



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

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

**REGULAR BOARD MEETING
HAWAII TOURISM AUTHORITY**

**Po'ahā, 17 Nowemapa, 2022, 9:30 kak.
Thursday, November 17, 2022, at 9:30 a.m.**

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

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

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Ma hope o ke kāinoa ʻana, e ho'ouna ʻia ana ka leka uila hō'ōia iā ʻoe nona ka ʻikepili komo hālāwai.
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Members of the public attending via Zoom may provide testimony through the questions and answer feature of the Zoom platform.

**Papa Kumumana'ō
AGENDA**

1. **Ho'omaka
Call to Order**
2. **E Mālama ʻia Ana Ke Kikolā E Kāhea Ai I Nā Lālā Papa Alaka'ī Komo A E Hō'ōia Ai I Nā Kānaka ʻĒ
A'e E Komo Pū Ana Me Ka Lālā Papa Alaka'ī Inā Aia Ma Kahi Ka'awale
Roll Call to Announce Name of Participating Board Members and to Identify Who Else is
Present with Board Member if Location is Nonpublic**



3. *Wehena*
Opening Cultural Protocol
4. *Āpono I Ka Mo'olelo Hālāwai o ka Hālāwai Papa Alaka'i o ka 27 'Okakopa 2022*
Approval of Minutes of the October 27, 2022 Board Meeting
5. *Hō'ike O Nā Alu Like 'Ae 'Ia Ma Ka Hālāwai 'Ikepili A I 'Ole He Hō'ike I Ho'onohonoho 'Ole 'Ia E Ka Papa Alaka'i Ma Lalo O Ka HRS Māhele 92-2.5(c)*
Report of **Permitted Interactions** at an Informational Meeting or Presentation Not Organized by the Board Under HRS section 92-2.5(c)
6. *Hō'ike A Ka Luna Ho'okele Ho'okō/Ka Luna Kāko'o Ke'ena/Ka Luna Alowelo*
Reports of the Chief Executive Officer/Chief Administrative Officer/Chief Brand Officer
 - a. *No Ka 'Ikepili Hou O Ko HTA Mau Papa Hana Ma 'Okakopa 2022*
Relating to **Update on HTA's Programs During October 2022**
 - b. *No Ka 'Ikepili Hou O Kā HTA Ho'oholomua 'Ana I Ka Papa Hana Ho'okele Loli*
Relating to **Update on HTA's Implementation of Change Management Plan**
7. *Hō'ike'ike A Kūkā No Nā 'Ike A Kūlana Mākeke O Kēia Wā I Hawai'i A Me Nā Mākeke Ho'okipa Nui I Hawai'i*
Presentation and Discussion of **Current Market Insights and Conditions in Hawai'i and Key Major Hawai'i Tourism Markets**
8. *Mo'olelo a Nū Hou na ke Kōmike Alowelo Kūmau (BSC) no ka Hālāwai i Mālama 'ia ma ka 16 Nowemapa, 2022*
Report and Update by the **Branding Standing Committee (BSC) of their Meeting Held on November 16, 2022**
 - a. *Kūkā no ka Nū Hou no ka Hawai'i Airlift e like me kona Hō'ike 'ia ma ka Hālāwai BSC 16 Nowemapa 2022*
Discussion Regarding an **Update on Hawai'i Airlift** as Presented at the November 16, 2022 BSC Meeting
 - b. *Kūkā a Hana no ka Mana'o Hāpai o ke Kōmike Alowelo Kūmau no ko ke Ke'ena Kuleana Ho'okipa o Hawai'i Sports Programs Strategy a Ho'okūkū Noi e like me kona Hō'ike 'ia ma ka Hālāwai BSC 16 Nowemapa 2022*
Discussion and Action on the Recommendation by the Branding Standing Committee on the HTA's **Sports Programs Strategy and Request for Proposals** as Presented at the November 16, 2022 BSC Meeting



- c. *Kūkā a Hana no ka Mana’o Hāpai o ke Kōmike Alowelo Kūmau no ka **2023 PGA “Aloha Swing” Activation Plan** e like me kona Hō’ike ‘ia ma ka hālāwai 16 Nowemapa 2022*
Discussion and Action on the Recommendation by the Branding Standing Committee on the **2023 PGA “Aloha Swing” Activation Plan** as Presented at the November 16, 2022 Meeting
 - d. *Kūkā a Hana no ka Mana’o Hāpai o ke Kōmike Alowelo Kūmau no ka **2022-2023 World Surf League Activation Plan** e like me kona Hō’ike ‘ia ma ka hālāwai 16 Nowemapa 2022*
Discussion and Action on the Recommendation by the Branding Standing Committee on the **2022-2023 World Surf League Activation Plan** as Presented at the November 16, 2022 Meeting
 - e. *Kūkā no ka Nū Hou no ko ke Ke’ena Kuleana Ho’okipa o Hawaii’i Ho’okūkū Noi Mākeke Nui*
Discussion Regarding an **Update on HTA’s Major Market Area Request for Proposals**
9. *Mo’olelo a Nūhou na ka **Budget, Finance, and Convention Center Standing Committee no ka Hālāwai i Mālama ‘ia ma ka 15 Nowemapa 2022***
Report and Update by the **Budget, Finance, and Convention Center Standing Committee of their Meeting Held on November 15, 2022**
- a. *Kūkā a Hana no ka Mana’o Hāpai o ka **Budget, Finance, and Convention Center Standing Committee no ko ke Ke’ena Kuleana Ho’okipa o Hawaii’i Mo’olelo Hālāwai no ‘Okakopa 2022** e like me kona Hō’ike ‘ia ma ka hālāwai 15 Nowemapa 2022*
Discussion and Action on the Recommendation by the Budget, Finance, and Convention Center Standing Committee on the **HTA’s Financial Report for October 2022** as Presented at the November 15, 2022 Meeting
 - b. *Kūkā a Hana no ka Mana’o Hāpai o ka **Budget, Finance, and Convention Center Standing Committee no ka Ho’oponopono ‘ana he \$15,000 no loko mai o ka mo’ohelu makahiki kālā 2022 mai ka GoHawaii.com Program i ka Marketing Opportunity Fund** e like me kona Hō’ike ‘ia ma ka Hālāwai 15 Nowemapa, 2022*
Discussion and Action on the Recommendation by the Budget, Finance, and Convention Center Standing Committee to **Reallocate \$15,000 within the FY 2022 Budget from the GoHawaii.com Program to the Marketing Opportunity Fund** as Presented at the November 15, 2022 Meeting



- c. ***Kūkā a Hana no ka Mana'o Hāpai o ka Budget, Finance, and Convention Center Standing Committee no ka ho'oponopono 'ana i ko ke Ke'ena Kuleana Ho'okipa o Hawai'i Mo'ohelu Makahiki Kālā 2023 e like me kona Hō'ike 'ia ma ka Hālāwai 15 Nowemapa, 2022***

Discussion and Action on the Recommendation by the Budget, Finance, and Convention Center Standing Committee to **Amend HTA's FY 2023 Budget Funded by Available American Rescue Plan Act (ARPA) Funds** as Presented at the November 15, 2022 Meeting

10. ***Hō'ike'ike, Kūkā a Kūkā no ka Nū Hou no ka Meetings, Conventions, and Incentives Market, nā kū'ai kūloko o ke Kikowaena Hālāwai o Hawai'i, a me ko ke Kikowaena Hālāwai o Hawai'i Papa Hana CIP 6 Makahiki***

Presentation and Discussion Regarding an Update on the **Meetings, Conventions and Incentives Market, Hawai'i Convention Center's Local Sales and the Hawai'i Convention Center's 6-Year CIP Plan**

11. ***Hō'ike'ike, Kūkā, a Hana no ka 'Ōlelo Ho'oholo 2022-01 e 'Āpono ana i ko ke Ke'ena Kuleana Ho'okipa o Hawai'i Pelekikena a Luna Ho'okō e Hō'ike i nā Kūlana Kulekele ma ke Kau 'Aha'ōlelo***

Presentation, Discussion, and Action on **Resolution 2022-01 Authorizing the HTA President & CEO to Present Policy Positions During the Legislative Session**

12. ***Ho'oku'u***
Adjournment

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

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

Ma lalo o ka māhele 531.5 o ka Budgetary Control Accounting Manual, Moku'āina 'o Hawai'i, he māhele ka 'aina awakea o ka hālāwai. E mau ana ka hālāwai ma loko nō o ka 'ai 'ana, 'a'ole ho'i ia he wā ho'omalolo.

Pursuant to Section 531.5, of the Budgetary Control Accounting Manual, State of Hawaii, lunch is served as an integral part of the meeting, while the meeting continues in session, and not during a break.



HAWAII TOURISM AUTHORITY

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

David Y. Ige
Governor

John De Fries
President and Chief Executive Officer

Kono 'ia ka lehulehu e nānā mai i ka hālāwai a ho'ouana mai i ka 'ōlelo hō'ike kākau 'ia no kēlā me kēia kumuhana i helu 'ia ma ka papa kumumana'o. Hiki ke ho'ouana mai i nā 'ōlelo hō'ike kākau 'ia ma mua o ka hālāwai iā carole@gohta.net a i 'ole ho'ouana i ka leka i ke Ke'ena Kuleana Ho'okipa O Hawai'i, 1801 Kalakaua Avenue, Honolulu, HI 96815 - Attn: Carole Hagihara-Loo. Inā he lawelawe a mea like paha e pono ai ke kīnānā, e ho'oka'a'ike aku me Carole Hagihara-Loo ma (808)-973-2289 a ma ka leka uila: carole@gohta.net e like me ka wikiwiki i hiki, 'a'ole ho'i a ma 'ō aku o ka 'ekolu lā ma mua o ka hālāwai. Inā 'ike 'ia he noi i ka lā ma mua o ka hālāwai, e ho'ā'o mākou e 'imi i ka lawelawe a mea like paha, 'a'ole na'e ho'i e hiki ke ho'ohiki 'ia ke kō o ua noi lā.

Ua noa pū kēia ho'olaha ma nā kino 'oko'a e la'a ke kope pa'i nui, Braille, a kope uila pū ma ke noi.

Members of the public are invited to view the public meeting and provide written 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 Hawai'i Tourism Authority, 1801 Kalākaua Avenue, Honolulu, HI 96815 - Attn: Carole Hagihara-Loo.** If you need an auxiliary aid/service or other accommodation due to a disability, contact Carole Hagihara-Loo at (808)973-2289 or by email: carole@gohta.net as soon as possible, preferably no later than 3 days prior to the meeting. If a response is received the day before the meeting, we will try to obtain the auxiliary aid/service or accommodation, but we cannot guarantee that the request will be fulfilled.

Upon request, this notice is available in alternative formats such as large print, Braille, or electronic copy.

E like nō me ka 'ōlelo o ke Kānāwai 220, 'a'ole e mālama ana ke Ke'ena Kuleana Ho'okipa o Hawai'i i kekahi wahi ka'awale no ka lehulehu a lālā papa alaka'i e nānā a e komo ai i ka hālāwai ma ka ho'ohana i ka 'enehana komo hālāwai (ICT), no ka mea, hiki nō i ka po'e o ka lehulehu a lālā papa alaka'i ke nānā a komo pū ma ka hālāwai hō'ea kino.

In accordance with 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.

4

Approval of Minutes of the
October 27, 2022 Board Meeting



**REGULAR BOARD MEETING
HAWAII TOURISM AUTHORITY
Thursday, October 27, 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, attended via Zoom), Kimberly Agas, Dylan Ching, Keone Downing, Mahina Duarte, Stephanie Iona, James McCully, Sherry Menor-McNamara (Zoom), Ben Rafter (Zoom), Mike White, Sig Zane (Zoom)

MEMBERS NOT PRESENT:

Dylan Ching

HTA STAFF PRESENT:

John De Fries, Kalani Ka'anā'anā, Marc Togashi, Caroline Anderson, Ilihia Gionson, Iwalani Kaho'ohanohano, Jadie Goo, Carole Hagihara

GUESTS:

Representative Richard Onishi, Shayna Rae Bolosan, Kylie Butts, Charlene Chan, Jennifer Chun, John Cole, Kainoa Daines, Jeffrey Eslinger, Kara Imai, Lawrence Liu, Guillaume Maman, John Monahan, Jay Talwar

LEGAL COUNSEL:

Gregg Kinkley

1. Call to Order

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

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

Mr. Gionson did the roll call, and all members were confirmed in attendance. Members who attended via Zoom were by themselves.

3. Opening Cultural Protocol

Mr. Casson-Fisher did the opening protocol.

4. Approval of Minutes of the September 29, 2022, Board Meeting

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

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

There were no permitted actions from the Board members.

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

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

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

Mr. De Fries said the HTA still had several openings for a procurement manager, senior brand manager, administrative assistant, and brand manager. He said they will be interviewing a short list of candidates on Monday for the Chief Administrative Officer position. He said Mr. Togashi would be discussing finalizing the FY2023 funding. They continue to work with all the counties and will engage all four counties in the meetings.

Mr. De Fries spoke about the CEO report and said it captures the activity of September 2022. He highlighted the auditor's report, which was issued on September 22, on the 27 recommendations. From their 2018 audit, the auditors determined that five were implemented and sixteen were partially implemented. Two were not implemented, and two were not applicable, and two were disagreed upon. The auditor also acknowledged the HTA's progress since the 2018 report, particularly regarding the HTAs procedures. He said they appreciated the comments from the auditors and would use it as an opportunity to improve. Some recommendations will be acted upon, and others will require time for the HTA to address. They will monitor, track, and report progress to the HTA Board members. The process will include a

discussion with the legislative tourism committee chairs and the governor's office in updating policies and procedures and providing training to staff.

He spoke about highlights from September 2022. They did a midnight to 8 a.m. satellite media tour at the HCC. It started on the East Coast, and they flew into all the cities. Some were radio programs, and some were live television. He said they also joined the HTJ for the annual Tourism Expo, the largest one in Japan. He said it was important to understand how competitive the world destinations are, across Europe, Africa, and the U.S. He said it was a wake-up call to let them know they cannot get complacent. He said a few factors affect the HTA's ability to energize the market; number one is the Yen being weak against the Dollar, and number two is that the government is incentivizing travelers to travel to in-country destinations, with certificates of up to \$75 for restaurants, purchases and retails. It is the government's way of reinvigorating its economy.

Mr. De Fries said the Japanese went to great lengths to tell him they love Hawai'i. He said they were also guests of HIS. He spoke about the key performance indicators in 2019 and said they have a long way to go to get back to pre-pandemic numbers. He spoke about the HTJ, who conducted their seminar the previous week. His takeaway and concern were policies restricting the parking of vans and motor coaches in places such as Hanauma Bay because Japanese tourists usually travel in groups and don't rent cars. He asked the association to include HTA in their conversations with each county to see if they can be better at providing infrastructure such as parking and traffic patterns so that the Japanese travelers are not deprived of the Hawai'i experience. Currently Hanauma Bay, Hā'ena State Park, Wai'ānapanapa State Park are open, Kōke'e State Park, Kōke'e State Park will open fo the public soon. He said that the Japanese market would be left out of the experience without proper planning.

Mr. De Fries thanked Mr. Arakawa, who invited them to present to his membership, comprised of major landowners and developers, many of whom are interested in the success, growth, and stabilization of the HTA industry. He asked the Board members if they belonged to any organizations or associations that would benefit from a presentation by the HTA; they should reach out to him. He said the more they can get face-to-face with people and the community, the better it will be for the HTA. He said it was the first in-person meeting in two years.

