the passing of Dr. Richard Kelley

COMMUNITY INITIATIVES AND PUBLIC OUTREACH

- HTA E-Bulletin: Edited, created layout and distributed February 2022 HTA E-Bulletin in English and 'Ōlelo Hawaii
- HTA Winter Tourism Update
 - Drafted and distributed reminder e-blast and social post (February 7)
 - Monitored Q&A for questions from media during event (February 9)
 - Drafted and distributed post-event e-blast (February 16)
- Destination Management Action Plans (DMAP)
 - Drafted and distributed e-blast and social post for Fall 2021 Kaua'i DMAP Progress Report (February 7)
 - Discussed potential microsite needs to share ongoing progress and DMAP projects
- eTourism Summit/IPW
 - Pitched HTA and Kalani Ka'anā'anā as a guest speaker for the eTourism Summit and IPW on the subject of destination management and regenerative tourism, through FINN Partners' Case Study Sponsorship

- Transform Hawai'i Government (THG)
 - Secured Kalani Ka'anā'anā for February 28 Digital Talk Story taped interview with THG Executive Director Christine Sakuda on how HTA and the tourism industry is leveraging technology to modernize its destination management efforts
- Senate Bill 1065
 - Drafted message points on SB1065 SD1, as well as e-blast and social post for February 16 EET Public Hearing
- TripAdvisor
 - Drafted JDF quote for TripAdvisor news release announcing its 2022 Best of the Best Beaches lists (World and U.S.)
- DBEDT
 - Drafted JDF statement for January 2022 Visitor Statistics news release
- Safe Travels Update
 - Drafted news release in anticipation of potential Safe Travels announcement
- Visitor Inquiry
 - Responded to Dennis Miller about the Safe Travels protocol and that Gov. Ige announced that booster shots will not be required for upcoming Hilo trip

CRISIS COMMUNICATIONS

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

HTA'S SOCIAL MEDIA

- Managed social media calendar, drafted, and scheduled posts on HTA's Facebook, Instagram and Twitter accounts. Also monitored and responded to direct messages and post comments.
- Featured 2022 Community Enrichment program recipients to help drive awareness and attendance leading up to the events:
 - Pana'ewa Stampede Rodeo
 - 2022 Waimea Town Celebration

Paid Posts on Facebook

- Post on HTA's He Aupuni Palapala video. Flight dates from February 18 – 25.
 - Total Reach: 52,193
 - Total Engagements: 456

Facebook

- Number of followers: 18,638 (+13.1%)
- Engagement rate: 2.0%
- Number of engagements: 2,490 (-39.8%)
- Posts: 40

Instagram

- Number of followers: 6,498 (+54.8%)
- Engagement rate: 3.1%
- Number of engagements: 1,724 (+361%)
- Posts: 48

Twitter

- Number of followers: 39,362 (+5.8%)
- Engagement rate: 2.1%
- Number of engagements: 1,015 (+77.1%)
- Posts: 46

INTERNAL COMMUNICATIONS

- Attended Internal Brand Partners Meeting and Hawaiian Cultural Training on February 7 and 8

Safety and Security

VISITOR ASSISTANCE PROGRAM (VAP)

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

During the month of February:

- Maui County's program handled 24 cases and helped 35 visitors (year-to-date: 37 cases/ 153 visitors). This included visitors primarily from the U.S. West markets and Canada. The program team also attended meetings at the Emergency Operations Center (EOC), Airport, Hotel and Resort Security Association, car rental and Maui Police Department committee meeting. The industry assisted with \$3,900 of in-kind contributions (year-to-date: \$9,400).
- Hawai'i County's program handled 21 cases and provided assistance to 68 visitors (year-to-date: 33 cases/ 103 visitors). This included visitors primarily from the U.S. West & East markets, and Canada. The program also conducted 1 hospital presentation. The industry assisted with \$7,205 of in-kind contributions (year-to-date: \$8,795). \$736 was received in donations.
- Kaua'i County's program handled 8 cases and provided assistance to 17 visitors (year-to-date: 18 cases/ 39 visitors). This included visitors from U.S. West/East market. The program team also participated in the VASK ED/Dispatch coordinator meeting, VASK Board of Directors Meeting, and continue to air the VASK Crime Prevention and Safety Tips video on KVIC channel 3. VASK received \$9,100 of in-kind contributions (year-to-date: \$15,025).

- City and County of Honolulu’s program handled 34 cases and helped 79 visitors (year-to-date: 98 cases/ 219 visitors). This included visitors primarily from the U.S. West market. VASH did a community event at business information Rotary Marketplace at the downtown YWCA. Jessica Rich gave a presentation to the Chinatown Business Association about VASH and was a guest for one hour on the Mike Buck Radio Show talking about VASH. The industry assisted with \$16,140.50 of in-kind contributions (year-to-date: \$22,930.50) and \$2,000 in donations (year-to-date \$3,150).

Workforce Development

LEI Program

- HTA supports ClimbHI’s LEI (Leadership, Exploration, Inspiration) Program targeted at high school students. This program provides Hawai’i youth with learning and networking opportunities, and partners with educational organizations and industry businesses to attract and inspire students to pursue a future career in hospitality and tourism. CON 18135 received a Notice to Proceed from HTA on March 18, 2022 and has since started to plan for their events in April. On April 5, 2022, ClimbHI and the Hawai’i Tourism Authority will kick off the 10th annual LEI program on O’ahu. LEI 2022 will take place on four different islands (Maui, O’ahu, Kaua’i, and Island of Hawai’i), including 1,000 high school and college students from across the state, and involve over 100 businesses. O’ahu’s program will include 500 high school and college students from over 20 schools across the island.

V. BRAND MARKETING PILLAR

1. *Major Market Area (MMA)*

International MMA Border/Entry Restrictions

- Japan: Japanese government has relaxed border measures. Beginning March 14, the number of new entrants per day increased from 5,000 to 7,000. As of March 14, 31% has completed the booster shot and 79.3% are fully vaccinated.
- Korea: Korea will lift the 7-day quarantine mandate effective March 21. As of March 14, South Korea has recorded 86.5% vaccination rate and 62.6% booster rate.
- Canada: The federal government eliminated the pre-arrival PCR test requirement for fully vaccinated travelers on Feb. 28. Travelers can instead opt for a rapid antigen test approved by the country they are coming from, taken 24 hours before their scheduled flight or arrival at the land border. Travelers may still be selected for random testing upon arrival but will no longer have to quarantine while awaiting their test results.
- Oceania: Both Australia and New Zealand are approaching a significant achievement with both countries being over 94% fully vaccinated. Consumers are getting used to the requirements for international travel which, for Australia, are now only a PCR or rapid antigen before departure and before returning to Australia. No further testing or isolation is required.
- In New Zealand the Omicron surge is currently putting pressure on services and this will likely take until mid to end March to start easing. The domestic and global environment is adding inflationary pressure for New Zealanders and this has now become the government's biggest challenge.
- China: As of March 14, approximately 88.3% of China population has been fully vaccinated against the coronavirus COVID-19. All travelers to China are screened upon arrival and subject to a minimum 14-day quarantine.

U.S. Domestic Market Conditions

- According to a recent Destination Analysts' report, strong excitement for travel continues to grow amongst Americans, now at 82.1%. Fully 70.0% of Americans did some trip dreaming and planning in the last week alone, and 61.5% say travel is a high budget priority for them. Timing for Americans' upcoming leisure trips shows strong intentions for Spring travel—the months of April and May both have 20% of American travelers reporting trip plans in them. As always, June and July will be peak travel months—right now each of these months has 25% of American travelers reporting trip plans in them. The planning window for trips remains relatively shortened—over 40% of Americans say they would plan a week-long trip in under 2 months. New York, Florida, Las Vegas, California and Hawai'i top the list of destinations Americans say they want to head to this year.

2. *MMA/RFP Contract Status*

- USA MMA Leisure: HTA extended the contract for the USA MMA for up to six months ending on June 29, 2022 with no additional options to extend. The six-month BMMP was presented and approved by HTA board at the January board meeting. A new RFP for USA Leisure Brand Marketing and Management (with added scope for global support services) will be issued.
- Global MCI: HTA has issued the RFP award to the Hawai'i Visitors and Convention Bureau.
- Japan/Canada/Oceania/Korea/China MMA Leisure: For Q1, all international MMAs, except Canada, are currently under restricted activities and budgets. For Q2, Oceania has received HTA's board approval to go "green" with unrestricted activities and budget.

3. *Other Branding Projects*

Cruise

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

Kuleana Message/Pono Travel Tips

- HTA staff is continuing conversations with our partners at our airport facilities statewide as well as HVCB and other lead agencies to promote a collection of Pono Travel tips, Kuleana and safety messaging to our traveling public, especially during peak travel times during the summer. We are aiming to have these up as early as mid April.

Market Allocation Platform (MAP)

- HTA staff is working with Tourism Economics for a market allocation platform to apply economics to destination marketing decisions. The MAP provides an analytical framework for a destination to comparably gauge market potential, market costs, and market risks for each of its main sources of visitors. This allows marketing decisions to be driven by facts using comparable measurements of true market potential.

4. *Collaborations and Communications*

- The brand team continues to communicate with its industry partners to exchange information on market and business development.
- The brand team continues to conduct teleconference meetings with the GMT members to get regular updates on market trends, marketing activities, Hawai'i messaging, airlift development, and visitor and industry education efforts. During these meetings, HTA also conducts financial reviews with the GMT members.
- HTA staff met with the Global Marketing Team for an internal brand partners meeting and Hawaiian cultural training ahead of the Winter Tourism Update.
- HTA staff attended the O'ahu MCI update meeting.
- HTA staff met with representatives from Access Cruise and Holland America Group.

- HTA staff met with the International Festivals and Events Association to discuss upcoming workshops.
- HTA staff attended a PATA meeting with members from PATA Taiwan Chapter.
- CBO had a zoom meeting with HVCB about Dodgers, Clippers.
- CBO had a zoom meeting with Aditi Mohapatra from Expedia Group about Global Strategy for Sustainable Tourism.
- CBO had a media interview with HMSA's Island Scene about HTA's Malama campaigns.
- CBO had a zoom meeting with the Clippers and HVCB.
- CBO attended the Route Americas 2022 conference.
- CBO had a zoom meeting about 175th Anniversary of Washington Place.
- CBO had a zoom meeting with the VP of Global Social Impact & Sustainability from Expedia Group to discuss sustainable tourism.

VI. PLANNING DIVISION

1. *Destination Management Action Plans (DMAPs)*

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

- The Planning team met with each island chapter – the Executive Director and Destination Manager – to review and finalize their workplan for 2022.
- Staff drafted a Memorandum of Agreement (MOA) for each county that identified the partnership between the HTA and the counties in implementation of the DMAP. The draft MOAs were reviewed by each county's corporation counsel and the HTA's Attorney General.
- The Director of Planning participated in a Pacific Business News Roundtable Discussion regarding tourism. The article, "Sea Change" was published on March 4, 2022.

Maui Nui DMAP:

- DOP participated in the Lāna'i Advisory Group meeting, which went over marketing messaging for the island of Lāna'i on February 1st.
- Maui Nui's monthly DMAP internal meeting between HTA, County, and Island Chapter staff was held on February 11.
- DOP met with Mayor Victorino, Tyson Miyake, Joann Inamasu, Ipo Mossman and Lisa Paulson to provide Mayor an update on Maui Nui DMAP and thanked Mayor and county staff for their support.

O'ahu DMAP:

- O'ahu's monthly DMAP internal meeting between HTA, County, and Island Chapter staff was held on February 10.
- DOP participated in a meeting with various City and County agencies and OVB to further discuss transportation issues as it relates to the O'ahu DMAP and determine path forward. OVB is exploring supporting a "GetAroundOahu" website similar to Kaua'i's.
- DOP participated in a site visit on February 17 of the North Shore with members from the North Shore Neighborhood Board and E Noa Tours to better understand residents concerns in addition to gaining insight as to how E Noa develops its tours.

Kaua'i DMAP:

- Kaua'i's monthly DMAP internal meeting between HTA, County, and Island Chapter staff was held on February 2.

Hawai'i DMAP:

- Hawai'i Island's monthly DMAP internal meeting between HTA, County, and Island Chapter staff was held on February 3.

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

- HTA's DOP continues to work on drafting the Grant Administration Plan for the EDA Travel, Tourism and Outdoor Recreation Non-Competitive Grant. Meetings were held with DLNR and internal HTA staff to review the workplan template.

3. Planning Tools & Assessment

- The DOP and Director of Tourism Research met with NextFactor Inc. to discuss the destination assessment survey project. The last time HTA conducted this survey was in 2019 in preparation for updating the HTA's tourism strategic plan. The results of the survey will be a report card for the health and benchmarking of each of the Hawaiian islands as a visitor destination and will also compare Hawai'i to its competitors.
- The DOP and Director of Tourism Research met with Chief State Economist, Eugene Tian, and Department of Agriculture's Research guy, Matthew Loke, to discuss a study to determine visitor industry contribution to the agriculture industry. HTA is looking to do an RFP to conduct such a study in partnership with DBEDT and Department of Agriculture.

4. Program Evaluation

- On February 11, 2022, a Request for Proposals (RFP No. 22-04) was released for the Evaluation of Selected 2022 and 2023 Festivals & Events. Proposals are due in early 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 January 2022 monthly visitor statistics on February 28, 2022, including monthly arrivals by country, category expenditures for major markets, and monthly visitor characteristics for each major market area. The press release was issued by DBEDT, distributed by HTA, and the files were posted on the Monthly Visitor Statistics page on HTA's and DBEDT's websites.

TRB posted updates to Seat Outlook data tables for February through April 2022 to the Infrastructure Research Section of the HTA website and the Air Seats Capacity Outlook page of the DBEDT website. This report also includes flight information and comparisons to 2019.

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

TRB issued the January 2022 Hawai'i Hotel Performance Report on February 23, 2022. The report and related January 2022 data tables were posted to the Infrastructure Research page of the HTA website. The Hawai'i Hotel Performance Report is produced using hotel survey data compiled by STR, Inc., the largest survey of its kind in Hawai'i.

TRB issued the January 2022 Hawai'i Vacation Rental Performance Report on February 24, 2022. The report and related January 2022 data tables were posted to the Infrastructure Research page of the HTA website and the Vacation Rental Performance page of the DBEDT website. This report utilizes data compiled by Transparent Intelligence, Inc.

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

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

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

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

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.

Jennifer Chun was the emcee for Pacific Asia Travel Association Hawai'i Chapter and Travel and Tourism Research Association Hawai'i Chapter's 2022 Annual Outlook & Economic Forecast Forum on February 3, 2022. Chun is the 2022 chair of the PATA Hawai'i executive committee and treasurer for TTRA Hawai'i.

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

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

VIII. ARPA UPDATE

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

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

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

IX. ADMINISTRATIVE

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

Contract No.	Contractor	Description	Contract Amount	Total Contract Value	Start Date	End Date
22001	HTA Website Support Services	Anthology Marketing Group, Inc.	\$73,494.64	\$73,494.64	3/8/2022	1/25/2025

APPENDICES

Hawai'i Tourism United States

2022 MONTHLY MARKET ACTIVITY REPORT – February

MARKET INTELLIGENCE

Economy

- GDP bounced back to +6.9 percent growth in the fourth quarter of 2021 after slowing to +2.3 percent in the third quarter. The growth came from businesses rebuilding inventories in response to shipping delays, supply shortages and rapidly rising prices. Businesses will have an easier time replenishing inventories early this year since the rush to stock retail shelves ahead of the holiday shopping season is no longer straining supply chains. As inventories rise, 2022 should see shortages, delivery delays and pressures subside. Surveys of purchasing managers already showed fewer delivery delays in December than earlier in 2021, so durable goods prices should rise more slowly in coming quarters. “Energy prices rose in early 2022 due to the Russia-Ukraine conflict, which will raise inflation for the next few months; and ripple effects of surging house prices, a tight job market, and rapid wage growth could last into 2023,” according to Bill Adams of Comerica Economics.
- The Conference Board *Consumer Confidence Index* fell slightly in February, after a decrease in January.
 - The Index now stands at 110.5 (1985=100) down from 111.1 in January.
 - The Present Situation Index based on consumers’ assessment of current business and labor market conditions rose to 145.1 from 144.5 last month.
 - The Expectations Index based on consumers’ short-term outlook for income, business and labor market conditions declined to 87.5 from 88.8 last month.
 - “Consumer confidence was down slightly for a second consecutive month in February,” said Lynn Franco, Senior Director of Economic Indicators at The Conference Board. “The Present Situation Index improved a touch, suggesting the economy continued to expand in Q1 but did not gain momentum. Expectations about short-term growth prospects weakened further, pointing to a likely moderation in growth over the first half of 2022. Meanwhile, the proportion of consumers planning to purchase homes, automobiles, major appliances, and vacations over the next six months all fell.”

Outbound Travel Market

- *Wholesale Partner* – Bookings for Hawai'i remain strong, especially for summer and holiday 2022. They are optimistic about the lifting of Safe Travels and its impact on demand for the spring and beyond.
- *Airline Wholesale Partner* – Hawai'i continues to perform. Maui is still seeing some near-term softness due to price sensitivity. Quarters three and four are very strong with a booking window of at least four to six months in advance.

Competitive Environment

- *Puerto Rico*. As of Mar. 10, Puerto Rico is dropping nearly all travel-related COVID-19 restrictions for domestic travelers from the U.S. as case counts on the island continue to fall. Visitors from the U.S. will no longer need to show proof of vaccination or a negative coronavirus test to enter. Masks will no longer be required in indoor or outdoor venues, with some exceptions.

- *Bermuda.* Bermuda's relaxed COVID-19 restrictions take effect Mar. 7. Under the new guidelines, all visitors aged two and older must show proof of current vaccination status and a negative, supervised antigen test administered two days prior to arrival or a negative, supervised PCR test taken four days prior to arrival. Only fully vaccinated travelers 12 and older will be permitted to enter the country 14 days after the last administered dose; booster shots are not required.
- *Ireland.* As of Mar. 6, regardless of their country of origin, international travelers can come to the Emerald Isle, entirely without COVID-19 restrictions. That means there's no longer a need to provide proof of vaccination or recovery, test results or even the Passenger Locator Form (PLF) that was required previously.

Consumer Trends

- Fairtrade America predicts these consumer behaviors will play out in 2022:
 - Consumers Will Continue to Demand Companies Focus More on Sustainability. As climate change continues to worsen, consumers are looking to brands to provide sustainably sourced and produced products they can feel good about purchasing, per Fairtrade America. In fact, more than a quarter of consumers say they always or usually base their purchases on sustainability, which is an increase of +11 points over the last 14 years and up four points from 2019.
 - Shopping for Everyday Goods Online Will Remain the New Norm. While the world is slowly reopening amid the pandemic, COVID led more U.S. consumers to make purchases online, and that is a trend that will continue into 2022. In 2020, U.S. ecommerce grew by +34.4 percent with a total spend of \$791.70 billion, according to Digital Commerce 360. This digitalization makes it easier for shoppers to compare products and learn whether a company's sourcing and manufacturing practices align with their values.
 - Shoppers Will Seek Out Organizations and Companies That Promote Gender Equality. Shoppers care more than average about women's causes, according to GlobeScan survey data, which is not surprising given that female producers worldwide are still fighting for equal rights and opportunities. A large proportion of the world's food is farmed by women, yet there is a significant "gender gap" in agriculture leaving female farmers with less access than their male counterparts to resources like land, information, credit, training and supplies.

Travel Trends

- Longwoods International reports that sentiment shows that the American travel planning boom continues. At least 90 percent of American travelers report plans to travel in the next six months, with 23 percent planning in the next two months, setting up a very strong Spring Break season. At least one-quarter of American travelers indicate that their concern for their personal financial situation would greatly impact their decision to travel in the next six months. Supporting small, locally-owned businesses and enjoying their unique experiences top the reasons travelers choose to shop local on vacation.

Airlift

- HTA Airline Seat Capacity Outlook for February 2022-April 2022 was updated on Feb. 23. The forecast for domestic scheduled nonstop air seats to Hawai'i during this period will increase by +25.7 percent compared to the same period in 2019. This projection is based on flights appearing in Diio Mi. The constant fluidity of seats and flights will continue as the COVID-19 pandemic evolves. An overall increase in flights is expected from all major market areas: U.S. West (+27.7%) and U.S. East (+12.2%). The situation is being monitored daily and the forecast adjusted accordingly.

MARKET ACTIVITY UPDATE

Consumer Direct

- Mālama Hawai'i Brand Campaign
 - No news to report (the 2022 HTUSA contract extension was not in place in time to make media commitments for February)

- *Aloha Season* - Golf Channel
 - The 2022 *Aloha Season* program with Golf Channel continued in February.
 - Paid Media: New 30-second golf commercials were launched on a Q1 media flight (Jan. 1- Apr. 17) highlighting three PGA TOUR professional players engaging in destination activities that convey the Mālama Hawai'i message:
 - Talor Gooch – Kīpuku Olowalu (Maui)
 - Stewart Cink – Sail Trilogy Blue 'Āina (Maui)
 - Sam Burns – Helewai EcoTours (Maui)
 - PGA TOUR Digital Media: TOUR-owned digital media flight continued in February (Jan. 6 – Mar. 31) featuring the new videos with professional golf talent engaged in *mālama* activities:
 - Video: Live Streaming Simulcast, VOD, YouTube
 - Rich Media: Video-enabled rich media units

- Consumer Paid Media & On-line
 - No news to report (the 2022 HTUSA contract extension was not in place in time to make paid digital/media commitments for February)

- Consumer Direct Email Program
 - HTUSA
 - The consumer newsletter focused on national parks located throughout the Hawaiian Islands, along with the Waimea Canyon and Kōke'e State Parks. Additionally, the Hawai'i Triennial 2022 on O'ahu was featured in a smaller article.

- Hawai'i Paid Media
 - The 2022 HTUSA contract extension was not in place in time to make Hawai'i paid digital commitments for February.
 - Waze media launched the week of Feb. 21 with three educational messages. The banners were delivered to all Waze users statewide.

Hawai'i Paid Digital Campaign February – Estimated Impressions

PARTNERS	Impressions
Facebook	0
Instagram	0
YouTube	0
Pinterest	0
Waze	152,100
Total	152,100

Travel Trade

- Paid Trade Media
 - No news to report

- Trade Direct Email Program
 - *E-xpressly for Travel Professionals* (EXTP) monthly enewsletter distributed via MailPound and Northstar travel agent database on Feb. 17 to a reach of approximately 70,000 travel advisors throughout the U.S.
 - OVB distributed a Romance-themed enewsletter to Northstar’s database of 39,151 travel advisors on Feb. 10.
 - OVB distributed a Festivals & Events-themed enewsletter to Northstar’s database of 39,151 travel advisors on Feb. 28.

- Summary of HTUSA Travel Trade Activity
 - For the month of February, there were three travel trade sales activities including educational webinars, trade shows and training sessions for 1,375 participants. Travel trade participated in two industry partner meetings with 21 partners. HTUSA and the Island Chapters continue to communicate with industry partners and travel advisors regarding updates and changes to the Safe Travels Program, lifted restrictions for those who have been vaccinated, and sharing all the important links via the travel agent website, linking to *gohawaii.com* and the DOH accordingly.
 - Central fielded all inquiries received from travel advisors across the U.S. via *agents.gohawaii.com* who required assistance to navigate the Safe Travels program.
 - Travel agent website *agents.gohawaii.com* update: There were 649 online graduates who completed the Hawai’i Destination Specialist and/or Island Specialist educational courses online, with 697 new registrants signed up for access to online resources. The overall travel agent database numbers are at 127,125 profile records, which includes 93,831 active U.S. travel advisor email contacts.

- Travel Trade Calls

	Airline	Wholesaler/TA/TO/OTA	Other	Total
HTUSA	22	3	2	27
KVB	-	1	-	1
OVB	-	1	-	1
MVCB	-	-	-	0
IHVB	-	1	1	2

Summary of travel trade calls by category

- Airline
 - HTUSA and HTA attended Routes Americas in San Antonio during the month of February where they met with 11 airlines and 7 airport authorities. In addition, calls were held with 4 of the 6 U.S. network carriers in February for market specific capacity and marketing updates as well as to review changes to Safe Travels Hawai’i and anticipated changes in schedules and routes. Numerous email updates were provided to all major U.S. carriers regarding changes or media reports about Safe Travels Hawai’i.

- Wholesaler/TA/TO/OTA
 - Hawai'i Tourism USA (HTUSA)
 - Delta Vacations, HTUSA and AAA partnered to deliver a consumer webinar to AAA clients on Feb. 2. There were six advisors in attendance.
 - HTUSA was a premiere sponsor of the “Hawai'i Loves Travel Advisors” virtual expo hosted by Travel Weekly on Feb. 16. The event drew 1,422 unique visitors. The Hawaiian Islands booth had a total of 620 unique visitors, 2,170 resources viewed and 615 videos viewed. The HTUSA webinar drew 720 travel advisor viewers. 83 percent rated the event as excellent or very good and average time spent in the expo was 2:50.
 - Kaua'i Visitors Bureau (KVB)
 - Webinar with Professional Travel Agents of North America – Detroit Chapter on Feb. 23. 1 ½ hour training about Kaua'i and how to position the island. 22 travel advisors attended.
 - O'ahu Visitors Bureau (OVB)
 - *What's New on O'ahu Destination Updates* themed Mailpound webinar, Feb. 15 (113 advisors).
 - Maui Visitors and Convention Bureau (MVCB)
 - No news to report
 - Island of Hawai'i Visitors Bureau (IHVB)
 - Travel Advisors / Santa Clara, CA, Feb 15. Destination, COVID updates. (12 advisors).
- Other
 - HTUSA
 - Southern California 'Ohana Meeting with 20 suppliers.
 - Meeting with Virtuoso (1 attendee).
 - IHVB - Outrigger Sales FAM, Feb 7-9. (6 attendees)

Public Relations

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

Impressions and Publicity Values for January

JANUARY	Impressions	Publicity Values
Print	99,652,710	\$27,963,835
Online	77,657,216,630	\$31,096,227
Broadcast	610,413,593	\$16,400,903
Total	78,367,282,933	\$75,460,965

- HTUSA
 - The HTUSA PR team distributed the Office of the Governor news release titled, “Boosters will not be added to Safe Travels Hawai'i requirements.” The release was distributed to PR industry professionals, local and national broadcast stations, leisure publications, editors and freelance journalists. HTUSA PR team also distributed the release through PR Newswire for further national reach. As a result, the release was picked up by over 318 publications and had a total potential audience of 219 million.
 - In efforts to share Destination Management Action Plan (DMAP) success stories as well as the Community Enrichment Programs with the community, HTUSA Central and Island Chapter PR teams have begun outreach to local media, pitching stories to secure print, online and broadcast

opportunities. In support of HTA's release announcing the 2022 Community Enrichment program awardees, the team shared the release to their respective island's media for future coverage consideration. As a result of these pitching efforts, *The Garden Island* produced an article titled, "HTA optimistic for international tourism for Hawai'i" and KHON's Take2 ran a segment featuring Ilihia Gionson covering CEP.

- Through the continued PR efforts to encourage mindful travel, several notable generated stories were published in the month of February. Continuing her coverage of O'ahu's culinary scene following her HTUSA supported visit to O'ahu in November, Marla Cimini produced a story in *USA Today* titled, "Take a peek inside Mugen, the most intimate luxury restaurant on Waikiki." The story focuses on Mugen's executive chef and Maui-native, Jason Yamaguchi, and how he plays an important part in Hawai'i's rapidly innovative and expansive culinary scene. As a result of media relations, Sunny Fitzgerald produced a story in *Travel + Leisure* titled, "15 Best Things to Do in Hawaii With Kids." Activities from all major islands are included, with *hula*, surfing, hiking and volunteering through Mālama Hawai'i partners. The Mālama Hawai'i section spotlights Kualoa Ranch, Gunstock Ranch and Sustainable Coastlines Hawai'i.
- Media coverage highlights:
 - "7 of the most-vaccinated places you can travel in the U.S." – Nathan Diller – *The Washington Post* – Feb. 2
 - "15 Best Things to Do in Hawaii With Kids" – Sunny Fitzgerald – *Travel + Leisure* – Feb. 15
 - "Take a peek inside Mugen, the most intimate luxury restaurant on Waikiki" – Marla Cimini – *USA Today* – Feb. 17
- In February, calls to 800-GoHawaii calls numbered 15,664, emails to info@gohawaii.com totaled 5,427 and info@hvcb.org handled 382 emails. Most involved questions about Hawai'i's COVID-19 related travel requirements with a few asking more normal visitor questions.
- KVB
 - Kauai was featured in:
 - "Kauai Is a Perfect Tropical Getaway to Unplug" – Heather Cassell – *Gay City News* – Feb. 7
 - "Accessible Hawaii: the best things to do for travelers with disabilities and additional needs" – Ligaya Malones – *Lonely Planet* – Feb. 7
 - "Find beauty and sustainability at Kauai's National Tropical Botanical Garden" – Mike Nicco – ABC 7 San Francisco – Feb. 7
 - "HTA optimistic for international tourism for Hawai'i" – Laurel Smith – *The Garden Island* – Feb. 13
 - "At Home in Paradise" – Kim Westerman – *Out Traveler* – Feb. 18
 - "Kauai Is Spearheading Hawaii's Regenerative Travel Movement — Meet the Locals Creating Change" – Gina Vercesi – *Travel + Leisure* – Feb. 19
 - "Explore Kauai's North Shore, beaches, hidden trails and all" – Ben Davidson – *East Bay News* – Feb. 21
 - "Explore Kauai's North Shore, beaches, hidden trails and all" – Ben Davidson – *The Mercury News* – Feb. 21
 - Liaised with 24 media:
 - Olivia Liveng, *Matador Network*
 - Kim Westerman, *Forbes*
 - Paula Franklin, *The Seattle Times*
 - Megan Michelson, *Outside Online*
 - Helena de Bertodano, *Harper's Bazaar*
 - Alessandra Amodio, *Travel + Leisure*
 - Jim Brody, *Lonely Planet*

- Hugh Garvey, *Sunset Magazine*
- Michele Herrman, *AAA Extra Mile*
- Megan Michelson, *Outside Online*
- Ashley Onadele, *The Points Guy*
- Laurel Smith, *The Garden Island*
- Heather Cassell, *Gay City News*
- Patricia Abraham, *Carolina Panorama Newspaper*
- Cameron Kennedy, *Magnificent World*
- Ben Davidson, Freelance Writer
- Joan Mead-Matsui, Freelance Writer
- Julie Bielenberg, Freelance Writer
- Cheryl Tsutsumi, Freelance Writer
- Chris Wallace, Freelance Writer
- Craig Zabransky, Freelance Writer
- Will McGough, Freelance Writer
- Amber Miller, Social Influencer
- Meghan O'Rourke, Social Influencer
- Press Releases/Communications
 - Distributed the "What's Blooming on the Garden Island" news release for Q1 to local and national media.
- OVB
 - O'ahu was featured in:
 - "Oahu Festivals Welcome Visitors in 2022" – Malik Anderson – *SmartMeetings* – Feb. 9
 - "15 Best Things to Do in Hawaii With Kids" – Sunny Fitzgerald – *Travel + Leisure* – Feb. 15
 - "Take a peek inside Mugen, the most intimate luxury restaurant on Waikiki" – Marla Cimini – *USA Today 10Best* – Feb. 17
 - Individual media visits:
 - Patrick J. Reed; Freelance Writer; O'ahu, Feb. 18
 - Jill Robinson; *AFAR, Travel + Leisure*; O'ahu, Feb. 1
 - Adam Rathe; *Town & Country*; O'ahu, Feb. 18.
 - Liaised with eight media:
 - Jim Brody, *Lonely Planet*
 - Lizz Wilcox, Northstar Meetings Group
 - Cheryl Tsustumi, *AAA Explorer*
 - Michele Hermann, *AAA Explorer*
 - Megan Michelson, *Outside Online*
 - Elena Murzello, *Bella Magazine*
 - Rachel Ng, *AAA Explorer; National Geographic*
 - Marla Cimini, *Fodor's Travels*
 - Press Releases/Communications
 - OVB distributed its 2022 Festivals and Events Release to top tier national publications, freelance and local media on Feb. 8.
- MVCB
 - Maui, Moloka'i, Lāna'i was featured in:
 - "3 Sunny Spring Break Destinations Families Will Love" – Wendy Altschuler – *Forbes* – Feb. 2

- “These 6 Beachside Hotels Have Instagram-Worthy Ocean Views” – Wendy Altschuler – *Forbes* – Feb. 14
- “10 Affordable Kid-Friendly Hotels That Look Way More Expensive Than They Are” – Wendy Altschuler – *Parents* – Feb. 15
- “Have You Heard of Molokai? This Remote Hawaiian Island is a Nature Lover’s Paradise – Amanda Ogle – *Travel + Leisure Asia* – Feb. 17
- “6 Great Destinations for Spring Break with Grandparent” – Janine Clemets – *The Expedition* – Feb. 28
- “8 New and Under-the-Radar to Visit on Maui” – Christina Liao – *Forbes* – Feb. 28
- Individual media visits:
 - No individual media visits in February
- Liaised with 17 media:
 - Alexander Rieck, *Culture Trip*
 - Ben Davidson, Bay Area News Group
 - Janine Clements, *TheExpedition.com*
 - Rachel Ng, *AAA Explorer, Hawaii, Magazine*
 - Mimi Towle, *Local Getaways*
 - Randy Williams, *19th Hole Magazine*
 - Siobhan Higgins, *Air Chicago*
 - Sapna Dalal, Blogger
 - Michele Hermann, *AAA Extra Mile*
 - Julie Bielenberg, *USA Today*
 - Andrea Park, *Penta Magazine*
 - Megan Michelson, *Outside Online*
 - Gina DeCaprio, *AARP*
 - John Companiotte, *Portfolio Napes*
 - Alexa Erickson, *Far&Wide*
 - Bri Grajkowski, Blogger
 - Cheryl Tsutsumi, *AAA Westways*
- IHVB
 - Island of Hawai’i was featured in:
 - “15 Best Things to Do in Hawai’i with Kids,” – Sunny Fitzgerald – *Travel + Leisure* – Feb. 15
 - “Cruise Ship Arrivals Set to Increase; More Corporations Expected to Sign Deals with State” – John Burnett – *Hawai’i Tribune Herald / West Hawai’i Today* – Feb. 20
 - “Waipi’o Valley Road on the Island of Hawai’i Closed to Visitors Indefinitely, Effective Feb. 25” press release/social posts resulted in:
 - *Big Island Video News* – Feb. 25
 - *KITV* – Feb. 25
 - *Big Island Gazette* – Feb. 25
 - *Hawai’i News Now* – Feb. 25
 - *KHON-TV* – Feb. 25
 - *Yahoo! Finance* – Feb. 25
 - *AP News* – Feb. 25
 - *PR Newswire* – Feb. 25
 - Verbatim pick-up from wired release – approximately 325 outlets
 - Liaised with seven media:
 - Jarone Ashkenazi, *JustLuxe*
 - Benjamin and Max Berkowitz, and Ronnie Kassiff, *Not a Billionaire*
 - Cassandra Martucci, *Trips to Discover*

- John Burnett, *Hawai'i Tribune-Herald West Hawai'i Today*
- Katie Soltas, *OTL Magazine*
- Marla Cimini, freelance writer
- Peter Buol, *Hana-Hou*
- Press Releases/Communications
 - “Waipi’o Valley Road on the Island of Hawai’i Closed to Visitors Indefinitely, Effective February 25” press release and social posts, Feb. 25
 - *What’s Sizzlin’* media enewsletter, Feb. 7
 - “Visitor Industry Invites Hawai’i Island Community Organizations and Volunteer Groups to Participate in Mālama Hawai’i Meeting on Feb. 25” press release, Feb. 22

REGENERATIVE TOURISM/DMAP INITIATIVES UPDATE

DMAP Action Items Supported

- HTUSA
 - The public relations team is creating a content calendar that includes DMAP success stories as well as Community Enrichment, Kūkulu Ola and Aloha ‘Āina Program partners to consider pitching to local and national media. To gain updates and context, the team continues to attend monthly DMAP meetings for each island.
- KVB
 - Requested media to include information about Hā’ena State Park’s reservations system, permit requirements and updates on entry and parking fees when promoting State Parks on Kaua’i.
 - Promoted mindful and sustainable travel on Kaua’i by providing media with information about alternative transportation through GetAroundKauai.com.
 - Shared information with media about sensitive areas on the island with media and provided Kaua’i’s Sensitive Destinations Map.
 - Pitched local media, organizations and clubs news about CEP awardees on Kaua’i.
 - Introduced Patricia “Patti” Ornellas as the island’s destination manager in KVB’s “What’s Blooming on the Garden Island” news release distributed Feb. 22.
 - Met with members of Mālama Na Honu along with staff from NOAA Fisheries, DLNR and USFWS regarding the basking turtles at Poipu Beach on Feb. 10.
 - Attended virtual meeting with DLNR regarding rules, procedures and permits for commercial photography and weddings.
 - KVB staff attended NaHHa trainings.
- OVB
 - During OVB’s PR Colleagues Meeting held on Feb. 24, OVB provided resources and information to support DMAP action items to industry partners.
 - Promoted the Ma’ema’e kit and learning ‘Ōlelo Hawai’i
 - Ways to respect and protect the land, ocean, native flora and wildlife
 - Highlighted Mālama Hawai’i opportunities and engaged future participation
 - Mālama Ku’u Home messaging, including sustainable/regenerative travel
 - Supported local businesses and products.
 - Provided DMAPs resources and information to travel advisors and consumers via enewsletters and social media:
 - How to avoid illegal short-term rentals and check if their rental is a legal STR through evergreen section of consumer and trade e-communications
 - Promoted use of the *gohawaii* app.
 - Promoted the Ma’ema’e kit and learning ‘Ōlelo Hawai’i

- Specific ways visitors and travel advisor clients can respect and protect the land, ocean, native flora and wildlife
- Highlighted Mālama Hawai'i opportunities to enrich visitor stays
- Encouraged shoulder season travel
- Mahina 'Ōlelo Hawai'i promoted heavily in social media
- Supported local businesses and products.
- Alternative modes of transportation including the bus and bikeshare programs.
- MVCB
 - Promoted Reef Safe Sunscreen awareness through Maui Nui social media platforms with weekly postings.
 - Organizing MVCB Reimagining Maui Nui Press Trip, Mar. 7-12, to Maui and Lāna'i with four media to promote DMAP initiatives and Mālama Hawai'i program activities.
 - Reached out with media pitches on the CEP initiatives and Maui Nui CEP award recipients to Chelsea Davis, Hawai'i News Now; Sophia Compton, Take2 (KHON); *Maui Time Weekly*, *Maui News* and *Maui Now*.
- IHVB
 - Participated in County of Hawai'i ZOOM call with Waipi'o Valley stakeholders regarding road closure communications, Feb. 24; and subsequent communications, Feb. 25.
 - Participated in IHVB/HVCB Mālama Hawai'i / Volunteer informational call, Feb. 25.
 - Provided Mālama Hawai'i program resources on travel advisor webinars to promote volunteer programs and incorporate farm tours on client itineraries.