He spoke about the total Hawai'i Visitor arrivals and spending chart; the visitor arrivals compared to 2019 were less, and the spending had increased more than in 2019. He spoke about the report prompted by a legislative briefing the previous week. The report calls for the study of governance models that could improve the efficiency and performance of the HTA and their interactions with policymakers. He said Rep. Onishi introduced a bill in the last session, but the bill did not pass at the time. It will be reintroduced, and Sen. Wakai and Rep. Onishi will

be supporting it. They encourage all the Board members to support the bill. Mr. De Fries said that they could access and examine better governance models applied in different destinations comparable to Hawai'i in the world, helping them benefit. Mr. Arakawa suggested that the HTA keeps the status of the audit as a standing agenda item. There were no other questions. Mr. De Fries turned the floor over to Mr. Togashi.

Mr. Togashi said September was busy. The team worked on procurement matters, which included the Japan MMA RFP pre-proposal conference and working with SPO to extend the current U.S. MMA contract. He said they also started preparing for the 2023 legislative session. The finance team managed preparations for the annual financial audit. For funding, they continue to work with the governor's administration for the FY2023, which includes BNF analysis and governors' analysis of the availability of ARPA funds, as well as communicating intended plans. They started working with the IT contractor to assess the next phase of IT needs and continue working closely with program staff to support their needs. There were no questions for Mr. Togashi. Mr. Togashi turned the floor to Mr. Ka'anā'anā to speak about the Japan Travel Expo.

Mr. Ka'anā'anā said it was the first time the Japan Travel Expo was held in four years, and they had 124,000 attendees. The HTA, the HTJ partners, and Hawai'i held over 80 B2B meetings. He affirmed what Mr. De Fries said about the competitive market. He said he attended his first IMEX conference, which would be presented by Mr. Reyes later in this meeting. It was an eye-opening experience for Mr. Ka'anā'anā, and he heard directly from the clients and their concerns. One concern was Gov. Ige's message of "Don't Travel to Hawai'i" in August 2021 was stuck in people's minds. It would take a lot of work to inform people that Hawai'i is ready to receive travelers again. He also received many questions about the fitness of the HCC related to the roof.

HTA also held Aloha Canada, the travel agent and sales mission in Canada, where they visited three cities, Montreal, Toronto, and Vancouver. They had over 230 agents participate across the three cities, and they had a great opportunity to educate the travel agents. He viewed the travel advisors as the extension and advocate of HTA promoting responsible travel and updating their customers on the new reservation systems in Hawai'i.

He spoke about the 2022 Executive Cruise Fam from September 24 to October 2.

Representatives from the Norwegian cruise line, Princess cruises, Holland America, Seaborn, and P&O Australia met with the HTA staff and others to assess issues on the dockside, etc. They worked through logistical issues as well and learned about Mālama activities. He said HTA is a member of AIANTA (American Indian Alaskan Native Tourism Association), and Mr. Casson-Fisher and Malia Sanders from NaHHA are attending the AITC, the American Indian Tourism

Conference. He said there is great value in attending the AITC conference; HTA staff could establish connections and be involved with indigenous and native tourism. HTA was working in partnership with Sen. Schatz to bring in federal funds to support community-based tourism product development. He also congratulated NaHHA on celebrating its 25 years anniversary, recognizing its effort in bridging the gap between native Hawaiian and the tourism industry.

Mr. Ka'anā'anā said the HTA conference is underway and will be held at the HCC on December 8 and 9. Chair Kam asked about the overall outlook of the Canadian market and cruise market. Mr. Ka'anā'anā said he is optimistic about Canada as there is strong demand, and Hawai'i is top of mind for many travel agents' clients. He said there is an opportunity for the HTA to invest in route development funds to get back the Montreal - Honolulu, Toronto - Kahului, and potentially Kona as a port of arrival. He said the cruise market is strong, with a good port schedule for the year and above 2019 numbers. There is good interest from the cruise line operators. He said the schedule looked evenly distributed to the usual ports, but he would give more details when he checked the figures. There were no further questions.

7. Presentation and Discussion on the Progress of the HTA's Destination Management Action Plans for Kaua'i, Maui Nui, O'ahu and Hawai'i Island

Ms. Anderson spoke about the DMAP progress from July to September. She said they track the DMAPs with DMAP trackers, and she meets with all the island chapters destination managers, the Executive Directors, and the counties every month. They also meet with the HTA staff every other month, going over the progress made. Before the progress reports are finalized, they meet with the steering committee to give feedback and input, or where actions or improvements are needed, they present it to the HTA Board.

Ms. Anderson spoke about O'ahu DMAP Phase 1 report. The O'ahu DMAP was approved in August 2021. The purpose of the report was to highlight what happened in year one for the O'ahu DMAP. For Action A, there was a decrease in the number of visitors to O'ahu to a manageable level by controlling the number of visitor accommodations and exploring changes to land use, zoning and airport policies. For this action, the HTA presented testimony for the City Council's Bill 41, which was passed, and the mayor signed it.

Action B was to implement a pre- and post-arrival tourism communications program to encourage respectful and supportive behavior. Everything was done from training by NaHHA of over 200 airport staff on cultural training, to the HTA's Pono Travel Education Program at the Daniel K. Inouye airport, which is messaging to travel responsibly and respectfully throughout the islands. Mālama Hawai'i and Kuleana Travel Tips videos were shared out amongst partners, industry, hotels, and airline partners also sharing it out.

Action C identified sites and implements stewardship plans for key hotspots on O‘ahu. For this action, the HTA’s Kūkulu Ola Program and Aloha ‘Āina Programs helped move the action forward. The city’s Hanauma Bay Nature Preserve and Diamond Head State Monument reservation systems were implemented over the year. They also advocated for DLNR to have resources and to increase funding and staff. DLNR is also working on a Maunawili Falls Master Plan, one of the hotspots for O‘ahu.

Action D is to increase enforcement and active management of sites and trails. For this action, Bill 47 had been introduced by the city and county, which looks at enforcement of park laws and rules. The city’s Department of Parks and Recreation has a pilot park ranger program established in the past summer.

Action E is about developing a reservation system to monitor and manage users at natural resources and cultural sites. Ms. Anderson thanked DLNR for establishing the Diamond Head State Monument online reservations.

Action F is about establishing a regenerative tourism fee. For this action, the HTA testified in support of site-specific fees in the past legislative session. The Honolulu City Council, with their 3% O‘ahu Transient Accommodations Tax (OTAT) are allocating 8.34% to go to a special fund to mitigate visitor impacts on public facilities and natural resources.

Action G is to Develop and implement marketing programs to attract positive-impact travelers who prioritize the environment, culture, and investing in the local community. The HTA’s global marketing team, with their brand management plans to focus on this. The O‘ahu Visitors Bureau issue monthly public relation initiatives, with the promotion of the Mālama Hawai‘i program and videos.

Action H is to continue to develop and implement “buy local” programs to promote the purchase of local products and services to keep funds in the communities and minimize the carbon footprint. The HTA’S Global Marketing Team promotes “buy local” programs. O‘ahu Visitors Bureau continues to promote O‘ahu artisans and farmers through its press releases. The Native Hawaiian Hospitality Association partnered with Purple Mai‘a Foundation to implement Pākōlea, a pilot program to help local entrepreneurs foster connections and improve their business-to-business pitches to buyers and distributors.

Action I is to manage the visitors’ use of cars as transportation on O‘ahu. For this one, the O‘ahu Visitors Bureau has been working closely with the county to develop a getaroundoahu.com website which is expected to be launched in January 2023.

Action J is to work with community partners to develop, market, encourage, and support more collaborative, curated experiences that enrich residents and visitors alike. Over the past year, the HTA funded, through the community enrichment program, 32 projects and events, DLNR's Universal Trail Assessment and Signage project, in partnership with the HTA helped support 19 trails and two roads on O'ahu that were completed.

Rep. Onishi spoke about the HTJ and said the focus of the seminar was on government regulations on the Japanese market. He said Action D and I seemed to deal directly with that issue. He asked if that had come up as to why they were restricting bus access for visitors that are sightseeing. He asked if there would be more restrictions implemented at parks and destinations where Japanese visitors went. He asked about Action I. He said if they were looking at rental cars, it seemed that the regulations restricting access propagated more rental crimes. He said these two actions seemed conflicting with each other and asked what HTA's role is in bringing up the industry's concerns or who the stakeholders are. He said people were allowed to board the buses to Hanauma Bay. They'd only need to pay a nominal fee to enter, get off the bus, take pictures, board the bus within the 15-min and leave the park pre-pandemic time. This revenue-driven, low-impact approach provides an experience for Japanese tourists; He urged HTA to develop DMAPs with a holistic approach.

it is concerning that it is holistic in the approach the DMAPs.

Ms. Anderson said they could work more closely with the Department of Parks and Recreation regarding Hanauma Bay as she was not aware of that. Regarding rental cars, the GetAroundOahu.com website encourages people to use different modes of transportation, like the bus system, e-bikes, etc., and they are still building that out. Rep. Onishi said they also changed the bus route to Hanauma Bay, which does not stop at the parking lot. He said the only way Japanese tourists can visit and take pictures is by using a rental car. He said it seemed that the actions contradicted each other.

Mr. De Fries asked Mr. Gionson to make a note that they have four hospitality updates coming up in the next four weeks with each county, and the issues must be on the agenda with the mayors. He said it needs to be addressed at the highest level. Rep. Onishi said they need the tourists to come and support the economy, but at the same time, tourists have nothing to do while there. Mr. Ka'anā'anā said he would bring it up in the Market Advisor Committees and with the partners. He also mentioned that it is broader than just the Japanese market and for all visitors.

Chair Kam asked if the apps were also applicable to all international destinations or just U.S.-based destinations. Mr. Ka'anā'anā said they continue to offer and urge support for multiple

languages and the reservation systems are being developed. He said they have been asked to hold off by DLNR as they develop a more master site that they are working on. Once that is up, they will look at other languages. Mr. Ka'anā'anā said they offer support and still have the budget available for the purpose that the Board appropriated, but they have been unable to use it. Chair Kam said that could be a great tool and a huge barrier.

Ms. Menor-McNamara asked about Action H, regarding the global marketing team. She asked if they were keeping track of measurements and benchmarks. Mr. Ka'anā'anā said the main tool at their disposal soon would be the campaign effectiveness study that they commissioned. It will study the calendar 2023 marketing that the HTA is doing in the U.S. and Japan. It won't give granularity to specific products. The intention on the branding side is to encourage to buy local more generally.

Mr. James McCully spoke about Rep. Onishi's observations, about the potential conflicts within DMAPs, and said they were valid. Mr. Gionson said that Catherine Orlans, the Oahu Destination Manager, commented online if these kinds of restrictions happened not only in Hanauma Bay but also in other county parks as well? Chair Kam said they would assess the visitor experience and the challenges they face and try to find the balance.

Mr. Downing asked what the bus program is at Hā'ena. Ms. Anderson said a community organization runs the shuttle service, and DLNR established the program in general, where it is a partnership with the community and is also an online reservation system. Mr. Downing said if a program is working, it helps the HTA implement what Rep. Onishi and Mr. De Fries mentioned. Chair Kam said they must make sure that everything integrates appropriately.

Mr. Ka'anā'anā said for Hā'ena State Park, they must be cognitive of everything that has been done there that has been great and has improved the visitor's experience in this one specific area. He said HTA's work is not done in Hā'ena yet. Sue Kanohe, The executive director of the Kaua'i Visitors Bureau, commented that they have the parking at Waipa, so anybody can park their car, get on the shuttle to Hā'ena. She said it is not an issue for the Japanese market, as everybody can get in. There are also parking spots that can be paid for. She said it works well for Hā'ena, and has pushed cars and people to Lumahai, unfortunately, a dangerous beach with the most recent drownings.

Ms. Anderson spoke about Kaua'i. There are 34 sub-actions, and there were three actions carried over from Phase 1 to Phase 2. 97% of the sub-actions are in progress. She spoke about some highlights. The county received funding to hire stewards and ambassadors at county parks. The ambassadors collect data and educate visitors but will not have any enforcement power. The KVB completed all four Mālama Kaua'i videos, including the Kaua'i Museum, NTBG,

Mo'olelo Murals, and Prince Kūhiō. The county and KVB met with DOT-Airports and the HTA on its proposed Airport Optimization Plan and shared their concerns. KVB also attended public meeting on the plan. Community meetings were held on August 16 in Līhu'e and August 17 in Princeville. She thanked the destinations manager Patti Ornellas for all her hard work, Sue Kanofo, and the rest of the KVB team for all the DMAP planning. HVCB and the HTA ran a Resident Communications Campaign highlighting DMAP efforts and projects. She thanked Darlene Morikawa and Lei-Ann Field from HVCB for all their efforts, as well as Mr. Gionson, Mr. Ka'anā'anā and Mr. Kaho'ohanohano.

The HTA's Global Marketing Team continues to promote Kaua'i Made products and the Alakoko store, and the county is establishing an Agri-tourism pilot program. There were no questions.

Ms. Anderson spoke about Maui. There are 17 sub-actions for Phase 2, and three sub-actions from Phase 1 carried into Phase 2. 75% are in progress. She thanked Meagan DeGaia, the destination manager for MVCB, for her hard work, and the county. She said for Maui, MVCB had been working closely in East Maui to establish an advisory group to examine their issues. They are looking to put together an East Maui Tourism Management Pilot program, as there are a lot of hotspots, which is one way that DMAP efforts can address this. MVCB partnered with the "Rise Above Plastics on Vacation" program. The HVCB completed the Resident Communications Campaign. The Brand team continues to incorporate responsible tourism messaging and programs. There were no questions from anyone.

Ms. Anderson spoke about Lāna'i. There are 23 sub-actions, of which 65% are in progress. The work that is being done for Lāna'i, includes MVCB working with the Lāna'i Advisory Group, and working on messaging for the islands. They are finalizing the brochure, which includes day trip itineraries, and a map of the city, all to encourage people to go to Lāna'i city and buy from the local vendors. The Lāna'i Advisory Group contributed to the 2023 Hawai'i State Visitors Guide. Mālama videos continue to be played on the ferry, and the Mālama Maui County Pledge is being played in-room at the Four Seasons resorts. MVCB hired a Lāna'i-based photographer to also build photo assets for the island. There were no questions.

Ms. Anderson spoke about Moloka'i. There are 20 sub-actions, and two sub-actions from Phase 1 carried over to Phase 2. 45% of the sub-actions are in progress. A Moloka'i Task Force was established, combining the steering committee and the advisory group. Two meetings took place. Four subject matter committees were established, and they looked at how to support new businesses or existing businesses wanting to transition into other areas regarding tourism. Another subject matter committee was about building out messaging and communication pieces. A third subject matter committee looked at how non-profits could be in the visitor

sector, especially with volun-tourism activities. The last subject matter committee was looking at transportation issues, specifically airlift and ferry service.

Ms. Duarte asked looking at total sub-actions in relation to the other islands, why is Moloka'i at 45 percent. Ms. Anderson said it was because the community wanted to be part of moving the actions, so they are moving the actions at the speed the community wanted to go.

Ms. Anderson spoke about Hawai'i Island. There are 40 sub-actions, and 92% are in progress. Because there are so many sub-actions, there are many things going on, e.g., the County's Department of Research & Development issued their Request for Proposals for its Innovation Grants, which touched upon many of the sub-actions to move it forward. IHVB and the county are working to address impacts at Kealahou Bay and Keaukaha. DLNR and the HTA Universal Trail Assessment Project is finished regarding the trail signage installation. The HTA has completed its workforce needs assessment as was presented to everyone last month. Hawai'i Volcanoes National Park has an 'Ike Hana No'eau video series which was completed and shared out. The Kohala Center released 'Aina Aloha Kahulu'u, a series of short videos to educate visitors about the bay before they visit. IHVB and the county have formed a number of different action teams looking at infrastructure and vacation rentals.

There were no questions for Ms. Anderson.

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

Ms. Chun pointed out that the meeting packets had overviews of the current fielding of the resident sentiment survey, which started fielding on October 19 and is estimated to end on December 4. She said they published the press release that morning for the visitor statistics, which would be posted after the Board meeting.