Initiatives to Promote Hawai'i Made Products

- HTUSA
 - The consumer and travel trade enewsletters both had a section on the upcoming Hawai'i Triennial 2022, featuring dozens of local artists and venues.
- KVB
 - Promoted the Waimea Town Celebration and other upcoming events on Kaua'i with media.
 - Suggested local eateries, shops and farmers markets to media looking to highlight Hawai'i made products.
 - Featured a local restaurant on social media platforms posted Feb. 11.
 - Featured local photographers on social media platforms for romance post on Feb. 13.
 - The "What's Blooming on the Garden Island" news release distributed Feb. 22 featured three Hawai'i made products.
- OVB
 - The 2022 Festivals and Events Release distributed Feb. 8 highlighted several events wherein locally made products are featured, and was distributed to top tier national publications, freelance and local media.
 - The Romance themed travel advisor enewsletter distributed Feb. 6 featured one local business.
 - *What's New on O'ahu Destination Updates* themed Mailpound webinar on Feb. 15 featured local businesses and farmers markets.
- MVCB
 - Promoted Maui Gold Pineapples, Maui Ku'ia Estate Chocolate and Lei Wili Poepoe Māku'e in *Local Getaways* February 2022 print publication.
- IHVB
 - Social posts highlighted local and agricultural products (bee/honey program at Mauna Kea).
 - Highlighted local products (honey) in February issue of media enewsletter.
 - Shared information on local eateries and shopping with *AAA Explorer*.

- Travel partner webinars provide lists of local farmer market locations, favorite local eateries, artisan towns, coffee farm tours and soap farm tours.

Festivals & Events Promoted

- HTUSA
 - The consumer and travel trade enewsletters included an article on the Hawai'i Triennial 2022 and promoted the new 2022 official Statewide Hawaiian Islands Visitors' Guide which lists a number of the most notable events and festivals throughout the islands.
 - Following the HTA release announcing the 2022 Community Enrichment Program (CEP) awardees, the HTUSA PR team updated the January – June Hawai'i World Class Events Calendar to include event awardees.
 - Provided media assets on behalf of HTA (for HTA event and program sponsorships) to Big West Mens' Basketball Tournament. Assets included video, radio, ads, video-boards and other in-game assets.
- KVB
 - Promoted the Waimea Town Celebration and other upcoming events on Kaua'i with media.
 - The "What's Blooming on the Garden Island" news release distributed Feb. 22 featured three events.
 - Reposted Waimea Town Celebration's Heritage of Aloha Ho'olaule'a Line Up to social media's stories section on Feb. 24.
- OVB
 - The 2022 Festivals and Events Release distributed Feb. 8 highlighted 46 festivals and events.
 - O'ahu social media posts promoted the following events: Kumu Kahua on Feb. 4; Hawai'i Triennial 2022 on Feb. 17; all CEP awardees on Feb. 21; Honolulu Museum of Art's Triennial event on Feb. 24.
 - The Romance-themed travel advisor enewsletter distributed Feb. 15 featured 15 festivals and events.
 - In support of the Community Enrichment Program Awardee Hawai'i Triennial 2022, a *lauhala* weaving class at Royal Hawaiian Center (RHC) at Helumoa was organized by the OVB PR team for HT22's and RHC's visiting media on Feb. 18. Visiting media included freelancer Patrick J. Reed, Jill Robinson (*AFAR, Travel + Leisure*) and Adam Rathe (*Town & Country*).
 - The Festivals & Events-themed consumer enewsletter distributed Feb. 28 featured 30 festivals and events.
- MVCB
 - Lōkahi Pacific Festivals of Aloha programs, Prince Kūhiō Day and Kamehameha Day were promoted on the Maui No Ka Oi podcast series on Feb. 22. The events were also mentioned on the Maui, Moloka'i and Lāna'i social media platforms.
- IHVB
 - Provided information on Merrie Monarch, Kona Brewers Festival, Pana'ewa Stampede Rodeo, Royal Kona Resort's Cazadores tequilas dining event, Mauna Kea Resort's Icons of Wine weekend series, Mauna Lani, Auberge Resorts Collection Nami Nori Culinary Collaboration in February media email newsletter.
 - Pitched CEP awardee recipients to Fern Gavalek, freelance writer, *Keola Magazine*.
 - Travel partner presentations include on-going Hawai'i Island farmers markets, weekly artisan events, Kōkua Kailua Monthly Village Stroll, Hawaiian International Billfish Tournament, Queen Lili'uokalani Long Distance Canoe Race, Pana'ewa Stampede Rodeo.

Voluntourism Programs Promoted

- HTUSA
 - Continued to share the Mālama Hawai'i initiative with media interested in Hawai'i, including senior travel editor for *AFAR*, Michelle Baran. HTUSA supported Michelle's February visit to Maui and O'ahu for her story on how to transform a Hawai'i family vacation into an enlightening learning trip for kids, which will include a Mālama Hawai'i experience.
- KVB
 - Coordinated an interview between freelance writer Ashley Onadele and Cynthia Welti with the Surfrider Foundation Kaua'i Chapter to highlight Mālama Hawai'i for *The Points Guy's* Sustainable Travel Week coverage.
 - Continued to share the Mālama Hawai'i initiative and information about the Surfrider Foundation Kaua'i Chapter with media interested in visiting Kaua'i.
 - Coordinating beach cleanup with the Surfrider Foundation Kaua'i Chapter for media to experience during their upcoming visits to gather content for national publications including, *The Seattle Times*, *Matador Network* and *Forbes*.
 - Mālama Hawai'i and voluntourism information was provided in presentations.
- OVB
 - The 2022 Festivals and Events Release distributed Feb. 8 highlighted the Kanu Hawai'i: Volunteer Week Hawai'i 2022.
 - The Romance-themed travel advisor enewsletter distributed Feb. 15 featured 5 voluntourism programs.
 - *What's New on O'ahu Destination Updates* themed Mailpound webinar on Feb. 15 featured Kualoa Private Nature Reserve: Mālama 'Āina program.
- MVCB
 - Mālama partners Sierra Club Maui and Hawai'i Wildlife Fund continued to be featured on HINow.com in February.
- IHVB
 - Promoted building client itineraries based on Mālama Hawai'i initiatives in travel partner training presentations. Includes reforestation programs, Friends of Hawai'i Volcanoes National Park opportunities, hotel beach clean-up events.
 - Incorporated Mālama Hawai'i in responses to John Burnett, *Hawai'i Tribune Herald*.
 - Pitched Mālama Hawai'i experiences to *Not A Billionaire*.
 - Included Mālama Hawai'i initiatives in *What's Sizzlin'* bi-monthly email newsletter.
 - Included Mālama Hawai'i in social posts.

“COMING ATTRACTIONS”

	What	When	Where
HTUSA	LaMacchia Travel Presentation	Mar. 3	Kenosha, WI
	Shane Nelson (<i>TravelAge West</i>) – individual media visit	Mar. 7-14	O'ahu and island of Hawai'i
	Emily Kaufman (<i>The Travel Mom</i>) – individual media visit	Mar. 8-11	Maui and island of Hawai'i
	Webinar for ELLI Travel	Mar. 9	Virtual
	AAA/Delta Vacations Webinar	Mar. 16	Virtual
	Andrea Park (<i>Penta</i>) – individual media visit	Mar. 19-27	Maui
	Abundant Excursions Webinar	Mar. 23	Virtual
	Avoya Tradeshow	Mar. 29	Ft. Lauderdale, FL

	Cruise 360	Mar. 30- Apr. 1	Ft. Lauderdale, FL
	Avoya Land Forum	Apr. 12-14	Virtual
	Travel Weekly Leadership Forum	Apr. 26	Honolulu, HI
	MAST Conference	Apr. 27- May 1	Bonita Springs, FL
	GTM West	May 2-4	Tucson, AZ
	Romance Travel Forum	May 9-12	Dominican Republic
	HTUSA U.S. West Leisure Sales Blitz	May 16-19	Seattle, WA; Sacramento, Fremont and Newport Beach, CA
	Signature Travel Network Regional Forum	May 25	Newark, NJ
KVB	Mailpound Webinar	Mar. 7	Virtual
	Olivia Lieng, <i>Matador</i>	Mar. 12-15	Kaua'i, HI
	Kim Westerman, <i>Forbes</i>	Apr. 4-9	Kaua'i, HI
	Paula Franklin, <i>The Seattle Times</i>	Apr. 7-13	Kaua'i, HI
	NorCal 'Ohana Fam	Apr. 21-24	Kaua'i, HI
	Travel Weekly Leadership Forum	Apr. 26	Honolulu, HI
	HTUSA U.S. West Leisure Sales Blitz	May 16-19	Seattle, WA; Sacramento, Fremont and Newport Beach, CA
OVB	Mailpound Webinar	Mar. 16	Virtual
	Mailpound Webinar: What's New On O'ahu Destination Updates	Apr. 12	Virtual
	Marriott - Delta Vacations HI Educational Experience: Destination Training	Apr. 14	Virtual
	Marriott - Delta Vacations HI Educational Experience: Destination Excursion	Apr. 21	O'ahu
	Mailpound Webinar	May 11	Virtual
	HTUSA U.S. West Leisure Sales Blitz	May 16-19	Seattle, WA; Sacramento, Fremont and Newport Beach, CA
MVCB	Reimagining Maui Nui Press Trip	Mar. 7-12	Maui + Lāna'i + Moloka'i
	Travel Weekly Leadership Forum	Apr. 25-26	Honolulu, HI
	HTUSA U.S. West Leisure Sales Blitz	May 16-20	Seattle, WA; Sacramento, Fremont and Newport Beach, CA
IHVB	Consumer Opt-in Email	Mar. 23	
	Jarone Ashkenzi, Just Luxe	Apr. 20-24	Hawai'i Island
	Delta Vacations / Marriott FAM	Apr. 22-25	Hawai'i Island
	HTUSA U.S. West Leisure Sales Blitz	May 16-19	Seattle, WA; Sacramento, Fremont and Newport Beach, CA

Hawai'i Tourism Japan

2022 Monthly Market Activity Report – February

MARKET INTELLIGENCE

Economy

- Nomura Research Institute announced that the economic effect of raising the upper limit for new foreigners due to the relaxation of border measures from March 1, will be about 1.6 trillion yen on an annual basis. This would be an equivalent to 4.42 billion yen per day, or 0.3% of the annual nominal GDP.
- The seasonally adjusted preliminary GDP figures for the October-December period of 2021 increased by 1.3% from the previous quarter and increased by 5.4% on an annualized basis as announced by the Cabinet Office. The ending of the state of emergency has contributed to the recovery of personal consumption and capital investment. Which has increased by 1.7% for the full year of 2021, the first positive growth in three years. In 2022, it is expected that personal consumption will rebound mainly from service consumption, and the growth rate is expected to be 2.7%.

Outbound Travel Market

- The Japanese government has relaxed border measures from March 1. The maximum number of new entrants per day has been raised from 3,500 to 5,000, and the conditions for foreign nationals from countries other than designated countries/regions have been mitigated. From March 14, the number of new entrants per day will be increased to 7,000. Since Hawai'i has been lifted from the designated countries/regions, there will no longer be a requirement to quarantine at designated facilities. Yet conditions will differ depending on status of booster vaccination.
 - If booster vaccination was taken, a negative test result taken within 72 hours prior to leaving Hawai'i and a negative test result at the time of arrival in Japan is required, individual will be exempt from quarantine.
 - If booster vaccination is not taken, a negative test results taken within 72 hours prior to leaving Hawai'i and a negative test result at the time of arrival in Japan is required, individual needs to quarantine at home and only after testing negative on the third day with self testing kit, will be exempt from quarantine.
- According to JNTO, the number of outbound travelers in January 2022 was 75,000, exceeding 70,000 for the first time since the outbreak of COVID-19. This is a 50% increase when compared to the same month of 2021, but a 94.8% decrease compared to the same month of 2019. With the relaxation of border measures in each country, the number is steadily increasing.

Competitive Environment

- Korea launched the "Korea WEB walk" campaign on February 1. Until March 31, they will introduce PR videos called "FEEL THE RHYTHM OF KOREA: SEASON 2" and introduce filmed spots in 12 cities including sightseeing locations, places to eat gourmet food, and information about where to buy souvenirs. Also, a quiz-style "Korean Mini Travel Test" campaign is being conducted at the same time.
- The Guam Tourism Board will hold a new strategy presentation for travel agencies, tour operators, airlines, etc. on March 3 to resume tourism. The business structure of the Japanese office was renewed in January this year, a recovery strategy and a new "#Here WE Guam Campaign" was

developed. "Unleash, Inspiration, Spiritual" is included in their messaging included in their official website, SNS, and advertisements.

Consumer Trends

- Keywords of future overseas travels: CCC Marketing has conducted a questionnaire with 1,550 people who went on overseas travel at least once in the five years from 2015 to 2019 gathering information about thoughts on overseas trips. As a result, most of the men answered that they would like to go on overseas travel as soon as influences from COVID-19 has subsided. Also most of the participants replied that they would like to "relax," "get away from daily stress," and "give children various experiences" when traveling overseas.
- O'ahu being the most searched destination: According to Hotels.com Japan, many overseas destinations have been searched during 2020 and 2021. The most searched overseas travel destinations in 2021 was O'ahu, followed by Bangkok, Seoul, Paris, and New York.

Travel Trends

- Google predicted that a new type of traveler "endemic travelers" will appear after the pandemic. It predicted that the frequency of annual trips will decrease while length of stay will be longer with luxurious convenient trips being preferred. 87% of overseas travel searches are for trips of 5 days or more.
- While tours continue to be canceled, major travel agencies are publishing wedding series, special edition pamphlets featuring each hotel, and selling online products. Although it was canceled until April, due to the ease of regulation, the number of inquiries about travel to Hawai'i with families has been increasing, and each company has started with promotion, campaign, site renewal, etc. It is expected that campaign aimed at the Golden Week period will be held.
 - JTB: Early bird discount of 120 days and 180 days prior is set. Discount will apply between range of 2,000 yen to 13,000 yen depending on the hotel.
 - HIS: Early bird discount of 120 days and 150 days prior is set. Price is fixed depending on hotel and flight seat class.
- As a result of comparing the prices of Hawai'i during the spring vacation, golden week, summer vacation, and silver week, which are the travel seasons in Japan, with the competing destinations such as Guam, Australia, Thailand, Singapore, and Okinawa, Hawai'i has the highest unit price since last month. The price range is higher than last month at 40.14 USD for the latest spring break and 62.56 USD for the summer vacation, and it seems that mitigation of border measures from this month is also affecting. The pricing has dropped significantly in Okinawa due to the impact of the increase in Omicron variant compared to last month, and in golden week it is only 8.46 USD. Thailand and Australia's pricing has fluctuated from the previous month, due to the influence of deregulation of foreign entry.

Airlift

- All Nippon Airways (ANA): Operate 3 flights per week from Haneda until end of June
- Hawaiian Airlines (HA): Operate 3 flights per week from Narita and 1 flight per week from Kansai until end of April (Planning to increase during the golden week and summer vacation)
- Japan Airlines (JAL): Operate 6 flights from Narita and 3 flights from Haneda until end of May
- United Airlines (UA): Suspended until May 6
- ZIPAIR: Intention to continue operating 3 Narita flights until the end of October (Planning to increase during golden week and June to August)
- Delta Airlines: Suspended until October 29 (Summer timetable)

- Korean Air: Suspension confirmed to golden week, plans to resume daily operation from May 6
- AirAsia: TBD

MARKET ACTIVITY UPDATE

Consumer Direct

- February being the ten-year anniversary of Mahina ‘Ōlelo Hawai‘i month, HTJ diffused the importance of the Hawaiian language messaging to the Japan market by utilizing multiple online platforms.
 - A press release distributed to the media celebrating the anniversary has gained 40,976,768 impressions and \$85,100 AVE.
 - Mahina ‘Ōlelo Hawai‘i SNS Promotion: While promoting ‘Ōlelo Hawai‘i, HTJ focused on diffusion through SNS which has the highest spreading power. On Twitter, ‘Ōlelo No‘eau was introduced everyday while on Instagram, three ‘Ōlelo No‘eau were introduced using Instagram reels every Monday. On Facebook ‘Ōlelo No‘eau was introduced every Monday and a quiz was given every Wednesday and Monday. A total of 56 posts gained 1,143,553 impressions and the average reach per post was 550,673.48.
 - Mahina ‘Ōlelo Hawai‘i SNS Campaign: Campaigns were conducted on Instagram and Twitter to educate about the Hawaiian language, HTJ asked their followers to comment with their favorite word and the reasoning behind it. There were 1,130 participants and posts about the campaign has gained 154,969 impressions.
 - Mahina ‘Ōlelo Hawai‘i special web seminar: Besides the promotion and SNS campaign, HTJ conducted special seminars every Saturday to familiarize and deepen the interest in the Hawaiian language. There were more than 1,000 people who registered within one week of registration opening. Since there were many inquiries regarding participation, HTJ increased the capacity of the web seminar. There was a total of 2,793 participants with positive feedback and comments saying that they would like to continue learning Hawaiian language and that they could learn more about Hawaiian culture by learning the language.
 - HTJ diffused information about Hawaiian Airline’s surprise ‘Ōlelo Hawaii flight on SNS and introduced a special case of hospitality unique to Hawai‘i.
- Mālama Hawai‘i Concept Video Advertisement: HTJ ran advertisements using the Mālama Hawai‘i concept video on Youtube, SNS (Instagram and Facebook), TVer, and Abema TV. HTJ was able to deliver these advertisements efficiently by taking advantage of the unique characteristics of each platform. The number of views on YouTube was 2,710,000 with 10,421,684 impressions and 2,078,569 reach. Between SNS and YouTube, YouTube had the lowest unit per price per view, showcasing the efficiency of advertising using this platform. 90% of the view through rate was achieved on Abema TV and Tver since skipping isn’t allowed.
- Mālama Hawai‘i Diffusion Collaboration: Mālama Hawai‘i contents were posted on Hilton Grand Vacations Website.
- Hōkūle‘a Promotion: HTJ has been preparing for the Moananuiakea movie blitz in sister cities starting in May. By collaborating with major Hawai‘i events in Japan and having joint screenings, Hawai‘i fans are introduced to Hōkūle‘a’s activities generating interest to a broader audience. After

conducting a media preview in May, screenings will be held in Tokyo, Nagoya, Osaka, Hiroshima, Osaka, Hokkaido, etc. to raise awareness of Hōkūle‘a throughout Japan as part of Mālama Hawai‘i campaign.

- Consumer Email Magazine Distribution: HTJ distributed a consumer email magazine on February 3 to 355,692 people. The main topic of this email magazine was Mahina ‘Ōlelo Hawai‘i, other content included the most viewed video in 2021, Valentines day information, Aloha Program web seminar, results of the Sony Open in Hawai‘i and the Great Aloha Run.
- Aloha Program (Hawaiian culture promotion): HTJ collaborated with BS12’s information program specializing in Hawai‘i content, “Hawai‘i ni Koishite!” and conducted two live web seminars with the program MCs to share latest information on Hawai‘i with the theme “New Trip to Hawai‘i.” A total of 775 Hawai‘i specialists participated. Many of the participants were new to the Aloha Program, additionally linking with the TV program, HTJ was able to reach a new target segment. An email magazine distributed on February 16 was sent to 44,936 people with an open rate of 40.8%. This email magazine distributed information on Mahina ‘Ōlelo Hawai‘i and introduced various efforts by HTJ to promote Hawaiian language and the importance of Hawaiian culture.
- Collaboration with Calbee: HTJ collaborated with the major snack company, Calbee in Japan and endorsed their “Frugra-tropical coconut flavor” which started sales on February 14. On the back of this year’s package contains an explanation about Mālama Hawai‘i, and 300,000 bags were sold at supermarkets and drug stores all over Japan. Media exposure generated 30,873,019 impressions and \$107,300 AVE. In addition, a one-week campaign was held on Twitter from February 15th to February 22nd to coincide with the release, and 7,751 applications and 500,000 impressions were generated.
- HTJ Endorsed Event: HTJ endorsed a hula event “Grand Lady Hula Competition” that was held on February 23 and promoted Aloha Program and Mālama Hawai‘i to a total of 500 hula participants and the audience. Although it is a competition, this event is not aimed to compete, but to share and learn about hula, Hawaiian culture and history. HTJ also observed the event and gave a greeting and shared the concept of Mālama Hawai‘i on the stage.
- SNS promotion: HTJ posted about ‘Ōlelo Hawai‘i along with Hawai‘i’s updates in February.

SNS	# of posts	Impressions	# of Follower
Facebook	20	306,905	120,143
Instagram	36	2,161,875	168,334
Twitter	50	1,869,368	57,780
LINE	9	55,684	21,730

- Consumer Inquiry: There were a total of 173 inquiries in February. Motivation to travel seems to be increasing that most of the inquiries were about traveling between mid-February to March during the spring break. Most of the questions were regarding travel conditions for children under the age of 18 who have not been vaccinated, quarantine at the time of returning to Japan, and general documents necessary for travel.

Travel Trade

- Current Travel Agent Situation: Full-scale start up of traveling is expected to be after golden week. The market will start to move since Hawai‘i has been lifted from the designated area and the

isolation at the designated facility upon returning to Japan has ended. Each travel agency has begun to move toward incorporating campaigns and golden / summer vacation trips.

- **Mālama Hawai'i Diffusion:** HTJ continues to collaborate with travel agencies and airlines to diffuse Mālama Hawai'i message. Mālama Hawai'i concept videos has been aired at travel agency stores and aired in domestic and international Japan Airlines' flights. Also website banners have been posted through February. JTB has started to play Mālama Hawai'i concept video at 87 stores nationwide with signage from the end of February. HTJ started to prepare Hawai'i Tsushin Zemi (webinar) in collaboration with industry media and include panel discussion with DMOs and industry stakeholders under the theme of Mālama Hawai'i.
- **Travel Trade Website Enhancement:** HTJ continues to focus on sharing updates about Hawai'i and providing online education. This has been done by uploading daily contents such as visitor statistics, COVID-19 updates, Mālama Hawai'i related contents, information catered to small groups, Hawai'i's educational materials, and partner's activities. In conjunction with industry e-mail newsletters and SNS posts, HTJ continues to publish information on a regular basis, aiming to draw attention to the industry sites. In February, there were PV10,961 and UU4,391.
- **Monthly Mail Magazine:** On 2/28, a mail magazine was distributed to 7,623 industry members with a 42.5% open rate. Contents included statistics, COVID-19 related information, and B2B trade show information. The global distribution system and media, Infinity travel information has also distributed this information to its members and membership registration has been increasing. (UU: 35,000, PV:40,000/Monthly)

Travel Trade Calls

Airline	Wholesaler/TA/TO/OTA	Other	Total
15	25	20	60

- **Hawai'i Online Travel Showcase (HOTS):** HTJ distributed a news release about online B2B sessions for March 15 to 17 with travel trade media and industry partners on February 22. 101 companies will be participating and HTJ has been communicating to encourage registration to the event and to set up B2B sessions. There are currently 600 appointments and HTJ will update the results in March's report.
- HTJ communicated with NaHHA and obtained Hawaiian language videos. Japanese subtitles will be inserted and the video will be published on the website and posted on SNS.

Public Relations

- Since the number of cases of COVID-19 in Japan was high in February, HTJ refrained from face-to-face correspondence as much as possible and focused on disseminating information and organizing and enhancing information on media sites. The number of requests for videos and images from the media has been increasing, and it is expected that the number of coverage and special features will also gradually increase.
- **Media Support:** In February, HTJ supported and communicated with 41 media. Since the Japanese government made the announcement easing the boarder measures, Hawai'i's exposure is expected to increase.
- **Media Website Enhancement:** 8 new columns were added to the media site. Contents that HTJ wants to share along with information that are asked for by media are Hawai'i Green Business

Award Program, Hanauma Bay’s reservation system, Kūkulu Ola and Aloha ‘Āina programs and festivals and events in Hawai‘i from CEP list.

- Email Magazine Distribution: On February 28 the first email magazine was distributed to 1,250 media outlets. Content included Hawai‘i’s updates, statistics, COVID-19 related information all leading to HTJ’s media site. The open rate was 49.8% which shows that media is highly interested in Hawai‘i.

News Releases in February

Date	Contents	Distribution	Feature	Impression	AVE
2/1	HTJ will conduct special ‘Ōlelo Hawai‘i web seminar every Saturday in February	1,209	57	40,976,768	\$85,100
2/4	Hawai‘i Department of Industry, Economy, Development and Tourism Releases Preliminary 2021 Traveler Statistics	748	4	36,240	\$11,100

REGENERATIVE TOURISM/DMAP INITIATIVES UPDATE

DMAP Action Items Supported

- HTJ conducted two seminars to 93 travel agents and educated about O‘ahu’s DMAP initiatives. Since O‘ahu is expected to be the first island that visitors will return to, hot spots were introduced and the reasoning of why these locations are considered as hot spots was provided to gain understating of responsible future operations.

Initiatives to Promote Hawai‘i Made Products

- By collaborating with Calbee, a major snack company and their fruits granola “Frugra,” HTJ conducted SNS campaigns. These campaigns introduced Made in Hawai‘i products such as kitchen towels, meli wraps, and coasters as prizes.

Festivals & Events Promoted

- WSL Billabong Pipeline Pro & WSL Hurley Sunset Pro: HTJ introduced these events on SNS platforms and Surfing in Hawai‘i microsite. In addition, HTJ posted a congratulatory message for silver medalist Kanoa Igarashi winning second place and gained a total of 70,900 impressions.
- Hawai‘i Triennial 2022: HTJ listed many events on the allhawaii’s event calendar and shared some of the exhibits at Foster Botanical Garden on SNS platforms. 29,745 impressions were gained.
- Merrie Monarch Festival 2022: HTJ shared the announcement regarding holding this year’s festival and provided the link that can view the festival from Japan on Twitter. It generated 13,677 impressions and 35 retweets. Positives comments were received with the themes of definitely watch it, looking forward to it, and want to see it someday in person.

Voluntourism Programs Promoted

- Seminars were held for travel agents in educational travel department and in sales department. HTJ shared Mālama Hawai‘i messaging and introduced several volunteer opportunities provided by

NPOs such as beach clean ups by Sustainable Coastline Hawai'i, NaHHA's mission and online seminars offered.

ISLAND CHAPTERS ENGAGEMENT UPDATE

- Following the announcement of two Hawai'i designers participating in NY Fashion Week Runway, HTJ contacted IHVB to obtain contact information to introduce Made in Hawai'i products on online platforms.

“COMING ATTRACTIONS”

Event	Date	Location
B2B Hawai'i Online Tradeshow	3/15-3/17	Online
Aloha Program Web Seminar “Virtual Hotel Visit: Outrigger Reef Waikiki Beach Resort”	3/19	Online
Aloha Program Web Seminar “Virtual Hotel Visit: Waikiki Beach Marriott Resort & Spa”	3/25	Online
Wing Travel x Japan Tourism Showcase Online Seminar	3/24	Online
JATA Hawai'i FAM	4/3-4/6	O'ahu
Travel Trade Media Press Tour	4/3-4/8	O'ahu
Taisho University Tourism Policy Lecture	4/17	Tokyo
Hawai'i Tsushin Zemi	TBA (April-June)	Online
Japan Summit	TBA (June)	O'ahu

Hawai'i Tourism Canada

2022 Monthly Market Activity Report – February

MARKET INTELLIGENCE

Economy

- The Bank of Canada increased its target for the overnight rate to 0.5 per cent, with the Bank rate at 0.75 percent and the deposit rate at 0.5 percent.
- CPI inflation which sits at 5.1 percent, remains above the target range while core measures have continued to rise. Poor harvests and increase in transportation costs have pushed up food prices. Meanwhile, geopolitical tensions have also put upward pressure on prices for both energy and food-related commodities. Therefore, the Bank expects inflation to be higher in the near term than projected in January.
- At 6.7 percent, economic growth in the final quarter of 2021 was stronger than the Bank's projection, which confirms their view that slack in the economy has been absorbed.
- As the Canadian economic recovery continues and inflationary pressures remain elevated, the Governing Council expects interest rates to rise further. It is to be determined when the Governing Council would consider exiting the reinvestment phase and reducing its holdings of Government of Canada bonds.
- Canadians have some of the highest debt levels per household among Western countries (owe \$1.77 for every dollar they earn). As such, any incremental increase in rates, while necessary, will squeeze leveraged Canadian households.
- Given Russia's invasion of Ukraine and subsequent sanctions imposed on Russia by western nations, the Conference Board of Canada believes the Bank of Canada should slow down further rate hikes this year. This is because:
 - Concerns over energy supplies from Russia have caused oil prices to rise (US \$110 at the time of writing), with further increases on the cards. While this benefits Canadian oil exports, higher oil prices will most likely end up putting upward pressure on the Loonie, slowing our non-commodity exports.
 - Canadian consumers will face higher energy and food prices due to the conflict. As a result, we expect consumer and business confidence to drop. Still, the Bank of Canada can do little to curb inflationary pressures or dropping confidence arising from supply shocks like the ongoing war.
 - Slowing down the pace of rate hikes will give the Bank more time to observe how global geopolitics are unfolding and assess the economic impact on Canada. It is a tricky path to navigate, but the Bank needs to ensure that the Canadian economy does not face extra hurdles through aggressive rate hikes, especially during the closing stages of the pandemic.
- The loonie averaged US \$0.798 during the year - the highest annual average recorded since 2014 (US \$0.906).
- Fully vaccinated travelers are no longer required to provide a negative PCR test result in order to enter Canada. Rapid antigen test results are now accepted.