For September, they saw great overall expenditures compared to 2019, and fewer visitor arrivals. By market, they saw an increase in expenditures from the U.S. West and East, and Canada, and only higher visitor arrivals from U.S. East and West. There was higher per person per day spending for all the markets. For the average daily census, there was a higher daily census for the U.S. markets. Expenditures went up on all the islands, and per person per day spending was also higher. Visitor arrivals were higher for Maui, Kaua'i, and Hawai'i islands. Average daily census was higher compared to 2019 only for Maui, Lana'i, Kaua'i and Hawai'i island. For TSA throughput, there was a decrease in activity at the beginning of September, but overall, Daniel K Inouye was still lower compared to two years ago, but Kahului is up by 6% for September.

Reasons for people visiting Hawai'i, was for vacation. For accommodation, most people stay in hotels. For lodging and hotel performance, RevPAR is higher than 2019 for hotel, but occupancy was lower for 2019 for hotels, but ADR was higher. Vacation rentals supplied are fewer, but occupancy levels were lower at 59%. The hotel demand is higher compared to vacation rental units. For the TAT, preliminarily, the Department of Taxation collected \$71.5 million for September, so year to date, it is \$236.6 million, up 21.1% compared to 2021. For the FY2022 it was \$195.5 million and \$41.2 million above that.

The unemployment rate is lower compared to August, at 3.4%. For jobs by industry, there is a continued increase in accommodation, food service, and drinking place jobs, compared to 2021. For air service, in September, there were fewer overall air seats with slightly higher domestic seats. International seats continue to be low. For October, there was an increase in domestic seats and international. November is similar to 2019, but slightly lower, ahead in domestic seats, and an increase in international seats but not as high as 2019. In December, more seats are coming in.

For Japan, while there has been service for the rolling outlook, those markets will not return to direct air service until 2023. Overall, globally, the Skift Travel Health Index for the world is at 86%, and has been flat in the last few months. Looking at the markets that they care about, the U.S. is at 104% and ready to travel. Canada and Australia are also high. Japan has a slight uptake as it got easier for them to travel, but China continues to trend down. For the COVID-19 status board, all the markets are open except for China, but they will have an increase in international flights the following week.

Ms. Chun said the travel spending percentage is slightly down at 3.3% overall for the entire country. Air passenger travel is down 8.6%, but auto trips are also down for August. Hotel demand and jobs are down. Puerto Rico is the best for recovery for jobs in leisure and hospitality. For air travel, Porto Rico is doing well in terms of recovery. For leisure transient occupancy pace, it is slowing down for the latter part of November with a drop towards Thanksgiving. The consumer travel sentiment is good at 90%. The consumer travel sentiment is trending down at 45%, with people saying they can travel safely in the current environment. As people are asked when they plan to travel, Gen Z's, millennials, and boomers are primarily in the 60% plus range. For the most part, it is a higher trend than seen in Q2, but not as strong as people's sentiments at the beginning of the year. For domestic business travel, there is a slight trend downwards but now as low for leisure travel.

Consumer travel sentiment is not great. There are a lot of negatives for group travel for nights on the books. Event cancellations are at 24% in the last six weeks versus the beginning of the year at 59%. For the overall U.S. travel associations domestic forecast, the index is back to 2019

levels. They expect domestic travel spending by the end of the year to be positively trending at 117% of 2019. Business travel spending will not hit 2019 levels until 2023. For overall leisure, business, and air travel volume, leisure has already recovered, but business volume will only recover in 2024, and air travel will increase in 2024 over auto travel. For international inbound travel, the total for the U.S. is 65% indexed to 2019. Hawai'i is indexed 29% to 2019. Travel sentiment for India is high.

For the international visitor forecast, arrivals are not expected to reach 2019 levels until 2025. Canada will come back in 2024, and Mexico in 2023, but other European markets are still far out. Travel agency booking trends have a fair amount of bookings but have been flat for the last few weeks. The trend for people coming is similar to what was seen in previous months. Japan has a slight uptake in bookings, but now it is flat. Future arrivals are flat. There is an intent to come during the holiday period and a slight increase in Spring. For travel agency bookings for non-stop flights from Japan to Hawai'i for December 2022, there is a slight bump on December 9, but Ms. Chun is unsure if this is for marathon attendees. Canada bookings have been steady in the last few months with similar trends. Korea continues to keep booking, with a slight uptake at the end of September, but the pattern is similar going into March. Australia is flat for bookings and has a similar pattern as seen in the past months.

Mr. White said in the economist Paul Brewbaker's UHERO report that visitor expenditure is not inflation-adjusted, and if there is any consideration in looking into it. Ms. Chun said that four years ago, they tried to do a tourism consumer price index, such as looking at goods the tourists would buy. She spoke to Dr. Eugene Tian and said reviving a tourism price index might be problematic because of difficulties in getting the data. Dr. Tian is looking at different ways to approach that, and they may be able to create an index they can use for tourism.

Mr. Rafter asked if there was a breakdown on how much of the future declined sentiment is related to the recession rather than other things such as COVID. Ms. Chun said they received a new report that morning which was too late to add to her presentation. It said that anxiety about the economy for Americans continues to be high, with 56% of Americans thinking the economy will be worse in the next twelve months. 46% expect to spend less on travel in 2022 than in 2019 because of pricing and personal finances.

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

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

Mr. Rafter said they met the previous day and went through the September financial report, and the update from Ms. Tait and Ms. Orton on the HCC. He said they would need motions for both. Mr. Togashi had spoken on the budget report, and there was nothing extraordinary, so the committee recommended approval of the September financials. There were no questions. Mr. Rafter asked for a motion to approve the September financials. Chair Kam made a motion, and Mr. White seconded. Mr. Gionson did the roll call, and the motion passed unanimously.

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

Mr. Rafter said that after the September budget, they had discussed the HCC's September financials and an update on the 6-year CIP plan. He said Ms. Orton's forecast for the HCC was \$455,000 worse. That negative news was upset by a report on a positive FAM trip that happened to reintroduce the HCC to some of the mainland meeting planners. Ms. Orton had said they were pacing behind, particularly on city-wides, so the HCC team was working diligently with Mr. Reyes to start building some of the gaps. 2025 looks positive, but 2023, 2024 and 2026 are trailing, so there is a lot of work to catch up with the pace. There were no questions. Mr. Rafter asked for a motion to approve the HCC September financial report and the current 6-year CIP plan. Mr. Arakawa made a motion, and Ms. Duarte seconded. Mr. Gionson did the roll call, and the motion passed unanimously.

10. Executive Session: Discussion with HTA's Legal Counsel on Questions and Issues Pertaining to the Board's Powers, Duties, Privileges, Immunities, and Liabilities with Regard to Hawai'i Tourism Authority RFP No. 22-01-HTA for Hawai'i Destination Brand Marketing and Management Services for the United States Major Market Area

Chair Kam asked for a motion to go into the executive session. Mr. McCully made a motion, and Mr. White seconded. Mr. Gionson did the roll call, and the motion passed unanimously.

In the executive session, Department of Attorney General Kinkley led a discussion of, answered questions concerning, and supplemented the Board's understanding of what has happened to date with respect to the HTA's U.S. MMA RFP and the legal issues therein presented.

There was no action taken during Executive Session; it was informative and explanatory only, receiving guidance from counsel with facts provided by staff.

11. Adjournment

Chair Kam asked for a motion to adjourn. Mr. White made a motion, and Mr. McCully seconded. The motion passed unanimously. Mr. Gionson concluded the meeting at 1:30 p.m.

Respectfully submitted,

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

Sheillane Reyes

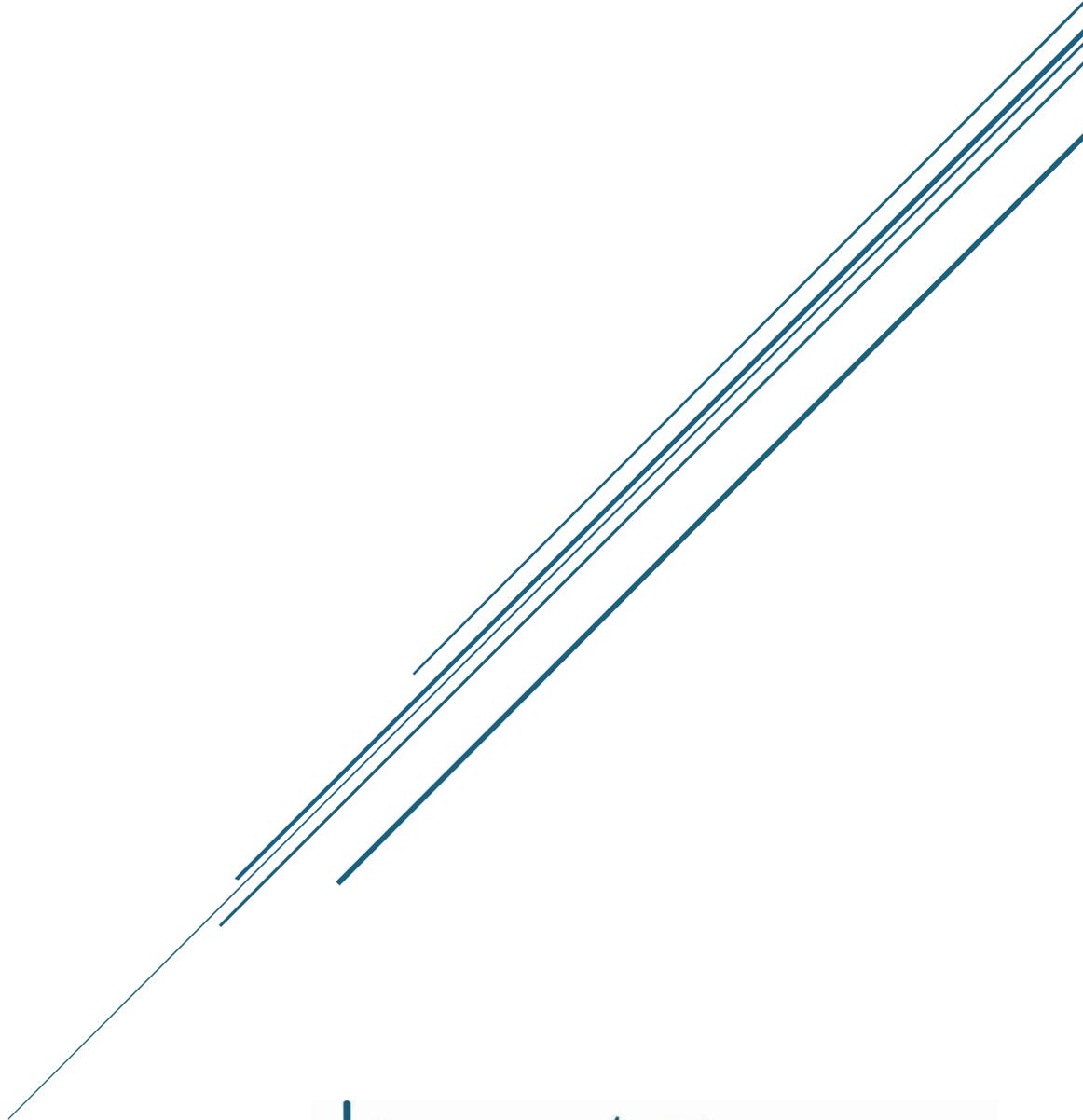
Recorder

6

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

HTA CEO REPORT

NOVEMBER 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 October 2022. Overall, this report provides insight into the actions conducted by the staff to implement the HTA budget previously approved by the Board.

HTA is proud to support Aloha 'Āina and Kūkulu Ola programs that help to further our mission of Mālama Hawai'i. The Request for Proposals (RFP) for these and other HTA Community Programs will be issued soon for projects taking place in calendar year 2023.

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). During the month of October, 14 CEP projects and events were attended and evaluated by our Island Chapter/Destination Manager teams throughout the state and were well received by residents and visitors. More details about these events can be viewed in the Community section below.

The Brand team is moving forward with the RFP for Japan MMA. RFPs for Canada and China MMAs as well as Sports Program are still on hold. Also, planning is underway for the upcoming Hawai'i Tourism Conference taking place during the first week of December.

In the planning area, the Planning Team finalized Summer 2022 Progress Reports for Kaua'i, Maui Nui and Hawai'i Island and O'ahu's Phase 1 Final Report. Steering Committees meetings were also held to review the draft reports and discuss progress of the DMAPs. Efforts continued with working with the island Destination Managers, counties and other state agencies to move DMAPs' actions forward in addition to working with the brand team in reviewing and refining their program measures.

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 September 2022 Visitor Statistics press release and monthly reports, an updated air seat outlook for November 2022 – January 2023, the September 2022 Hawai'i Hotel Report and the September 2022 Vacation Rental Performance Report. In addition, TRB published weekly Destination Brand Index reports, the weekly Destination Brand Index – Responsible Traveler Segment, and weekly Travel Agency Booking Trend reports.

I. CHANGE MANAGEMENT PLAN

During the month of October, as mentioned in our previous reports, we continued to recruit for the Procurement Manager, Senior Brand Manager, and Brand Manager positions. We also have engaged in discussions to fill the Chief Administrative Officer position. Additionally, the Contracts and Administrative Manager position was vacated during September, and we plan to begin recruitment to fill the position shortly.

We continue discussion with the Department of Budget and Finance (B&F) to release ARPA funds for our FY 2023 operations. This funding is necessary provided the Governor's veto of HB1147 that would have provided HTA's FY 2023 general fund appropriation. According to B&F, the HTA's funds will be derived from unallocated ARPA funds currently held by the State. This is separate from HTA's allotment of FY 2022 ARPA funds.

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

Staff is currently working on a summary document to track our activity and progress under the change management plan.

II. NATURAL RESOURCES PILLAR

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

Hawai'i Community Foundation (HCF) has been contracted by HTA to administer the 2022 Aloha 'Āina program through CON 21033: HTAxHCF – Implementation of Kūkulu Ola & Aloha 'Āina Programs. Through this contract HTA is supporting 31 community-based programs this year with \$1,575,000 in funding. The Request for Proposals (RFP) for projects seeking support through the Aloha 'Āina programs will be issued soon. Sign up to receive email updates and announcements of their availability from HTA at: <https://www.hawaiitourismauthority.org/news/news-releases/> More information about the Aloha 'Āina program can be found here: <https://www.hawaiitourismauthority.org/what-we-do/hta-programs/natural-resources/>.

DLNR Partnership (DMAP Action Item)

This is a partnership with the Department of Land & Natural Resources, through CON 20210: Universal Trail Assessment, and Sign Initiative and Trail Safety and Enhancement – Brushing/Maintenance/Rehabilitation, to enhance the resident and visitor experience statewide is wrapping up. Time of performance for this contract ended on 6/30/2022 and HTA staff is awaiting final reports from the Nā Ala Hele team.

Tour Guide Certification and Licensure (DMAP Action Item)

In partnership with the Native Hawaiian Hospitality Association (NaHHA) via CON 18200 S3 and the University of Hawai'i at Mānoa School of Travel Industry Management (TIM), HTA has completed 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. The study was conducted in three phases. In Phase 1, the research team was tasked with surveying other regions outside of Hawai'i to research best practices of destinations and/or countries. Research included the U.S. Region, Asia-Pacific Region, European Union, Canada, Australia and New Zealand. In Phase 2, the research team executed multiple focus group studies with various stakeholders in Hawai'i. NaHHA assisted the research team with providing a list of over 100 contacts who represented various stakeholder groups in Hawai'i. The analysis & final report has been completed and submitted as part of Phase 3. Included in the final report was NaHHA's findings and suggested next steps. HTA staff is now working on prioritizing the suggested next steps.

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

HTA has contracted with the Hawai'i Ecotourism Association, d.b.a. Sustainable Tourism Association of Hawai'i (STAH), to protect Hawai'i's unique natural environment and host culture through the promotion of responsible travel and educational programs relating to sustainable tourism for residents, businesses, and visitors. STAH's focus is on three areas: 1) Sustainable Tour Operator Certification Program, 2) Tour Operator/Tour Guide Training Program, and 3) Educational Outreach/Partnership Development. PON 20134 received a Notice to Proceed from HTA on July 1, 2022. The newly hired Certification Program Manager continues working towards re-certifying 35 companies and engaging five new companies for certification. STAH has transitioned its training program to a new online platform called Travelife. This platform is robust and ties into the UN Sustainable Development Goals (SDGs) network. STAH had an informational webinar in June 2022. This webinar was geared towards marine-based activity operators. "Mālama i ke Kai – Actions that Support a Thriving Ocean," addressed the need outlined in Kaua'i DMAP sub-action item A.5 - to educate tour operators and boating companies about proper etiquette to deter ocean and reef pollution, and therefore is primarily for activity operators on Kaua'i. The webinar was open to all islands for participation. Speakers from DOB, NOAA, Surfrider Foundation: Kaua'i, DAR & Holo Holo Charters discussed various topics that support and enhance a thriving ocean in Kaua'i and all the other Hawaiian islands. In September STAH started a partnership with (OAT) Ocean Awareness Training to provide on-demand modules and live webinar. The first live module of a six-part series launched on October 11 and runs through November 15 with training topics that include marine ecology of the Hawaiian Islands, protected species, threats to coastal and marine environments, marine life identification and other similar topics. All modules are recorded and available on-demand. The link to sign up is here: <https://oceanaware.com/virtual-oat-fall-2022/>

III. HAWAIIAN CULTURE PILLAR

Kūkulu Ola Program (DMAP Action Item)

Hawai'i Community Foundation (HCF) has been contracted by HTA to administer the 2022 Kūkulu Ola Program through CON 21033: HTAxHCF – Implementation of Kūkulu Ola & Aloha 'Āina Programs. HTA is supporting 32 community-based programs this year with \$1,475,000 in funding. The Request for Proposals (RFP) for projects seeking support through the Kūkulu Ola Program will be issued soon. Sign up to receive email updates and announcements of their availability from HTA at:

<https://www.hawaiitourismauthority.org/news/news-releases/> More information about the Aloha 'Āina program can be found here: <https://www.hawaiitourismauthority.org/what-we-do/hta-programs/natural-resources/>.

Native Hawaiian Hospitality Association (DMAP Action Item)

A Notice To Proceed for the Native Hawaiian Hospitality Association's FY22-23 workplan is pending as HTA awaits deliverables from the previous Supplemental (S3). HTA staff continues to collaborate with NaHHA on existing projects including the Ma'ema'e Toolkit update and the Waikīkī Historic Trail Markers Refurbishment Project. NaHHA conducts regular activity on social media in efforts to maintain engagement and strengthen ties between the Hawaiian community and the visitor industry. Recently NaHHA and HTA staff attended the American Indian Alaska Native Tourism Association (AIANTA) Conference in San Diego, California. It was an opportunity to network and understand where we are collectively with addressing Native issues. He Leo Ho'omaika'i pū iā (congratulations also to) NaHHA for recently celebrating its 25th anniversary!

Native Hawaiian Festivals and Events

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

The commission for the 13th FestPAC continues its planning and HTA staff are supporting efforts around marketing, public relations and communications for the festival. FestPAC Commission meeting agendas and meeting materials are available online at <https://invest.hawaii.gov/international/festival-of-pacific-arts-culture-festpac/>

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

Bishop Museum staff continues to work on Phase II of CON 20195: He Aupuni Palapala: Preserving and Digitizing the Hawaiian Language Newspapers, which started on April 1, 2022 and will go through March 31, 2023. Phase II will create an entirely new searchable image repository of Hawaiian language newspapers, increasing clarity, readability, and eventual knowledge building capacity—leading to a greater understanding of Hawai'i. Phase II will also transfer the first batch of digitized images to the Office of Hawaiian Affairs for inclusion into their online resource, Papakilo Database. During this phase the project staff has increased with two new Nūpepa Technicians and a paper conservator. The technicians were onboarded in July and are being trained on collections best practices, indexing/condition reporting specifications, and digitizing with the Digital Transitions Titan hardware and software. The paper conservator works with the project team and Bishop Museum's collections staff on Saturdays to assess and treat newspapers in poor condition, as well as unbind tightly bound newspapers where the text is obscured in the volume's gutter.

As of October 25, 2022, the project team has inventoried and condition reported 24,450 pages of nūpepa. This figure does not reflect the 51,730 pages completed in Phase I of the project. Nūpepa pages must be inventoried and condition reported so that project staff can determine what is in need of the paper conservator's assessment and which specific version of a page, among all copies in all repositories, should undergo the process of Optical Character Recognition (OCR). The team has digitized 3,215 pages so far. This relatively low number (compared to the indexing/condition reporting number) is due to both Bishop Museum's digital infrastructural upgrades and project training needs – having to train both new staff and Library & Archives general staff. He Aupuni Palapala staff anticipated greater server capacity during this project phase for image storage needs. Funds were allocated towards this endeavor and the Museum's IT Department is working to upgrade the project's server space and security protocols. Once completed, the project will see increased digitization numbers. The project staff also updates its blog (He Aupuni Palapala – Bishop Museum Blog) regularly with interesting finds and has become popular with the social media campaign "Nūhou Mondays."

Kāhea Greetings (DMAP Action Item)

Airports

The Kāhea Greetings program continues to provide a combination of Hawaiian music and hula 'auana, lei greetings, refreshments, and other services at our Honolulu (HNL), Kahului (OGG), Hilo (ITO), Kona (KOA), and Līhu'e (LIH) airports. The purpose of this program is to create an authentic Hawaiian experience to visitors and kama'āina upon arrival. HTA is continuing this partnership with DOT Airports Division for October 1, 2022- June 30, 2023 with the execution of Supplemental Contract 21039.

Harbors

Our community partners continue to look for ways to implement the Kāhea Greetings Program at Hilo Pier (CON 21035), Kailua-Kona Pier (CON 21036), and Nāwiliwili Harbor (CON 21038). Greetings include entertainment, lei, informational brochures, and maps with authentic ho'okipa each day a cruise ship arrives. We look forward to continuing our Kāhea Greetings Program on Maui as soon as possible. Restrictions at each of our current locations differ according to COVID-19 rules and regulations, which has caused Hilo to continue to limit its participation in providing information. HTA will continue to work with Access Cruise to monitor the resumption of Kāhea Greetings Program at the harbor in Hilo. Nāwiliwili was finally given the green light to restart pier greetings in May 2022. They currently greet as many ships as allowed that come into pier two for 2.5 hours. Kailua-Kona Pier is still running a greeting program with entertainment and information.

On October 11, Nāwiliwili harbor welcomed 954 passengers on the Vikings Orion inaugural cruise from Vancouver. The Alaska, Hawai'i Pacific Passage cruise is the first of two inaugural cruises Vikings Orion is launching in October. The second inaugural cruise, Honolulu to Bangkok, was on October 13.

Ho'okipa Malihini Initiative (HMI) formerly Resort Area Hawaiian Culture Initiative (RAHCI)

The HTA Board recently approved the reinstatement of Resort Area Hawaiian Culture Initiative (RAHCI). RAHCI has since been included in the Ho'okipa Malihini Initiative, along with the Kāhea Greetings Program – Harbors as this initiative groups together programs that provide a Hawaiian sense of place to our visitors in visitor locations/areas across the islands. RAHCI was paused in 2020 due to the COVID-19

pandemic. Previous programs included: Kūhiō Beach hula, Waikīkī Torch Lighting, Sunset on the Beach in Waikīkī, Hilo Hula Tuesdays, Hawaiian Sunset Saturdays in Kona and Hawaiian Music Series in Lahaina. HTA will issue an RFP for Ho'okipa Malihini Initiative programs this fiscal year (FY23).

IV. COMMUNITY PILLAR

Community Enrichment Program (CEP) (DMAP Action Item)

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

The Request for Proposals (RFP) for Calendar Year 2023 projects seeking support through the Community Enrichment Program will be issued soon. Sign up to receive email updates and announcements of their availability from HTA at: <https://www.hawaiitourismauthority.org/news/news-releases/> More information about the Community Enrichment Program can be found here: <https://www.hawaiitourismauthority.org/what-we-do/hta-programs/community-enrichment/>.

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

Kaua'i:

- 10/4/22: Pūpū o Ni'ihau at the Kaua'i Museum
- 10/4/22: Pūpū o Ni'ihau Exhibit at the Kaua'i Museum.
- 10/6/22: Healing Horses Kaua'i Camp by Equine Therapy, Inc. at Kapa'a Bypass Road.
- 10/13-14/22: Kaua'i Chocolate & Coffee Festival & Gala Dinner by Hanapēpē Economic Alliance in Hanapēpē Town.
- 10/19-22/22: Po'ipū Food & Wine Festival – Chef Demonstration & Paina Gala by Po'ipū Beach Foundation at the Shops at Kukui'ula.

O'ahu:

- 10/7/22: Gay Bowl XXII by Hawaii Gay Flag Football League at Kapi'olani Park.
- 10/15/22: Honolulu Pride Festival 2022 by Hawaii LGBT Legacy Foundation
- 10/15/22: Honolulu Pride Parade & Festival 2022 by Hawaii LGBT Legacy Foundation at Waikīkī Shell.
- 10/19/22: 2022 Hawaii's Woodshow, Na Lā'au o Hawai'i by Hawaii Forest Institute at the Hawai'i Opera Plaza.
- 10/22/22: 2022 Hawai'i Book & Music Festival by Hawai'i Book & Music Festival was held virtually.

Maui Nui:

- 10/4/22: Lāhainā Quest Cultural Programs by Lāhainā Restoration Foundation at the Wo Hing Museum in Lāhainā.
- 10/2/22: 15th Annual Maui ‘Ukulele Festival by Maui Arts & Cultural Center.
- 10/25/22: Our Living History- Lāna‘i Digital Archive by Lāna‘i Culture & Heritage Center at <https://www.lanaichc.org/virtual-exhibits>

Hawai‘i Island:

- 10/14/22: Aloha Shirt Festival by Nā‘ālehu Theater at the Outrigger Kona Hotel.
- 10/24/22: Niaulani Enhancement & Forest Fair by Volcano Art Festival at the Volcano Art Center’s Nialani Campus in Volcano Village.

Statewide:

- 10/22/22: Hawai‘i Food & Wine Festival at the Sheraton Maui.

Government Affairs

Legislative Affairs

HTA attended a joint hearing of the House Committee on Labor and Tourism, and the Senate Committee on Energy, Economic Development, and Tourism on October 21 to discuss a recently published UHERO report on tourism management. CEO, PAO, SBM and others stood by to address any questions from the legislators.

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 host a quarterly meeting with each county mayor, government officials, association leaders, contract partners and the visitor industry.

The next quarterly meetings are scheduled in November.

Communication and Outreach

NEWS RELEASES/REPORTS/ANNOUNCEMENTS

- DBEDT News Release: Joint Statement on the Hawai‘i Tourism Authority’s U.S. Brand Management & Global Support Services (October 5)
- Report: Hawai‘i Hotel Performance Report for September 2022 (October 21)
- Report: Hawai‘i Vacation Rental Performance Report for September 2022 (October 25)
- HTA Message: Visitor Spending Up, Arrivals Down in September 2022
 - Drafted and distributed John De Fries message highlighting HTA’s KPI of visitor spending. Also drafted and sent out social post. (October 28)

NEWS BUREAU

- Coordinated and assisted with the following interviews and statements, including:
 - ThinkTech Hawai'i, Hayley Ikeda: JDF interview on regenerative tourism (October 3)
 - Honolulu Star-Advertiser, Allison Schaefer: JDF statement on injunction issued on City and County of Honolulu Bill 41/Ordinance 22-7 (October 13)
 - Honolulu Star-Advertiser, Allison Schaefer: JDF statement on LBGTIQ+ market and HTA's support of the Honolulu Pride and Festival and Gay Bowl XXII (October 14)
 - Hawai'i Tribune-Herald, Grant Phillips: JDF statement on United Airlines' commitment to Hawai'i following United's decision to end its Los Angeles-Hilo service (October 18)
 - Honolulu Star-Advertiser, Allison Schaefer: JDF statement on HTA's support of City and County of Honolulu Bill 41 to address illegal short term vacation rentals (October 21)
- Assisted with the following media relations:
 - Hawai'i News Now, Rick Daysog: Liaised regarding joint statement on the U.S. Brand Management and Global Support Services announcement (October 6)
 - Freelancer Jay Jones: Liaised regarding potentially attending the Hawai'i Tourism Conference (October 6)

COMMUNITY INITIATIVES AND PUBLIC OUTREACH

- HTA E-Bulletin: Drafted copy, edited, created layout and distributed October 2022 HTA e-Bulletin in English. Created layout for HTA e-Bulletin in 'Ōlelo Hawai'i.
- Destination Management Action Plans (DMAPs)
 - Designed, edited, sourced images, and completed Phase 1 Report for O'ahu. Provided images for slides shared at the HTA board meeting.
 - Edited Summer 2022 Progress Reports for Hawai'i Island, Maui, Moloka'i, Lāna'i and Kaua'i.
 - Assisted team with updating the reports on HTA's website and troubleshooting.
- Hawai'i Island Community Meetings (November 29-30): Provided budget and station recommendations to place radio spots in advance of the meetings to drive attendance and awareness.
- Maunaloa Messaging: Provided input on IHVB talking points for Go Hawai'i call center and website related to inquiries regarding Maunaloa's seismic activity. Incorporated information in John De Fries' October e-Bulletin message.
- Hawai'i Tourism Conference
 - Drafted save-the-date reminder and included in the October e-Bulletin.
 - Drafted communications timeline.
 - Reached out to a videographer to inquire about pricing and availability to shoot portions of the conference.
- 2026 World Environmental Education Congress: Drafted letters of support from John De Fries, Gov. Ige to be included in the state's/East-West Center's proposal for the 2026 WEEC.
- Hawai'i Pacific University: PAO spoke with graduate students on October 6 about HTA's pivot toward regenerative tourism.

- Revitalize Puna: PAO participated in the Revitalize Puna activation on October 11 in Pāhoa, at the invitation of Councilmember Ashley Kierkiewicz. Discussed the state of tourism on Hawai'i Island and addressed community questions and concerns.
- Hawai'i Green Growth UN Local2030 Hub: PAO hosted the day-long annual partnership meeting at East-West Center on October 13, including over 100 next-generation climate activists in the Kamehameha Schools "Lo'i Kalo To The UN" educational pathway, and a panel discussion with Lt. Gov. Josh Green, DOE Superintendent Keith Hayashi, and student representatives. CEO, SBM, BM, AA also participated.
- Land Use Research Foundation of Hawai'i: CEO addressed the annual meeting of LURF on October 17 at the Sheraton Waikiki at the invitation of HTA Board Member David Arakawa, who serves as LURF's Executive Director. DOP, PAO, HTJ also in attendance to address audience questions.
- Japan-Hawai'i Tourism Association: CEO participated in a panel discussion held by JHTA at the Hawai'i Convention Center on October 19 on the outlook for regulation and management of popular attractions in Hawai'i and its impacts on Japan visitors. PAO and HTJ also participated.
- Native Hawaiian Chamber of Commerce: CEO was honored with the NHCC's 'Ō'ō Award on October 21. As part of his acceptance speech, CEO told the story of his upbringing in Waikiki, his history in the visitor industry, and the path that led him to the helm of HTA.