Outbound Travel Market

Despite the omicron variant, more than 1.1 million Canadians returned home from an overnight trip to the U.S. and other destinations in December, the highest monthly volume since March 2020. When compared to the same month in 2019, overseas activity in December amounted to 48 per cent of pre-pandemic volume while transborder activity was at 40 per cent of pre-pandemic volume. Canadians

made almost 5 million trips throughout 2021, with more than half of this activity recorded in the fourth quarter. In comparison, there were almost 9 million trips reported in 2020 (-45%) and 33 million in 2019 (-85%).

A little more than 600 thousand Canadians returned from an overnight transborder trip in December—the highest monthly value registered since the start of the pandemic. In total, 2.53 million Canadians returned from an overnight transborder trip in 2021. Three-quarters of this activity occurred between August and December. The national ADR averaged CAD\$153 throughout 2021, a 12 per cent drop compared to 2019 (\$174).

Competitive Environment

Destinations in the Caribbean, Mexico, and Central America reported 966 thousand arrivals from Canada throughout 2021. Almost three-quarters of this activity occurred in the fourth quarter. Even though activity picked up significantly in the latter half of the year, total arrivals fell 83 per cent compared to 2019. With some of the least restrictive entry protocols, Mexico accounted for 52 per cent of the regional arrivals in 2021—a larger share than previous years. The first two months of the winter season saw 590 thousand arrivals, half of the total recorded pre-pandemic (-52%), but more than five times the activity seen last winter.

Close to 119 thousand Canadian arrivals were recorded in the Asia-Pacific region throughout 2021, an 82 percent decline compared to 2020, and a 97 per cent drop over 2019. Sixty-three per cent of the activity reported during the year occurred in the fourth quarter. With entry restrictions still in place in many destinations, the region saw 59 thousand arrivals during the first two months of the winter season. This was more than four times the activity seen last winter but less than 10 per cent of the volume recorded in 2019-20.

Consumer Trends

The Index of Consumer Confidence fell to 93.1 in February, the lowest level in eleven months. Despite the dip, some regions, including Québec and the Prairies experienced a slight uptick. Further, most Canadians are optimistic that jobs will return six months from now, despite the lingering government restrictions and vaccine mandates. However, concern regarding future finances and hesitancy surrounding major purchases remains high.

Travel Trends

January 2022 saw 23 thousand Canadian arrivals—20 thousand more visitors than a year ago, but one-third of the volume recorded in 2019. Compared to 2019, direct arrivals fell 63% in January while indirect arrivals declined 83%.

Airlift

- Carriers offered 60 thousand seats in January—12 thousand fewer seats than in January 2019 (-16.7%).
- Scheduled capacity in January was six times the level available one year ago • Compared to 2019, Air Canada offered 3,500 fewer seats (-12.5%) while WestJet offered 8,500 fewer seats (-19.3%).
- Overall, carriers are currently reporting almost half a million seats throughout 2022, the same level as in 2019 (0.8%).

Following the suspension of almost all air service last winter, Air Canada and WestJet are currently reporting 360 thousand direct seats throughout the 2021-22 travel season. Although available capacity is comparable to winter 2018-19, with demand still impacted by COVID-19, direct arrivals are currently projected to reach about half of the volume recorded in 2018-19.

MARKET ACTIVITY UPDATE

Consumer Direct

- The WestJet Campaign showing the Habitat Stewardship video from the Mālama Hawai'i campaign ended on February 28th. HTCAN is waiting to get the results form WestJet during March. The number of impressions expected in the first two months of the year are 14,403.
- HTCAN continues its organic posting through its Canada dedicated channels on Instagram, Facebook and Twitter.
- HTCAN was able to secure a contest with Today's Bride Magazine which will run from August to December. The winner will get a honeymoon in Hawai'i. Air Canada is already supporting this campaign with two air tickets Canada-Hawai'i, and HTCAN is talking to different partners, with properties on different islands to secure the lodging. The prize will also include voluntourism activities.

Travel Trade

- HTCAN was able to secure a campaign with Baxter Media, one of the largest travel trade media groups in Canada where Hawai'i will be featured in every month of 2022 (March-December) and also securing a cover placement and a calendar of cultural and Hawai'i in depth articles.
- Plans for trade buyer FAM trip continue
HTCAN is planning a trade buyer FAM trip in order to familiarize potential buyers with the latest Hawaiian products and service supplies. The buyers will have the opportunity to visit 2 islands, participate in site inspections and meet face to face with sales representatives. Key travel industry partners will be reached to offer a wide range of options for the buyers, from FIT, business to business (B2B), business to consumer (B2C) trips to leisure or business travelers (MICE). Air Canada Vacations, WestJet Vacations, TravelBrands, and other tour operators will be invited. The island chapters have requested 3 days on each island to maximize the opportunities for activities and site inspections.
- HTCAN preparing Co-op campaigns with Air Canada Vacations, WestJet Vacations, and TravelBrands
HTCAN continues to develop business relationships with Air Canada Vacations, WestJet Vacations, and TravelBrands. The final details of the upcoming co-op marketing strategies have been discussed. The objective is to promote the Hawaiian Islands and increase the number of visitors. The campaigns will educate Canadian travelers about what they can do when they get to Hawai'i, and what Hawai'i offers regarding safety and sustainability.
- Aloha Canada dates confirmed
The dates for Aloha Canada 2022 are now confirmed, October 25 to 27. The plan is to visit the cities Toronto, Calgary, and Vancouver. If Air Canada restarts the direct flight from Montreal to Honolulu in 2022, HTCAN will have the event in Montreal instead of Calgary. There will be a virtual component that will allow travel advisors across Canada to participate in the event and connect with the Island Chapters and industry partners.

Travel Trade Calls

Airline	Wholesaler/TA/TO/OTA	Other	Total
5	14	0	19

- HTCAN receiving a higher number of travel inquiries
HTCAN has been seeing an increase in travel inquiries as restrictions in Canada ease. HTCAN is experiencing an upswing in inquiries by mail and phone, as people make plans for their upcoming vacations. Interest in the Hawaiian Islands has picked up over the past month, including a rise in inquiries for the spring and summer of 2022. Consumers are requesting, advice on places to visit, accommodations, travel restrictions, and digital brochures.
- Travelers pleased to know booster shots are not required for travel to Hawai'i
After some media speculation, Canadian travelers are pleased to know that they will not be required to show proof of a COVID-19 booster shot. Travelers flying directly to Hawai'i from Canada will have to abide by the federal requirements for entry into the United States. Travelers who have not had their booster shots were worried about the possibility of having to isolate for five days upon arrival in Hawai'i at their own expense. Travel Advisors have reached out to HTCAN to ask for details so they can share them with their clients.
- Canada has loosened COVID-19 border measures
The new measure is receiving positive feedback from the Canadian travel industry however many in the industry feel Canada should remove pre-departure test requirements completely. Travel agents have reported an increase in international inquiries since the new measures were announced.
- Travelers discouraged by the current requirements for unvaccinated minors
Families planning vacations to Hawai'i are still discouraged to book due to the current requirement for unvaccinated minors. Children 5 years and over who are not vaccinated need to have the specified negative COVID-19 test from a Trusted Testing Partner in order to be exempt from quarantine. Parents have expressed that they would prefer to wait for a few months until the Hawai'i government changes this requirement.

Public Relations

- Proactive and reactive pitching with prior approvals from the HTA. Pitching themes include 2022 in destination activities for future press trips.
- In regular conversation with media to ensure they are updated on all regulations and safety protocols pertaining to COVID testing.
- Distributed press release to media regarding updated vaccine requirements (boosters not needed to travel to Hawai'i).
- In discussion with journalists for potential visits to Hawai'i in Spring 2022. Themes include outdoor adventure, culture, culinary and responsible travel.
- Assisted journalist Jim Byers (Jimbyerstravel.com) already travelling to Maui in February. With approval from HTA, HTCAN committed to providing assistance with 1 night accommodations, meal allowance and rental car. Will share all coverage with HTA team.
- Working with Vancouver based journalist, Chloe Berge (freelance) on Spring 2022 visit. Chloe was previously set to travel in 2020 prior to the start of the pandemic. She still has a Delta credit voucher which needs to be used before EOY.
- Shared what's new in 2022 information with Christine Hogg (Offshore Magazine) for inclusion in the next issue of the magazine. Will share all coverage with HTA.
- HTCAN to sign up as a TMAC member and register to attend conference in June 2022. This is a wonderful opportunity to network with top tier journalists from across Canada.
- Looking at tentative dates in Fall 2022 for group media fam. Exact timing will be dependent on other in market activities and COVID protocols.

REGENERATIVE TOURISM/DMAP INITIATIVES UPDATE

DMAP Action Items Supported

The HTCAN team is promoting the Mālama Hawai'i program utilizing creative assets, festivals and events across the Hawaiian Islands and Hawai'i made products whenever possible.

Festivals & Events Promoted

One of the issues of the Baxter campaign will be entirely focused on Hawai'i festivals and events. The PR team is working with proactive reach to journalists who want to attend and cover these events.

Voluntourism Programs Promoted

The Mālama Hawai'i program has been promoted on every platform and campaign in the Canadian market. The Mālama Hawai'i video "Habitat Stewardship" is being shown in all the WestJet flights bound to Hawai'i encouraging passengers to participate in these programs.

ISLAND CHAPTERS ENGAGEMENT UPDATE

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

"COMING ATTRACTIONS"

What	When	Where
Continuous Organic Posting	Jan-Dec	Canada-wide
Digital campaign	March-April	BC, Alberta, Ontario
Cooperative campaigns	March to September	Canada-wide
Baxter travel trade media campaign	March to December	Canada-wide

**Hawai'i Tourism Oceania
2022 Monthly Leisure Marketing Report – February**

Market Intelligence

Australia & New Zealand

Optimism is returning to both Australia and New Zealand around both Covid and travel.

Covid cases, and, most importantly, hospitalizations, have lowered. Australia has removed its final set of Covid restrictions, so there are now no capacity limits on venues, and masks are only required on public transport.

Consumers are getting used to the requirements for international travel which, for Australia, are now only a PCR or rapid antigen before departure and before returning to Australia. No further testing or isolation is required.

In New Zealand the Omicron surge is currently putting pressure on services and this will likely take until mid to end March to start easing. The domestic and global environment is adding inflationary pressure for New Zealanders and this has now become the governments biggest challenge.

Economy

Currently the exchange rates are sitting at AUD.74cents and NZD.69cents against the USD.

Outbound Travel Market

Australia & New Zealand

- Confidence in booking international travel is returning with the lower paperwork requirements. Cruise, as well as those destinations that are familiar to the market are doing well, for example Fiji and Thailand.
- VFR remains a strong driver for international travel, with many Australians yet to reconnect with family and friends overseas.
- The cruise market is doing especially well, with many booked out for the year and people are starting to book 2 –3 years in advance. NCL has reported their Hawai'i 7 day cruise has been selling well and travel agents report that most passengers are booking pre and post accommodation in Hawai'i.
- In New Zealand restrictions have been lifted steadily around international travel for New Zealanders. Kiwis can now travel internationally and return without any managed or self isolation requirements. This has been a huge boost for outbound travel with only the current omicron surge tempering a full re-opening.

Competitive Environment

Australia & New Zealand

- As more Asian destinations begin to open, the travel trade landscape is becoming more competitive. The opening of Indonesia this month is especially of interest as Bali is such a popular destination for Australian travellers.
- Travel trade partners are now booking campaigns for the year. All major partners have Hawai'i on their promotional calendars.

Consumer Trends

Australia & New Zealand

- The cruise market is coming back very strong with booking being made 2-3 years in advance
- Sustainability is a trend, with travel agents reporting that consumers are becoming more interested in taking a trip that has positive environmental benefits.
- We continue to receive enquiries from media and journalists wanting to feature Hawai'i. One interesting request this month was from Qantas magazine who are wanting to feature Molokai in an upcoming issue as an 'off-the-beaten-path' destination. We are working closely with the Island Chapter on this so that the coverage is in line with DMAP measures.

Travel Trends

Australia & New Zealand

- HTO is receiving a number of enquiries for multi-generational trips to Hawai'i. Post-Covid families are planning big holidays with several family members as a way to re-connect.

Airlift

Australia & New Zealand

- Hawaiian Airlines is currently flying 4 days a week from Sydney, with their schedule likely to increase later in the year
- Jetstar have resumed their schedule from Sydney and Melbourne
- Qantas will resume flying from Sydney from 27 March
- Flights from New Zealand are due to resume with Hawaiian Airlines from July 1st
- Air NZ will return daily by July with their first flight 4th July

Market Activity Update

Consumer Direct

- Hawai'i Tourism Oceania has confirmed our participation in an episode of Getaway, Channel Nine's popular travel show will film on Oahu trip in June. We are currently working with the OVB on the filming schedule.
- We secured an opportunity with Luxury Escapes for a Destination spotlight campaign and full TV episode later in 2022. Filming has been confirmed for late May/early June and we are currently working out the filming schedule.
- We have commenced planning the social media activity for Month of Lei. We will be dedicate a period of time throughout the month to each island and will engage influencers based on each island to do a takeover on Instagram stories also.
- We continue to produce new blog content which is promoted through our social media channels and eDM
- Our consumer monthly newsletter was sent on 18 Feb to 55,070 recipients, with an open rate of 12.3% and a click through rate of 1.7% for those who opened the email.
- We have been meeting with production companies to discuss our long-form video project for later this year
- Our Trip Advisor campaign is in the final approval stage and we're currently working with them on the approval of assets and content.
- Attended the Destination Food conference which was an online event about promoting culinary tourism

Upcoming Activity Q2 2022

What	When	Where
Trip Advisor Campaign	1 April – 30 June	Online
International Traveller	27 March	Print
Expedia Campaign	May	Online
Consumer eDM	15 March	Online
Month of Lei social campaign	May	Online

Travel Trade

HTO continues to engage with our key trade partners such as Flight Centre, Helloworld, Personal Travel Managers, Virtuoso and Mobile Travel Agents as the market has started to bounce back. HTO have participated in many activities during the month of February to keep the Hawaiian Islands on top of mind among our key partners. February's highlights are:

- *Personal Travel Managers State Meeting Melbourne*: HTO attended the meeting where over 60 Personal Travel Managers attended in person for the first time over two years. HTO shared an our Mālama Hawai'i initiative and shared an update from each island. After the meeting, HTO received great feedback from the team that because of our update, agents were able to connect with clients and confirmed Hawai'i bookings due to product knowledge gained during the meeting. HTO

partnered with Personal Travel Managers to present in all three major cities (Melbourne, Brisbane and Sydney).

- *Visit USA Hybrid Event:* This hybrid event was attended by over 60 agents in person and over 60 agents were tuning in from home. HTO shared the Mamala initiative & product update on the night where we received many enquiries after the event. This hybrid event had 30 US supplies (destinations & airlines) participated and HTO is considering participating in the next Roadshow in August.
- *Product Update with Ignite Travel Group:* HTO hosted a webinar session with new team members of Ignite Travel Group in Queensland.
- HTO identified new opportunities through our research then reached out to niche trade partners/operators as many are looking to explore new tours/products across the Hawaiian Islands.
- HTO team continued to focus on our trade agents & travel advisors by providing support, education and assistance to ensure the Hawaiian Islands remain a desirable destination. This included an opportunity for one-one-one training session on a weekly basis. During the month of February, we had three one-on-one sessions with trade agents and setup two sessions for the month of March.

Trade e-newsletter: HTO sends a monthly e-newsletter to its trade database.

February Results are:

- Total recipients: 8,450
- Total recipients who opened: 782 (9.3%)
- Total opens: 1,531
- Recipients who clicked: 122 (1.5%)
- Total clicks: 332

Trade Calls/Meetings

Airline	Wholesaler/TA/TO/OTA	Other	Total
1	12	5	18

Upcoming Activities in Q2 2022

What	When	Where
'Ohana Update	10 & 17 March	Melbourne and Sydney
PTM State Meetings	March	Sydney, Brisbane, Melbourne
MTA update	9 March	Brisbane
Product manager famil	24 March – 30 March	Oahu and Kauai
Brand USA webinar	23 March	Online
MTA Webinar	24 March	Online
Virtuoso Webinar	31 March	Online
PTM Webinar	31 March	Online

Public Relations

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

International Media Marketplace (IMM) took place over two days in February, bringing together 320 Media and Industry PRs which was a great opportunity to meet with journalists & editors and showcase Hawai'i.

During February, Hawai'i Tourism Oceania continued to work with International Traveller Magazine on editing and finalising a 12 page lift out for the March 2022 issue. The lift out covers activities, culture and food across all the Hawaiian Islands, focusing on *mālama* and sustainable travel.

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

Hawai'i Tourism Oceania continued the conversation with Hawaiian Airlines and the producer of Getaway, Channel Nine's popular travel show for a broadcast trip in June to Oahu. We shared our filming suggestions and will start organising the trip over the next couple of months.

We talked to Stevie Jacobs from Studio 10 who is interested in working with Hawai'i for a new segment 'Travel with Stevie'. We're reviewing the opportunity and will decide on next steps soon.

We also finalised most of the media famil components, a 6-day press trip with 5 selected travel writers to Oahu and the Island of Hawai'i at the end of March.

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

- Evie Farrell, Freelance Writer and Influencer (mumpack travel)
- Rob Serrini, get lost magazine
- Jennifer Ennion, Freelance Writer
- Kristie Kellahan
- Susan Bugg, News.com.au
- Imogen Eveson, International Traveller

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

- Jessica Irvine, Qantas Magazine
- Rebecca Johns, Series Producer Channel 9 Getaway
- Stevie Jacobs, Presenter, Studio 10
- The WAIKIKI Collection & Sheraton Maui Resort & Spa
- Shauna Nakamura, Highgate Hawai'i
- Gerry Campbell, Commercial Manager Channel 9
- IMM appointments:
 - Jocelyn Pride, Freelance
 - Craig Platt, Managing Editor Traveller/SMH/The Age
 - Mary O'Brien, Freelance
 - Katrina Lobley, Freelance
 - Sue Wallace, The Finer Things in Travel
 - Rachel Lees, Freelance

- Bernard O’Shea, The Australian Women’s Weekly
- Alexis Buxton-Collins, Freelance
- Jennifer Ennion, Freelance
- Kate Hennessy, Freelance
- Ute Junker, Freelance
- Belinda Luksic, Freelance
- Chris Chamberlin, Freelance
- Lindy Alexander, Freelance
- Ivy Carruth, Freelance
- Kate Webster, Freelance
- Ben Groundwater, Freelance & Nine
- Rowena Ryan, Digital Editor, Escape
- Kelli Armstrong, Managing Editor Escape
- Catherine Best, Freelance
- Jessica Wynne Lockhart, Freelance
- Shaney Hudson, Freelance

Overall coverage for February

Category	Date	Headline	Source	Reach	PRV (\$AUD)
online	4 Feb 2022	10 of the most captivating places to visit in the Hawaiian Islands (karryon.com.au)	KarryOn	14,596	441.00
online	8 Feb 2022	Airline review: Hawaiian Airlines, Airbus A330 economy class, Honolulu to Sydney (traveller.com.au)	Traveller.com.au	35,529	43,020
online	9 Feb 2022	Hawai’i cancels booster mandate for travellers (karryon.com.au)	KarryOn	14,596	441.00
online	16 Feb 2022	Travel agents “worth their weight in gold”: Outrigger VP on travelling from Australia to Hawai’i Traveltalk (traveltalkmag.com.au)	Travel Talk mag	3,500	425.00
online	18 Feb 2022	Before you head to Hawai’i learn a bit about ‘Ōlelo Hawai’i – Travel Weekly	Travel Weekly	54,089	6,044.50
online	22 Feb 2022	Best places to stay in Oahu, Hawai’i Budget, luxury and family accommodation options in Honolulu escape.com.au	Escape	21,687	98,742

Regenerative Tourism/DMAP Initiatives Updates

- During February, Hawai'i Tourism Oceania worked with International Traveller Magazine on editing and drafting a 12 page lift out for the March 2022 issue. The lift out will cover activities, culture and food across all the Hawaiian Islands, focusing on mālama and sustainable travel. We worked closely with the Island Chapters, Kainoa and Lei-Ann on this and it is now being printed ready for publication on 27 March.
- We have ordered new collateral (re-usable water bottles and coffee cups) made with sustainable materials that feature the Mālama logo and that will be used at trade events and meetings.
- We have two famils planned (one trade, one media) with multiple Mālama activities planned for both itineraries
- Mālama continues to be a focus across our social media channels as a way to educate consumers about traveling responsibly.
- Mālama has been the key focus of our meetings with trade partners
- We are working on a partnership with Take3 For the Sea as a way to incorporate mālama style activities here in Oceania into our trade and consumer education programs
- Discussions have begun around the 2022 Sea Cleaners initiative
- HTO have also been participating in training sessions with NAHHA to ensure we are educated and update with the cultural learning from the destination

Island Chapters Engagement Update

HTO is having regular meetings with the Island Chapters. We have a monthly meeting with OVB and have also met with KVB. We have a meeting with Island of Hawai'i scheduled for March.

We are communicating with each Island Chapter regularly with activities and campaigns that relate to their island.

Hawai'i Tourism Korea

2022 Monthly Market Activity Report – February

MARKET INTELLIGENCE

Economy

- Korea's exports grew for a 16th straight month in February and at a faster pace than expected, with the trade balance in goods swinging back to the positive territory. Exports in February expanded 20.6% from a year earlier to \$53.91 billion, beating a forecast for 18.2% growth in a Reuters poll and faster than the 15.2% in January.
- South Korea currency exchange rate against USD averaged 1,197.83 KRW in Feb 2022, compared with 1,195.88 KRW in the previous month.

Outbound Travel Market

- The number of outbound travelers from Korea in January recorded 147,434, 71.2% year-on-year increase.
- From February 4, the Korean government shortened the required quarantine period for all overseas arrivals from 10 to 7 days.
- The government announced on February 28 that they achieved the goal of slowing down the influx of Omicron mutations as much as possible and that they would soon implement measures to exempt self-quarantine for overseas travelers who have been vaccinated. It's expected that the quarantine mandate to be lifted sometime in March.
- The Korean government suspended the mandatory entry log that requires people to provide their identification through QR codes, phone calls, or handwritten lists when entering in-door facilities. Also, Korea eased curfews on cafes and restaurants to 11 p.m. while keeping the private gathering size limit to six people.
- Resume Overseas Travel:
 - Air Busan (from March 16) and Jeju Air (from March 30) will increase the number of flights between Busan and Saipan twice a week.
 - Muan Airport also started the resumption of international flights. Currently, it is in the stage of promoting the Saipan charter flight departing from April to May.
 - The Jeju Tourism Association, together with the Jeju Chamber of Commerce and Industry, delivered a request to the government to resume entry to Jeju Island without a visa.
 - According to the 'Comprehensive Plan for Resumption of International Flights at Regional Airports' established in November last year, Korea Airports Corporation is preparing to revitalize regional airports immediately after the resumption of international flights.
- Airlines flying between Europe and Korea have been canceling flights since February 28 or bypassing Russian airspace. Finnair suspended the Incheon-Helsinki route until March 6. Air France KLM, LOT Polish Airlines, and Lufthansa German Airlines decided to bypass flights for the time being. Airfare hikes are expected as airlines' fuel costs rise and flight times due to detour flights increase.

Competitive Environment

- Australia, last with South Australia, has completely opened its borders to those who have been vaccinated against COVID-19.
- The Canadian government has abolished the duty of PCR testing before entry for travelers who have been vaccinated against COVID-19 from February 28th.

Consumer Trends

- Going through the pandemic, the travel industry is introducing various non-face-to-face unmanned services that reduce unnecessary in-person contact:
 - Ananti, which has luxury membership resorts, introduced a mobile check-in & check-out service that allows guests to check-in after completing customer authentication by facial recognition without going to the front desk. It has the advantage of reducing the waiting time for check-in and check-out and minimizing contact with other customers.
 - Mauna Ocean Resort Golf Course has introduced a 'mobile front desk.' Guests can check-in quickly and easily through KakaoTalk, a Korean messenger program, without installing a separate app or registering as a member.
 - Lotte Rent-a-Car implemented 'Smart Key Box,' a non-face-to-face service through which customers can rent and return cars 24 hours a day.

Travel Trends

- Credit card companies' overseas travel-related promotions, which flashed during the 'With COVID-19' period last November and disappeared due to the spread of the Omicron, are pouring in again from this month. Major credit card companies such as Woori Card, KB Card, Hyundai Card, and BC Card recently launched discount promotions for flight tickets to major overseas tourist destinations and discount promotions for airport lounge access. If the current 7-day quarantine mandate is lifted, it is expected that card companies will competitively dispense overseas travel-related marketing expenses that they have saved over the past two years.

Airlift

- Korean Air increased from 3 to 5 weekly flights from January, but returned to 3 weekly flights in February due to the prolonged quarantine for overseas arrival. Korean Air is considering increasing flights for May.
- Hawaiian Airlines increased from 3 to 4 weekly flights from January 22.
- Asiana Airlines will return to service with 3 weekly flights from April 3.

MARKET ACTIVITY UPDATE

Consumer Direct

- HTK B2C Newsletter: HTK distributed the first bi-monthly B2C newsletter in 2022 which highlighted the comeback of Hawai'i festivals and HTA's Mālama Hawai'i Campaign to be carried out in Korea market as the main strategic theme. HTK introduced Mālama Hawai'i activities on each island such as Kualoa Ranch Mālama Experience Tour on O'ahu, Pacific Whale Foundation's Beach Cleanup on Maui, Waikoloa Dry Forest Project on Hawai'i Island, and Surfrider Foundation's Beach Cleanup on Kaua'i. It also announced the resumption of Asiana Airlines' ICN-HNL route in coming April. As part of the effort to support DMAP, HTK also featured new festivals which are announcing grand comebacks after the pandemic outbreak including Hawai'i Triennial, Waikīkī Spam Jam, Aloha Festival, HIFF, Honolulu Marathon, Made in Hawai'i Festival, and KCC Farmer's Market.

- Ono Hawai'i Social Campaign: HTK carried out #OnoHawaii social campaign as a way to promote Made in Hawai'i in a consumer-friendly way reflecting the rapidly-growing interest in culinary experience among Korean MZ generations. Kona coffee chocolate products, Acai Bowl, Kua 'Āina Sandwich and BBQ corn have been featured on a weekly basis.

Travel Trade

Travel Trade Calls

Airline	Wholesaler/TA/TO/OTA	Other	Total
3	4		6

- HTK met OZ and discussed April Fam
- HTK met KE, HA and discussed co-op ideas for Mālama Hawai'i and Kuleana campaign
- HTK met SSG Tour, Mode Tour, Naeil Tour, Kal Pak Travel and discussed new tour product development

Public Relations

- Mālama Hawai'i Influencer Project: To kick-start HTK's Mālama Hawai'i Campaign in Korea market, HTK invited Kyungsik and Bora, a celebrity influencer couple famous for inspiring artistic videos capturing the beauty of travel destinations in partnership with Korea's A-list corporates such as LG Electronics. Kyungsik will create one 2-3 short videos and 1 V-Log to be published on Youtube and Instagram to showcase various sides of O'ahu including the ocean, forest, city, and Mālama Hawai'i activities. They visited Kualoa Ranch, Gunstock Ranch, North Shore, and SALT At Our Kaka'ako. The project was carried out in partnership with Insta 360, a mini action camera.
- Influencer FAM: HTK is developing a group influencer FAM in alignment with Asiana Airline's flight resumption in April. A total of 6 influencers will be visiting O'ahu and Maui to drive social buzz to inspire Korean travelers to keep Hawai'i's position as the first-go-to travel destination in Korea after the pandemic emphasizing its cleanliness, safety, natural resources and sustainable tourism. HTK is discussing with island chapters to develop an itinerary which will educate the leading influencers about Mālama Hawai'i, Made in Hawai'i and also responsible travel.
- Media FAM: With mandatory quarantine expected to be lifted in March, HTK is planning a group media FAM which had been postponed since last December. Currently, in Korea, MZ generations are deemed as trendsetters in F&B, sports, and fashion. Targeting the MZ consumers, HTK is developing the itinerary to feature Mālama Hawai'i activities. The editors will be developing stories to inspire the Koreans to travel to Hawai'i with *Mālama* and *Kuleana*.

REGENERATIVE TOURISM/DMAP INITIATIVES UPDATE

DMAP Action Items Supported

- HKT featured on its Instagram a carbon-neutral Hawai'i hotel and its Mālama program in partnership with the Hawaii Legacy Forest.

Initiatives to Promote Hawai'i Made Products

- Support Made in Hawai'i Festival: HTK had a call with Pacific Rim Concepts LLC, an agency to promote Made in Hawai'i Festival and discussed future opportunities to promote the festival and the

participating vendors in Korea market. After the call, HTK had a meeting with AMCHAM Korea Office to seek possible actions to help the Hawai'i local brands. HTK will continue to look for effective ways to carry out promotion with possible co-op partners in Korea market.

Festivals & Events Promoted

- HTK introduced below Hawai'i festivals and events via B2C e-newsletter:
 - Hawai'i Triennial 2022 (February 18 – May 8)
 - Waikīkī Spam Jam (April 23 – May 1)
 - Aloha Festival (September 17)
 - Hawai'i International Film Festival, HIFF (November 3 – 27)
 - Honolulu Marathon (December 11)
 - Made in Hawai'i Festival (TBD)
 - KCC Farmers Market (Every Wednesday, 7:30 am – 11:00 am)

Voluntourism Programs Promoted

- HTK introduced below Mālama Hawai'i activities via B2C e-newsletter:
 - O'ahu: Hyatt Place Waikīkī Beach's Reforestation Mālama Program offering \$50-worth F&B credit
 - Maui: Wailea Beach Resort's Hawaiian quilt lesson providing 5th-night free stay
 - Hawai'i Island: Westin Hāpuna Beach Resort's Beach Cleanup Activity offering DIY beach cleanup kit and 5th night stay free
 - Kaua'i: Sheraton Kaua'i Resort's Beach Cleanup Activity offering 5th-night stay free

ISLAND CHAPTERS ENGAGEMENT UPDATE

- HTK is developing FAM itinerary in partnership with OVB and MVB to invite travel agents, influencers, and media in April and May.

“COMING ATTRACTIONS”

What	When	Where
Trade Education Webinar	Mar	Online
Trade CEO Fam	April	O'ahu
Influencer Fam	April	O'ahu + 1 neighbor island
Travel Agents' Mālama Hawai'i Promotion	April	Travel Agents' Online Channels
Media Fam	May	O'ahu + 1 neighbor island
Trade Show	May	Busan

Hawai'i Tourism China

Monthly Market Activity Report – February 2022

MARKET INTELLIGENCE

Economy

- Currency: February 2022 month-end rate for Chinese Yuan (CNY) vs. USD was 6.31 vs. 6.36 January 2022 month-end rate and February 2021 month-end rate of 6.47.
- Consumer Price Index: In February 2022, consumer prices rose 0.9% year-on-year and 0.6% month-on-month.
- GDP: China's 2021 GDP stood at 114.37 trillion yuan (US\$18 trillion) from 101.36 trillion yuan in 2020, accounting for 18% of the global economy, according to the National Bureau of Statistics (NBS). GDP grew by 8.1% vs. 2020, beating most expectations and Beijing's target of above 6%. GDP growth in the fourth quarter 2021 slowed to 4% year on year, amid virus disruptions and a property market slowdown.
- On March 8, 2022, China announced a new plan for its post-pandemic rebound, as the country's national lawmakers and political advisors gathered to map out development priorities for this year. The world's second-largest economy set the GDP growth target at 5.5 percent in 2022, CPI increase of 3%, new urban jobs of over 11M. Another major goal is fiscal deficit to GDP of 2.8% (down from 2021 rate of 3.2%).
- The per capita disposable income of Chinese residents was CNY35,128 (USD5,576), an increase of 9.1% over the previous year and average increase of 6.9% over the past two years. It grew by 8.1% in real terms, averaging 5.1% in the past two years and basically keeping pace with economic growth.
- New research from the World Travel & Tourism Council (WTTC) has revealed China's Travel & Tourism sector's contribution to GDP could reach RMB 11 trillion this year, just 5.2% short of pre-pandemic levels. In 2019, before the pandemic struck, China's Travel & Tourism sector's contributed RMB 11.5 trillion to GDP (11.6% of the country's economy).

Outbound Travel Market

- Ahead of China's annual two sessions, a Chinese lawmaker called on the country to prepare pilot projects for resuming international tourism under the normalized COVID-19 prevention and control strategy in a bid to boost the economy. The pilot projects could be set up in southern Hainan, Chongming in Shanghai and Zhoushan islands in eastern China, after assessment of the epidemic prevention and control, and outbound tourism could first pick up in some island countries and regions, the lawmaker suggested.
- Since November 2021, the U.S. had lifted travel restrictions for fully vaccinated air travelers from 33 countries, including China. Chinese tourists to the U.S. no longer needed to go to a third country to wait for 14 days. They can choose to fly directly to the U.S., and U.S. visa business has returned to normal.

- On February 8, 2022, at the invitation of the Nixon Presidential Foundation, representatives of Ctrip Group and Ctrip's three North American subsidiaries (Zongheng, Seagull, and Tufeng) were invited to visit the Nixon Presidential Library near Los Angeles, Southern California and discussed the ice-breaking of China and the United States in the post-pandemic tourism industry. Along with Zongheng, Seagull and Tufeng, Chinese travel agencies in North America such as Vertical Group, Seagull Vacation and Tours for Fun, along with Disney and Nixon Library were all preparing new products and special services for the post-pandemic international travel boom from China.

Competitive Environment

- The rest of The Australian states, with the exception of Western Australia, have reopened their doors to foreign travellers who have completed full COVID-19 vaccinations from February 21, 2022. It is the first time Australia has reopened its borders after about two years of border controls imposed because of the coronavirus pandemic. 56 international flights will be launched on the first day of flight, marking the first time in two years that Australia will welcome a large number of international passengers, which is expected to revive the battered tourism industry.
- Bali island will be open to foreign tourists from March 7, 2022, when foreign tourists to Bali will be able to use visa upon arrival without quarantine. The lifting of the quarantine will increase the number of foreign tourists coming to Bali at the same time as requests for flights to the island have been increasing.
- Japan Airlines has launched a service to help Japanese companies sell their products online to Chinese consumers, using the WeChat messaging app owned by China's IT giant Tencent. The carrier set up a dedicated channel in WeChat, soliciting Japanese firms to participate in the program. The airline assists participating businesses with putting up their products for sale on the website, transporting products to China, and sales promotion.

Consumer Trends

- Based on Tuniu's 2021 Female Travel Consumption Insight Report, the proportion of male and female users on Tuniu is 46% and 54% respectively, with women more willing to travel. Women born in the 1980s and 1990s take up more than 60 percent of the total, with women aged 26-35 accounting for 40 percent, according to the report. In terms of source of tourists, professional women in first-tier or new first-tier cities such as Shanghai, Nanjing, Beijing, Tianjin, Wuhan, Shenzhen, Guangzhou, Suzhou, Hangzhou and Chongqing prefer to travel.
- Data in the report showed that 58.7% of the respondents habitually made online reservations for tourist attractions. More reservations were made on workdays than weekends and public holidays (52.4% Vs 47.6%).
- Nature, cultural and historical sites and theme parks were gaining popularity. Theme parks, accounted for 20.3% of the total reservations, and were most popular among young tourists, drawing 37.1% more tourists to make an online reservation compared to 2019. Reservations for family and educational tours increased by 30% year on year, mainly because Chinese authorities introduced a set of guidelines to ease the burden of excessive homework and off-campus tutoring for students undergoing compulsory education.
- The data also indicated the travel preferences of different age groups. Almost 60% of the Post-2000s preferred to travel alone. The Post-90s and Post-80s tended to travel with friends and family members, and among those who made decisions on family trips, over 60% were mothers. More than 44% of the Post-60s and 70s preferred visiting cultural and historical sites.

Airlift

- The 2022 Spring Festival Travel Rush officially ended on February 25, 2022. According to the Ministry of Transport, a total of 39.82 million passengers were transported, up 12.5% from the Spring Festival travel rush in 2021. Flight AI estimates that the average load factor during the Spring Festival travel rush was 65%, down 2% from the same period in 2021. "Ice and snow travel" and "island travel" are popular tourist types during the Spring Festival travel rush.

MARKET ACTIVITY UPDATE:

Consumer Direct

- HTC is working on content for incorporation into the WeChat B2C mini-program. Information from gohawaii.com and meethawaii.com will be translated and customized for Chinese consumption. The project is expected to be completed and launched by end of Q3 2022.
- HTC posted on social media sharing the concept of Mālama Ku‘u Home on Valentine's Day with Chinese audience.
- HTC is planning an offline training webinar via Xiaohongshu and Douyin featuring Mālama Hawai‘i and Hawaiian culture to attract more followers through social platforms.
- HTC also promoted Community Enrichment Programs on O‘ahu for 2022. Content for the other islands is in development.
- HTC is planning some offline events to target Chinese VVIP guests for March 2022. The offline events will be consumer-centric but also focus on Mālama Hawai‘i content.

Travel Trade

Travel Trade Calls

Airline	Wholesaler/TA/TO/OTA	Other	Total
1	2	1	4

- HTC conducted travel trade calls with China Eastern Airlines to discuss future flight information and policy.
- HTC conducted travel trade calls with Tour Operator Galaxy Tours and OTA Trip.com to discuss demand for international travel.
- HTC reached out to Hangzhou Ukulele Festival to discuss the Hangzhou Ukulele Festival in June.

Public Relations

- No news to report.

REGENERATIVE TOURISM/DMAP INITIATIVES UPDATE

DMAP Action Items Supported

- HTC will be working on specific social media content and education materials to incorporate into the quarterly online and offline travel trade training events in Beijing and Shanghai with each Island

Chapter. HTC has spoken with island chapters for O’ahu, Hawai’i and Kaua’i. Maui Island Chapter is scheduled for March 2022.

Initiatives to Promote Hawai’i Made Products

- HTC is working with DBEDT on best approaches to promote Hawai’i made products and those listed on DBEDT Made in Hawai’i portal.
- HTC has met with some local vendors (ABC Stores, Hawaiian King, Tiare) to determine how best to promote local products. HTC is working and planning a Hawai’i marketplace to be placed on Border X, a Chinese platform that provides customers in China to buy USA products and have it delivered to them. HTC will be sharing some Hawai’i made products in the offline events in China to test reception and brand awareness.

Festivals & Events Promoted

- HTC is working and developing content for promotion of local festivals and events per Island with specific emphasis on events listed on the Community Enrichment Program (CEP). Social media post for O’ahu CEP was posted in February 2022 as a precursor. Follow up postings will be done leading up to the various events. Social media content for the other islands CEP are currently in production and will also be showcased on Chinese social media platforms in March and beyond.

Voluntourism Programs Promoted

- HTC is working and developing content for promotion and awareness of voluntourism programs as listed on gohawaii.com site through the Mālama Hawai’i Program.

ISLAND CHAPTERS ENGAGEMENT UPDATE

- HTC has met with O’ahu, island of Hawai’i, and Kaua’i Island chapters in February 2022 to develop, coordinate and support DMAP activities. Maui island chapter meeting has been pushed to end of March, to be confirmed.

COMING ATTRACTIONS

What	When	Where
Direct Consumer Education Event	March, June (TBC)	Shanghai / Beijing (TBC)
Travel Trade Education Event	March, June 2022 (TBC)	Shanghai / Beijing (TBC)
DMAP Initiatives – promotion of CEP events, Hawai’i made products, voluntourism activities	Ongoing	Digital
WeChat Mini-Program	Ongoing	Program Go-Live TBC
Digital Content Development for Social Media Channels	Ongoing	Multiple Islands (TBC)
Mālama Hawai’i Hula & Swing at Tsinghua University	March 24	Beijing

8

Ho'okahua Hawaii Standing Committee Report and Update

8a

Reinstating the Resort Area Hawaiian Culture
Initiative Program in 2022 as
Presented at the March 28, 2022 Meeting

PROPOSAL TO REINSTATE THE RESORT AREA HAWAIIAN CULTURAL INITIATIVE (RAHCI) FOR 2022

Kalani Ka'anā'anā
March 28, 2022

Resort Area Hawaiian Cultural Initiative

Purpose:

Provide year-round cultural programs and entertainment in various resort areas statewide.



Strategic Plan Alignment



“Strive to nurture the Hawaiian culture by creating visitor experiences, activities, and marketing programs that are respectful and accurate.”

“Support Hawaiian programs and cultural practitioners, craftsmen, musicians, linguists, and other artists to help preserve and perpetuate Hawaiian culture.”

“Support Hawaiian cultural practitioners by creating opportunities in the visitor industry while enhancing the visitor experience.”

Directly addresses Objectives 1, 3 & 4

Destination Management Action Plan Alignment

RAHCI will address various action items across the islands such as:

O`ahu Action Item:

H.4

“Promote O`ahu artisans, including local crafts, fashion, music, performing, and visual arts.”

Maui Action Item:

D.3

“Explore options and identify community organizations that can work with industry partners to foster locations for educational sites for learning that supports practitioners: apprentice type of programs to ensure proper, quality learning.”

D.4

“Continue to offer and promote cultural education workshop series for visitor industry and other businesses.”

Kaua`i Action Item:

C.2

“Work with hotels to provide cultural and history classes that guests can attend. Examples include lei making or making poi.”

Hawai`i Island Action Item:

A.2

“Emphasize local area cultural history and expertise to further expand Hawaiian cultural values, knowledge, and language with an emphasis on connection to place.”

B.5

“Increase support and opportunities for cultural practitioners and community members to interact.”

Lāna`i Action Item:

B.4

“Create opportunities for residents to feel welcome at resort properties. Continue to invite Lāna`i artists and crafts people to do workshops and fairs at the resort properties.”

Moloka`i Action Item:

D.2

“Support and strengthen existing events and create new events by local community experts for both residents and visitors. Ensure cultural events are run by someone with relevant experience.”

Program Measures

- Number of out-of-state visitors served by the program
- Number of Hawai'i residents served and/or participating in the program
- Overall visitor satisfaction with the program
- Likelihood to return to Hawai'i because of this program
- Percentage of participants who gained a greater appreciation of Hawaiian Culture
- Number of Events Held
- Number of actual programming/event hours
- Number of administrative hours spent implementing the program
- Volunteers Supporting the Program
- Paid Staff Supporting the Program



Method of Procurement & Budget Breakdown

Proposed Allocation by Island

O'ahu - \$150,000

Hawai'i Island - \$50,000

Maui - \$25,000

Kaua'i - \$25,000

Total: \$250,000 in FY22 funds

Method of Procurement

Competitive Sealed Proposals

Statutory Authority

§201B-3(20)

§201B-7(b)(5)(A)

EXAMPLE OF PAST PROGRAMING PROVIDED UNDER THIS PROGRAM

Waikīkī

Kūhiō Beach Hula & Torch Lighting

This program had three performances a week, creating a Hawaiian sense of place in the Waikīkī resort area for residents and visitors alike.



Sunset on the Beach

This series had seven events in 2019 that featured family-friendly movies or music. Each event was well-received by residents and visitors with an estimated attendance of 15,000 people.



Hilo

Hilo Hula Tuesdays

This program located at Hilo's Mo'ohau Park Bandstand featured Hawaiian music, hula, and cultural workshops. In 2019 there were 49 Hula events with an average attendance of 152. Overall, the program attracted about 7,492 attendees.



Kona

Hawaiian Sunset Saturdays

This program held 12 events in 2018 and 2019. Located in Kailua Village, this program featured hula and music monthly at an outdoor venue for people to gather and enjoy Hawaiian culture as the sun sets.



Lahaina

Hawaiian Music Series

This is a series of free outdoor concerts for people to enjoy Hawaiian music on the cool green lawn of the Baldwin Museum. The monthly Hawaiian music series has been ongoing since 2009 and is now a Lahaina Town tradition with an average attendance of 5,500.



Kaua'i

Since 2018 HTA has not received any applications to host RAHCI Programs on Kaua'i.

An aerial photograph of a vast, lush green mountain range. The terrain is characterized by deep, winding valleys and steep, forested slopes. The lighting is soft, creating a sense of depth and texture in the vegetation. The word "MAHALO" is prominently displayed in the center of the image in a large, bold, white, sans-serif font.

MAHALO

HAWAII TOURISM
AUTHORITY

9

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

9a.1

Financial Statements – Executive Summary
As of February 28, 2022



AUTHORITY

Financial Statements – Executive Summary
As of February 28, 2022

Foreword:

- FY 2021 Transactions Processed in FY 2022. As noted in HTA’s June 30, 2021 financial statements, some transactions using FY 2021 funds that we submitted to DAGS in FY 2021 were processed by DAGS as FY 2022 business. It is necessary to include these transactions processed in July 2021 in HTA’s official records for FY 2022 and accordingly are acknowledging that via a separate Budget Statement included in these financial statements for informational purposes only. However, we have included these transactions in HTA’s unofficial FY 2021 encumbrance records and we will omit these transactions from our focus in FY 2022 business discussed in these financial statements.

Further detail can also be found in HTA’s June 30, 2021 financial statements.

- New Fund Accounts. With HTA now appropriated Federal ARPA funds in FY 2022, we have added two new sections to the Executive Summary to discuss the Tourism Federal Fund (ARPA) and Convention Center Federal Fund (ARPA).

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

1. \$44.2M in cash (remaining from amount that has been allotted to HTA so far), an increase of \$8.9M primarily due to an allotment of Federal ARPA funds in February.
2. The release of TFF funds for HTA use is accomplished through an approval process that includes approval by the Governor (CSFRF approval), the State’s Department of Budget & Finance’s (B&F) and the HTA Board of Directors. Below is a summary of the status of those approvals:

	Gov Approved	B&F Funds Release		Board Approved	Encumbered
	(CSFRF)	Requested	Approved	Amount	
Hawaiian Culture	-	-	-	1,565,500	-
Natural Resources	-	665,000	665,000	665,000	-
Community	27,289,500	735,500	735,500	735,500	-
Branding	28,500,000	31,730,000	31,730,000	34,480,000	27,952,209
Sports	-	3,677,889	3,677,889	3,677,889	2,344,889
Safety & Security	-	900,000	900,000	900,000	1,380
Research	-	-	-	60,000	-
Planning	-	2,005,200	2,005,200	2,005,200	300,000
Admin	648,700	999,111	999,111	999,111	52,782
Governance and Org-Wide	351,800	351,800	351,800	351,800	191,980
Payroll	3,210,000	3,210,000	3,210,000	3,410,000	3,210,000
	60,000,000	44,274,500	44,274,500	48,850,000	34,053,240

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

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

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

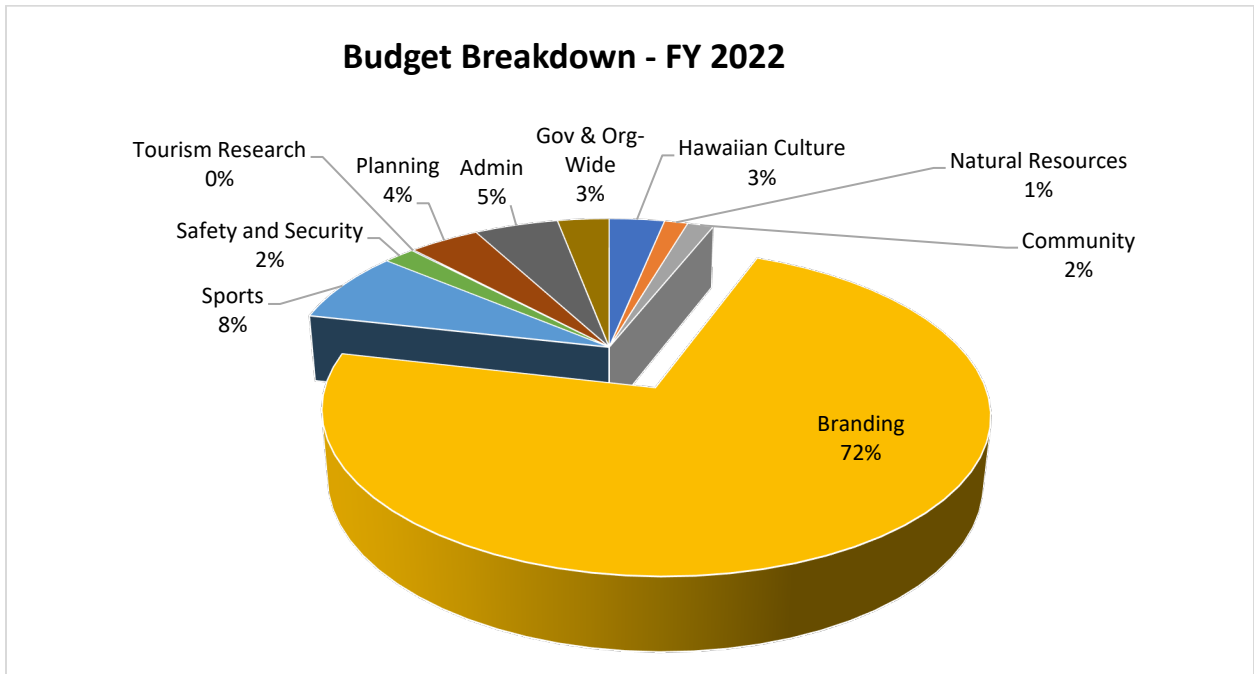
Through February, \$11,150,000 of programs presented as part of HTA's draft FY 2022 budget has been deferred or will be reprogrammed for other purposes, resulting in a FY 2022 budget of \$48,850,000 approved to date.

As of February 28, 2022, \$34.0M of the \$48.9M FY2022 budget was utilized/encumbered, or 70%.

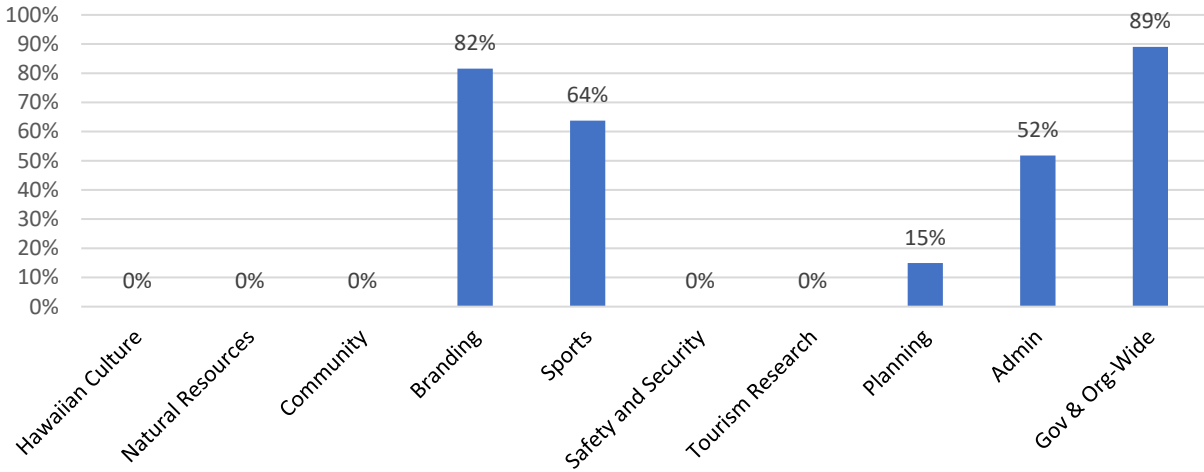
Below is a summary of the FY 2022 budget based upon Federal reporting categories (titles were paraphrased):

Primary Federal Category	Budget	Encumbered	Remaining
Economic Recovery	45,440,000	30,843,240	14,596,760
Continuation of Government Services			
Payroll	3,410,000	3,210,000	200,000
	48,850,000	34,053,240	14,796,760

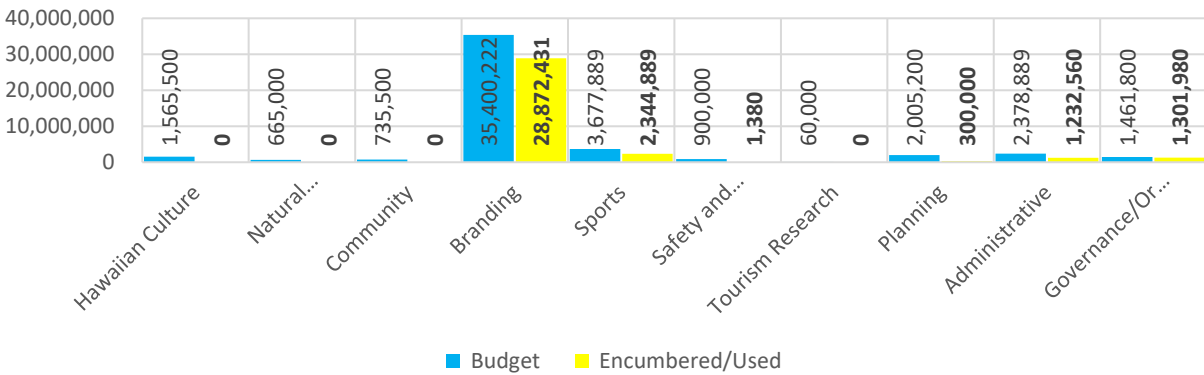
The following are various charts to depict our FY 2022 budget, budget utilization and trends. It is important to note that approximately \$11M of HTA’s budget has been deferred for approval as of the date of these financial statements, and accordingly are not reflected here below. Additionally, a more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



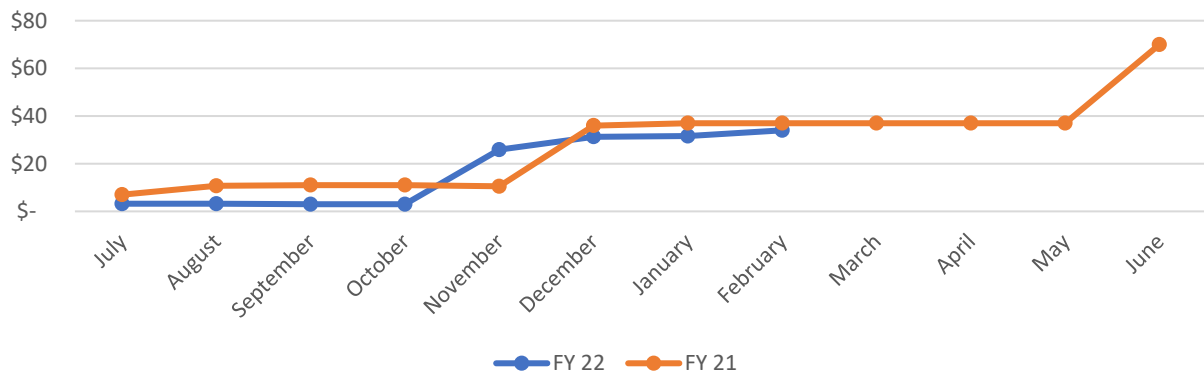
Percentage of Budget Utilized 2/28/22



Budget vs Encumbered as of 2/28/22 (Budget Used)



Budget Utilized (in millions)



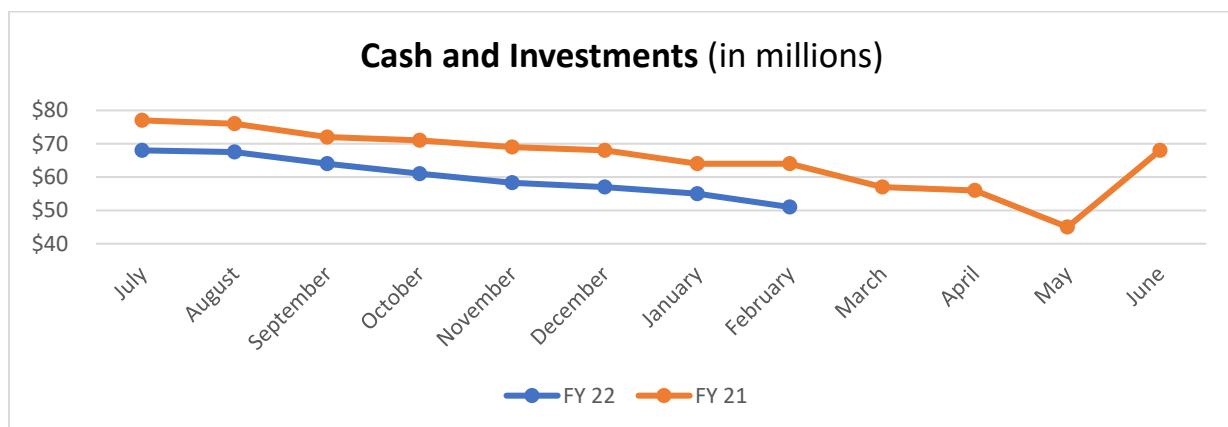
4. A detail of the budget reallocations made for the reporting period and cumulatively for the fiscal year is provided on the accompanying Budget Reallocation Summary. The following reallocations occurred in February 2022:
 - a. \$167K from Sports Programs Unallocated to UH Branding Partnership, related to HTA's contract with the Big West Conference.

5. Operating Income (Loss):
 - a. \$8,864,000 in ARPA funds were recorded as allotted to HTA during the February 2022 period. Cumulatively, \$44.3M has been allotted to HTA year-to-date through February 2022, which represents ARPA funds HTA is using in FY 2022 for staff's payroll, program, admin and governance costs.
 - b. Since this is the fund's first year in operation, no Statement of Revenues and Expenditures associated with prior year funds is included.

Tourism Special Fund (TSF):

6. The Tourism Special Fund sunset on January 1, 2022, pursuant to Act 001, 2021 Legislative Special Session, upon which all unencumbered funds are available for remitting to the State's General Fund. The \$5M Emergency Fund remains with HTA.

7. \$51M in cash and investments. The trend in cash balance is consistent with that of the prior year. In FY 2021, HTA funded its operations from its reserves that was bolstered by cancelled and/or reduced contracts due to the pausing of TAT distributions to HTA. During that period, there were minimal sources of revenue until TAT distribution temporarily restarted in June 2021. In FY 2022, we continue to spend down previously encumbered funds.



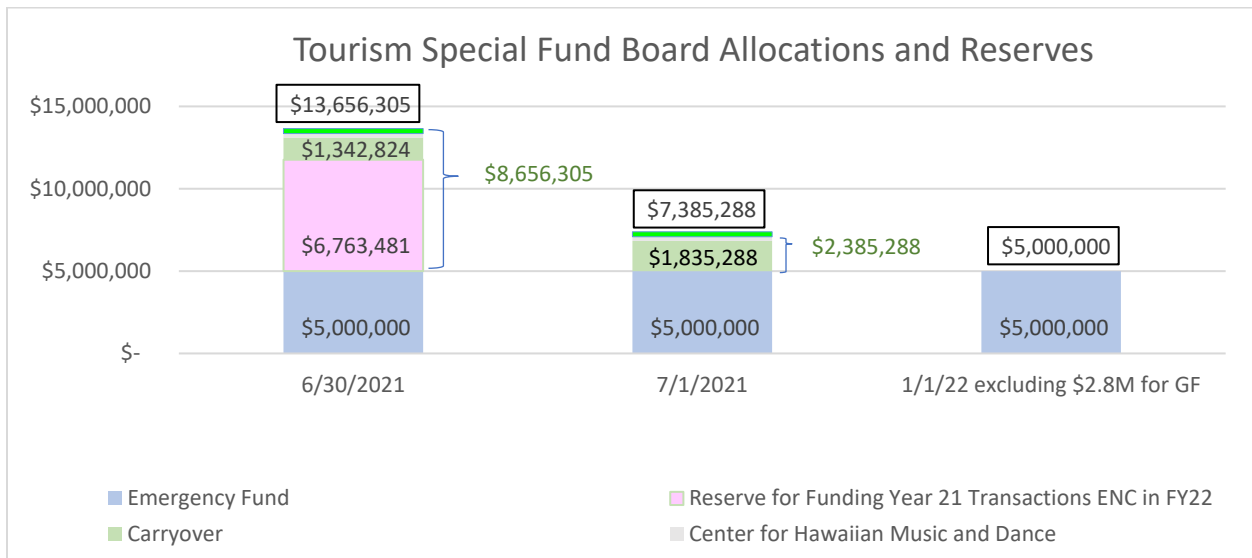
- a. Includes \$5M in Emergency Fund held as investments.
 - i. Approximately \$5.0M held in money market funds
 - ii. Further detail provided in the financial statements (as of January 2021)
- b. Cash decreased by approximately \$3.9M from January 31, 2022 primarily due to disbursements related to operational and program expenditures.
- c. We anticipate the cash balance to decrease to \$0 over time once all encumbered funds are expended, except for the \$5M Emergency Fund.

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

\$43.0M	Prior year encumbrances currently being spent down	
\$0.00	Current year encumbrances remaining	
\$43.0M	Total encumbrances outstanding at February 28, 2022	

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

- 9. In addition to HTA's \$5M Emergency Fund, \$2.3M was reserved as Board allocations as of July 1, 2021. This compares to \$8.6M at the end of last fiscal year. The reduction is due to the FY 2021 transactions that DAGS processed in July of FY 2022, as previously discussed. A supporting schedule is also embedded in these financial statements to provide greater detail. These balances are comprised of the following:



Pursuant to Act 001, Special Session 2021 (HB 862), the Tourism Special Fund sunset on January 1, 2022. Any unencumbered funds are now considered available to return to the State’s General Fund, which we currently anticipate being approximately \$2.8M.

10. There is no budget for the Tourism Special Fund in FY 2022, as only Federal funds were appropriated.

11. Operating Income (Loss):

- a. Pursuant to Act 001, Legislative Special Session 2021, HTA is no longer included in the TAT allocation.
- b. No investment income was earned in February 2022. Year-to-date investment income is \$126K.

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

12. \$11M in cash (remaining from amount that has been allotted to HTA).

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

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

14. Operating Income:

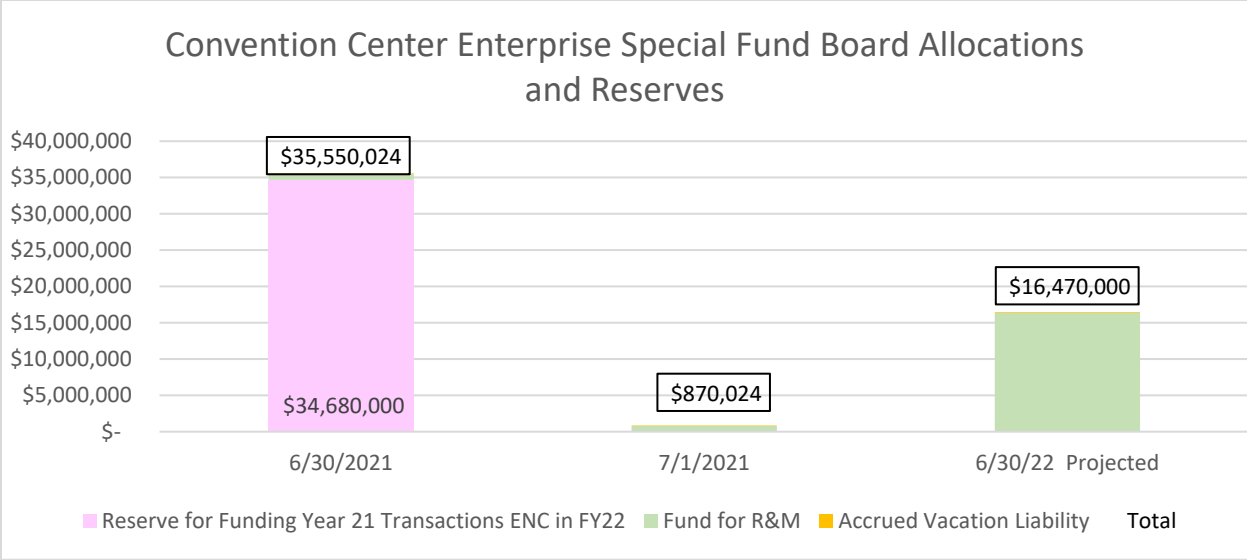
- a. Cumulatively, \$11M of ARPA funds has been allotted, which represents ARPA funds HTA will use in FY 2022 for staff’s payroll and to fund expenditures of the Convention Center.
- b. Since this is the fund’s first year in operation, no Statement of Revenues and Expenditures associated with prior year funds is included.

Convention Center Enterprise Special Fund (CCESF):

15. \$50.9M in cash. Cash increased by \$1.2M from January 31, 2022, primarily due to Convention Center operations revenue receipts.

16. \$18.2M in cash with contractor or with DAGS, for R&M projects (as of January 2022).
 - a. Includes \$2M in Emergency R&M funds
 - b. These funds are encumbered or budgeted toward specific projects such as kitchen wall rehabilitation and exterior planter repairs, exterior building painting, trellis replacement, house audio upgrades, ballroom gutter and transom glass repair, chiller replacement, and various equipment purchases and upgrades. Of the \$18.2M, approximately \$7.3M has been contracted (as of January 2022).
 - c. The amount of cash remaining with the contractor already accounts for \$5.1M expended on current and future projects (in-progress costs or preliminary work).

17. \$14.9M reserved as Board allocations as of February 28, 2022. This compares to a reserve balance of \$35.5M as of June 30, 2021. The decrease is due to the FY 2021 transactions that were processed by DAGS in July 2021 (as FY 2022 business) discussed earlier, partially offset by \$3.1M in HCC revenue/other receipts and \$11M in TAT revenue deposited into the CCESF in FY 2022, pursuant to HRS 237D, as amended by Act 1 of the 2021 Legislative Special Session. We anticipate the \$14.9M reserve balance to further increase to \$16.4M by June 30, 2022, due to:
 - a. The deposit of Convention Center revenues throughout FY 2022.
 - b. The inability to spend these funds due to the CCESF not having an appropriation ceiling in FY 2022.
 - c. (The \$16.4M already reflects a \$400K decrease from earlier projections due to a decrease in revenue projections, partially offset by the receipt of investment and other income.)
 - d. (We anticipate approximately \$2.5M of the \$16.4M to be dedicated toward replenishing HTA's operating reserve for the Convention Center.)



18. \$35.9M of prior year outstanding encumbrances currently being spent down.

19. Budget:

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

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

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

20. Operating Income:

- a. \$11M in TAT funds were received YTD.
- b. Convention Center Operations
 - i. Note: \$3.1M operating subsidy fiscal-year-to-date per HCC financial statements (as of February 2022). We budgeted for a \$5.5M operating subsidy for FY 2022. HCC management anticipates operating within budget at \$5.35M for FY 2022. Funded by FY21's encumbrance as discussed above.