CRISIS/ISSUES MANAGEMENT

- Distributed social media posts to alert the public that various gates and baggage claim areas at Daniel K. Inouye International Airport (HNL) were closed due to an investigation. (October 3)
- Shared Hawai'i EMA social post to inform the public that a training exercise would be conducted at Hilo International Airport (ITO) involving a facilitated incident. (October 19)
- Drafted and distributed social media posts promoting awareness of the Great Hawai'i Shakeout and encouraging the public to participate. (October 20)

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:
 - Niulani Trail Enhancement & Forest Fair
 - 2022 Kaua'i Chocolate & Coffee Festival
 - Aloha Shirt Festival and Vintage Era Exhibit
 - Honolulu Pride Parade and Festival
 - Po'ipū Food & Wine Festival
 - Gay Bowl XXII · Honolulu 2022
 - 2022 Hawai'i Book & Music Festival
 - 2022 Hawai'i's Woodshow, Nā Lā'au o Hawai'i
 - Hawai'i Food and Wine Festival

- Prince Lot Hula Festival
- Featured 2022 Kūkulu Ola program recipients to help drive awareness of their organization and efforts to perpetuate Hawaiian culture:
 - Steel Guitar Festivals and Showcases
 - Kūkulu Hale Hawai'i
 - NATIVE Act Stewardship Training for Native Hawaiian Site Protection and Restoration
 - Mai Uka Ku'u Wa'a
 - Featured 2022 Aloha 'Āina program recipients to help drive awareness of their organization and efforts to protect and preserve Hawai'i's natural resources:
 - 'Ele'ele Endangered Wildlife Mural
 - Protecting Wahi Pana of Hawai'i Island from Invasive Species
 - Auwahi, community-enacted protection of Hawai'i's irreplaceable natural and cultural resources
 - Pua Kaiāulu

Facebook

- Number of followers: 20,060 (+12%)
Engagement rate: 2.4%
Number of engagements: 938 (-97.8%)
Posts: 41

Instagram

- Number of followers: 7,655 (+38.9%)
Engagement rate: 3.3%
Number of engagements: 829 (+49.9%)
Posts: 41

Twitter

- Number of followers: 41,127 (+6.2%)
Engagement rate: 1.7%
Number of engagements: 469 (+51.8%)
Posts: 44

Linktree

- Views: 25
Clicks: 12
Clickthrough rate (CTR): 48%

INTERNAL COMMUNICATIONS

- Reached out to HVCB for Community Enrichment program awardee photo assets to be utilized on HTA social media platforms.

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 October:

- Maui County's program handled 16 cases and helped 35 visitors (year-to-date: 97 cases/ 183 visitors). This included visitors primarily from the U.S. West markets and Canada. The industry assisted with \$9,600 of in-kind contributions (year-to-date: \$47,430).
- Hawai'i County's program handled 24 cases and provided assistance to 63 visitors (year-to-date: 192 cases/ 523 visitors). This included visitors primarily from the U.S. West, Oceania and Europe markets. The industry assisted with \$10,842 of in-kind contributions (year-to-date: \$46,310). \$2,502 was received in donations (year-to-date: \$4,307).
- Kaua'i County's program handled 10 cases and provided assistance to 45 visitors (year-to-date: 79 cases/ 230 visitors). This included visitors from U.S. West/East market. VASK received \$4,000 of in-kind contributions (year-to-date: \$39,025).
- City and County of Honolulu's program handled 36 cases and helped 86 visitors (year-to-date: 468 cases/ 1,197 visitors). This included visitors primarily from the U.S. West market. The industry assisted with \$9,666.54 of in-kind contributions (year-to-date: \$93,048.04) and \$707.17 in donations (year-to-date \$5,787.19).

Future Workforce

LEI Program

ClimbHI has recently launched a new initiative called "Hospitality for Me." This initiative is timed with the DOE expansion from six to 13 pathways allowing Hospitality, Tourism, and Recreation to break off from the Human Services pathway. HTA along with Hawai'i Women in Lodging & Tourism, Fairmont Orchid, and Maui Hotel & Lodging Association are the founding partners of this new endeavor. Hospitality for Me will utilize the existing ClimbHi Bridge portal to connect the schools with educators and businesses. This program launched on July 21 at the Baldwin Kekaulike Maui Complex Area (BKM) superintendent meeting with over 85 principals and teachers. President of ClimbHI, Julie Morikawa, shared with schools about the new program and the opportunity to bring the industry directly to students. DOE schools are currently gearing up to choose the following school years pathways, and Hospitality for Me aims to showcase the benefits of the industry, support school needs, and make selecting these new pathways an accessible and achievable choice. On October 11, ClimbHI held their first ever Awards Breakfast recognizing top educators, schools, businesses, and organizations for their support and high engagement. Some schools recognized included James Campbell High School, Mckinley High School, Waipahu Intermediate, Kapolei

High School, Liholiho Elementary, Hālau Kū Māna Public Charter School, and many others. HTA was recognized for contributing and supporting ClimbHI and the LEI Program, one of the largest public-private partnerships of its kind in the state, reaching nearly 50,000 students, through groundbreaking workforce development and educational events. Others recognized included Department of Land and Natural Resources, Kamehameha Schools, Hawaii Chamber of Commerce, Hawaii Business Magazine, Hawaii Executive Collaborative, the Queen's Health Systems, University of Hawai'i School of Engineering and many others.

Current Workforce

Workforce Needs Assessment

The Visitor Industry Workforce Needs Assessment, conducted by Anthology Research was completed in August and the key findings were presented to the HTA board in September. The final report has been posted on HTA website and e-bulletin. In addition, HTA has shared the final report with the study interviewees, charrette participants, survey respondents who indicated their willingness to be contacted after the survey, DOE Career Technical Education, post-secondary education institutions, island chapters, counties, and more. Based on the study recommendations, HTA staff will also re-evaluate the past and current workforce projects funded by HTA and identify future training opportunities and projects to support.

V. BRAND MARKETING PILLAR

Major Market Area (MMA)

International MMA Border/Entry Restrictions

- Japan: As of October 11, Japan lifted the ban on visa-free and individual travel to Japan and the upper limit on the number of people visiting Japan. Also, the Ministry of Foreign Affairs lowered the infectious disease risk level of COVID-19 to level 1 on October 19. In response to the relaxation of immigration from October, the application MySoS will be integrated into the "Visit Japan Web" online starting in November.
- Korea: Effective October 1, PCR tests that were mandatory upon arrival in Korea are no longer required for travelers into the country. Also, the requirement to test for COVID-19 before hospital emergency treatment has been lifted from October 17. The change will streamline the use of emergency room beds amid a decrease in the number of confirmed pandemic cases and speed up the transition back to normal daily medical operations.
- Canada: Canada has ended all COVID-19 travel restrictions including random on-arrival testing. Also, the usage of ArriveCAN app is optional starting in October.
- Oceania: Proof of COVID-19 vaccination not needed to enter New Zealand. Travelers should check with airlines as they may still require proof of vaccination. COVID-19 tests or self-isolation are not necessary upon arrival. Travelers must still complete the New Zealand Traveler Declaration. You do not need to provide proof of a negative COVID-19 test to meet Australian

inbound travel requirements. You do not need to provide proof of COVID-19 vaccination to travel to and from Australia. As of Friday September 9, 2022, the mask mandate for international flights to Australia have been removed.

- China: There is no change in China’s quarantine policy for travelers entering Mainland China, currently at 10 days (7-day hotel and 3-day self-quarantine). For travelers entering Hong Kong, it’s a 3-day self-quarantine, effective September 26.

U.S. Domestic Market Conditions

Wholesale Partner is seeing 2022 as their strongest year since 1999 as far as bookings for all destinations. Caribbean, Mexico and U.S. (minus Hawai’i) have shown the biggest increases versus 2019. They are still taking short-term bookings for Q4 2022, but it has slowed down and still have considerable availability for Festive in all destinations including Hawai’i. For pacing for 2023, Caribbean is their number one destination. Caribbean has been in the lead for the past month or two, with Hawai’i second in line. The major concern is about the sustainability of the high room rates in Hawai’i and there is uncertainty about how much of their Hawai’i business may have shifted to other destinations.

Comparing 2023 to 2022: overall trends to Hawai’i are improving. Room nights are still behind (about -30%) but it is an improvement from two months ago and moving in the right direction. Revenue is also down year over year but not as bad, due to strong ADRs. Advance booking window is averaging 5+ months. January and February room night production is looking good with January down -10 percent and February – flat). March 2023 and beyond is slowly coming in though, especially when compared against the 2021 shopping behavior for travel in 2022. The 2023 ADR is up +20 percent year over year on top of a 2022 ADR that was already up +35 percent year over three years (on average). For 2023, ADR’s remain high on the neighbor islands when compared to other sun destinations and all inclusive resorts. Both Q1 and Q2 2023 are down vs 2022 for all Islands. O’ahu has not had the same kind of rate increases as the neighbor islands and while still down for 2023, it is not down as much as Maui and Hawai’i Island.

For *Airline Wholesaler* – For the past month, pace for Q4 for room nights has improved and they are trending above 2019. While Q3 was flat year over three years, Q4 will end in the +double digits. With HNL (very strong pace) and LIH performing best; OGG and KOA are down in the double digits for Q4 (about -15%). Revenue is strongly out-performing 2019 for all islands.

MMA RFP / Contract Status

- Canada/Oceania/Japan/Korea/China MMA Leisure: All international markets are currently in “Green” phase except China that is still under restricted activities and budgets.
- USA MMA and Global Support Services: HTA has extended the current USA MMA contract and the Global Support Services contract for another six months ending March 2023.

Other Branding Projects

Pono Travel Education Program (DMAP Action Item)

Beginning April 18 airports across Hawai’i began sharing Pono Travel Education messaging on static banners and digital screens to reach our traveling public passing through. Each location was strategically

placed to reach the most people – both malihini and kama’āina - reminding us of our collective kuleana to Hawai’i, the land, culture, and each other while here. Beginning in June there was an increase in messaging placements, including some QR code inclusions on new digital screens at Daniel K. Inouye International Airport, frequency to meet the uptick in travel during the Summer period, and inclusion of Ocean Safety video messages. Our contract with In-Ter-Space Services at the Daniel K. Inouye International Airport has since ended at the end of October. Neighbor island airports will continue through next year June.

Hawai’i Tourism Conference 2022

The Invitation for Bids (IFB) for the Hawai’i Tourism Conference servicer has been awarded to Pacific Rim Concepts and the contract is being finalized. Planning for the conference continues and the schedule is beginning to firm up with brainstorming sessions for the concurrent presentations, registration logistics, and coordinating speakers for the various panels and general sessions.

Sports Programs

Sports Initiatives

- Received Crystal Palace Premier League Football Club Sponsorship for opportunity to be Official Tourism Destination Partner
- Received report on The Grand Final Aloha Classic - World Titles in Hawai’i
- Held call with 141 Hawai’i regarding Sony Open Branding opportunities
- Considered partnership opportunities with the World Surf League for upcoming events

Collaborations and Communications

The brand team continues to conduct teleconference meetings with the GMT members to get regular updates on market trends, marketing activities, Hawai’i messaging, airlift development, and visitor and industry education efforts. During these meetings, HTA also conducts financial reviews with the GMT members. In addition, the team continues to engage and communicate with industry partners to exchange information on markets and business development.

Brand Team Events/Meetings - October

Event Date	Event	HTA Attendee(s)	Non-HTA Attendee(s)
10/10-14	IMEX 2022	CBO	Industry partners
10/17-21	Aloha Canada 2022	CBO, HTCAN	HVCB, industry partners, travel publications
10/17	FestPAC Commission Meetings	CBO, BM	Commission members, NaHHA, DBEDT
10/20	Meeting with Secretariat of the Pacific Community	CBO	SPC Staff, NaHHA
10/25	FestPAC Administrative Committee Meeting	CBO, BM	Commission members, NaHHA, DBEDT

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10/26	HCF Meeting	CBO	Becki Ward
10/26	WIA's 2022 Annual Membership and Hoowehiwehi Awards	CEO, CBO	WIA Members
10/28	HTA x HA Check-in	CBO	Avi Mannis
10/31	Meeting with Tom Calame, Alison Tomisato & Emilio Gomez of Marriott	CBO	Tom Calame, Alison Tomisato & Emilio Gomez
10/31	James Campbell High School Marching Band Discussion	CEO, CBO, Director of Planning	Campbell High School Staff

VI. PLANNING DIVISION

1. *Destination Management Action Plans (DMAPs)*

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

- The Director of Planning, Caroline Anderson, has met with the Hawai'i Food Hub Hui to see how to bridge the food hubs and businesses in the hotel industry. More discussion to take place in November for activities to be done.

Maui Nui DMAP:

- Maui Nui's monthly DMAP internal meeting between HTA, County, and Island Chapter staff was held on October 10.
- On October 18, the Maui DMAP Steering Committee was held to review the draft Summer 2022 DMAP Progress Report.
- Staff called an interagency meeting on October 6 with state, county, and federal agencies in addition to Maui Hotel & Lodging Association and MVCB to share the efforts and obtain feedback of MVCB and HTA in creating a pilot project for tourism management in East Maui. Discussion took place as to other activities that can be done to mitigate impacts along Hāna Highway.
- Staff issued two request for proposals for needs assessments targeted at Moloka'i businesses and nonprofits. This is in response to Moloka'i DMAP actions B1 and D2. On October 18 an organization was selected, and paperwork is currently being reviewed by HTA's contract team. It is anticipated that the needs assessments will be completed at the end of November. The outcome will be 2 needs assessment reports and 4 databases. The needs assessments will help to create programs, and the databases will be used to help promote the various business/organization.

O'ahu DMAP:

- O'ahu's monthly DMAP internal status update meeting between HTA, County, and Island Chapter staff was held on October 7.
- On Oct 18, the O'ahu DMAP Steering Committee was held to review the draft Phase 1 O'ahu DMAP Report.

Kaua'i DMAP:

- Kaua'i's monthly DMAP internal status update meeting between HTA, County, and Island Chapter staff was held on October 5.

- On Oct 19, the Kaua'i DMAP Steering Committee was held to review the draft Summer 2022 DMAP Progress Report.

Hawai'i DMAP:

- Hawai'i Island's DMAP internal status update meeting between HTA, County, and Island Chapter staff was held on October 6.
- On Oct 18, the Hawai'i Island draft DMAP Steering Committee was held to review the Summer 2022 DMAP Progress Report.
- On October 28, DLNR organized site visits to Hawai'i Island's tree nursery in Waimea and Pololū Valley. Participants included DLNR, HTA staff and a Hawai'i Island DMAP Steering Committee member, IHVB, and the County of Hawai'i. organized site visits to the Mount Ka'ala, Camp Erdman, and Ka'ena Point with O'ahu DMAP Steering Committee members, OVB, and the City & County of Honolulu and Hawaiian Airlines. The purpose was to further develop relationships between the visitor industry and community and DLNR and showcase DLNR's efforts.

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

- On October 25, EDA informed HTA that the revised Grant Administration Plan and accompanying forms were approved in the initial review and is being moved forward for the next review.

3. *Program Evaluation*

- The Director of Planning and SMS Research continued to work refining the program measures. A meeting was held on October 7th.

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 September 2022 monthly visitor statistics on October 27, 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 October through December 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 September 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 September 2022 Hawai'i Hotel Performance Report on October 21, 2022. The report and related September 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 September 2022 Hawai'i Vacation Rental Performance Report on October 25, 2022. The report and related September 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. for DBEDT.

TRB published the 2021 Annual Visitor Satisfaction and Activity report and companion Excel data tables which includes final annual 2021 statistics, on October 7, 2022.

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

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

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

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

Jennifer Chun represented HTA at US Travel Association's Research Advisory Committee Meeting in Washington D.C. HTA is a Chairman's Circle member of USTA.

Jennifer Chun was a guest speaker for UH Hilo's TOUR 317 Marketing & Managing Travel & Tourism class on October 18, 2022.

Jennifer Chun participated as a guest judge for STR Market Study Presentations for UH Mānoa's TIM School TIM 601 Tourism Research Methods class on October 18, 2022.

Jennifer Chun represented HTA at the Technology Readiness User Evaluation (TRUE) Committee Quarterly Meeting on October 19, 2022. DBEDT Director Mike McCartney, Len Higashi of High Tech Development Corp, and ETS Chief Information Officer Douglas Murdock also serve on the TRUE Committee.

Jennifer Chun attended the Japan Hawai'i Travel Association 12th Annual Hawai'i Seminar on October 19, 2022. John De Fries was a panelist.

Jennifer Chun attended Hawai'i Business Association's seminar on "Business of Travel in Hawai'i." Jeffrey Eslinger, HVCB's Senior Director of Market Insights was a panelist.

John De Fries and Jennifer Chun met with Andrea Gleason, Consulate-General of Australia and Gabby Harald, Consul & Senior Administrative Officer on October 28, 2022.

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

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

VIII. ARPA UPDATE

HTA was provided American Rescue Plan Act (ARPA) funds during the 2021 Legislative Session. Our team continues to engage with the State's Department of Budget and Finance (B&F) to process requests to access ARPA funds in support of our programs. As part of that process, we engage with B&F to 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 \$52.7 million, all of which has been approved through October 2022. Relating to the Convention Center's ARPA funding, \$11 million has been approved by B&F for release. Staff has discussed with B&F the reallocation of funds from the original intended purpose of using the majority of the \$11 million toward major repair and maintenance projects at the Convention Center, to now using the funds for the Convention Center's FY 2023 operations – a shift that was necessary with HB1147, 2022 Legislative Session, now vetoed by the Governor.

Regarding HTA's FY 2023 funding, we are working with the Governor's administration on the release of funds. With no FY 2023 appropriation due to the veto of HB1147, we anticipate the Governor releasing a new allotment of ARPA funds for HTA's FY 2023 operations and programs.

IX. ADMINISTRATIVE

Contracts List: Pursuant to Hawai'i Revised Statutes §201B-7 (9), please note that there were four contracts executed during the month of October 2022.

Contract No.	Contractor	Description	Contract Amount	Total Contract Value	Start Date	End Date
23002	Pacific Rim Concepts, LLC	2022 Hawai'i Tourism Conference	\$250,748.00	\$250,748.00	11/2/2022	1/31/2023
19162 S5	ZR Systems Group LLC dba ZR Systems	IT Support Services	\$0.00	\$400,190.55	11/3/2022	3/24/2024
17029 S21	Hawai'i Visitors and Convention Bureau	US MMA	(\$1,250,000.00)	\$126,184,807.90	10/21/2022	3/31/2023
21016 S4•	Hawai'i Visitors and Convention Bureau	Support Services	(\$615,000.00)	\$3,342,500.00	10/21/2022	3/28/2023

* Sole Source

† Procurement Exemption

X. APPENDICES

7

Presentation and Discussion of Current Market Insights and Conditions in Hawaii and Key Major Hawaii Tourism Markets

HTA REGULAR BOARD MEETING

Thursday, November 17, 2022

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

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

Jennifer Chun

Director of Tourism Research

HAWAII TOURISM
AUTHORITY

The logo for the Department of Business, Economic Development & Tourism (DBEDT) features a stylized blue wave icon to the left of the acronym 'DBEDT' in large, bold, white letters. Below the acronym, the text 'STATE OF HAWAII • DEPARTMENT OF BUSINESS, ECONOMIC DEVELOPMENT & TOURISM' is written in a smaller, white, sans-serif font.

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

Scheduled Nonstop Seats to Hawai'i by Port Entry

October	Total			Domestic			International		
	2022	2021	2019	2022	2021	2019	2022	2021	2019
STATE	986,660	1,011,327	1,057,045	825,840	968,518	760,985	160,820	42,809	296,060
HONOLULU	573,456	497,447	673,909	426,341	461,669	399,574	147,115	35,778	274,335
KAHULUI	233,076	284,080	222,366	220,067	277,397	211,816	13,009	6,683	10,550
KONA	90,874	125,379	83,243	90,526	125,205	72,590	348	174	10,653
HILO	3,925	3,759	4,648	3,925	3,759	4,648	0	0	0
LIHU'E	85,329	100,662	72,879	84,981	100,488	72,357	348	174	522

November	Total			Domestic			International		
	2022	2021	2019	2022	2021	2019	2022	2021	2019
STATE	1,035,914	1,000,641	1,066,503	854,521	927,319	764,288	181,393	73,322	302,215
HONOLULU	596,615	500,889	656,979	444,461	456,351	395,176	152,154	44,538	261,803
KAHULUI	252,329	268,289	231,519	231,964	247,335	209,739	20,365	20,954	21,780
KONA	93,603	125,037	93,017	88,383	120,687	78,213	5,220	4,350	14,804
HILO	3,818	4,117	3,818	3,818	4,117	3,818	0	0	0
LIHU'E	89,549	102,309	81,170	85,895	98,829	77,342	3,654	3,480	3,828

Source: HTA/DBEDT READ analysis based on scheduled flights from Diio Mi flight schedules as of November 7, 2022, subject to change

Scheduled Nonstop Seats to Hawai'i by Port Entry

December	Total			Domestic			International		
	2022	2021	2019	2022	2021	2019	2022	2021	2019
STATE	1,216,703	1,083,596	1,237,874	991,541	984,524	895,699	225,162	99,072	342,175
HONOLULU	688,725	572,498	748,319	503,764	505,836	454,367	184,961	66,662	293,952
KAHULUI	302,717	251,895	277,908	275,298	229,373	250,970	27,419	22,522	26,938
KONA	120,064	143,604	115,152	111,806	137,370	98,565	8,258	6,234	16,587
HILO	4,482	4,537	4,316	4,482	4,537	4,316	0	0	0
LIHU'E	100,715	111,062	92,179	96,191	107,408	87,481	4,524	3,654	4,698

January	Total			Domestic			International		
	2023	2022	2019	2023	2022	2019	2023	2022	2019
STATE	1,186,140	1,034,876	1,124,985	948,675	922,585	760,230	237,465	112,291	364,755
HONOLULU	689,311	541,903	692,230	493,488	466,537	385,566	195,823	75,366	306,664
KAHULUI	289,367	282,137	227,818	261,133	255,776	195,030	28,234	26,361	32,788
KONA	117,214	111,945	114,953	107,808	105,557	97,410	9,406	6,388	17,543
HILO	1,162	2,685	2,822	1,162	2,685	2,822	0	0	0
LIHU'E	89,086	96,206	87,162	85,084	92,030	79,402	4,002	4,176	7,760

Source: HTA/DBEDT READ analysis based on scheduled flights from Diio Mi flight schedules as of November 7, 2022, subject to change



Travel Spending (Tourism Economics)

↗ **+5.9%**

September vs. 2019

↘ **-1.6%**

YTD vs. 2019



Auto Trips (Arrivalist)

↗ **+5.9%**

September vs. 2019

YTD N/A



Air Passengers (TSA)

↘ **-5.9%**

September vs. 2019

↘ **-11.7%**

YTD vs. 2019



Overseas Arrivals (NTTO)

↘ **-34.3%**

September vs. 2019

↘ **-44.0%**

YTD vs. 2019



Hotel Demand (STR)

↗ **+1.9%**

September vs. 2019

↘ **-2.9%**

YTD vs. 2019



Short-term Rental Demand (AIRDNA)

↗ **+29.1%**

September vs. 2019

↗ **+24.6%**

YTD vs. 2019

Insights

Auto trips exceeded its 2019 level by 6% in September following a severe dip in August.

Air passenger volume improved to 6% below 2019 in September – its best mark since the onset of the pandemic.

Overseas arrivals ticked up to 34% below its 2019 level in September, following back-to-back months of 35% decline relative to 2019. Overseas arrivals remain at 56% of 2019 levels year-to-date.

In September, hotel room demand rose to 2% above its 2019 level and group demand within the top 25 markets reached just 5% below its 2019 benchmark – the best reading for both measures so far this year.

Short-term rental demand, after slipping in August, posted a 29% gain relative to 2019, also marking its best month for the year.

Travel Indicators

% change relative to same month in 2019

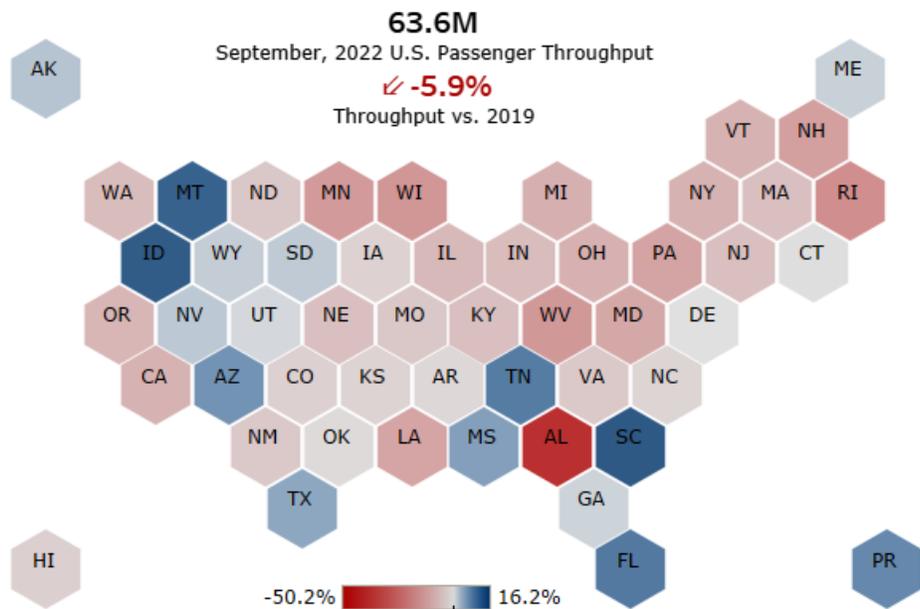
	Oct-21	Nov-21	Dec-21	Jan-22	Feb-22	Mar-22	Apr-22	May-22	Jun-22	Jul-22	Aug-22	Sep-22
Travel Spending (Tourism Economics)	-14%	-9%	-4%	-12%	-6%	-5%	3%	0%	1%	0%	-3%	6%
Auto Trips (Arrivalist)	3%	-8%	-2%	-12%	-2%	-13%	6%	-2%	2%	-1%	-15%	6%
Air Passengers (TSA)	-21%	-16%	-16%	-23%	-16%	-12%	-9%	-10%	-11%	-12%	-9%	-6%
Overseas Arrivals (NTTO)	-78%	-57%	-51%	-65%	-60%	-52%	-43%	-43%	-41%	-35%	-35%	-34%
Hotel Demand (STR)	-7%	-5%	0%	-10%	-5%	-3%	0%	-2%	-2%	-3%	-4%	2%
Top 25 Group Hotel Demand* (STR)	-46%	-40%	-27%	-58%	-42%	-23%	-16%	-14%	-5%	-11%	-11%	-5%
Short-term Rental Demand (AIRDNA)	14%	16%	14%	25%	27%	18%	28%	29%	26%	23%	19%	29%
National Park Visits (National Park Service)	-5%	-1%	2%	13%	0%	-5%	-15%	-12%	-10%	-11%	-12%	-6%
Organic Web Sessions (Simpleview & Tempest)*	38%	36%	31%	35%	42%	34%	32%	29%	25%	15%	14%	16%

*data from 300+ U.S. DMO/CVB destination websites

-78% 42%

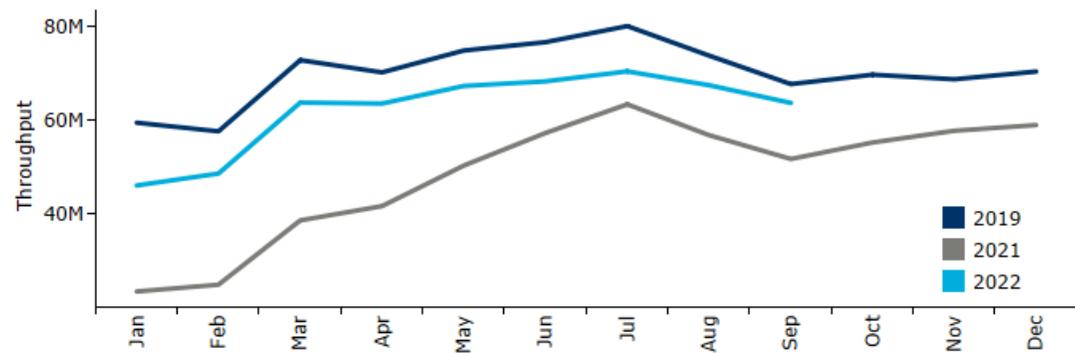
September, 2022 Passenger Throughput by State

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



U.S. Monthly Passenger Throughput

All passengers (domestic + international)



Passenger Throughput Trend Comparison

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

State/Territory Name
Multiple values

	Jul-21	Aug-21	Sep-21	Oct-21	Nov-21	Dec-21	Jan-22	Feb-22	Mar-22	Apr-22	May-22	Jun-22	Jul-22	Aug-22	Sep-22
Arizona	98	92	96	98	100	89	85	96	96	104	103	99	99	100	108
California	68	64	66	70	75	72	61	71	76	82	83	82	83	81	89
Colorado	89	86	87	89	92	87	83	92	94	94	91	89	88	89	96
Hawaii	80	75	64	68	76	78	72	77	87	94	90	86	91	91	96
Illinois	76	74	74	75	81	78	71	76	82	84	87	87	88	87	91
Indiana	85	80	83	88	88	83	83	85	89	91	88	85	86	87	91
Kentucky	84	75	78	80	85	81	74	82	86	88	85	86	88	86	92
Massachusetts	65	63	63	70	75	71	61	71	81	86	86	86	88	87	92
Michigan	80	77	77	75	83	77	71	82	85	86	85	83	83	84	88
Minnesota	72	70	70	72	79	74	72	80	82	83	80	80	80	80	83
Missouri	83	77	78	78	85	78	72	78	85	86	87	86	87	89	94
Montana	115	113	111	109	104	94	106	113	112	109	109	104	100	105	115
Nevada	95	90	84	91	94	88	79	91	94	98	100	97	101	99	102
New York	61	60	61	64	77	75	64	75	79	86	86	84	86	86	89
North Carolina	82	74	77	81	86	80	72	84	90	91	91	91	91	89	97
Oregon	78	76	74	79	84	77	72	80	84	90	88	85	82	82	90
South Dakota	106	102	97	100	98	93	94	104	107	108	99	98	101	99	102
Texas	89	83	84	88	95	88	82	88	95	99	100	96	97	97	106
Virginia	70	68	69	71	80	78	67	75	84	90	91	90	93	89	95
Washington	75	73	72	76	81	74	70	82	82	89	87	85	85	85	92
United States	79	77	76	79	84	84	77	84	88	91	90	89	88	91	94

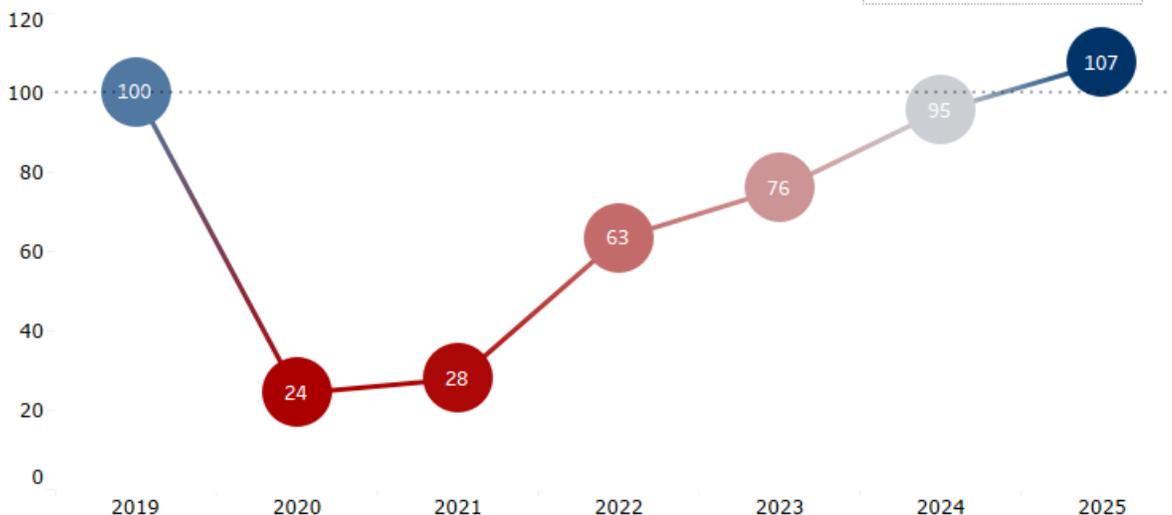
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International Visitor Forecast