Hawaii Tourism Authority
Balance Sheet
Tourism Federal (ARPA) Fund
As of 2/28/22

	Current Year
Assets	
Current Assets	
Checking	44,221,906.77
Total Current Assets	44,221,906.77
Total Assets	44,221,906.77
Fund Balance	
Encumbered Funds	
FY 2022 Funds	34,000,647.35
Total Encumbered Funds	34,000,647.35
Unencumbered Funds	
Total Unencumbered Funds	10,221,259.42
Total Fund Balance	44,221,906.77

Hawai'i Tourism Authority

Balance Sheet

Tourism Special Fund

As of 2/28/22

	<u>Current Year</u>
Assets	
Current Assets	
Checking	45,945,535.01
Petty Cash	-
Total Current Assets	<u>45,945,535.01</u>
Total Assets	<u><u>45,945,535.01</u></u>
Fund Balance	
Current year payables	
Accounts Payable	54,500.00
Total Current year payables	<u>54,500.00</u>
Encumbered Funds	
FY 2015 Funds	7,851.29
FY 2016 Funds	6,047.12
FY 2017 Funds	15,706.80
FY 2018 Funds	4,137.03
FY 2019 Funds	271,150.41
FY 2020 Funds	1,644,332.98
FY 2021 Funds	41,088,176.49
Total Encumbered Funds	<u>43,037,402.12</u>
Unencumbered Funds	
Total Unencumbered Funds	2,853,632.89
Total Fund Balance	<u><u>45,945,535.01</u></u>

Hawai'i Tourism Authority
Balance Sheet
Convention Center Federal (ARPA) Fund
As of 2/28/22

	<u>Current Year</u>
Assets	
Current Assets	
Checking	<u>11,000,000.00</u>
Total Current Assets	<u>11,000,000.00</u>
Total Assets	<u><u>11,000,000.00</u></u>
Fund Balance	
Encumbered Funds	
FY 2022 Funds	<u>490,000.00</u>
Total Encumbered Funds	490,000.00
Unencumbered Funds	
Total Unencumbered Funds	10,510,000.00
Total Fund Balance	<u><u>11,000,000.00</u></u>

Hawai'i Tourism Authority
Balance Sheet
Convention Center Enterprise Special Fund
As of 2/28/22

	<u>Current Year</u>
Assets	
Current Assets	
Checking	50,902,891.49
Total Current Assets	<u>50,902,891.49</u>
Total Assets	<u><u>50,902,891.49</u></u>
Fund Balance	
Encumbered Funds	
FY 2019 Funds	110,894.39
FY 2021 Funds	<u>35,796,538.80</u>
Total Encumbered Funds	<u>35,907,433.19</u>
Unencumbered Funds	
Total Unencumbered Funds	14,995,458.30
Total Fund Balance	<u><u>50,902,891.49</u></u>

Hawai'i Tourism Authority
Balance Sheet
Emergency Trust Fund
As of 2/28

	Current Year
Assets	
Current Assets	
Investments	5,010,932.68
Total Current Assets	5,010,932.68
Total Assets	5,010,932.68
Fund Balance	
Current year net assets	
	(8,026.40)
Total Current year net assets	(8,026.40)
Prior years	
Total Prior years	5,018,959.08
Total Fund Balance	5,010,932.68

HTA Allocations
FY 2021 and FY 2022 (Projected)

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

\$5M Emergency Funds	
\$5M Emergency Fund Reserve (Established by Statute as a separate fund, to be used upon declaration of a tourism emergency by the Governor)	\$0M Mandated by Board (designated for use in the event of a significant economic downturn upon Board approval; used to fund FY 21 budget)

	Tourism Special Fund Long-Term Obligations, Commitments and Allocations:			Convention Center Fund Long-Term Obligations, Commitments and Obligations:		
	6/30/2021	7/1/2021	Projected 1/1/2022	6/30/2021	7/1/2021	Projected 6/30/2022
Carryover of FY 2020 to FY 2021 Budget (Use in FY 21)	-	-	-	-	-	-
Reserve for Funding Year 21 Transactions Enc in FY22	6,763,481	-	-	34,680,000	-	-
Carryover	1,342,824	1,342,824	-	790,024	790,024	16,390,000
FY21 Interest, Refunds and Other Income	-	-	-	-	-	-
Encumbrance liquidations	-	492,464	-	-	-	-
Center for Hawaiian Music & Dance	250,000	250,000	-	-	-	-
Accrued Health Liability	-	-	-	-	-	-
Accrued Retirement Liability	-	-	-	-	-	-
Accrued Vacation Liability	300,000	300,000	-	80,000	80,000	80,000
Total Long-Term Obligations and Commitments	8,656,305	2,385,288	-	35,550,024	870,024	16,470,000

TOTAL RESERVES (incl \$5M Emergency Fund)	13,656,305	7,385,288	5,000,000	35,550,024	870,024	16,470,000
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Hawai'i Tourism Authority
Statement of Revenues and Expenditures
Tourism Federal (ARPA) Fund
FY 2022 Funds
From 2/1/2022 Through 2/28/2022

	<u>Total Budget - FY22</u>	<u>Current Period Actual</u>	<u>Current Year Actual</u>	<u>Total Budget Variance - FY22</u>
Revenue				
Alloted Federal Funds	60,000,000.00	8,864,000.00	44,274,500.00	(15,725,500.00)
Total Revenue	<u>60,000,000.00</u>	<u>8,864,000.00</u>	<u>44,274,500.00</u>	<u>(15,725,500.00)</u>
Expense				
Perpetuating Hawaiian Culture	1,565,500.00	0.00	0.00	1,565,500.00
Natural Resources	665,000.00	0.00	0.00	665,000.00
Community	735,500.00	0.00	0.00	735,500.00
Branding	35,400,222.00	5,000.00	5,000.00	35,395,222.00
Sports	3,677,889.00	0.00	0.00	3,677,889.00
Safety and Security	900,000.00	0.00	0.00	900,000.00
Tourism Research	60,000.00	0.00	0.00	60,000.00
Planning	2,005,200.00	0.00	0.00	2,005,200.00
Administrative	2,378,889.00	0.00	5,766.24	2,373,122.76
Governance and Org-Wide	1,461,800.00	0.00	41,826.99	1,419,973.01
Total Expense	<u>48,850,000.00</u>	<u>5,000.00</u>	<u>52,593.23</u>	<u>48,797,406.77</u>
Net Income	<u>11,150,000.00</u>	<u>8,859,000.00</u>	<u>44,221,906.77</u>	<u>33,071,906.77</u>

Hawai'i Tourism Authority
 Statement of Revenues and Expenditures
 Tourism Special Fund
 FY 2022 Funds
 From 2/1/2022 Through 2/28/2022

	<u>Total Budget - FY22</u>	<u>Current Period Actual</u>	<u>Current Year Actual</u>	<u>Total Budget Variance - FY22</u>
Revenue				
Miscellaneous	0.00	0.00	1,302.52	1,302.52
Refunds	<u>0.00</u>	<u>0.00</u>	<u>57,075.14</u>	<u>57,075.14</u>
Total Revenue	<u>0.00</u>	<u>0.00</u>	<u>58,377.66</u>	<u>58,377.66</u>
Net Income	<u><u>0.00</u></u>	<u><u>0.00</u></u>	<u><u>58,377.66</u></u>	<u><u>58,377.66</u></u>

Hawai'i Tourism Authority
Statement of Revenues and Expenditures
Prior Year Funds - Tourism Special Fund
From 2/1/2022 Through 2/28/2022

	<u>Total Budget</u>	<u>Current Period Actual</u>	<u>Current Year Actual</u>	<u>Total Budget Variance</u>
Revenue				
Interest and Dividends	0.00	0.00	126,770.45	126,770.45
Total Revenue	<u>0.00</u>	<u>0.00</u>	<u>126,770.45</u>	<u>126,770.45</u>
Expense				
Perpetuating Hawaiian Culture	11,199,632.00	289,814.00	2,161,286.25	9,038,345.75
Natural Resources	3,447,910.00	0.00	781,910.00	2,666,000.00
Community	8,462,772.12	20,000.00	411,062.07	8,051,710.05
Branding	33,112,516.00	3,436,131.27	11,449,587.15	21,662,928.85
Sports	160,222.00	27,949.00	35,171.00	125,051.00
Safety and Security	770,114.66	94,125.00	513,750.00	256,364.66
Tourism Research	2,270,248.83	131,927.24	1,476,885.78	793,363.05
Administrative	933,514.62	29,005.23	284,436.37	649,078.25
Governance and Org-Wide	<u>201,675.92</u>	<u>4,127.76</u>	<u>123,918.74</u>	<u>77,757.18</u>
Total Expense	<u>60,558,606.15</u>	<u>4,033,079.50</u>	<u>17,238,007.36</u>	<u>43,320,598.79</u>
Net Income	<u>(60,558,606.15)</u>	<u>(4,033,079.50)</u>	<u>(17,111,236.91)</u>	<u>43,447,369.24</u>

Hawai'i Tourism Authority
Statement of Revenues and Expenditures
Convention Center Federal (ARPA) Fund
FY 2022 Funds
From 2/1/2022 Through 2/28/2022

	<u>Total Budget - FY22</u>	<u>Current Period Actual</u>	<u>Current Year Actual</u>	<u>Total Budget Variance - FY22</u>
Revenue				
Alloted Federal Funds	11,000,000.00	0.00	11,000,000.00	0.00
Total Revenue	<u>11,000,000.00</u>	<u>0.00</u>	<u>11,000,000.00</u>	<u>0.00</u>
Expense				
Branding	72,958.00	0.00	0.00	72,958.00
Administrative	247,042.00	0.00	0.00	247,042.00
Governance and Org-Wide	215,000.00	0.00	0.00	215,000.00
HCC Repair and Maintenance	<u>10,465,000.00</u>	<u>0.00</u>	<u>0.00</u>	<u>10,465,000.00</u>
Total Expense	<u>11,000,000.00</u>	<u>0.00</u>	<u>0.00</u>	<u>11,000,000.00</u>
Net Income	<u>0.00</u>	<u>0.00</u>	<u>11,000,000.00</u>	<u>11,000,000.00</u>

Hawai'i Tourism Authority
Statement of Revenues and Expenditures
Convention Center Enterprise Special Fund
FY 2022 Funds
From 2/1/2022 Through 2/28/2022

	<u>Total Budget - FY22</u>	<u>Current Period Actual</u>	<u>Current Year Actual</u>	<u>Total Budget Variance - FY22</u>
Revenue				
Transient Accomodations Tax	11,000,000.00	0.00	11,000,000.00	0.00
Miscellaneous	0.00	0.00	42,210.00	42,210.00
Refunds	0.00	0.00	41,501.08	41,501.08
HCC Revenue	<u>0.00</u>	<u>1,217,633.66</u>	<u>2,588,734.98</u>	<u>2,588,734.98</u>
Total Revenue	<u>11,000,000.00</u>	<u>1,217,633.66</u>	<u>13,672,446.06</u>	<u>2,672,446.06</u>
Net Income	<u>11,000,000.00</u>	<u>1,217,633.66</u>	<u>13,672,446.06</u>	<u>2,672,446.06</u>

Hawai'i Tourism Authority
Statement of Revenues and Expenditures
Prior Year Funds - Convention Center Enterprise Special Fund
From 2/1/2022 Through 2/28/2022

	<u>Total Budget</u>	<u>Current Period Actual</u>	<u>Current Year Actual</u>	<u>Total Budget Variance</u>
Revenue				
Interest and Dividends	0.00	0.00	57,844.34	57,844.34
Miscellaneous	0.00	0.00	35,100.21	35,100.21
Refunds	0.00	0.00	80,938.93	80,938.93
HCC Revenue	<u>0.00</u>	<u>14,992.92</u>	<u>279,104.86</u>	<u>279,104.86</u>
Total Revenue	<u>0.00</u>	<u>14,992.92</u>	<u>452,988.34</u>	<u>452,988.34</u>
Expense				
Branding	6,080.00	0.00	6,079.86	0.14
Administrative	19,449.64	0.00	19,449.86	(0.22)
Governance and Org-Wide	587,376.00	0.00	8,917.40	578,458.60
HCC Operating Expense	13,465,701.52	0.00	0.00	13,465,701.52
HCC Repair and Maintenance	20,960,600.00	0.00	0.00	20,960,600.00
HCC Sales and Marketing / MFF	<u>902,672.93</u>	<u>0.00</u>	<u>0.00</u>	<u>902,672.93</u>
Total Expense	<u>35,941,880.09</u>	<u>0.00</u>	<u>34,447.12</u>	<u>35,907,432.97</u>
Net Income	<u>(35,941,880.09)</u>	<u>14,992.92</u>	<u>418,541.22</u>	<u>36,360,421.31</u>

Hawaii Convention Center
Facility
Income Statement
From 2/01/2022 Through 2/28/2022
(In Whole Numbers)

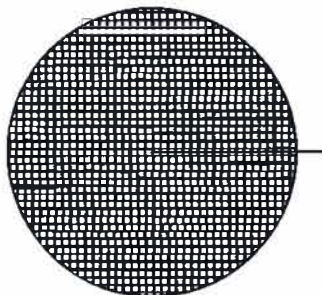
	Current Month Actual	Current Month Budget	Variance	Current Month Prior Year	YTD Actual	YTD Budget	Variance	YTD Prior Year
Direct Event Income								
Rental Income (Net)	209,368	182,180	27,188	125,472	1,604,278	1,289,255	315,023	1,726,402
Service Revenue	86,074	134,860	(48,786)	131,624	921,723	1,135,405	(213,682)	1,470,207
Total Direct Event Income	295,441	317,040	(21,599)	257,096	2,526,001	2,424,660	101,341	3,196,609
Direct Service Expenses	107,204	188,149	80,945	118,835	1,056,668	1,814,116	757,448	1,367,584
Net Direct Event Income	188,237	128,891	59,346	138,261	1,469,333	610,544	858,789	1,829,025
Ancillary Income								
Food and Beverage (Net)	58,577	203,768	(145,191)	4,374	351,997	933,572	(581,575)	141,526
Event Parking (Net)	28,142	14,530	13,612	0	431,599	152,300	279,299	46,149
Electrical Services	0	4,000	(4,000)	0	23,013	42,720	(19,707)	0
Audio Visual	5,999	2,140	3,859	340	28,663	58,440	(29,777)	3,166
Internet Services	0	0	0	0	0	0	0	0
Rigging Services	32,917	0	32,917	0	116,920	8,000	108,920	0
First Aid Commissions	0	0	0	0	0	0	0	0
Total Ancillary Income	125,635	224,438	(98,803)	4,714	952,192	1,195,032	(242,840)	190,841
Total Event Income	313,873	353,329	(39,456)	142,976	2,421,525	1,805,576	615,949	2,019,866
Other Operating Income								
Non-Event Parking	1,728	0	1,728	0	5,808	0	5,808	(875)
Other Income	3,518	1,417	2,101	1,100	51,275	11,336	39,939	14,262
Total Other Operating Income	5,246	1,417	3,829	1,100	57,083	11,336	45,747	13,387
Total Gross Income	319,119	354,746	(35,627)	144,076	2,478,608	1,816,912	661,696	2,033,253
Net Salaries & Benefits								
Salaries & Wages	298,860	364,310	65,450	219,020	2,516,427	2,915,040	398,613	2,225,713
Payroll Taxes & Benefits	94,707	125,893	31,186	75,618	726,768	1,007,144	280,376	724,269
Labor Allocations to Events	(21,406)	(131,043)	(109,637)	(113,433)	(565,811)	(1,110,254)	(544,443)	(1,299,217)
Total Net Salaries & Benefits	372,161	359,160	(13,001)	181,205	2,677,384	2,811,930	134,546	1,650,765
Other Indirect Expenses								
Net Contracted Services	17,632	22,787	5,155	7,543	135,809	187,945	52,136	78,889
Operations	8,580	10,534	1,954	20,213	59,761	84,272	24,511	88,769
Repair & Maintenance	70,857	72,367	1,510	58,772	561,508	578,936	17,428	427,315
Operational Supplies	19,475	38,720	19,245	2,808	169,273	283,584	114,311	132,977
Insurance	10,970	12,044	1,074	11,159	97,532	87,610	(9,922)	19,998
Utilities	173,365	145,058	(28,307)	101,668	1,373,375	1,128,427	(244,948)	1,075,820
Meetings & Conventions	958	850	(108)	1,300	8,874	9,300	426	10,584
Promotions & Communications	1,253	2,300	1,047	153	1,155	18,400	17,245	4,910
General & Administrative	13,682	14,500	818	8,797	100,650	115,770	15,120	81,279
Management Fees	18,633	18,633	(0)	(18,633)	149,067	149,064	(3)	0
Other	11,453	2,166	(9,287)	26,752	27,765	17,328	(10,437)	(39,690)
Total Other Indirect	346,858	339,959	(6,899)	220,532	2,684,767	2,660,636	(24,131)	1,880,849
Net Income (Loss) before CIP Funded Expenses	(399,900)	(344,373)	(55,527)	(257,662)	(2,883,544)	(3,655,654)	772,110	(1,498,361)
CIP Funded Expenses	7,991	0	7,991	26,552	7,991	0	7,991	(41,225)
Net Income (Loss) from Operations	(391,908)	(344,373)	(47,535)	(231,110)	(2,875,552)	(3,655,654)	780,102	(1,539,586)
Fixed Asset Purchases	(151,797)	8,333	160,130	1,012	230,673	66,664	(164,009)	23,783
Net Income (Loss) After Fixed Asset Purchases	(240,112)	(352,706)	112,594	(232,122)	(3,106,226)	(3,722,318)	616,093	(1,563,369)

Hawaii Convention Center
Facility
Income Statement
From 2/01/2022 Through 2/28/2022
(In Whole Numbers)

	Current Month Actual	Current Month Budget	Variance	Current Month Prior Year	YTD Actual	YTD Budget	Variance	YTD Prior Year
Revenues								
Food & Beverage	120,246	336,538	(216,292)	4,568	814,187	1,580,867	(766,680)	213,363
Facility	375,685	342,527	33,158	258,536	3,246,662	2,721,706	524,956	3,259,312
Total Revenues	<u>495,931</u>	<u>679,065</u>	<u>(183,134)</u>	<u>263,104</u>	<u>4,060,849</u>	<u>4,302,573</u>	<u>(241,724)</u>	<u>3,472,675</u>
Expenses								
Food & Beverage	162,344	235,135	72,791	17,926	1,143,470	1,430,442	286,972	468,439
Facility	733,487	788,303	54,817	502,840	5,800,923	6,527,785	726,862	4,502,597
Total Expenses	<u>895,830</u>	<u>1,023,438</u>	<u>127,608</u>	<u>520,766</u>	<u>6,944,393</u>	<u>7,958,227</u>	<u>1,013,834</u>	<u>4,971,036</u>
Net Income (Loss) before CIP Funded Expenses	(399,900)	(344,373)	(55,527)	(257,662)	(2,883,544)	(3,655,654)	772,110	(1,498,361)
CIP Funded Expenses	7,991	0	7,991	26,552	7,991	0	7,991	(41,225)
Net Income (Loss) from Operations	<u>(391,909)</u>	<u>(344,373)</u>	<u>(47,536)</u>	<u>(231,110)</u>	<u>(2,875,553)</u>	<u>(3,655,654)</u>	<u>780,101</u>	<u>(1,539,586)</u>
Fixed Asset Purchases	(151,797)	8,333	160,130	1,012	230,673	66,664	(164,009)	23,783
Net Income (Loss) after Fixed Asset Purchases	<u>(240,112)</u>	<u>(352,706)</u>	<u>112,595</u>	<u>(232,122)</u>	<u>(3,106,226)</u>	<u>(3,722,318)</u>	<u>616,092</u>	<u>(1,563,369)</u>

Summary Of Investments

Investment Allocation



0.0%	CASH	42.61
100.0%	CASH EQUIVALENTS	5,010,890.07
100.0%	TOTAL	5,010,932.68

Investment Summary

	Market Value	%	Estimated Income	Current Yield
CASH	42.61	0.00	0	0.00
CASH EQUIVALENTS	5,010,890.07	100.00	501	0.01
Total Fund	5,010,932.68	100.00	501	0.01

Schedule Of Investments

UNITS	DESCRIPTION	BOOK VALUE	MARKET VALUE	% OF CATEGORY
	CASH	42.61	42.61	100.00
	CASH EQUIVALENTS			
	CASH MANAGEMENT			
5,010,890.07	DREYFUS TREASURY OBLIGATIONS CASH MANAGEMENT FUND	5,010,890.07	5,010,890.07	100.00
	Total Fund	5,010,932.68*	5,010,932.68*	100.00*



9a.2

Budget Reallocation Summary
FY 2022
Through February 28, 2022

Budget Reallocation Summary
 FY 2022
 Through February 28, 2022

Budget Line Item	Program Code	Budget	Year-to-Date		February 2022 Activity
			Reallocation	Budget After Reallocations	
Perpetuating Hawaiian Culture					
<i>From:</i>					
None				-	
				-	
				-	
			-		-
<i>To:</i>					
				-	
				-	
				-	
				-	
				-	
			-		-
Natural Resources					
<i>From:</i>					
None				-	
				-	
				-	
			-		-
<i>To:</i>					
				-	
				-	
				-	
				-	
			-		-
Community					
<i>From:</i>					
None				-	
				-	
				-	
			-		-
<i>To:</i>					
				-	
				-	
				-	
				-	
			-		-

Budget Reallocation Summary
 FY 2022
 Through February 28, 2022

Budget Line Item	Program Code	Budget	Reallocation	Budget After Reallocations	February 2022 Activity
			-	-	
			-	-	
			-	-	
			-	-	
<hr/>					
Branding					
<i>From:</i>					
None				-	
				-	
			-	-	
<i>To:</i>					
				-	
				-	
			-	-	
			-	-	
<hr/>					
Sports					
<i>From:</i>					
Sports Programs - Unallocated	379	1,500,000	(167,000)	1,333,000	(167,000)
				-	
			(167,000)		(167,000)
<i>To:</i>					
UH Athletics Branding Partnership	378	-	167,000	167,000	167,000
				-	
				-	
			167,000		167,000
<hr/>					
Safety and Security					
<i>From:</i>					
None				-	
				-	
			-	-	
<i>To:</i>					
				-	
				-	
			-	-	
			-	-	
<hr/>					
Tourism Research					
<i>From:</i>					

Budget Reallocation Summary
 FY 2022
 Through February 28, 2022

Budget Line Item	Program Code	Budget	Reallocation	Budget After Reallocations	February 2022 Activity
None				-	
				-	
			-		-
To:				-	
				-	
				-	
			-		-
Planning					
From:					
None				-	
				-	
			-		-
To:					
				-	
				-	
			-		-
Administration					
From:					
None				-	
				-	
			-		-
To:					
				-	
				-	
			-		-
Governance and Organization-Wide					
From:					
None				-	
				-	
			-		-
To:					
				-	
				-	
			-		-

Budget Reallocation Summary
 FY 2022
 Through February 28, 2022

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

9a.3

Budget Statement - Summary
FY 2022
As of February 28, 2022

Category	Tourism Federal Fund - ARPA [TFF]				Convention Center Federal Fund - ARPA [CCFF]			
	Fiscal Year 2022				Fiscal Year 2022			
	Budget	YTD Amount of Budget Used	Balance	Activity for February 2022	Budget	YTD Amount of Budget Used	Balance	Activity for February 2022
Revenues								
TAT Revenue Allocation			-	-			-	-
Federal ARPA Funds	60,000,000	44,274,500	15,725,500	8,864,000	11,000,000	11,000,000	-	-
Prior Year Carryover			-	-			-	-
Availability of \$5M Emergency Fund (Subject to Governor Approval)			-	-			-	-
Other			-	-			-	-
Total Revenues	60,000,000	44,274,500	15,725,500	8,864,000	11,000,000	11,000,000	-	-
Encumbrances								
Perpetuating Hawaiian Culture								
Hawaiian Culture Programs	1,565,500	-	1,565,500	-	-	-	-	-
In-House Contracted Staff - Hawaiian Culture			-	-			-	-
Subtotal	1,565,500	-	1,565,500	-	-	-	-	-
Natural Resources (Statute: \$1M minimum)								
Natural Resources Programs	665,000	-	665,000	-	-	-	-	-
In-House Contracted Staff - Natural Resources			-	-			-	-
Subtotal	665,000	-	665,000	-	-	-	-	-
Community								
Community Programs	735,500	-	735,500	-	-	-	-	-
In-House Contracted Staff - Community			-	-			-	-
Subtotal	735,500	-	735,500	-	-	-	-	-
Branding								
Branding Programs	34,480,000	27,952,209	6,527,791	-	-	-	-	-
In-House Contracted Staff - Branding			-	-			-	-
State Employee Salaries - Branding	920,222	920,222	-	-	72,958	72,958	-	-
Subtotal	35,400,222	28,872,431	6,527,791	-	72,958	72,958	-	-
Sports								
Sports Programs	3,677,889	2,344,889	1,333,000	2,344,889	-	-	-	-
Subtotal	3,677,889	2,344,889	1,333,000	2,344,889	-	-	-	-
Safety and Security								
Safety and Security Programs	900,000	1,380	898,620	-	-	-	-	-
Subtotal	900,000	1,380	898,620	-	-	-	-	-
Tourism Research								
Tourism Research Programs	60,000	-	60,000	-	-	-	-	-
In-House Contracted Staff - Tourism Research			-	-			-	-
Subtotal	60,000	-	60,000	-	-	-	-	-
Planning								
Planning Programs	2,005,200	300,000	1,705,200	-	-	-	-	-
In-House Contracted Staff - Planning			-	-			-	-
Subtotal	2,005,200	300,000	1,705,200	-	-	-	-	-
Hawai'i Convention Center								
Sales & Marketing			-	-			-	-
Operations			-	-			-	-
Major Repair & Maintenance			-	-	10,465,000	-	10,465,000	-
Subtotal			-	-	10,465,000	-	10,465,000	-
Administrative (Statute: Cannot exceed 3.5% = \$2,765,000)								
Operations	999,111	52,782	946,329	10,936	-	-	-	-
In-House Contracted Staff - Admin			-	-			-	-
State Employee Salaries - Admin	1,379,778	1,179,778	200,000	-	247,042	247,042	-	-
Subtotal	2,378,889	1,232,560	1,146,329	10,936	247,042	247,042	-	-
Organizationwide Costs								
State Employee Fringe	1,110,000	1,110,000	-	-	170,000	170,000	-	-
Organization-Wide	230,000	105,000	125,000	105,000	45,000	-	45,000	-
Governance - Board/Others	121,800	86,980	34,820	4,342	-	-	-	-
Subtotal	1,461,800	1,301,980	159,820	109,342	215,000	170,000	45,000	-
Total Encumbrances	48,850,000	34,053,240	14,796,760	2,465,167	11,000,000	490,000	10,510,000	-
Revenues vs Encumbrances	11,150,000	10,221,260			-	10,510,000		

Category	Tourism Special Fund (TSF)				Convention Center Enterprise Special Fund (CCESF)			
	Fiscal Year 2022				Fiscal Year 2022			
Revenues								
TAT Revenue Allocation	-	-	-	-	11,000,000	11,000,000	-	-
Convention Center Revenue - Relating to FY22 (also tied to FY21 encumbrance)	-	-	-	-	-	2,588,735	(2,588,735)	1,217,634
Convention Center Revenue - Relating to Prior Years	-	-	-	-	-	279,105	(279,105)	-
Other	-	185,148	(185,148)	-	-	257,594	(257,594)	-
Total Revenues	-	185,148	(185,148)	-	11,000,000	14,125,434	(3,125,434)	1,217,634

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Budget Statement
As of February 28, 2022
FY 2022

Hawai'i Tourism Authority
Budget Statement
As of February 28, 2022
FY 2022

Program Code	Program Title	Budget FY22	YTD Amount of Budget Used	Remaining Balance	February 2022 Activity
Tourism Federal Fund					
Perpetuating Hawaiian Culture					
202	Hawaiian Culture Initiative	475,000.00	0.00	475,000.00	0.00
203	Ma'ema'e HTA	50,000.00	0.00	50,000.00	0.00
204	Market Support	50,000.00	0.00	50,000.00	0.00
214	Legacy Award Program	25,000.00	0.00	25,000.00	0.00
215	Hawaiian Culture Opportunity Fund	200,000.00	0.00	200,000.00	0.00
216	Olelo Hawaii	500,000.00	0.00	500,000.00	0.00
217	FESTPAC	250,000.00	0.00	250,000.00	0.00
297	Memberships and Dues - Hawaiian Culture	500.00	0.00	500.00	0.00
298	Travel - Hawaiian Culture	15,000.00	0.00	15,000.00	0.00
Subtotal	Perpetuating Hawaiian Culture	1,565,500.00	0.00	1,565,500.00	0.00
Natural Resources					
406	Visitor Impact Program	350,000.00	0.00	350,000.00	0.00
407	Hawaii Eco Tourism Association	50,000.00	0.00	50,000.00	0.00
416	Wahi Pana Series	250,000.00	0.00	250,000.00	0.00
498	Travel - Natural Resources	15,000.00	0.00	15,000.00	0.00
Subtotal	Natural Resources	665,000.00	0.00	665,000.00	0.00
Community					
702	Community Training Workshops (formerly Capacity)	500,000.00	0.00	500,000.00	0.00
797	Memberships and Dues - Community	500.00	0.00	500.00	0.00
798	Travel - Community	15,000.00	0.00	15,000.00	0.00
802	Current Workforce Development (Industry Career Dev)	100,000.00	0.00	100,000.00	0.00
803	Future Workforce Development (LEI)	120,000.00	0.00	120,000.00	0.00
Subtotal	Community	735,500.00	0.00	735,500.00	0.00
Branding					
4	Cruise Infrastructure Improvements and Arrival Experience	100,000.00	100,000.00	0.00	0.00
5	Route Development Program (PAUSE)	250,000.00	0.00	250,000.00	0.00
10	HTUS/HTJ Campaign Effectiveness Study	270,000.00	0.00	270,000.00	0.00
12	Rebranding of the Hawaiian Islands	1,000,000.00	0.00	1,000,000.00	0.00
13	Creative Agency	250,000.00	0.00	250,000.00	0.00
14	Pono Travel Tips (Kuleana Travel Messaging at NI Airports)	175,000.00	0.00	175,000.00	0.00
102	Hawai'i Tourism Summit	125,000.00	2,209.42	122,790.58	0.00
317	Convention Center Sales & Marketing - City Wide	2,600,000.00	2,600,000.00	0.00	0.00
318	gohawaii.com (formerly Online Website Coordination) (PAUSE)	2,500,000.00	0.00	2,500,000.00	0.00
319	MCI MFF	850,000.00	850,000.00	0.00	0.00
321	US (formerly North America)	22,500,000.00	22,500,000.00	0.00	0.00
331	Meetings, Convention & Incentives	1,900,000.00	1,900,000.00	0.00	0.00
339	Global Digital Marketing Strategy (former Intl Online Strat)	713,000.00	0.00	713,000.00	0.00
350	Global Mkt Shared Rescues (formerly Intellect Prop Data Bank)	787,000.00	0.00	787,000.00	0.00
380	Marketing Opportunity Fund	250,000.00	0.00	250,000.00	0.00
397	Memberships and Dues - Branding	160,000.00	0.00	160,000.00	0.00
398	Travel - Branding	50,000.00	0.00	50,000.00	0.00
934	State Employee Salaries - Branding	920,222.00	920,222.00	0.00	0.00
Subtotal	Branding	35,400,222.00	28,872,431.42	6,527,790.58	0.00
Sports					
312	PGA Tour Contracts	2,177,889.00	2,177,889.00	0.00	2,177,889.00
378	UH Athletics Branding Partnership	167,000.00	167,000.00	0.00	167,000.00
379	Sports Programs - Unallocated	1,333,000.00	0.00	1,333,000.00	0.00
Subtotal	Sports	3,677,889.00	2,344,889.00	1,333,000.00	2,344,889.00
Safety and Security					
601	Visitor Assistance Programs	500,000.00	0.00	500,000.00	0.00
602	Crisis Management	100,000.00	1,380.00	98,620.00	0.00
603	Lifeguard Program	200,000.00	0.00	200,000.00	0.00
604	Preventative Programs	100,000.00	0.00	100,000.00	0.00
Subtotal	Safety and Security	900,000.00	1,380.00	898,620.00	0.00
Tourism Research					
506	Infrastructure Research (Accommodations and Airseats)	60,000.00	0.00	60,000.00	0.00
Subtotal	Tourism Research	60,000.00	0.00	60,000.00	0.00
Planning					
652	Planning Tools and Assessments	410,000.00	0.00	410,000.00	0.00
653	Hotspot Mitigation	500,000.00	0.00	500,000.00	0.00
654	Program Evaluation	500,000.00	300,000.00	200,000.00	0.00
655	Community Engagement	175,000.00	0.00	175,000.00	0.00
656	Community Tourism Collaborative	400,000.00	0.00	400,000.00	0.00
697	Memberships and Dues - Planning	3,200.00	0.00	3,200.00	0.00
698	Travel - Planning	17,000.00	0.00	17,000.00	0.00
Subtotal	Planning	2,005,200.00	300,000.00	1,705,200.00	0.00
Administrative					
101	Community-Industry Outreach & Public Relations Svcs	200,000.00	0.00	200,000.00	0.00
103	hawaiiauthority.org (formerly HTA web/Global Social)	100,000.00	0.00	100,000.00	0.00
901	General and Administrative	648,700.00	52,781.92	595,918.08	10,936.46
930	State Employee Salaries - Admin	1,379,778.00	1,179,778.00	200,000.00	0.00
998	Travel - Admin	50,411.00	0.00	50,411.00	0.00
Subtotal	Administrative	2,378,889.00	1,232,559.92	1,146,329.08	10,936.46
Governance and Org-Wide					
915	Organization-Wide	230,000.00	105,000.00	125,000.00	105,000.00
919	Governance - Gen Board/Others	121,800.00	86,980.24	34,819.76	4,342.28
931	State Employees Fringe	1,110,000.00	1,110,000.00	0.00	0.00
Subtotal	Governance and Org-Wide	1,461,800.00	1,301,980.24	159,819.76	109,342.28
Total	FY 2022 Funds	48,850,000.00	34,053,240.58	14,796,759.42	2,465,167.74
Convention Center Federal Fund					
Branding					
934	State Employee Salaries - Branding	72,958.00	72,958.00	0.00	0.00
Subtotal	Branding	72,958.00	72,958.00	0.00	0.00
Administrative					
930	State Employee Salaries - Admin	247,042.00	247,042.00	0.00	0.00
Subtotal	Administrative	247,042.00	247,042.00	0.00	0.00
HCC Operations					
860	HCC Repair and Maintenance	10,465,000.00	0.00	10,465,000.00	0.00
Subtotal	Administrative	10,465,000.00	0.00	10,465,000.00	0.00
Governance and Org-Wide					
915	Organization-Wide	45,000.00	0.00	45,000.00	0.00
931	State Employees Fringe	170,000.00	170,000.00	0.00	0.00
Subtotal	Governance and Org-Wide	215,000.00	170,000.00	45,000.00	0.00
Total	FY 2022 Funds	11,000,000.00	490,000.00	10,510,000.00	0.00

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Budget Statement

July 1, 2021

Hawaii Tourism Authority
Budget Statement
July 1, 2021

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

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

Hawaii Tourism Authority
Budget Statement
July 1, 2021

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

Convention Center Enterprise Special Fund:

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

9a.6

Convention Center Funding Recap
(March 28, 2022)

Sources of Funds

HCC Revenue

\$11M TAT

\$11M ARPA

Vehicles for Expending Funds

CCESF:
\$14M Projected
Funds For Major
R&M

Convention
Center Federal
Fund

FY21 Board Reso
Encumbered
Funds

Expenditures

\$0 (not able to spend)

- Legislative request to restore expenditure ceiling
 - Fund future operations
 - Deploy R&M funds
- Presented as option to use \$14M to help fund Rooftop Terrace project

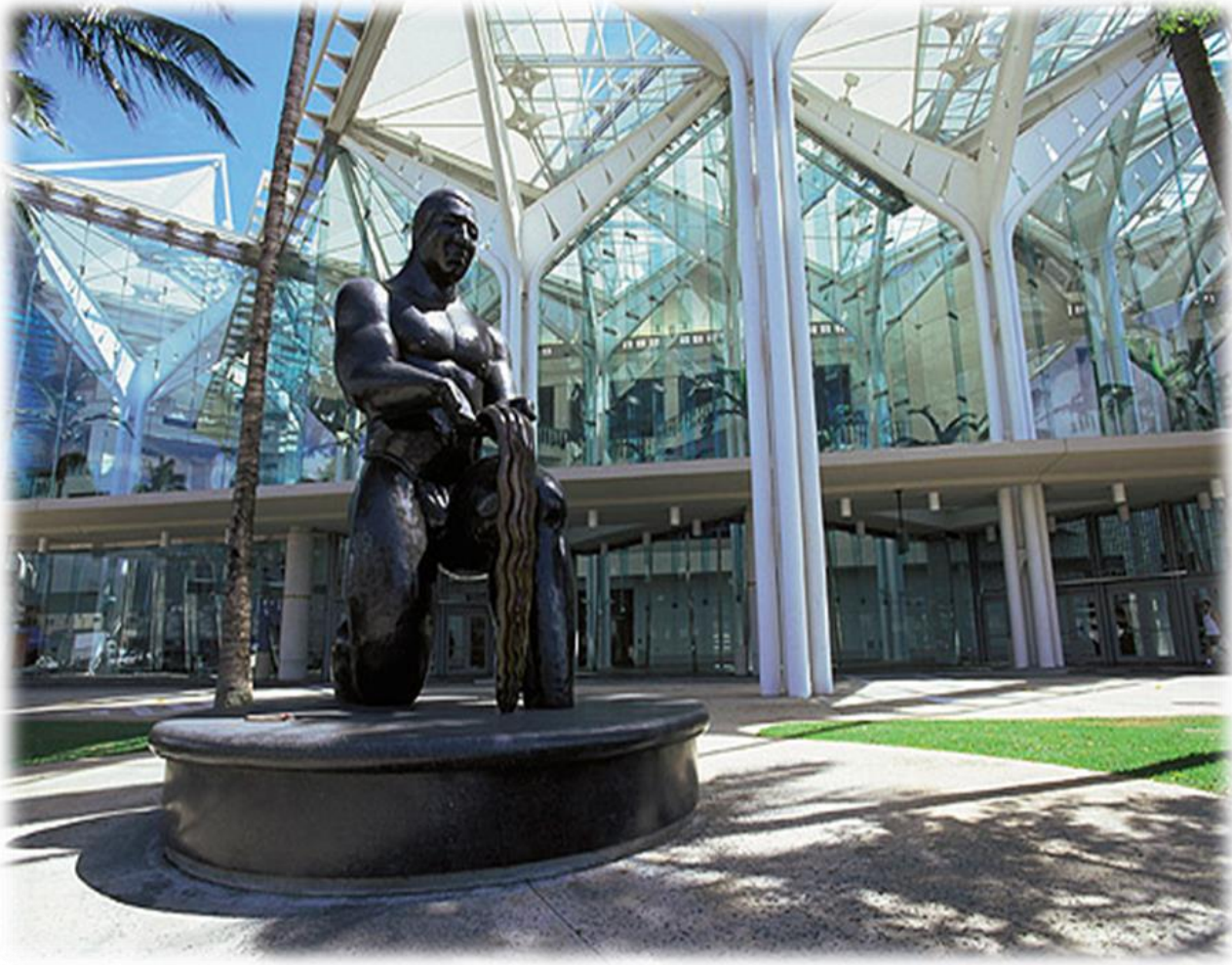
Six-Year Major R&M Plan

FY22 HCC Operations, Six-Year Major R&M Plan

9b

Hawaii Convention Center's February 2022 Financial Report and Update on the Hawaii Convention Center's 6-Year CIP Plan

Hawai'i Convention Center



*March 2022
Update*

Hawai'i Convention Center

- Impact to HCC in FY22, cancellations and lost revenue impact
 - 2 associations - \$238k in lost revenue, 30,806 lost room nights
 - 3 city-wide corporate event - \$373k in lost revenue, 3,830 lost room nights (Best Western moved to 2023, 7,110 room nights)
 - 32 local events - \$1.65M in lost revenue
- Positive note, business on the books in remainder of FY22
 - 42 Definite events, including 2 city-wide events
 - 8 First Option events, including 3 sporting events

As of March 25th, all restrictions lifted (staff mask mandate in place until April 1st)

Financial Update

	February YTD Actual	FY 2022 Forecast	FY 2022 Budget	Variance	CY 2019 Actual
Contracted Room Nights	5,630	17,577*	31,181*	0	132,104
Facility Occupancy	30%	28%	20%	8%	32%
Facility Number of Events	140	197	100	97	238
Facility Gross Revenue	\$4,060,800	\$6,419,100	\$7,701,500	(\$1,282,400)	\$16,866,900
Facility Gross Expenses	\$7,167,000	\$11,774,500	\$13,218,900	\$1,444,400	\$17,649,200
Facility Net Loss	(\$3,106,200)	(\$5,355,400)	(\$5,517,400)	\$162,000	(\$782,300)
S&M Net Expenses	(\$301,300)	(\$533,000)	(\$533,000)	\$0	(\$5,315,00)
HCC Net Loss	(\$3,407,500)	(\$5,888,400)	(\$6,050,400)	\$162,000	(\$6,097,300)

Repair and Maintenance Projects Update

Repair & Maintenance Projects

6-Year Plan (page 1)

Project #	Project Title	Estimated Project Cost	Status (A/P/NA)	Intended Funding Source(s) (TFF/CCESF/GOB/GF/AHF)	Funds Trnsfd to ASM (T/P/NT)	Prior Fiscal, incl FY22 to date	Remaining FY22	FY23	FY24	FY25	FY26	FY27	Total
001	Rooftop Terrace Deck Repair	\$ 64,000,000	P	GOB	NT	\$ -	\$ -	\$64,000,000					\$ 64,000,000
002	Rooftop Terrace Deck Repair, Planning - 2018, 2020	\$ 340,208	A	AHF	T	\$ 302,498	\$ 37,710						\$ 340,208
003	Building Envelope Repairs (Kalākaua Kitchen, 3rd fl planters, exterior painting)	\$ 18,631,604	A	AHF	NT	\$ 243,662	\$ 8,195,111	\$10,192,832					\$ 18,631,604
007	Kitchen Hood Control Panel and Fire Suppression	\$ 1,102,366		ARPA	NT	\$ 32,299	\$ 557,944	\$ 512,123					\$ 1,102,366
008	F&B Refrigerator, 3rd floor (#348) Replacement	\$ 319,004	A	AHF	NT	\$ 14,047	\$ -	\$ -	\$ -	\$ 304,957			\$ 319,004
009	Slate Tile Repair	\$ 2,142,108		AHF	T	\$ 12,963	\$ 1,065,256	\$ 1,063,888					\$ 2,142,108
010	Chiller Replacement	\$ 4,363,870		ARPA	NT	\$ -	\$ 30,000	\$ 4,332,145					\$ 4,362,144
	Chiller Replacement	\$ 275,000		AHF	T	\$ 14,973	\$ 261,753						\$ 276,726
011	Ballroom Gutter, Foyer Transom Glass Repair and Soffit Repair	\$ 10,635,599		AHF	NT	\$ 25,873	\$ 2,605,661	\$ 8,004,065					\$ 10,635,599
012	Parapet Roof Repairs	\$ 2,959,559		ARPA	NT	\$ -	\$ -	\$ 2,959,559					\$ 2,959,559
	Parapet Roof Repairs	\$ 45,000		AHF	T	\$ 10,404	\$ 34,596						\$ 45,000
013	Ballroom Roof Repairs	\$ 2,143,187		AHF	T	\$ 6,712	\$ 1,330,429	\$ 806,046					\$ 2,143,187
014	Lobby Water Feature	\$ 1,035,800		AHF	NT	\$ 1,985	\$ -	\$ -	\$ 253,946	\$ 779,869			\$ 1,035,800
015	House Sound Audio System Upgrade	\$ 1,344,650	A	AHF	T	\$ 9,183	\$ -	\$ 1,335,467					\$ 1,344,650
016	Camera, NVR and Access Control	\$ 1,998,341	A	AHF	T	\$ 1,185,551	\$ 812,790						\$ 1,998,341
017	Trellis Replacement	\$ 5,000,000	A	AHF	T	\$ 3,748,371	\$ 1,251,629						\$ 5,000,000
022	Chill Water Pipe Reinsulation	\$ 250,000	A	AHF	T	\$ -	\$ 250,000						\$ 250,000
023	Air Wall Repairs	\$ 400,000	A	ARPA	NT	\$ -	\$ -	\$ 400,000					\$ 400,000
024	Roll-up Door Replacement	\$ 225,000	A	AHF	T	\$ 23,656	\$ 201,344						\$ 225,000
025	Ballroom and Meeting Room Wallpaper Replacement	\$ 450,000	A	ARPA	NT	\$ -	\$ 450,000						\$ 450,000
026	IT Network Upgrades	\$ 125,000	A	AHF	NT	\$ -	\$ -	\$ -	\$ 125,000				\$ 125,000
027	Ice Machines Replacement	\$ 500,000	A	AHF	NT	\$ -	\$ -	\$ -	\$ 500,000				\$ 500,000
028	Theatre 310 and 320 Furnishings Upgrade	\$ 750,000	A	AHF	NT	\$ -	\$ -	\$ -	\$ -	\$ 375,000	\$ 375,000		\$ 750,000

Repair & Maintenance Projects

6-Year Plan (page 2)

Project #	Project Title	Estimated Project Cost	Status (A/P/NA)	Intended Funding Source(s) (TFF/CCESF/GOB/GF/AHF)	Funds Trsf'd to ASM (T/P/NT)	Prior Fiscal, incl FY22 to date	Remaining FY22	FY23	FY24	FY25	FY26	FY27	Total
029	Theatre 310 and 320 Seating Upgrade	\$ 500,000	A	AHF	NT	\$ 155	\$ -	\$ -	\$ -	\$ 249,845	\$ 250,000		\$ 500,000
030	FB China and Equipment Upgrade	\$ 3,500,000	A	AHF	NT	\$ -	\$ -	\$ -	\$ -	\$ 3,500,000			\$ 3,500,000
031	Ala Wai Waterfall Repair	\$ 1,013,271	A	AHF	NT	\$ 1,985	\$ -	\$ -	\$ 1,011,286				\$ 1,013,271
035	Stairwell 5 and 6 Repair	\$ 1,189,205	A - verbal	ARPA	NT	\$ 15,930	\$ 25,000	\$ 1,148,275					\$ 1,189,205
036	Water Intrusion Remediation	\$ 400,000		AHF	T	\$ 10,106	\$ 389,894						\$ 400,000
037	Exterior Security Camera Upgrade	\$ 150,000		AHF	T	\$ -	\$ 150,000						\$ 150,000
039	Leak Repairs - January 2022	\$ 170,000	Emerg	AHF	T	\$ -	\$ 170,000						\$ 170,000
040	Exterior Planter Repair	\$ 2,313,660				\$ -	\$ -		\$ 2,313,660				\$ 2,313,660
041	Children's Courtyard Repair	\$ 250,000				\$ -	\$ -		\$ 250,000				\$ 250,000
042	Kahakai/Atkins Drywell Rehabilitation	\$ 250,000				\$ -	\$ -				\$ 250,000		\$ 250,000
043	Air Handler Unit 9 and 10 Replacement	\$ 300,000				\$ -	\$ -				\$ 300,000		\$ 300,000
044	Fire Sprinkler Line Refurbishment	\$ 270,000				\$ -	\$ -				\$ 70,000	\$ 100,000	\$ 270,000
045	Escalator and Elevator Refurbishment	\$ 1,000,000				\$ -	\$ -				\$ 200,000	\$ 200,000	\$ 1,000,000
046	LED Light Upgrade	\$ 1,700,000				\$ -	\$ -		\$ 500,000	\$ 200,000	\$ 500,000	\$ 500,000	\$ 1,700,000
047	Lighting Control System Replacement	\$ 200,000				\$ -	\$ -	\$ 200,000					\$ 200,000
048	Electrical Harmonics Testing	\$ 100,000				\$ -	\$ -				\$ 100,000		\$ 100,000
049	Main Kitchen Dishwasher Replacement	\$ 300,000				\$ -	\$ -	\$ 300,000					\$ 300,000
050	Main Kitchen Flooring Replacement	\$ 2,000,000				\$ -	\$ -					\$ 2,000,000	\$ 2,000,000
051	PBX System Replacement	\$ 50,000				\$ -	\$ -				\$ 50,000		\$ 50,000
052	Ride-on Sweeper Replacement	\$ 55,000				\$ -	\$ -	\$ 55,000					\$ 55,000
053	Forklift	\$ 25,000				\$ -	\$ -		\$ 25,000				\$ 25,000
054	Boardroom Upgrade	\$ 1,000,000				\$ -	\$ -			\$ 1,000,000			\$ 1,000,000
055	Elevator #2 Upgrade	\$ 250,000				\$ -	\$ -		\$ 250,000				\$ 250,000
056	Lobby Glass Panels	\$ 120,000				\$ -	\$ 16,000	\$ 104,000					\$ 120,000
	GRAND TOTAL	\$ 136,142,432				\$ 5,660,353	\$ 17,835,117	\$ 95,413,400	\$ 5,228,892	\$ 6,409,671	\$ 2,095,000	\$ 2,800,000	\$ 136,142,432

Repair & Maintenance Projects

ARPA Funding

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

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

Repair & Maintenance Projects Completed

- *Boiler Replacement; \$585k, completed 2020*
- *Ala Wai Waterfall Repairs; \$185k, completed 2020*
- *Chiller 4 Repairs; \$55k, completed 2020*
- *#320 Roof Repairs; \$1.4M, completed 2020*
- *Banquet Chairs and Facility Equipment Upgrade; \$2.25M, completed 2020*
- *Cooling Tower Replacement; \$3.2M, completed 2021*
- *Theatre LED Lighting Upgrade; \$77k, completed 2021*
- *Roof Overflow Drain Repairs; \$16k, completed 2021*
- *Jockey Chiller Repairs; \$28k, completed 2021*
- *ADA Lift Replacement, \$720k, completed 2021*
- *Emergency Generator Repairs, \$32k, completed 2021*
- *Window Repairs – Vandalism, \$177k, completed 2021*
- *Leak Repairs – December 2021 / January 2022, \$396k, completed 2022*

Definite Local Bookings (FY22)

Month	# of Definite Bookings
February 2022	10
March 2022	13
April 2022	17
May 2022	14
June 2022	11

Tentative Local Bookings for Next 3 Months

Start Date	End Date	Event Name	Forecast Attendance
04/29/22	04/29/22	Hawaii STEM Conference	350
05/28/22	05/30/22	Aloha Region Summer Volleyball Classic 2022	1,000
06/10/22	06/13/22	The Hawaii Volleyball Luau	3,000
06/10/22	06/10/22	Tropics and Wine (Honolulu Japanese Junior Chamber of Commerce)	650
06/22/22	06/23/22	Hawaii Hotel & Restaurant Show 2022	3,500
06/23/22	06/23/22	Dr. Richard Kelley - Celebration of Life	300
06/28/22	06/28/22	Hawaiian Electric Annual Leadership Meeting	200

Upcoming Public Events

- Hapalua Packet Pickup (April 8-9), 6,000 attendees
- Aloha Region Regional Volleyball (April 15-17), 5,000 attendees
- Kawaii Kon (April 22 – 24), 12,000 attendees
- Hawai'i Prayer Breakfast (April 29), 1,000 attendees

Advertising (FY22)

April – June 2022 ½ Page Local Ad Placements (PBN)



Meetings. Conventions. And Everything in Between

From meetings and tradeshows to sports tournaments,
book your next event at the Hawai'i Convention Center.

Contact us at info@hccasm.com or visit hawaiiiconvention.com



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Contact us at info@hccasm.com or visit hawaiiiconvention.com



Target: Local businesses to consider HCC for their upcoming meetings,
banquets and special events.

Upcoming placement dates: April 1, 15 and 29



Mahalo Nui Loa

11

Report by the **Branding Standing Committee** of
their Meeting Held on March 30, 2022

11a.1

Hawaii Tourism China

Q2 Major Activities



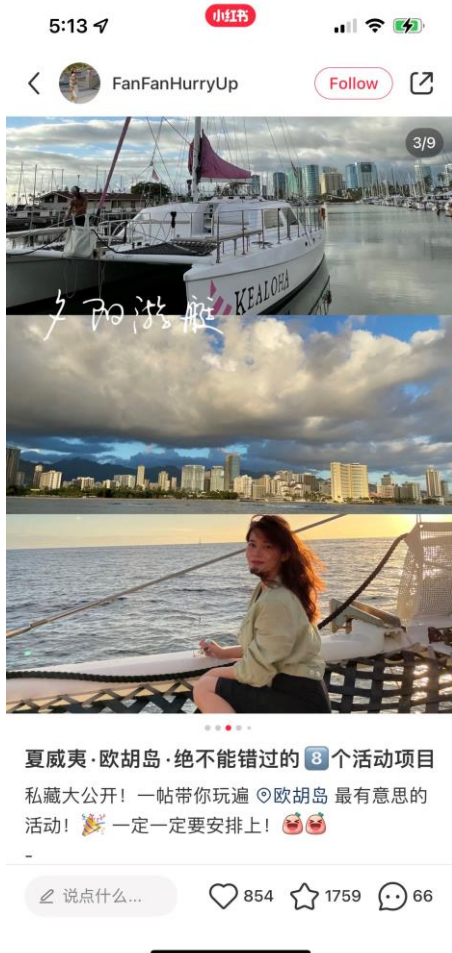
Q2 MAJOR ACTIVITIES

HTA BRANDING STANDING COMMITTEE MEETING

03.2022

MARKET SITUATION

MARKET UPDATE





ENGLISH.GOV.CN

THE STATE COUNCIL
THE PEOPLE'S REPUBLIC OF CHINA

HOME STATE COUNCIL PREMIER NEWS POLIC

HOME >> STATE COUNCIL >> MINISTRIES

China unveils 5-year plan to advance civil aviation development

Updated: Jan 07, 2022 20:56 Xinhua

BEIJING — Chinese authorities have issued a plan on the development of the country's civil aviation industry during the 14th Five-Year Plan period (2021-2025).

By the end of 2025, China will have over 270 civil transport airports, which will handle 17 million takeoffs and landings a year, according to the plan released by Civil Aviation Administration of China (CAAC).

The civil aviation sector will handle 930 million passenger trips and 9.5 million metric tons of cargo and parcels annually by 2025.

According to the plan, countries and regions linked to China via flight routes will exceed 70 by 2025. More than 50 of them will be partners under the Belt and Road Initiative.

China's civil aviation sector operated safely during the 13th Five-Year Plan period (2016-2020), with total flight hours hitting 52.7 million, according to CAAC officials

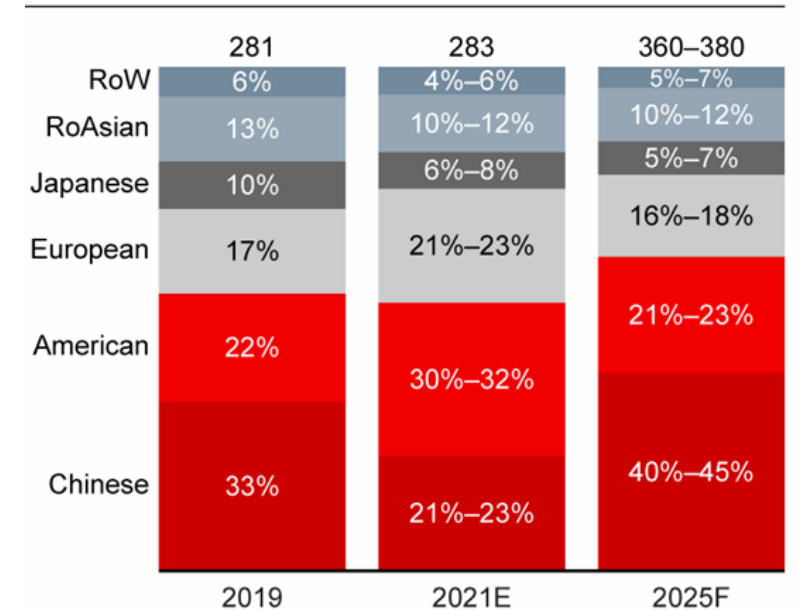
Highlights:

- COVID control and prevention in 2022
- Expand domestic flights & restoring international air travel in 2023-2025
- 270 civil airports by 2025 vs. 241 in 2020
- 23% in 2021 to 45% in 2025 for Luxury Market Share

MARKET UPDATE

Share of global personal luxury goods market (€ billions)

Nationality



Notes: Segments may not add up to 100% due to rounding; F indicates forecasted g
Source: Bain & Company

MARKET UPDATE

中国福州市与美国檀香山市建立友好城市关系协议书签字仪式

Signing Ceremony of the Agreement on the Establishment of Sister City Relationship Between the City and County of Honolulu, the United States of America and the City of Fuzhou, the People's Republic of China



主持人 Host



洛杉矶会场 Los Angeles



檀香山会场 Honolulu



福州会场 Fuzhou

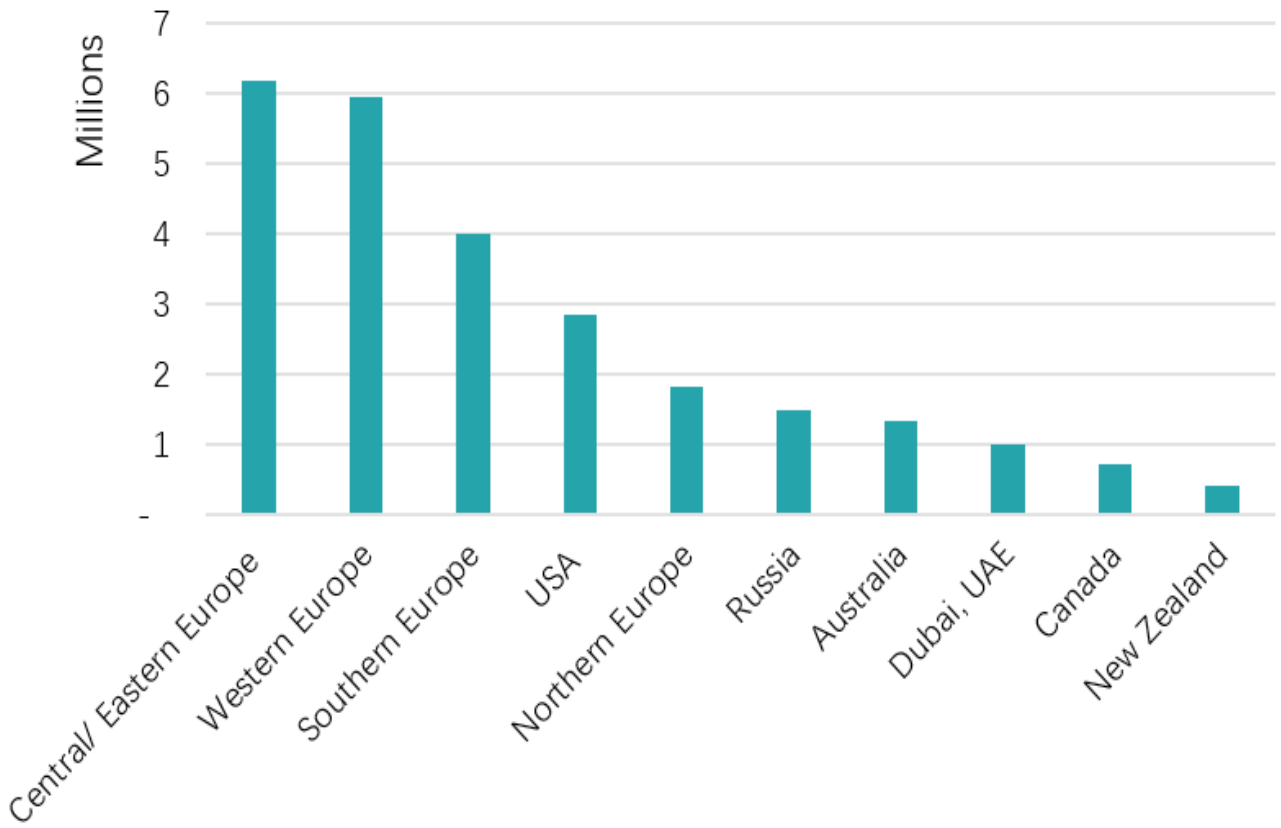


- 7 Sister Cities Relationship Established, Honolulu & Fuzhou (2021)
- Haikou (1985), Zhongshan (1997), Qinhuangdao (2010), Chengdu (2011), Zhangzhou (2012), Shanghai (2012)

COMPETITION

COMPETITION

Mainland Chinese Visitor Arrivals to key long-haul markets, 2019



Source: Destination Canada; Dubai Tourism; Stats NZ, Russia Tourism; Tourism Australia; European Travel Commission

Global long haul destinations landscape in 2019

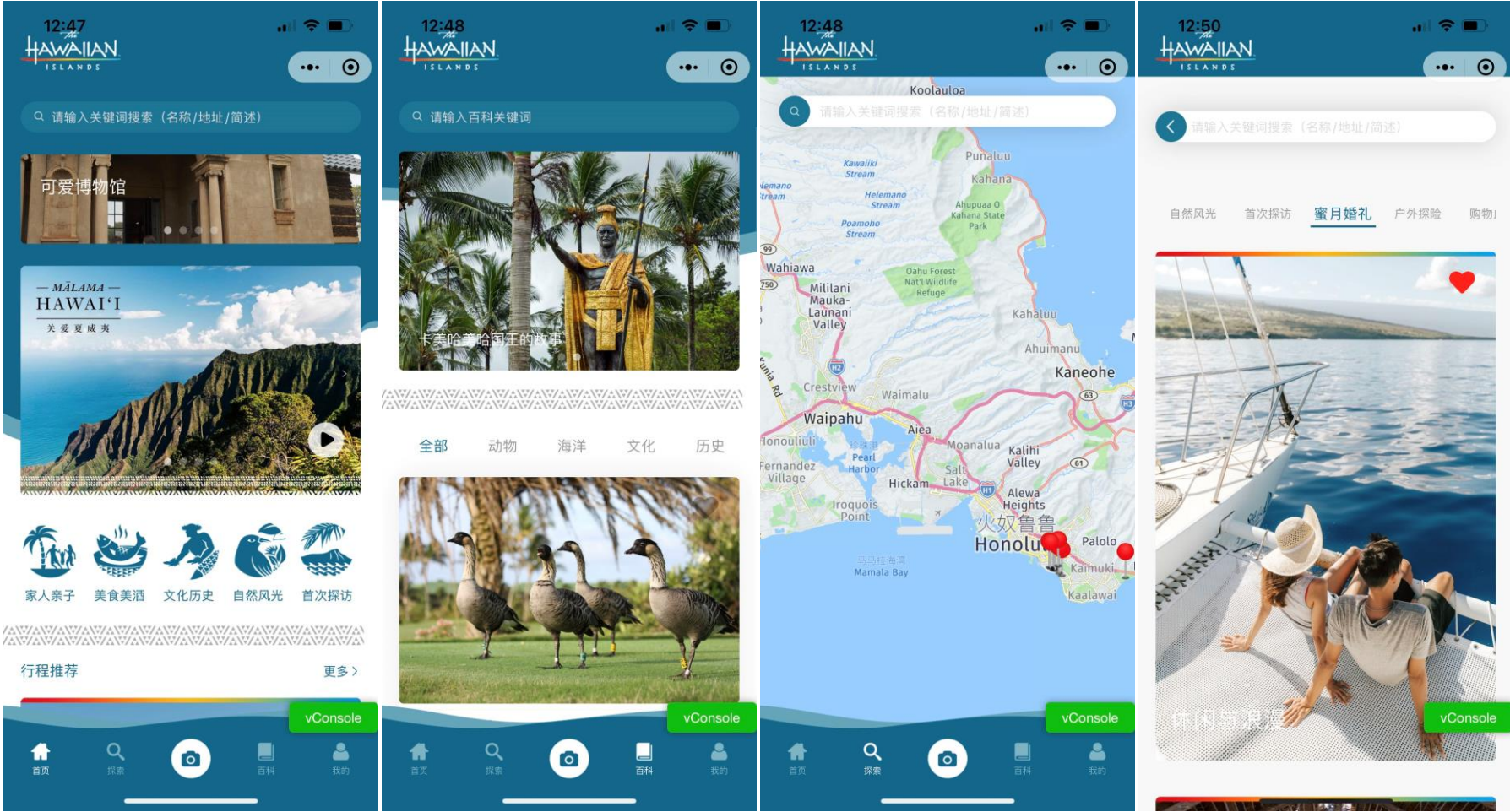
- 18M trips to Europe
- 2.9M trips to US
- 1.4M trips to Australia
- 1M trips to UAE (Dubai)
- **1.5M trips to California**
- 1.2M trips to Bali
- 300K trips to Maldives

Q2 MAJOR ACTIVITIES

WECHAT MINI PROGRAM

Continue WeChat Mini Program build in Q2

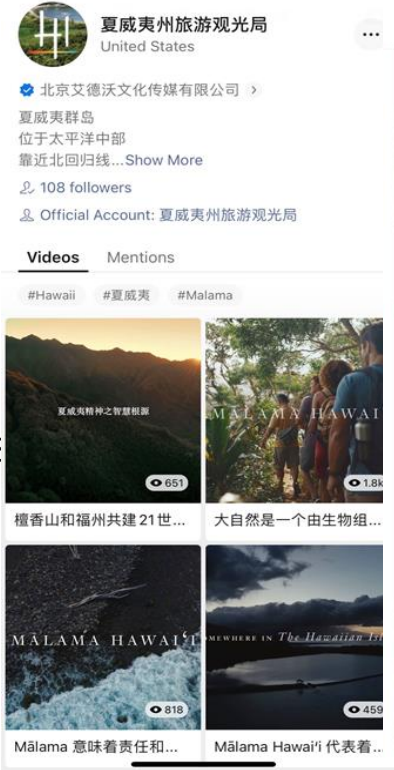
- WeChat B2C MP beta version will be live in April
- Resume B2B MP version development in Q2
- Continue to curate, translate and input the content at backend
- Incorporate content of Mālama Hawai'i, cultural festivals & events, and voluntourism



SOCIAL MEDIA MARKETING

Continue weekly basis' social media posting on WeChat, Weibo, Red, Douyin, and Dianping in Q2

- Mālama Hawai'i
- Lunar calendar holiday posts
- International festival posts
- Hawai'i festivals and events
- Hawaiian culture & natural resources
- Voluntourism
- Hawai'i made products
- Covid travel safety protocol update



TRAVEL TRADE EDUCATION

Travel trade education seminar and training

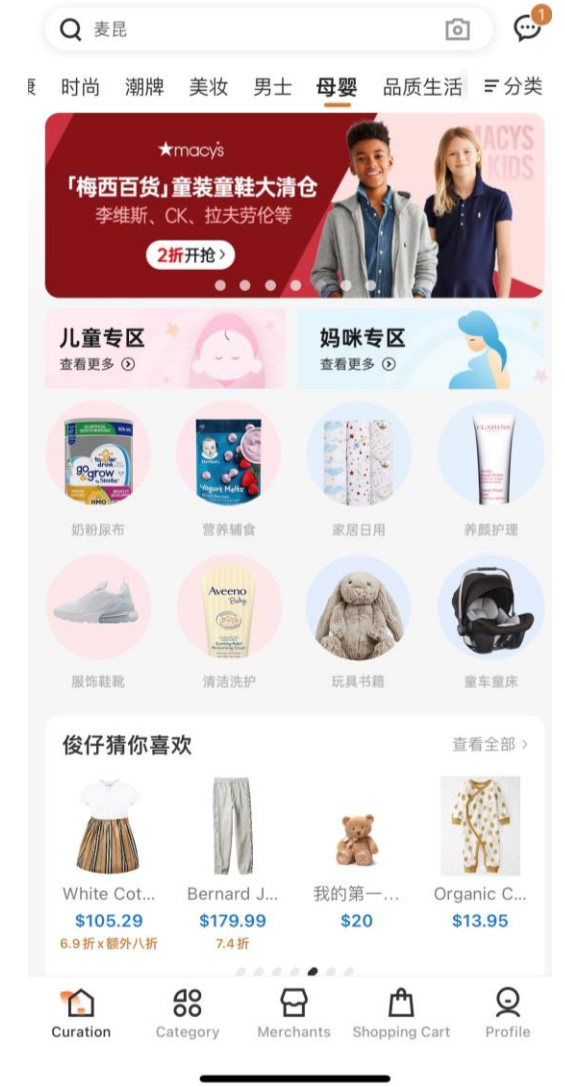
- Topics to cover: geographic uniqueness, climate, history and culture, Mālama Hawai'i, regenerative tourism, Hawai'i made products, voluntourism etc.
- Online (100 travel trade specialists in Beijing and Shanghai – April, May)
- Offline travel trade networking and training (key OTA, airlines, golf clubs, and Brand USA Reps – May)



DMAP – CROSS BORDER E-COMMERCE

Promote Hawai'i made products via Border X Lab platform

- Partner with DBEDT to connect local vendors to sign up (April & May)
- HTC and Border X Lab to support on board education webinar (April & May)
- HTC to support social marketing on social and travel platforms (June)
- Open a “Hawai'i Themed Marketplace” on Beyond Global Marketplace (TBD)



HTC Q2 BUDGET

	Apr	May	Jun	TOTAL
Consumer Direct *	\$ 30,750	\$ 30,750	\$ 65,750	\$ 127,250
Public Relations	750	750	750	2,250
Travel Trade	-	-	19,000	19,000
Research	-	-	7,500	7,500
Monthly Admin	31,000	32,000	31,000	94,000
Total	\$ 62,500	\$ 63,500	\$ 124,000	\$ 250,000

* Includes mobile platform infrastructure - WeChat Mini-Program

虎啸祥瑞
如虎添翼

Aloha
2022



MAHALO
谢谢

11a.2

2022 Restricted Activities Branding Guidelines

2022 Restricted Activities Branding Guidelines

The purpose of these guidelines is to strategically guide the GMTs in executing brand marketing and management plans based on the changing market conditions and opportunities from each of the source markets while ensuring our resources are deployed effectively in alignment with HTA’s Strategic Plan.