Forecasted in October, 2022

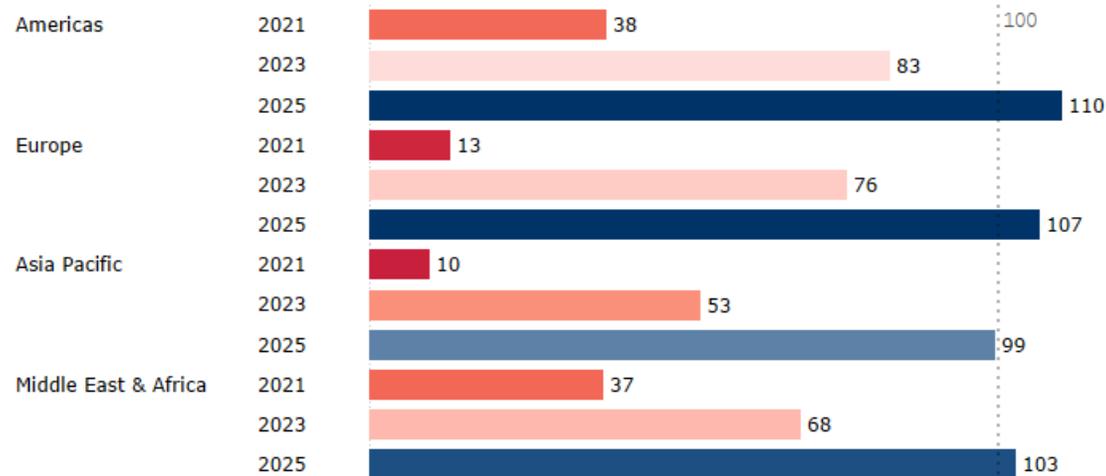
Total International Visits to the U.S.

Forecasted recovery, relative to 2019 (index, 2019=100)



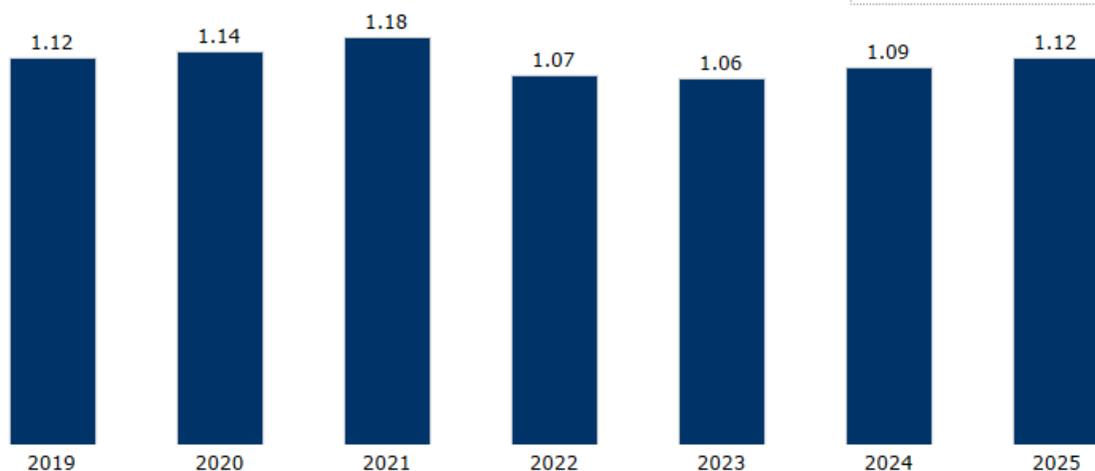
International Visits to the U.S. by World Region

Forecasted recovery for top-regions, relative to 2019 (index, 2019=100)



Exchange Rates

Forecasted exchange rate by year, US\$ per Euro



International Visits to the U.S.

Forecasted recovery for top-10 origin markets, relative to 2019 (index, 2019=100)

	2020	2021	2022	2023	2024	2025
Canada	23	12	65	88	106	116
Mexico	38	51	92	101	102	104
United Kingdom	15	14	55	86	105	114
China	13	7	43	71	90	101
Japan	19	11	48	75	91	98
Brazil	20	14	41	59	73	83
Germany	14	13	54	85	106	115
Australia	16	10	43	73	97	110
France	16	12	54	84	101	108
South Korea	19	14	50	72	87	96

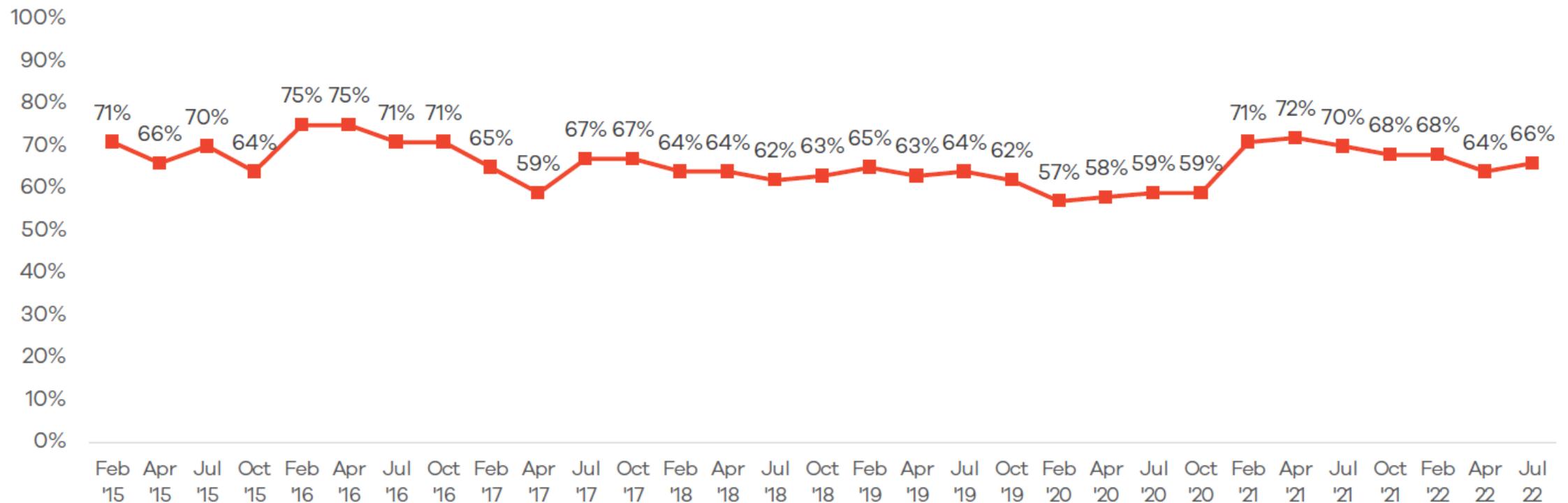
Fall Edition 2022

PORTRAIT OF AMERICAN TRAVELERS®

Interest in Visiting Hawai'i

Interest in Visiting Hawaii is Down Slightly from July '21.

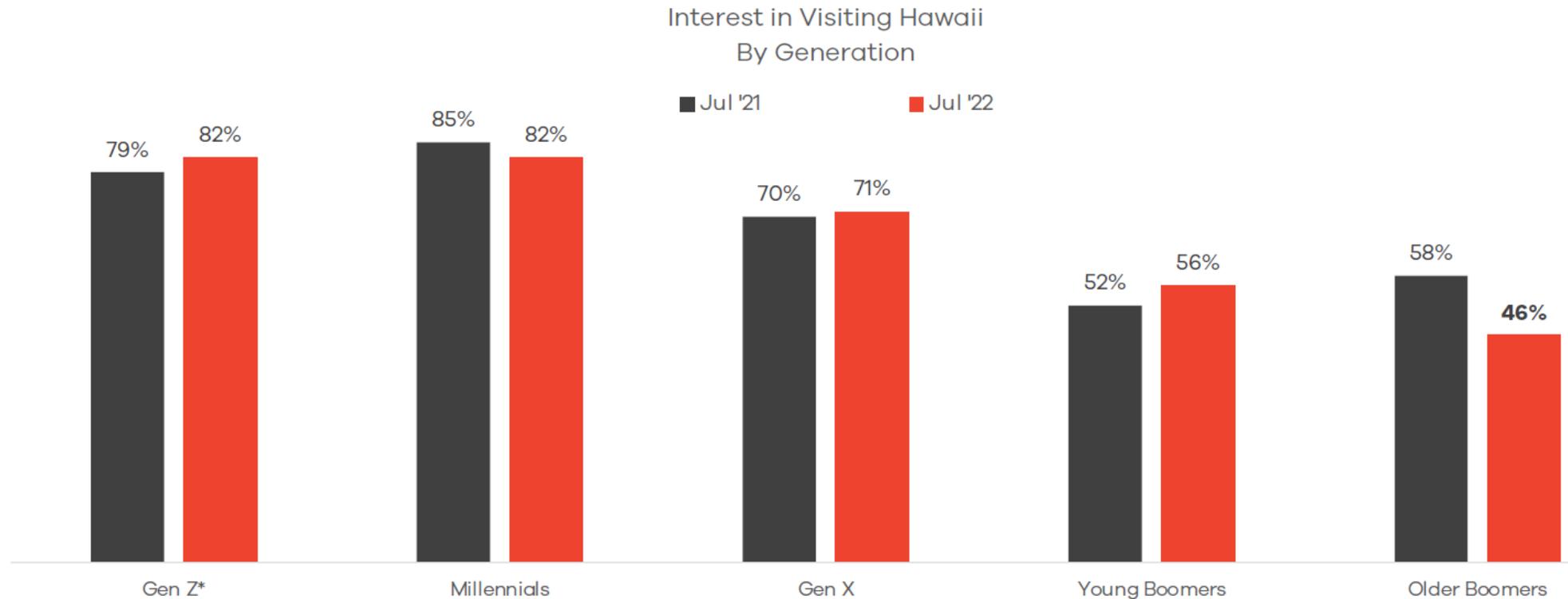
Interest in Visiting Hawaii Next 2 Years
(Top 2 Box)



Base: Air Travelers (n=1,594) Source: MMGY Global's 2022 Portrait of American Travelers® "Fall Edition"

Interest in Visiting Hawai'i by Generation

Interest in Visiting Hawaii Continues To Be The Highest Among Millennials and Gen Zs While Interest Among Older Boomers Decreased From July 2022.

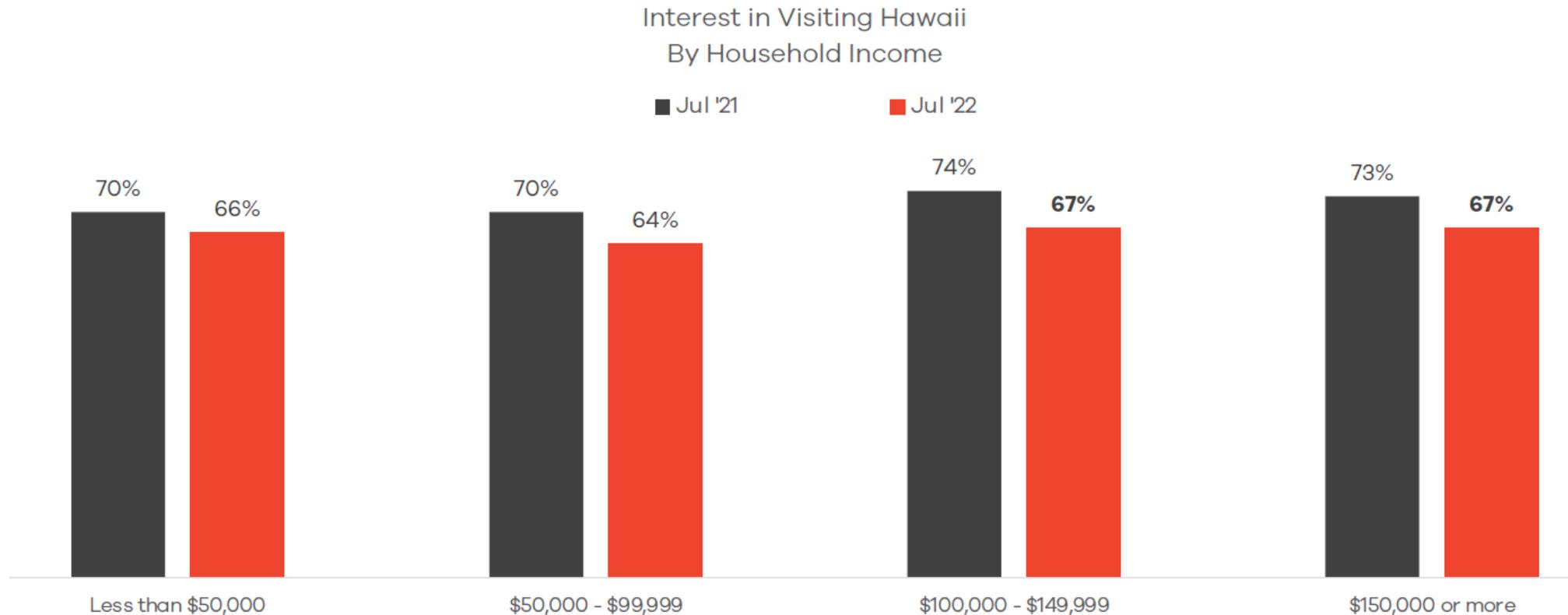


* Small sample size – Interpret with caution.

Base: Air Travelers (n=1,594) Source: MMGY Global's 2022 Portrait of American Travelers® "Fall Edition"

Interest in Visiting Hawai'i by Household Income

Interest in Visiting Hawaii Has Decreased Slightly From Last Year Among Those With Higher Household Incomes.

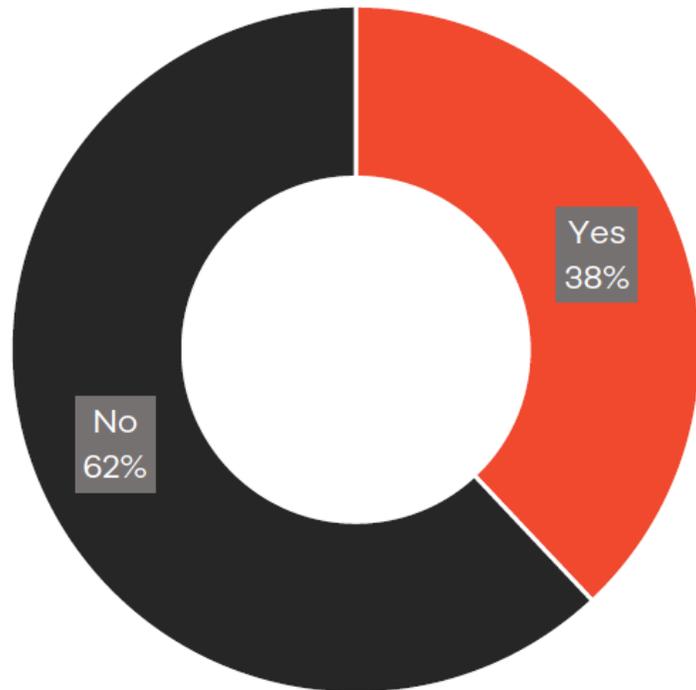


Base: Air Travelers (n=1,594) Source: MMGY Global's 2022 Portrait of American Travelers® "Fall Edition"

Reasons for Not Visiting Hawaii

The Cost to Visit Hawaii is the Top Deterrent to Visit, Followed by The Length of the Flight to Hawaii, All Increasing from Last Year.