Abbreviated Measures of Success

- Increase percentage for “visitors recall hearing or seeing information about safe and responsible travel” compared to the most recent study
- Improve Hawai’i’s ratings for “value” and “unique experiences” compared to the most recent study
- Improve score in perceptions of uniqueness of the destination for prospective visitors compared to the most recent study
- Increase percentage of consideration for visiting Hawai’i within the next 12 months compared to the most recent study

Ongoing Activities

- Crisis Communications (Translations)
 - COVID-19
 - Natural Disasters
- Government Relations
 - Embassy/Consulate
 - Sister City/State
 - National and Sub national agencies in market
 - Hawai’i government entities
- Website Development & Maintenance
- Social Media Campaigns
 - Organic
 - Paid/Boosted
 - Focused on Mālama Hawai’i and Kuleana Campaigns
- E-Newsletter Distribution
- Direct Consumer Education
 - General consumer inquiries
 - Travel Planner Fulfillment
 - Education focused on Mālama Hawai’i and Kuleana
- Media Support
 - Relations & Assistance
 - Press/Influencer Trips
 - Education focused on Mālama Hawai’i and Kuleana
- Travel Trade Education
 - General travel trade inquiries
 - Travel Planner Fulfillment
 - Training opportunities
 - Education focused on Mālama Hawai’i and Kuleana
- Community/Stakeholder Relations & Communication
- Digital Assets Development
 - Photoshoots
 - Video
 - Social assets
- CRM Database maintenance
- Planning & Coordination for branding campaigns, event marketing, future co-ops
 - Wholesalers
 - Airlines
 - Others
- Market Insights
- Media Clippings
- Admin Costs

Budget

MMA	Restricted 1 st Quarter Budget	Restricted 2 nd Quarter Budget	Remaining Budget to Fund Full BMMP	Current Phase
Korea	\$184,500		Green	
China	\$250,000	\$250,000	\$1,300,000	Red

11b

Ladies Professional Golf Association (LPGA)
Lotte Championship 2022

LOTTE CHAMPIONSHIP AT HOAKALEI

- Official Partner of the LPGA
- Free attendance for Hawai'i residents' courtesy of the Hawaiian Islands
- On-Site Branding - Tee Signs, Electronic Scoreboards, etc.
- Television - :30 Units & In-Segment Features
- Custom golf clinic for up to 40 women
- New “Girls Golf” Chapter – A program to support girls junior golf in the islands. Similar to the First Tee.



Lotte Championship at Hoakalei – April 13th-16th

Sponsorship Fee: \$250k

Lotte Corporation consists of over 90 business units employing 60,000 people engaged in such diverse industries as candy manufacturing, beverages, hotels, fast food, retail, financial services, industrial chemicals, electronics, IT, construction, publishing, and entertainment. Lotte runs additional businesses in China, Thailand, Malaysia, Indonesia, Vietnam, India, United States, United Kingdom, Kazakhstan, Russia, Philippines, Myanmar, Pakistan, Poland, Australia and New Zealand.

HTA will leverage its GMT's in Korea, Japan, China, and Oceania to amplify its sponsorship messaging via social channels and activations. This alignment and coordination with a culturally familiar brand positions HTA at the forefront of potential travellers' minds at a critical time as these key source markets begin to ease restrictions on travel. Additionally, it provides a measure of gender equity in the golf space where it is sorely needed. Coupled with the high volume of top players from the Asia-Pacific region, there is a very real possibility of additional free media similar in scale to that which accompanied Hideki Matsuyama's win at the Sony Open.

Hawai'i Tourism Authority receives the following assets:

INTELLECTUAL PROPERTY

- Official *Partner* of the LPGA Tour
- Rights to 10 minutes of broadcast footage of tournament to use in HTA commercial marketing
- Rights to logos; Hawai'i Tourism Authority logo inclusion on all Partner Pages
- Press Release and robust PR-strategy across all platforms–
- Dedicated LPGA account executive to manage program execution, creative messaging, provide strategic advisory and monitor overall campaign performance

TOURNAMENT ACTIVATION

- Free Attendance for Locals courtesy of Hawai'i Tourism Authority
- Custom golf clinic for up to 40 women

TELEVISION: CONTENT & BRANDNG ON THE GOLF CHANNEL

- Live Interview with HTA executive during Round 3
- Eight (8) :30 Units during the tournament & Four (4) Middle Billboards

TOURNAMENT BRANDING

- Branding on four (4) Tee Signs
- Branding on Electronic Scoreboards throughout the golf course
- One (1) Full Page Ad in Official Tournament Magazine

LPGA DIGITAL NETWORK CONTENT & BRANDING

- Custom Content features + distribution strategy across entire eco-system web/email/social; LPGA to produce select video content in collaboration with HTA
- LPGA Player Excursions video footage
- LPGA Travel Feature on LPGA Women's Network (posted later in the year)
- This or That Video presented by HTA
- Player Press Conferences presented by HTA
- Five (5) Million ROS Banner Ad Impressions season-long (option to geo-target)

LPGA FOUNDATION

- New LPGA-USGA Girls Golf Chapter in Hawai'i (location TBD)
- Engage LPGA Amateur Golf Association Hawai'i Chapter

ADDED VALUE

- Four (4) Inside the Ropes Credentials (good-any-one-day)
- Four (4) tickets to Lotte Chairmans pre-tournament dinner

Past Tournament Media Examples:



2022 LPGA LOTTE Championship Summary

Event	Attendance (OOS attendees)	Economic Impact (4)	Marketing Value (2)(3)	Programming Hours (2) (3)	Community Involvement & Charitable Donations (1)
2022 LOTTE Championship	3,000	\$ 10,021,522			\$50,000
• Programming coverage of tournament			\$5,574,096	25.5	
• Marketing Value			\$122,672		
Total	3,000	\$ 10,021,522	\$ 5,696,768	25.5	\$50,000

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

2 - Based on 25.5 hours of programming on Golf Channel. 2022 increases to 35 hours. Mark Rolfing will be the lead commentator

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

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

* Based on 2021 actual and 2022 estimated

2022 Proposed Funding

Tournament Funding:

2022 LOTTE Championship \$250,000

TOTAL \$250,000

2022 Proposed Community Involvement & Charitable Donations

- Free tournament attendance for locals courtesy of Hawai'i Tourism Authority
- Celebrating Women of Hawai'i" custom event/golf clinic for up to 40 women
- PGA-USGA Girls Golf - new Hawai'i Chapter
- Engage LPGA Amateur Golf Association Hawai'i Chapter
- PGA -produced videos of LPGA player excursions participating in the Community
- PGA social media to promote/amplify content generated by sponsored events



The
HAWAIIAN
ISLANDS



2022 LPGA PARTNERSHIP

PROPOSAL SUBMITTED FEBRUARY 28, 2022

Why LPGA?



Extend the brand image and marketing of Hawai'i to a prime affluent traveling golf audience



Generate Community Benefits – Free attendance for locals, Celebrate Women & Girls of Hawai'i, incorporate sustainability messaging



Generate Economic Benefits – LPGA tournaments generate up to \$10M economic impact. We would like to keep the event in Hawai'i.

The LPGA brand has stood for diversity, equity, and inclusion for over 70 years. As the world's longest running women's professional sports league, the LPGA is an authentic platform in which to **reinforce Hawai'i Tourism Authority's commitment to women's golf.**



According to 2021 SBJ Women's Sports Study, fans view women's sports as more inspiring, progressive, clean, and family-oriented. Businesses around the world are working to identify the equilibrium of corporate values and business objectives, yet only 7% of corporate sponsorship dollars globally are invested in women's sports.

Official Partner of the LPGA

Amplified across the LPGA Eco-System



Let us help tell Hawai'i's incredible story to the world

- **Designation as Official Marketing Partner**
- **Rights to LPGA logo**, tournament logo & **broadcast footage** in commercial marketing
- **Press release** robust PR strategy around supporting women's sports
- **Authentic content** with **Tour Players** as influencers & **tournament activation**
- Part of exclusive **Partner Network**: invitations to partner events, inclusion in partner eNewsletter & directory and season-long credentials



LOTTE CHAMPIONSHIP



Date: April 13-16, 2022

Venue: Hoakalei Country Club

Format & Field: 72-hole stroke play, 144 players cut to top-70 after 36 holes

Purse: \$2 Million

Pro-Am: 9&9 Scramble Format

TV Coverage: 4 Rounds on Golf Channel and streamed live; min 12 hours of coverage

Official Charity: Friends of Hawaii Charities

Sponsor Invites: 2 Sponsor Exemptions

Sunday Local Qualifier / Pro-Am

Monday Practice & Parings Party

Tuesday Official Pro-Am
Press Conference pres by The Hawaiian Islands

Wednesday Round 1

Thursday Round 2
Cut to top 70 & Ties

Friday Round 3
Hawai'i Executive Interview

Saturday Final round, awards ceremony, & trophy presentation

Other Events

- **Week-long Free Attendance for Locals**



“The LPGA has been a great partner for us and having an annual LPGA Tournament has been a very effective platform in showcasing the beauty of Hawai’i through their worldwide TV distribution.

More specifically, LPGA delivers very strong and loyal fan interest from some of our key markets for Hawai’i Tourism. LPGA professionals are very good and active in social media space, and they have shown genuine interest and willingness to promote us in any way possible during the tournament week. I would highly recommend LPGA to anyone who is looking to promote their brand/destination internationally, through their global TV network and players’ activities. The LPGA is particularly strong and cost-effective platform to raise your awareness.”

– Jay Talwar, Chief Marketing Officer / Hawai’i Tourism USA (2018)



LPGA Global Spotlight Drives Tourism

FINAL RD	J. GREEN	-15	TOTAL	71	TODAY
9	ALENA SHARP	-8	7	E	
12	PORNANONG PHATLUM	-7	9	-1	
	STEPHANIE MEADOW	-7	8	-1	
14	NANNA KOERSTZ MADSEN	-6	9	-1	
	HYO JOO KIM	-6	8	E	
16	GERINA PILLER	-5	8	+1	
	GABY LOPEZ	-5	9	E	
18	BROOKE HENDERSON	-4	11	-1	
	SUNG HYUN PARK	-4	12	-2	
	ARIYA JUTANUGARN	-4	10	+1	

Global TV coverage to 220 markets, 570M HH, news coverage & PR



Over \$10M+ economic impact to the local community



PR & Media with avg 5k+ articles written about the tournament



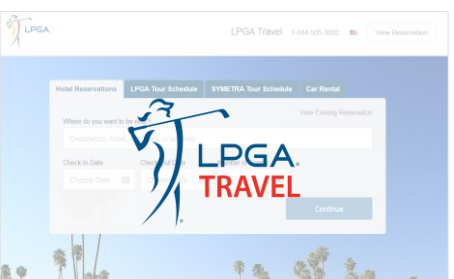
Grassroots programs to grow women's and junior golf in Hawai'i



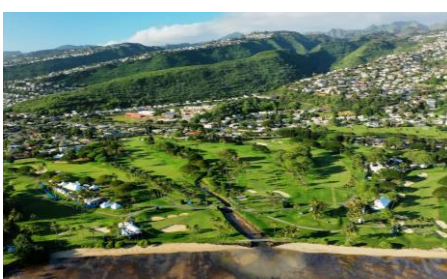
Accessible athletes participate in events outside the Ropes



Film B-Roll during event and rights to use footage in annual marketing



"Destination Partner" season-long content & travel packages



Spotlight local area to the world as a top golf and vacation destination



Celebrate Women of Hawai'i

LPGA Broadcast on the Golf Channel



Rights to Broadcast Footage

- LPGA owns the rights to broadcast footage after the tournament
- LPGA to provide The Hawaiian Islands with the rights to use up to 10 minutes of broadcast footage to use in your own commercial marketing



Live Interview of The Hawaiian Islands executive during LPGA broadcast

- Live 2-question interview conducted by Mark Roling Golf Channel Talent during Round 3 of the tournament
- The Hawaiian Islands to select any executive of choice and able to customize questions



Billboards on Golf Channel

- Four (4) Middle Billboards; 1 per round
- Includes logo and tagline; read by Mark Roling

Units on Golf Channel

- Eight (8) :30 units to air on Golf Channel during coverage of the tournament

Extend brand image & marketing of Hawai'i; Community Benefits

On-Site Tournament Activation & Branding



**FREE ATTENDANCE FOR FIRST 5K LOCALS
COURTESY OF THE HAWAIIAN ISLANDS**

LPGA will promote FREE attendance for any locals.
Fans just need to show their ID with their local address.



**Logo on 4 Tee Signs
frequently seen in LPGA Broadcast**



**Electronic Scoreboard Branding
custom The Hawaiian Islands
messaging on rotation throughout the
golf course**

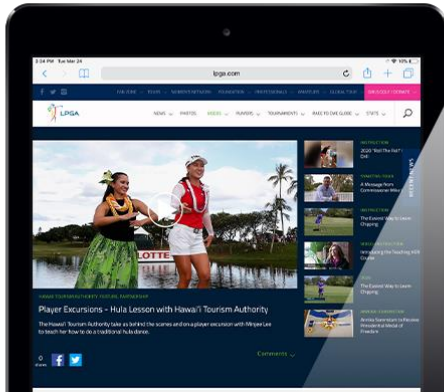


**Inside the Ropes
Walk Inside the Ropes with LPGA
Players during the tournament**



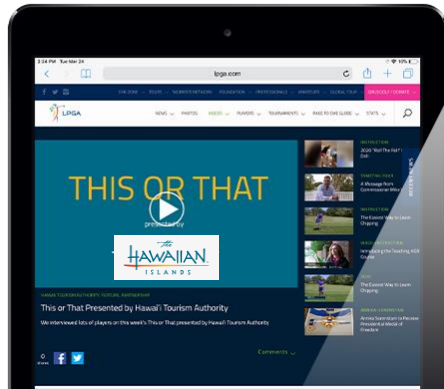
**Tournament Program
Full Page Ad in Official Magazine**

LPGA Digital Network Custom Content & Branding



LPGA Player Community Excursions

- LPGA to produce videos of LPGA Players' excursions in Hawai'i and **participating in the COMMUNITY**
- Ideas include: Community visits to local non-profit events and programs

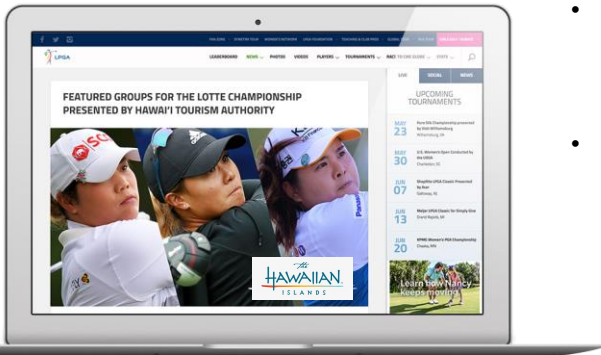


LPGA Travel Feature

- LPGA will film a travel feature video for LPGA Women's Network [SEE EXAMPLE HERE >>](#)

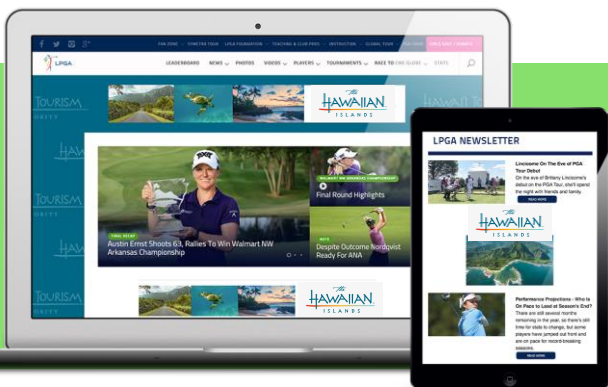
Unique Content "Presented By The Hawaiian Islands"

- **This or That Social Video** - LPGA creates fun videos with LPGA Players to choose "this or that"; it will be themed with Hawai'i-centric questions and include branding [SEE EXAMPLE HERE >>](#)
- **Player Press Conferences** - LPGA conducts a minimum of four (4) plus a Winner Press Conference with The Hawaiian Islands branding and audio



Additional Branding

- Geo-Targeted impressions across LPGA Digital Network



Custom Programming



LPGA-USGA Girls Golf New Hawai'i Chapter

There are currently NO chapters in Hawai'i



HAWAII

- LPGA has 520+ Girls Golf Chapters with over 100k girls (8-14) across the U.S.
- This is an opportunity to start a new Chapter in the location of choice
- Invite employees & customers to participate and showcase community impact



Content is generated from all sponsored events and amplified across digital & social channels

Partnership Overview

Term & Investment

INTELLECTUAL PROPERTY (finalize by 4/4, announcement week of event)

- Official Partner of the LPGA Tour
- Rights to 10 minutes of broadcast footage of tournament to use in The Hawaiian Islands commercial marketing
- Rights to logos; Hawai'i Tourism Authority logo inclusion on all Partner Pages
- Press Release and robust PR strategy across all platforms
- Dedicated LPGA account executive to manage program execution, creative messaging, provide strategic advisory and monitor overall campaign performance

TOURNAMENT ACTIVATION

- Free Attendance for Locals courtesy of Hawai'i Tourism Authority (ASAP to start promotion)

TELEVISION: CONTENT & BRANDNG ON THE GOLF CHANNEL

- Live Interview with The Hawaiian Islands executive during Round 3 (week of, no deadline)
- Eight (8) :30 Units during the tournament & Four (4) Middle Billboards (3/28 deadline)

TOURNAMENT BRANDING

- Branding on four (4) Tee Signs (3/21 deadline)
- Branding on Electronic Scoreboards throughout the golf course (3/28 deadline)
- One (1) Full Page Ad in Official Tournament program (3/21 deadline)

LPGA DIGITAL NETWORK CONTENT & BRANDING

Option to Geo-Target to Emerging Markets

- Custom Content features + distribution strategy across entire eco-system web/email/social; LPGA to produce select video content in collaboration with The Hawaiian Islands
 - LPGA Player Excursions video footage (3/21 deadline)
 - LPGA Travel Feature on LPGA Women's Network (posted later in the year) (no deadline)
 - This or That Video presented by The Hawaiian Islands (4/4 deadline)
 - Player Press Conferences presented by The Hawaiian Islands (4/4 deadline)
- Five (5) Million ROS Banner Ad Impressions season-long (option to geo-target) (4/4 deadline)

LPGA FOUNDATION

- New LPGA-USGA Girls Golf Chapter in Hawai'i (location TBD) (no deadline)
- Engage LPGA Amateur Golf Association Hawai'i Chapter (no deadline)

ADDED VALUE

- Four (4) Inside the Ropes Credentials (good-any-one-day) (3/28 deadline)
- Four (4) Tickets to Lotte Chairman pre-tournament dinner (4/4 deadline)

Annual Investment: \$250,000

APPENDIX



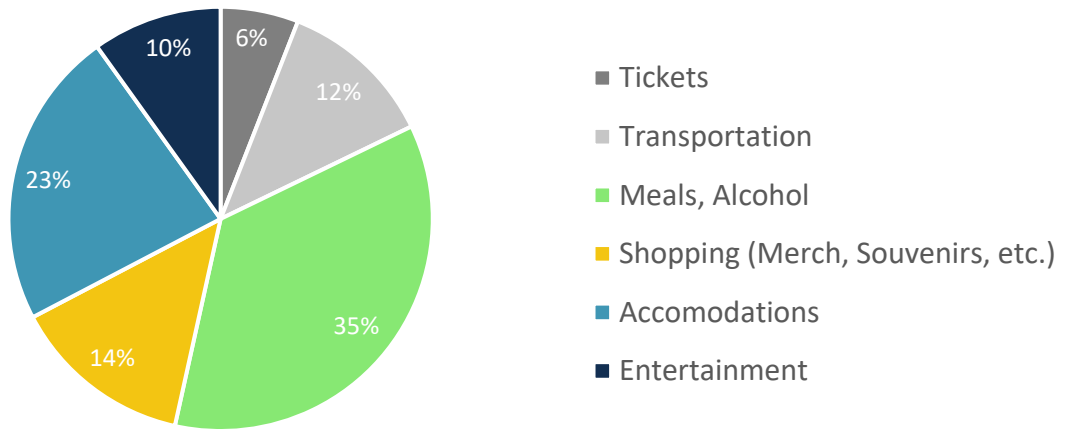
LOTTE
CHAMPIONSHIP



Tournament Details

ESTIMATED ECONOMIC IMPACT: \$10-\$12M

*Top Line estimates only. Projected economic impact is subject to local promotion, storylines, charity and other factors. Source: 2019/2021 Economic Impact Report by Drs. Soskin & Braun. Based on estimates average attendance across 19 events and 15% out of town attendees. Margin of error: +/- \$3M.

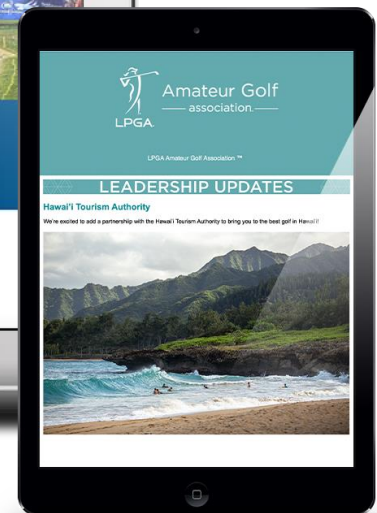
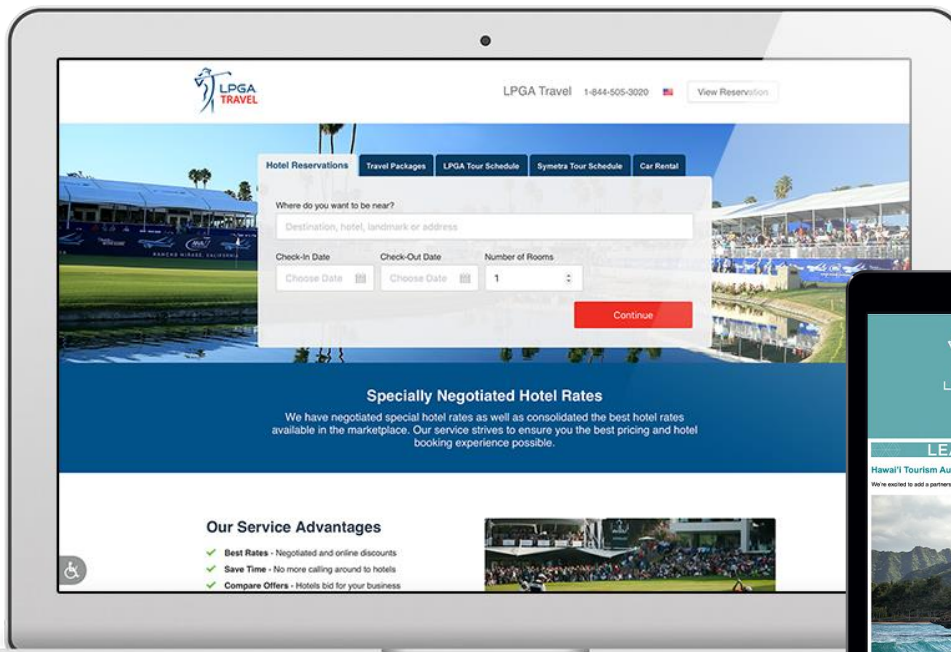


INTERNATIONAL TV DISTRIBUTION PARTNERS



REGIONS	COUNTRY	BROADCASTER	HH REACH	TERRITORIES
AMERICAS	Canada	Golf Channel	4,800,000	1
	Latin America	DirecTV/Golf Channel	10,359,176	44
	United States	Golf Channel	77,300,000	1
			92,459,176	46
EUROPE	Belgium/Netherlands	Telenet/Ziggo Sport	480,000	2
	France	Golf Channel	547,100	1
	Iceland	365*	2,900	1
	Poland	Golf Channel Polska	1,300,000	1
	Portugal	Sport TV	550,000	1
	Scandinavia	Viasat	3,760,000	8
	Spain	Canal+	4,000,000	2
	United Kingdom	Sky UK	6,000,000	4
	Yugoslavia	IKO	1,000,000	6
			17,640,000	26
AFRICA	Middle East & North Africa	OSN	2,000,000	25
	South Africa	SuperSport	2,285,215	45
			4,285,125	70
ASIA	Pan Asia	Fox Sports Asia	16,926,000	13
	China	AliSports	300,000,000	1
	India	DSport (ATR)	40,000,000	6
	Japan	Wowow**	40,000,000	1
	Korea	JTBC Golf	21,120,848	1
	Malaysia	Astro SuperSport	68,287	2
	Myanmar	Skynet	450,000	1
	Thailand	BBTV	25,139,000	1
				443,704,135
AUSTRALASIA	Australia	Fox Sports Australia	2,590,000	1
	New Zealand	Sky	850,000	1
			3,440,000	2
TOTALS	Subject to Fluctuations per event		561,528,526	170

LPGATravel.com

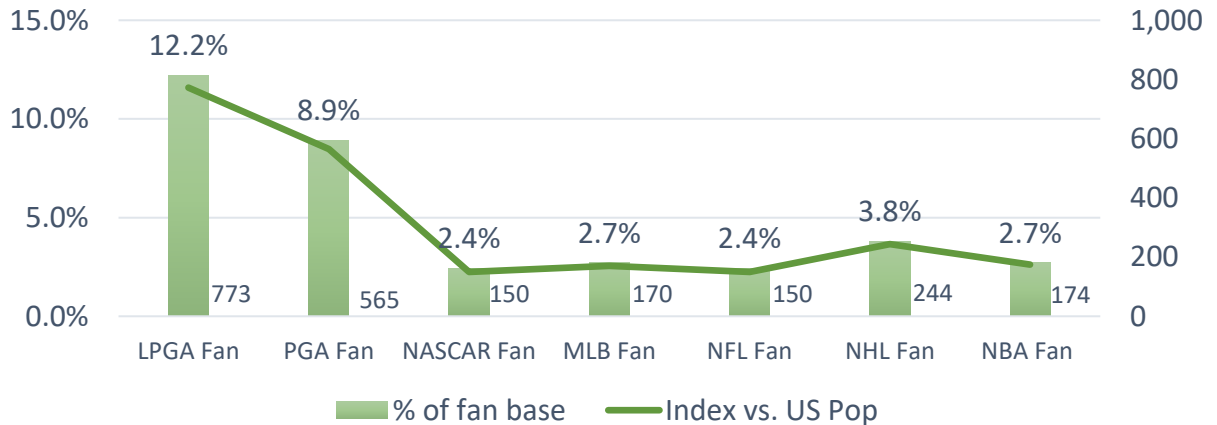


Year-long marketing campaign to drive awareness and tourism

- **Travel Package promoted on LPGATravel.com & to LPGA Amateur Golf Association**
- Hotels load a rate code into the GDS for the package rate. Fees include 10% commission or GDS fees which vary by property.
- Package could include golf fees and hotel would pay the golf course OR Include a set amount for golf fees and we send the customer a golf voucher to book their tee times.
- The hotel and golf course will provide a discounted rate and then LPGA Travel will advertise a price that is lower than the retail pricing but includes commission.
- Example: Hotel rate is \$200 per night and golf is \$150. Net rate from hotel is \$160, we would advertise \$175, Net rate for golf is \$120, we would advertise \$130.

LPGA Audience Travels

Plans to take a golf/tennis vacation in the next 12 months among professional sports fans
(LPGA Fans are 773% more likely)



- 40% More Likely to have a HHI over \$250,000+
- 67% more likely to support a business that sponsors LPGA
- 63% feel LPGA sponsors are a higher caliber company
- **Travel is the #1 In-Market Segment of fan purchase and search behavior on LPGA Digital Network**
- 78% of LPGA fans are planning a vacation in the next months, 50% have flown in the past 12 months
- 73% are planning leisure travel within the next 12 months and 61% have flown in the past 12 months
- Golf Channel viewers rank #1 among cable networks for heavy annual travel expenditures (\$15k+)
- 32% more likely responsible for purchasing decisions for company travel or convention arrangements
- 76% more likely to use professional services for travel than the general U.S. population
- 19% more likely to have shopped the Internet for Airline tickets/reservations in the last 3 months
- 70% of LPGA fans spend over \$5,000 on travel in a year
- 65% more likely to have taken 10+ domestic air round trips
- 25% more likely to have taken 5-9 domestic air trips in the past 12 months
- 53% of LPGA fans have traveled outside of the U.S. in the past 3 years
- 30% more likely to have taken 5-9 trips outside the continental US in the past 12 months

LPGA Audience Reach

Option to Geo-Target Emerging Markets



TELEVISION

Avg **4.4M+** people consumed LPGA content each week across TV, digital/social, streaming and OOH



525+ HOURS

of broadcast coverage (90% LIVE) & all rounds streamed live



Broadcast in **223+** markets reaching **570M+ HH** worldwide



SOCIAL MEDIA

15M+ TOTAL

social audience
2M+ LPGA-owned platforms



LPGA NETWORK

3M+ TOTAL

Sessions per month, averaging **10M** pageviews & 3+ minutes per user



ON-SITE

1M+ FANS

attend events. Avg. **40K** spectators at each event (domestic non-major)

Sources: Scarborough, Multi-Market 2019 Release 2 Total (Jul 2019 - Oct 2020) *LPGA Fans = watched, attended, streamed or follow on social A18+, National Golf Foundation 2020 Edition; 2019 Golf Participation in the US. Scarborough, 2020 Tournament Surveys

Tournament Media

TV COVERAGE & BRANDING

Avg 4-5M+ viewers each week across all platforms. Integrate messaging within the broadcast week-long.

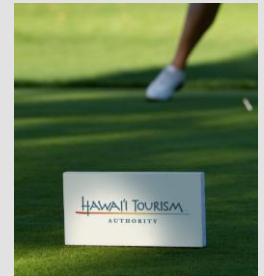
- 12 hours of live coverage on Golf Channel
- :30 units, CEO Message, In-Program features, graphics, billboards, audio mentions all with *customized brand messaging*

FINAL RD	J. GREEN	-15	TOTAL	71	TODAY
9	ALENA SHARP	-8	7	E	
12	PORNANONG PHATLUM	-7	9	-1	
	STEPHANIE MEADOW	-7	8	-1	
14	NANNA KOERSTZ MADSEN	-6	9	-1	
	HYO JOO KIM	-6	8	E	
16	GERINA PILLER	-5	8	+1	
	GABY LOPEZ	-5	9	E	
18	BROOKE HENDERSON	-4	11	-1	
	SUNG HYUN PARK	-4	12	-2	
	ARIYA JUTANUGARN	-4	10	+1	

EARNED MEDIA & PR

Avg 3,000+ articles & 50+ credentialed media covering the tournament.

- Local and global media with *thousands of media placements* in print, radio, TV billboards, etc.
- LPGA Digital Network & Social Media providing custom content before, during and after the tournament



USA TODAY

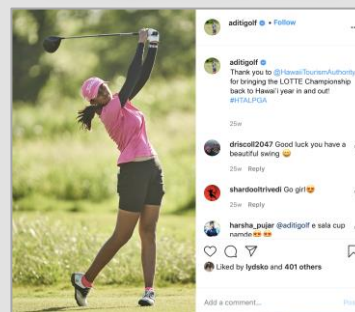
"The LPGA is back in Hawai'i thanks to LOTTE & Hawai'i Tourism Authority"

ESPN

"HTA takes LPGA Stars on thrilling excursion showcasing the island"

DIGITAL & SOCIAL

- **Custom tournament website** and on-site APP with promotion across LPGA Digital Network
- **Social Media: tagged social media posts** with unique hasThe Hawaiian Islands and messaging, Tournament logo on all LPGA social media accounts week of the tournament - **use of OpenDorse to post on Players' accounts**
- **Email engagement**, tournament branding on tournament eNewsletter, e-tickets, etc.



Global Market Alignment

Option to Geo-Target Emerging Markets

Combined **79 tournaments** in **21 states** and **23 countries** with female **athletes from 50+ countries**. **Broadcast in 220+ markets** and **570M+ Households** around the world.



LEGEND

- LPGA Tour Tournaments
- Epson Tour Tournaments
- Ladies European Tour

JAN

FEB

MAR

APR

MAY

JUN

JUL

AUG

SEP

OCT

NOV

DEC

LPGA TOUR

35 TOURNAMENTS IN 10 COUNTRIES, JAN - NOV

LADIES EUROPEAN TOUR

31 TOURNAMENTS IN 19 COUNTRIES, MAY - NOV

EPSON TOUR - ROAD TO THE LPGA

21 TOURNAMENTS IN 14 U.S. STATES, MARCH - OCT

PROGRAMMING FOR WOMEN & GIRLS

WOMEN'S LEADERSHIP, LPGA TEACHERS, LPGA AMATEURS, GIRLS GOLF, LEADERSHIP ACADEMIES

MEDIA INTEGRATION & ENGAGEMENT

IN-HOUSE CONTENT CREATION, INFLUENCERS, NETWORK TV, GOLF CHANNEL, DIGITAL/SOCIAL/EMAIL

Golf Industry Is BOOMING & Women's Golf is All-Time High



2020 OLYMPICS

58% of US medals were won by women

60% of all sports betting was on women's sports



1 in 4 golfers are women

2020 saw the highest jump in women golfers since '07

3M new people took up golf in 2020, +23% from 2019



WELCOME

NEW LPGA COMMISSIONER
Mollie Marcoux Samaan



LPGA FANDOM
+170%

Other organization fandoms
NFL -2%
NBA +20%
MLB +24%

LPGA Golf Channel & NBC highest ratings since 2016; +45% vs 2019

+37% Social Brand Value for Partners!

LPGA televised in 233+ Countries

Social Engagements 2021 vs 2019

+37% vs 2019
+46% vs 2020

Facebook	+35%
Twitter	+83%
Instagram	+143%
YouTube	+214%

Reached 570M+ Households

+4% vs 2019
+25% vs 2020

LPGA Digital Network

+85% Page views vs 2020

+148% Video views vs 2020

8.8M people consumed LPGA content during the KPMG Women's PGA Championship

5 new Title and 9 new Official Marketing Partners

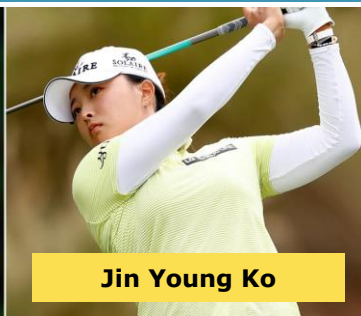
32 new LPGA*USGA Girls Golf sites

4M+ Fans consume LPGA content each tournament

The battle for #1 Player of the Year



Nelly Korda



Jin Young Ko

It was a 2-player race at the final event, with Ko winning the tournament and Player of the Year.

1st time in LPGA history that 2 players finished a season with a scoring average below 69.

#HoodieForGolf

Launched on April 19th, the campaign has garnered 82.7M social media impressions and raised over \$225k for the Renee Powell Grant Fund and Clearview Legacy Foundation. Celebrities across sport wore the hoodie to show their support for Women's Golf.



Hoodie design inspired by Michelle Wie West with athletes, celebrities, and influencers like Steph Curry (NBA), Ellen DeGeneres, and Rickie Fowler (PGA Tour) showing their support.

We are More Than A Tour



LPGA Eco-System



LPGA TOUR

World's longest-running professional women's sports league. 34 tournaments across 22 states and 10 countries with over \$90M prize money. Players from 50+ countries.



LADIES EUROPEAN TOUR

LPGA & LET are officially under one umbrella as part of LPGA's global expansion. 31 Tournaments across Europe, Asia and Africa.



EPSON TOUR

Future of the LPGA Tour. Official Qualifying Tour of the LPGA with 21 tournaments across the US. Top 10 earn LPGA Tour Membership for the following season.



LPGA LEGENDS TOUR

LPGA's Official Senior Tour (45+). 6 Tournament across the US. 120+ Members with combined 750+ LPGA wins, 84 Majors, 14 Hall of Fame Members, 9 Former Solheim Cup Captains.



LPGA WOMEN'S NETWORK

Over 200,000 members - website, monthly eNewsletter, blog, social media, events calendar and discount program. Designed to unite, empower, inspire and connect women thru the game of golf with guidance on (and off) the golf course.



LPGA AMATEUR GOLF ASSOC

14,000+ women of all skill levels with 120+ Chapters with the mission to provide a welcoming golf community for all women. Chapters host local golf, social and networking events and can participate in national competitions, conferences and events.



LPGA PROFESSIONALS (TEACHERS)

Ultimate Grassroots Influencers. 1,800+ women teach and influence over 2 million students each year.



LPGA-USGA GIRLS GOLF

550+ programs of more than 120,000+ girls (ages 6-17). 75+ Alumnae are LPGA/Epson Tour players. Programs affect the girls, their families, friends, the golf course, instructors, volunteers and the community. Apx. 700k Total reach.



#DRIVEON

The LPGA was founded in 1950 by 13 women and is built upon their legacy: those who were bold enough to be the first, who didn't take no for an answer, who have faced adversity in their careers, and who worked to inspire confidence in the next generation of female golfers.

DRIVE ON captures and celebrates the power, potential, hard work, focus, and tenacity that it takes to achieve goals and pave the way for the future of golf.



For Every Girl

Crushing it for you, so you can crush it for the next girl



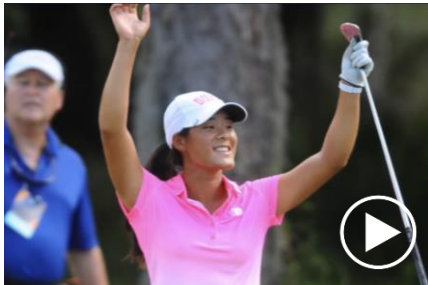
Madelene Sagstrom

None of Us Are Alone



Haley Moore

Strength from Within



Celine Boutier

Journey to the LPGA Tour



Mariah Stackhouse

Diamond in the Sky



Gaby Lopez

Aspire to Inspire



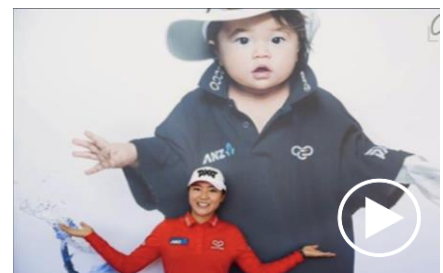
So Yeon Ryu

The Call To Choose



Mo Martin

Never Quit



Lydia Ko

The Power of Positivity

2022 LPGA Tour Schedule

Date	Tournament	Market
January 20-23	Hilton Grand Vacations Tournament of Champions	Orlando, Florida
January 27-30	Gainbridge LPGA at Boca Rio	Boca Raton, Florida
February 4-6 or 11-13	LPGA Drive On Championship	TBD, Florida
March 3-6	HSBC Women's World Championship	Singapore
March 10-13	Honda LPGA Thailand	Pattaya, Thailand
March 24-27	JTBC Classic presented by Barbasol	Carlsbad, California
March 31-April 3	 The Chevron Championship	Rancho Mirage, California
April 13-16	LOTTE Championship	Oahu, Hawai'i
April 21-24	JTBC LA Open	Los Angeles, California
April 28-May 1	JTBC Championship at Palos Verdes	Palos Verdes Estates, California
May 12-15	Cognizant Founders Cup	TBD, New Jersey
May 25-29	Bank of Hope LPGA Match-Play Hosted by Shadow Creek	Las Vegas, Nevada
June 2-June 5	 U.S. Women's Open	Pinehurst, North Carolina
June 10-12	ShopRite LPGA Classic presented by Acer	Atlantic City, New Jersey
June 16-19	Meijer LPGA Classic for Simply Give	Grand Rapids, Michigan
June 23-26	 KPMG Women's PGA Championship	Washington, D.C.
July 13-16	DOW Great Lakes Bay Invitational	Midland, Michigan
July 21-24	 Amundi Evian Championship	Evian-les-Bains, France
July 28-31	Trust Golf Women's Scottish Open	Ayrshire, Scotland
August 4-7	 AIG Women's Open	(Muirfield) East Lothian, Scotland
August 11-14	ISPS Handa World Invitational	Galgorm, Northern Ireland
August 25-28	CP Women's Open	Ottawa, Canada
September 1-4	Dana Open presented by Marathon	Toledo, Ohio
September 8-11	Kroger Queen City Championship presented by P&G	Cincinnati, Ohio
September 15-18	Portland Classic	TBD, Oregon
September 23-25	Walmart NW Arkansas Championship presented by P&G	Rogers, Arkansas
September 29-October 2	Volunteers of America Classic	Dallas, Texas
October 6-9	LPGA MEDIHEAL Championship	Somis, California
October 13-16	Buick LPGA Shanghai	Shanghai, People's Republic of China
October 20-23	BMW Ladies Championship	TBD, Korea
October 27-30	Taiwan Swinging Skirts LPGA	New Taipei City, Chinese Taipei
November 3-6	TOTO Japan Classic	Shiga, Japan
November 10-13	Pelican Women's Championship	Tampa, Florida
November 17-20	CME Group Tour Championship	Naples, Florida



Denotes Major Championship

LPGA Partner Network

The **LPGA family** of corporate partners is an **elite group of global brand leaders** where **business relationships are encouraged**. LPGA hosts **several annual partner events** to provide companies the **opportunity to build relationships with each other**.

LPGA Partners lead the way for Diversity, Equity & Inclusion

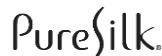
83%
Have DE&I objectives & initiatives

64%
Focus on advancing women leadership

77%
Have women in C-Suite roles

50%
Profits increase with women represented at the top

61%
People spend more with a brand that aligns with their social values



Watch SBJ Webinar how KPMG & Aon Further their Diversity, Equity & Inclusion Initiatives with LPGA Partnership



KPMG Women's Leadership Summit



DOW LPGA Leadership Academy



SMUCKER'S LPGA Mom's on Tour



WALMART Network of Executive Women

The
HAWAIIANTM
ISLANDS

THANK YOU

FOR SUPPORTING WOMEN'S SPORTS



Nadia Allem

Global Business Development

Office (386) 274-6211
Mobile (407) 756-3585
Nadia.Allem@lpga.com

100 International Golf Drive
Daytona Beach, FL 32124

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Legislative Update on the 2022 Legislative Session
and Related Bills Relevant to the
Hawaii Tourism Authority

12a

Presentation, Discussion, and Action on
Memorandum of Understandings (MOU) between
HTA and Counties Related to the
Destination Management Action Plans (DMAP)
Actions and Sub-Actions



STAFF REPORT TO THE BOARD

March 28, 2022

REQUEST: To review the Memorandum of Agreements between the Hawai'i Tourism Authority (HTA) and the counties of Kaua'i, Maui, Hawai'i and O'ahu regarding the Destination Management Action Plans.

FACTS:

1. The HTA's 2020-2025 Strategic Plan, identified destination management as a major focus of the HTA.
2. HTA's 2020-2025 Strategic Plan defines destination management to include attracting and educating responsible visitors; advocating for solutions to overcrowded attractions, overtaxed infrastructure, and other tourism-related problems; and working with other responsible agencies to improve natural and cultural assets valued by both Hawai'i residents and visitors.
3. The HTA board approved the HTA's Fiscal Year 2020 budget, which supported the development of a destination management action plan (DMAP) for each of the four counties of Hawai'i.
4. The HTA staff met with each County – directors of the economic development and the mayors of Maui, Hawai'i, and City & County of Honolulu (Kaua'i mayor was briefed by the director of the office of economic development) – to share its plan to create a DMAP for each island and requested their support in the development process.
5. Each of the county's economic development office played an active role with the HTA in the development and implementation of its respective DMAP. This includes recommendation of members for the DMAP Steering Committee, attendance at the DMAP Steering Committee meetings, presentation at the community input DMAP meetings, and review and comments to the draft DMAP.
6. Each of the counties continue to be an active partner with HTA in implementing the DMAP on sub-action items that the COUNTY is identified as a lead or support agency.
7. Senator Donovan Dela Cruz requested Memorandum of Understanding (MOUs) be executed between HTA and the counties.
8. HTA drafted Memorandum of Agreements (MOAs) for each county which serve as an intergovernmental agreement.
9. The draft MOAs were reviewed by each county's corporation council and HTA's attorney general. Some of the counties did make revisions that HTA's attorney general reviewed.
10. Pursuant to Sections 201B-3(17), 201B-7(a)(1), 201B-7(a)(2), and 201B-13(a), Hawai'i Revised Statutes, the HTA is authorized to enter into these MOAs.

DISCUSSION:

1. County of Kaua'i has returned the MOA for final signature by HTA's President and CEO.

2. The MOAs for the County of Maui, County of Hawai'i, and City & County of Honolulu are with these agencies for signature.

BUDGET IMPLICATIONS: None

RECOMMENDATION: Staff seeks board ratification of the Memorandum of Agreements between the HTA and the Counties to recognize the partnership in supporting the implementation of the Destination Management Action Plans.



MEMORANDUM OF AGREEMENT

HTA No. MOA 22005 BETWEEN HAWAII TOURISM AUTHORITY AND THE COUNTY OF KAUA'I

REGARDING SUPPORT OF THE KAUA'I DESTINATION MANAGEMENT ACTION PLAN

I. This Memorandum Of Agreement (“MOA”) is entered into this ___ day of _____, 2022 between the **HAWAII TOURISM AUTHORITY, STATE OF HAWAII (“HTA”)**, a body corporate and a public instrumentality of the State of Hawai‘i and the **COUNTY OF KAUA'I (“COUNTY”)**.

II. RECITALS

WHEREAS, in 2019, the Hawai‘i Tourism Authority (HTA) embarked on a community-focused process to develop its 2020-2025 Strategic Plan; and,

WHEREAS, Hawai‘i’s residents involved in the development of the HTA’s 2020-2025 Strategic Plan expressed a desire to have a greater voice in the direction of tourism in their respective communities; and,

WHEREAS, as part of the HTA’s commitment to the goals and objectives of the 2020-2025 Strategic Plan, destination management was identified as a major focus of the HTA, as it is at the heart of its 2020-2025 Strategic Plan; and,

WHEREAS, HTA’s 2020-2025 Strategic Plan defines destination management to include attracting and educating responsible visitors; advocating for solutions to overcrowded attractions, overtaxed infrastructure, and other tourism-related problems; and working with other responsible agencies to improve natural and cultural assets valued by both Hawai‘i residents and visitors; and,

WHEREAS, the HTA embraced and supported the creation of a destination management action plan (“DMAP”) for each of the four counties of Hawai‘i; and,

WHEREAS, the key objectives of the DMAP are to reset, rebuild, and redefine the visitor industry; engage and collaborate with other governmental agencies, private industry and community; and improve current and develop new tourism products and offerings; and,

WHEREAS, there is need to establish better systems to manage areas and sites of concerns; and,

WHEREAS, the HTA recognizes it will take the COUNTY's support to help engage in management strategies for tourism for the island; and,

WHEREAS, the HTA had an initial meeting with the COUNTY on June 29, 2020 and shared with its Director of Office of Economic Development regarding HTA's endeavor to embark on the development of a destination management action plan for each island, and requested their support; and,

WHEREAS, the Director of Office of Economic Development briefed the Mayor of Kaua'i on HTA's destination management action plan project for awareness and support; and,

WHEREAS, the COUNTY's Office of Economic Development has been an active partner with the HTA in the development of the DMAP, including recommendation of members for the DMAP Steering Committee, attendance at the DMAP Steering Committee meetings, presentation at the community input DMAP meetings, and review and comments to the draft DMAP; and,

WHEREAS, the foundation of the DMAP is the HTA Strategic Plan and the COUNTY's Tourism Strategic Plan and incorporates the COUNTY's vision for tourism for the island; and,

WHEREAS, the DMAP was approved by the HTA board of directors on December 27, 2020; and,

WHEREAS, the DMAP is a three-year plan comprised of three phases, overall actions, sub-actions and lead and support agencies and organizations; and,

WHEREAS, the COUNTY is an active partner with HTA in implementing the DMAP on sub-action items that the COUNTY is identified as a lead or support agency; and,

WHEREAS, this is an intergovernmental agreement; and

WHEREAS, pursuant to Sections 201B-3(17), 201B-7(a)(1), 201B-7(a)(2), and 201B-13(a), Hawai'i Revised Statutes, the HTA is authorized to enter into this MOA.

NOW THEREFORE, in consideration of the mutual promises contained in this MOA, the HTA and COUNTY agree as follows:

In its sole discretion, the COUNTY will be responsible for:

1. Providing non-monetary departmental support as deemed appropriate by the COUNTY;
2. At the discretion of the COUNTY, providing monetary support; provided that all expenditures are approved by the County Council and in accordance with the Charter and Kaua'i County Ordinances;
3. Attendance at monthly HTA DMAP update meetings ("MONTHLY MEETINGS") to manage the progress of the DMAP;
4. Participation in the DMAP Steering Committee meetings ("STEERING COMMITTEE MEETINGS");
5. Communication of DMAP efforts; and
6. Contribution to the DMAP quarterly progress reports.

The HTA will be responsible for:

1. Coordination and facilitation of MONTHLY MEETINGS with the COUNTY’s Director of Office of Economic Development or her/his designee;
2. Coordination and facilitation of the STEERING COMMITTEE MEETINGS with the COUNTY’s Director of Office of Economic Development or her/his designee;
3. Coordination and facilitation of meetings with COUNTY and relevant government agencies and the private sector to address DMAP issues;
4. Development of the DMAP quarterly progress reports;
5. Communication of DMAP efforts; and
6. Providing staff and funding resources to implement DMAP actions and sub-actions for which HTA is the lead or support agency.

This memorandum of agreement shall be in force until revoked in writing by either party, at such time as the actions and sub-actions contained in this are completed, or until March 31, 2024, whichever is soonest.

IN WITNESS WHEREOF, the parties hereto have executed the Memorandum of Agreement no. 22005.

HAWAI‘I TOURISM AUTHORITY:

By: _____
(Signature) (Date)

John De Fries
President & CEO

COUNTY OF KAUA‘I

By: _____
(Signature) (Date)

(Print Name)

(Print Title)



MEMORANDUM OF AGREEMENT

HTA No. MOA 22007 BETWEEN HAWAII TOURISM AUTHORITY AND THE COUNTY OF MAUI

REGARDING SUPPORT OF THE MAUI NUI DESTINATION MANAGEMENT ACTION PLAN

I. This Memorandum Of Agreement (“MOA”) is entered into this ____ day of _____, 2022 between the **HAWAII TOURISM AUTHORITY, STATE OF HAWAII (“HTA”)**, a body corporate and a public instrumentality of the State of Hawai‘i and the **COUNTY OF MAUI (“COUNTY”)**.

II. RECITALS

WHEREAS, in 2019, the Hawai‘i Tourism Authority (HTA) embarked on a community-focused process to develop its 2020-2025 Strategic Plan; and,

WHEREAS, Hawai‘i’s residents involved in the development of the HTA’s 2020-2025 Strategic Plan expressed a desire to have a greater voice in the direction of tourism in their respective communities; and,

WHEREAS, as part of the HTA’s commitment to the goals and objectives of the 2020-2025 Strategic Plan, destination management was identified as a major focus of the HTA, as it is at the heart of its 2020-2025 Strategic Plan; and,

WHEREAS, HTA’s 2020-2025 Strategic Plan defines destination management to include attracting and educating responsible visitors; advocating for solutions to overcrowded attractions, overtaxed infrastructure, and other tourism-related problems; and working with other responsible agencies to improve natural and cultural assets valued by both Hawai‘i residents and visitors; and,

WHEREAS, the HTA embraced and supported the creation of a destination management action plan (“DMAP”) for each of the four counties of Hawai‘i; and,

WHEREAS, the key objectives of the DMAP are to reset, rebuild, and redefine the visitor industry; engage and collaborate with other governmental agencies, private industry and community; and improve current and develop new tourism products and offerings; and,

WHEREAS, there is need to establish better systems to manage areas and sites of concerns; and,

WHEREAS, the HTA recognizes it will require the COUNTY’s support to help manage tourism for the island; and,

WHEREAS, the HTA had an initial meeting with the COUNTY in July 2020 and briefed the Mayor and its Director of Office of Economic Development regarding HTA's endeavor to embark on the development of a destination management action plan for each island, and requested their support; and,

WHEREAS, the COUNTY's Office of Economic Development has been an active partner with the HTA in the development of the DMAP, including recommendation of members for the DMAP Steering Committee, attendance at the DMAP Steering Committee meetings, presentation at the community input DMAP meetings, and review and comments to the draft DMAP; and,

WHEREAS, the foundation of the DMAP is the HTA Strategic Plan and the COUNTY's Tourism Strategic Plan and incorporates the COUNTY's vision for tourism for the island; and,

WHEREAS, the Maui and Moloka'i DMAP were approved by the HTA board of directors on December 17, 2020 and the Lāna'i DMAP approved by HTA board of directors on January 28, 2021; and,

WHEREAS, the DMAP is three-year plan comprised of three phases, overall actions, sub-actions and lead and support agencies and organizations; and,

WHEREAS, the COUNTY is an active partner with HTA in implementing the DMAP on sub-action items that the COUNTY is identified as a lead or support agency; and,

WHEREAS, this is an intergovernmental agreement as defined in Maui County Code of Ordinances §2.20.010; and,

WHEREAS, pursuant to Sections 201B-3(17), 201B-7(a)(1), 201B-7(a)(2), and 201B-13(a), Hawai'i Revised Statutes, the HTA is authorized to enter into this MOA.

NOW THEREFORE, in consideration of the mutual promises contained in this MOA, the HTA and COUNTY agree as follows:

The COUNTY will be responsible for:

1. Coordination of COUNTY departments and providing staff and/or funding resources to move DMAP sub-actions;
2. Attendance at monthly HTA DMAP update meetings ("MONTHLY MEETINGS") to manage the progress of the DMAP;
3. Participation in the DMAP Steering Committee meetings ("STEERING COMMITTEE MEETINGS");
4. Communication of DMAP efforts; and
5. Contribution to the DMAP quarterly progress reports.

The HTA will be responsible for:

1. Coordination and facilitation of MONTHLY MEETINGS with the COUNTY's Director of Office of Economic Development or her/his designee;
2. Coordination and facilitation of the STEERING COMMITTEE MEETINGS with the COUNTY's Director of Office of Economic Development or her/his designee;

3. Coordination and facilitation of meetings with COUNTY and relevant government agencies and the private sector to address DMAP issues and progress;
4. Development of the DMAP quarterly progress reports;
5. Communication of DMAP efforts; and
6. Providing staff and funding resources to implement DMAP actions and sub-actions for which HTA is the lead or support agency.

This memorandum of agreement shall be in force until such time as the actions and sub-actions contained in this are completed, or until December 31, 2024, whichever is earlier.

IN WITNESS WHEREOF, the parties hereto have executed the Memorandum of Agreement no. 22007.

HAWAI'I TOURISM AUTHORITY:

By: _____
(Signature) (Date)

John De Fries
President & CEO

COUNTY OF MAUI

By: _____
(Signature) (Date)

(Print Name)

(Print Title)



MEMORANDUM OF AGREEMENT

HTA No. MOA 22006 BETWEEN HAWAII TOURISM AUTHORITY AND THE CITY AND COUNTY OF HONOLULU

REGARDING SUPPORT OF THE O'AHU DESTINATION MANAGEMENT ACTION PLAN

I. This Memorandum Of Agreement (“MOA”) is entered into this ___ day of _____, 2022 between the **HAWAII TOURISM AUTHORITY, STATE OF HAWAII (the “HTA”)**, a body corporate and a public instrumentality of the State of Hawai'i and the **CITY & COUNTY OF HONOLULU (the “CITY”)**.

II. RECITALS

WHEREAS, in 2019, the HTA embarked on a community-focused process to develop its 2020-2025 Strategic Plan; and,

WHEREAS, Hawai'i's residents involved in the development of the HTA's 2020-2025 Strategic Plan expressed a desire to have a greater voice in the direction of tourism in their respective communities; and,

WHEREAS, as part of the HTA's commitment to the goals and objectives of the 2020-2025 Strategic Plan, the HTA identified destination management as a major focus at the heart of its 2020-2025 Strategic Plan; and,

WHEREAS, the HTA's 2020-2025 Strategic Plan defines destination management to include: (1) attracting and educating responsible visitors; (2) advocating for solutions to overcrowded attractions, overtaxed infrastructure, and other tourism-related issues; and (3) working with other responsible agencies to improve natural and cultural assets valued by both Hawai'i residents and visitors; and,

WHEREAS, the HTA supported the creation of a destination management action plan (“DMAP”) for each of the four counties of Hawai'i; and,

WHEREAS, the key objectives of the DMAP are to: (1) rebuild, redefine, and reset the visitor industry towards a more regenerative approach; (2) engage and collaborate with other governmental agencies, private industry and community; and (3) improve current and develop new tourism products and offerings; and,

WHEREAS, there is need to establish better systems to manage natural, cultural, and historical areas and commercial sites impacted by visitors; and,

WHEREAS, the HTA recognizes it will take the CITY's support to help manage the visitor experience on the island of Oahu; and,

WHEREAS, the HTA had an initial meeting with the CITY on January 15, 2021, at which time the HTA briefed the CITY on its endeavor to develop a DMAP for Oahu and requested the CITY's support; and,

WHEREAS, the CITY's Office of Economic Revitalization has been an active partner with the HTA in the development of the Oahu DMAP, including: (1) recommending members for the Oahu DMAP Steering Committee; (2) attending the Oahu DMAP Steering Committee meetings; (3) presenting community input at the Oahu DMAP meetings; and (4) reviewing and commenting on the draft Oahu DMAP; and,

WHEREAS, the foundation of the Oahu DMAP is the HTA Strategic Plan, which incorporates the CITY's vision to shift to a model of regenerative tourism for the island; and,

WHEREAS, the Oahu DMAP was approved by the HTA board of directors on July 29, 2021; and,

WHEREAS, the Oahu DMAP is a three-year plan comprised of three phases, overall actions, sub-actions and lead and support agencies and organizations; and,

WHEREAS, the CITY is an active partner with the HTA in implementing the Oahu DMAP on sub-action items for which the CITY is identified as a lead or support agency; and,

WHEREAS, this is an intergovernmental agreement; and

WHEREAS, pursuant to Sections 201B-3(16), 201B-7(a)(1) and 201B-7(a)(2) and 201B-13(a), Hawai'i Revised Statutes, the HTA is authorized to enter into this MOA.

NOW THEREFORE, in consideration of the mutual promises contained in this MOA, the HTA and the CITY agree as follows:

1. The CITY will be responsible for:
 - A. Coordination of CITY departments and staff to assist with implementing Oahu DMAP sub-actions;
 - B. Attendance at monthly HTA DMAP update meetings ("MONTHLY MEETINGS") to manage the progress of the Oahu DMAP;
 - C. Participation in the Oahu DMAP Steering Committee meetings ("STEERING COMMITTEE MEETINGS");
 - D. Communication of Oahu DMAP efforts; and
 - E. Contribution to the Oahu DMAP quarterly progress reports.

2. The HTA will be responsible for:

CITY & COUNTY OF HONOLULU

By: _____
(Signature) (Date)

(Print Name)

(Print Title)

Approved as to form and legality:

Deputy Corporation Counsel



MEMORANDUM OF AGREEMENT

HTA No. MOA 22008 BETWEEN HAWAII TOURISM AUTHORITY AND THE COUNTY OF HAWAII

REGARDING SUPPORT OF THE HAWAII DESTINATION MANAGEMENT ACTION PLAN

I. This Memorandum Of Agreement (“MOA”) is entered into this ___ day of _____, 2022 between the **HAWAII TOURISM AUTHORITY, STATE OF HAWAII (“HTA”)**, a body corporate and a public instrumentality of the State of Hawai'i and the **COUNTY OF HAWAII (“COUNTY”)**.

II. RECITALS

WHEREAS, in 2019, the Hawai'i Tourism Authority (HTA) embarked on a community-focused process to develop its 2020-2025 Strategic Plan; and,

WHEREAS, Hawai'i's residents involved in the development of the HTA's 2020-2025 Strategic Plan expressed a desire to have a greater voice in the direction of tourism in their respective communities; and,

WHEREAS, as part of the HTA's commitment to the goals and objectives of the 2020-2025 Strategic Plan, destination management was identified as a major focus of the HTA as it is at the heart of its 2020-2025 Strategic Plan; and,

WHEREAS, the HTA 2020-2025 Strategic Plan defines destination management to include attracting and educating responsible visitors; advocating for solutions to overcrowded attractions, overtaxed infrastructure, and other tourism-related problems; and working with other responsible agencies to improve natural and cultural assets valued by both Hawai'i residents and visitors; and,

WHEREAS, the HTA embraced and supported the creation of a destination management action plan (“DMAP”) for each of the four counties in the State of Hawai'i; and,

WHEREAS, the key objectives of the DMAP are to reset, rebuild, and redefine the visitor industry; engage and collaborate with other governmental agencies, private industry and community; and improve current and develop new tourism products and offerings; and,

WHEREAS, there is a need to establish better systems to manage areas and sites of concerns; and,

WHEREAS, the HTA recognizes it will require the COUNTY's support to help manage tourism for the island of Hawai'i; and,

WHEREAS, the HTA had an initial meeting with the COUNTY on June 17, 2020 and briefed the Mayor and the Director of the Department of Research and Development ("DEPARTMENT") on HTA's endeavor to embark on the development of a destination management action plan for each island and requested their support; and,

WHEREAS, the COUNTY's DEPARTMENT has been an active partner with the HTA in the development of the Hawai'i Island DMAP, including recommendations from the DMAP Steering Committee members, attendance at the Hawai'i Island DMAP Steering Committee meetings, presentation at the community input DMAP meetings, and review and comments to the draft Hawai'i Island DMAP; and,

WHEREAS, the foundation of the Hawai'i Island DMAP is the HTA 2020-2025 Strategic Plan and the COUNTY's Hawai'i Island Tourism Strategic Plan 2020-2025; and,

WHEREAS, the Hawai'i Island DMAP was approved by the HTA board of directors on February 25, 2021; and,

WHEREAS, the Hawai'i Island DMAP is a three-year plan comprised of three phases, overall actions, sub-actions and lead and support agencies and organizations; and,

WHEREAS, the COUNTY is an active partner with HTA in implementing the Hawai'i Island DMAP on sub-action items that the County is identified as a lead or support agency; and,

WHEREAS, the COUNTY is identified as the lead or supporting agency on the following sub-action items ("COUNTY Sub-Action Items"):

- A. Develop and support opportunities to mālama and steward the places and culture of Hawaii Island for both residents and visitors, including using Native Hawaiian practices of resource and cultural stewardship.
- B. Emphasize local area cultural history and expertise to further expand Hawaiian cultural values, knowledge and language.
- C. Increase opportunities for community-led initiatives that steward and manage these resources, including closure of areas and managing traffic.
- D. Work with the different stakeholders to communicate areas that need to be protected with the visitor industry and visitors.
- E. Identify, support and partner with existing and new 'aina-based groups that are protecting and stewarding wahi pana (legendary/celebrated places or landmarks), cultural practices and people.
- F. Create opportunities for community members to share in an ongoing way about the impact of tourism as well as the wahi pana, historically significant sites and sacred sites that need to be protected.
- G. Pilot a certification program, in collaboration with community leadership and the university system, for workers tied to natural resources, cultural resources and stewardship.

- H. Support interested ‘aina-based groups to serve as interpretive educators, trainers and/or cultural ambassadors to share cultural knowledge with the guest and visitor industry, tour operators and other business owners.
- I. Work with the different stakeholders to community areas that need to be protected in collaboration with the visitor industry and visitors.
- J. Implement regenerative management strategies, like those found in the kapu system, and provide clear opportunities and processes for local communities to participate in visitor access and resource and congestion management in their communities.
- K. Support and advocate for stewardship efforts of coastal waters and beaches that incorporate and emphasize a mauka to makai collaborative approach.
- L. Explore policies and regulations that aid in the implementation of stewardship plans and enforcement of critical need areas.
- M. Find ways to support communities who do not know how to deal with “rogue” users of natural and cultural resources.
- N. Support efforts of local producers to sell their goods online by strengthening online infrastructure, transportation of goods, marketing and fulfillment of orders.
- O. Engage in cohesive infrastructure planning to address community and industry needs, such as incorporating plans to widen bike paths in tandem with other necessary road repairs.
- P. Confirm the existing baseline of (number of) vacation rentals. Gauge the capacity for current and new rentals.
- Q. Explore ways to improve enforcement.
- R. Work with the rental platforms (i.e. AirBNB, VRBO) to help with regulation.

WHEREAS, pursuant to Hawai‘i Revised Statutes (“HRS”), § 46-7, this MOA constitutes an agreement between the Department and another public body of the State of Hawai‘i; and

WHEREAS, pursuant to HRS §§ 201B-3(17), 201B-7(a)(1),201B-7(a)(2) and 201B-13(a), the HTA is authorized to enter into this MOA.

WHEREAS, on _____, 2022, the Hawai‘i County Council passed Resolution No. ____ - 22, which authorized the COUNTY to enter into this MOA.

NOW THEREFORE, in consideration of the mutual promises contained in this MOA, the HTA and COUNTY agree as follows:

The COUNTY will be responsible for:

1. Providing non-monetary departmental support as deemed appropriate by the County;
2. At the discretion of the County, providing monetary support provided that all expenditures are in accordance with applicable state procurement laws, for the implementation of the COUNTY Sub-Action Items in the Hawai‘i Island DMAP;

3. Attendance at monthly Hawai'i Island DMAP update meetings (“MONTHLY MEETINGS”) to manage the progress of the implementation and execution of the Hawai'i Island DMAP;
4. Participation in the Hawai'i Island DMAP Steering Committee meetings (“STEERING COMMITTEE MEETINGS”);
5. Communication of Hawai'i Island DMAP efforts; and
6. Contribution to the Hawai'i Island DMAP quarterly progress reports.

The HTA will be responsible for:

1. Coordination and facilitation of MONTHLY MEETINGS with the COUNTY's Director of the DEPARTMENT, or his designee;
2. Coordination and facilitation of the STEERING COMMITTEE MEETINGS with the COUNTY's Director of the DEPARTMENT, or his designee;
3. Coordination and facilitation of meetings with the COUNTY, other government agencies, and the private sector stakeholders to address the Hawai'i Island DMAP actions;
4. Development of the Hawai'i Island DMAP quarterly progress reports;
5. Communication of the Hawai'i Island DMAP efforts; and
6. Providing staff and funding resources to implement the Hawai'i Island DMAP actions and sub-actions for which HTA is the lead or support agency.

This MOA shall be in force until such time as the actions and sub-actions contained in the Hawai'i Island DMAP are completed, or until December 31, 2024, whichever is earlier.

[Remainder of page intentionally left blank]

IN WITNESS WHEREOF, the parties hereto have executed below the Memorandum of Agreement no. 22008:

HAWAI'I TOURISM AUTHORITY:

By: _____
(Signature) (Date)

John De Fries
President & CEO

COUNTY OF HAWAI'I

By: _____
(Signature) (Date)

(Print Name)

(Print Title)

APPROVAL RECOMMENDED

By: _____
DOUGLASS S. ADAMS, Director
Department of Research and Development
County of Hawai'i

APPROVED AS TO FORM AND LEGALITY

By: _____
Deputy Corporation Counsel

Date: _____