Considered Visiting Hawaii But Changed Mind

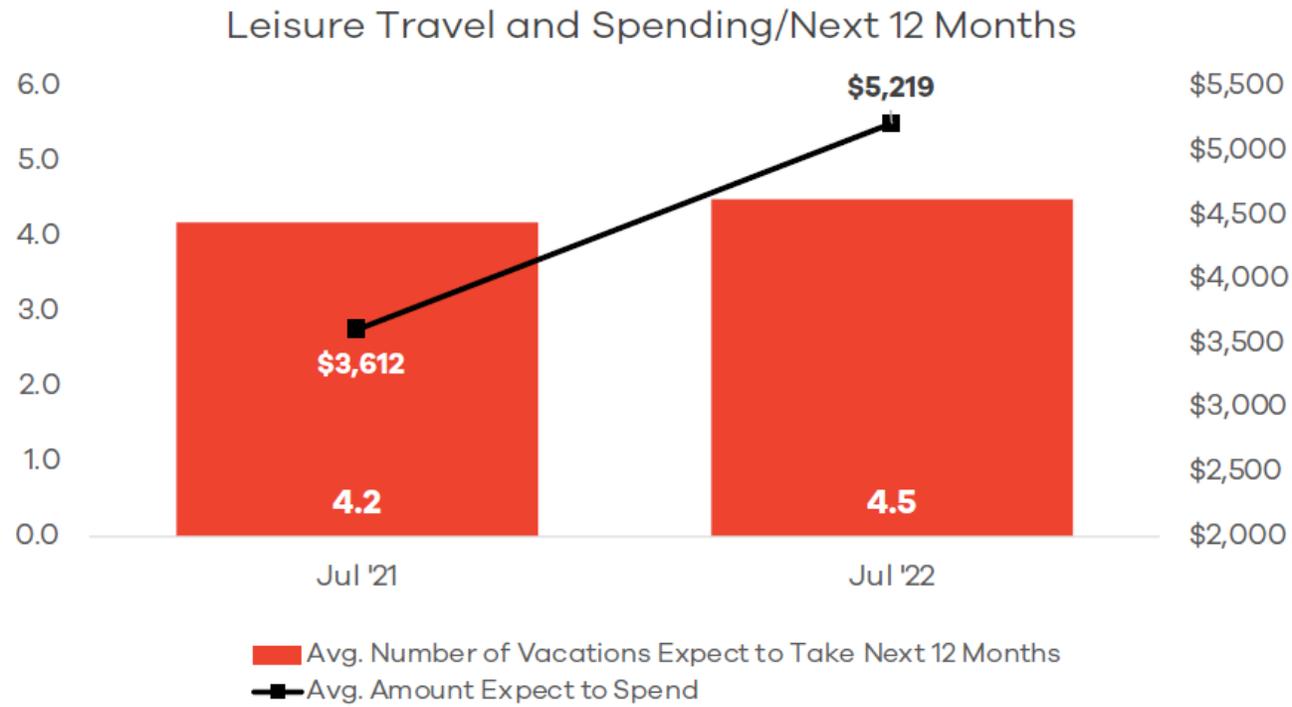


Reasons For Not Visiting Hawaii – Among Those Who Changed Their Mind	Jul '21	Jul '22
Price of airfare	25%	33%
Price of the hotel	24%	31%
The flight to Hawaii is too long	16%	29%
Price of a vacation package	25%	28%
Hawaii's COVID-19 travel restrictions	NA	24%
Concerns about COVID-19 variants	NA	18%
Better value at another destination	17%	17%
Not enough time to travel to Hawaii	11%	13%
Already been and want to try another destination	15%	11%
Not sure which island(s) in Hawaii to visit	11%	10%
Local people are not friendly	10%	10%
Accommodations were not available	11%	9%
Hawaii is too crowded	9%	8%
Hurricanes and tropical storms hitting Hawaii	12%	8%
Hawaii is not unique enough	10%	6%
Hawaii is not exotic enough	15%	5%
Not enough activities in Hawaii	7%	4%

Base: Air Travelers (n=1,594) Source: MMGY Global's 2022 Portrait of American Travelers® "Fall Edition"

Likely to Visit Hawai'i: Travel and Spending Intentions

Travel Intentions Display Slight Increase From July '21 While Spending Intentions Are Up Significantly.

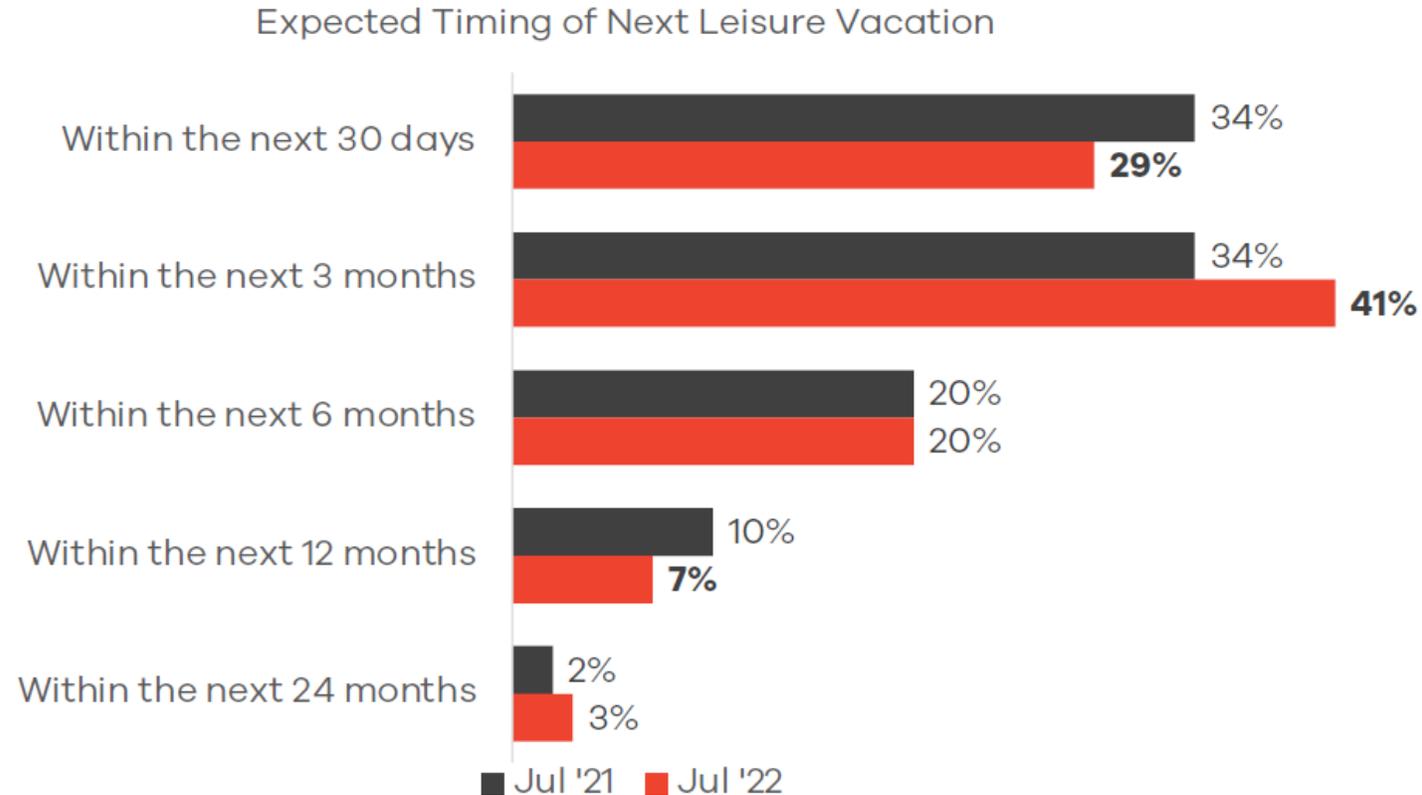


/ This increase in travel spending could be because they're planning to take longer trips, more expensive trips, or it could be due to inflation and travel costs increasing.

Base: Likely to Visit Hawaii & Planning to Take a Trip in the Next 12 Months (n=749) Source: MMGY Global's 2022 Portrait of American Travelers® "Fall Edition"

Likely to Visit Hawai'i: Timing

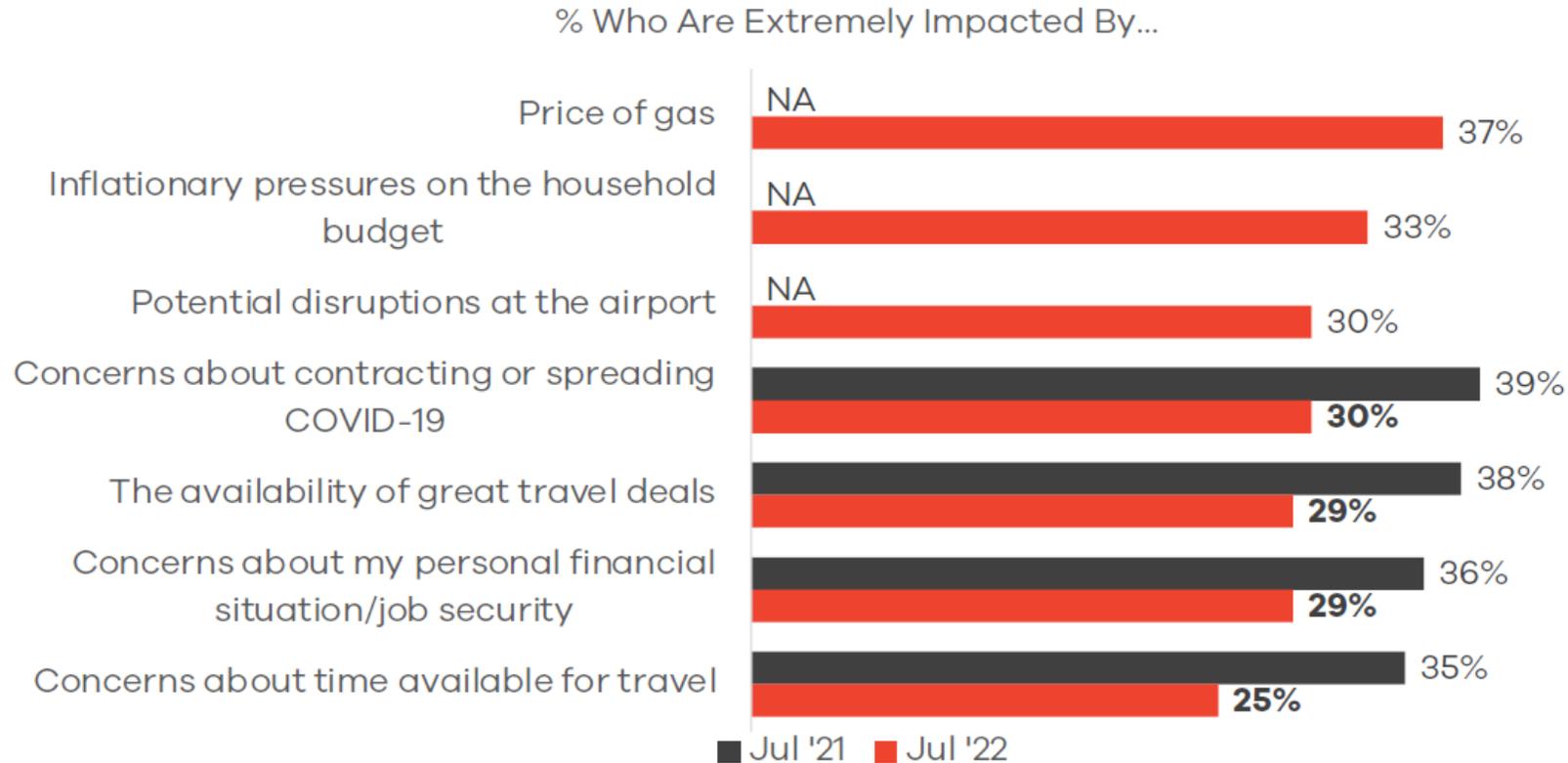
Short-Term Travel Intentions Are Relatively Unchanged From July '21.



Base: Likely to Visit Hawaii (n=776) Source: MMGY Global's 2022 Portrait of American Travelers® "Fall Edition"

Likely to Visit Hawai'i: Concerns

Likely Hawaii Visitors Are Concerned About The Price of Gas And Inflationary Pressures When Planning Travel.

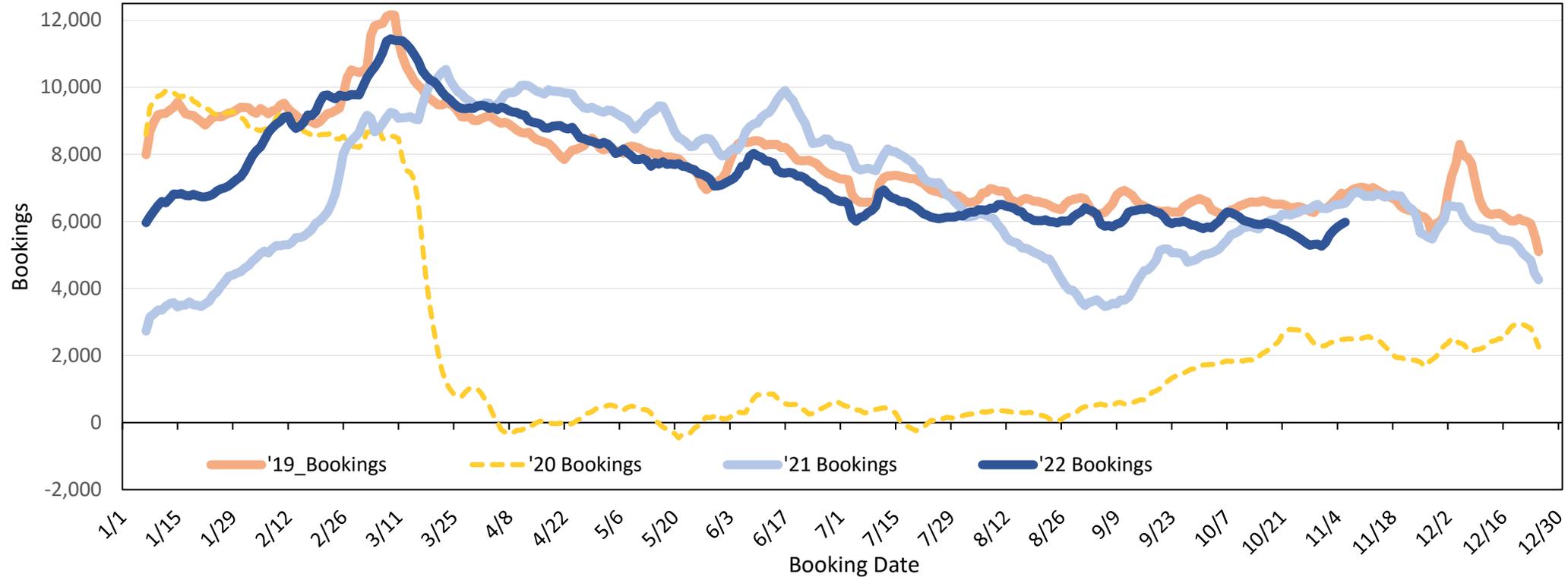


Base: Likely to Visit Hawaii (n=646) Source: MMGY Global's 2022 Portrait of American Travelers® "Fall Edition"

TRAVEL AGENCY BOOKING TRENDS

Travel Agency Bookings to Hawai'i for Future Arrivals

Travel Agency Bookings to Hawaii for Future Arrivals*
Based on a 7-day Moving Average as of November 12, 2022
U.S.



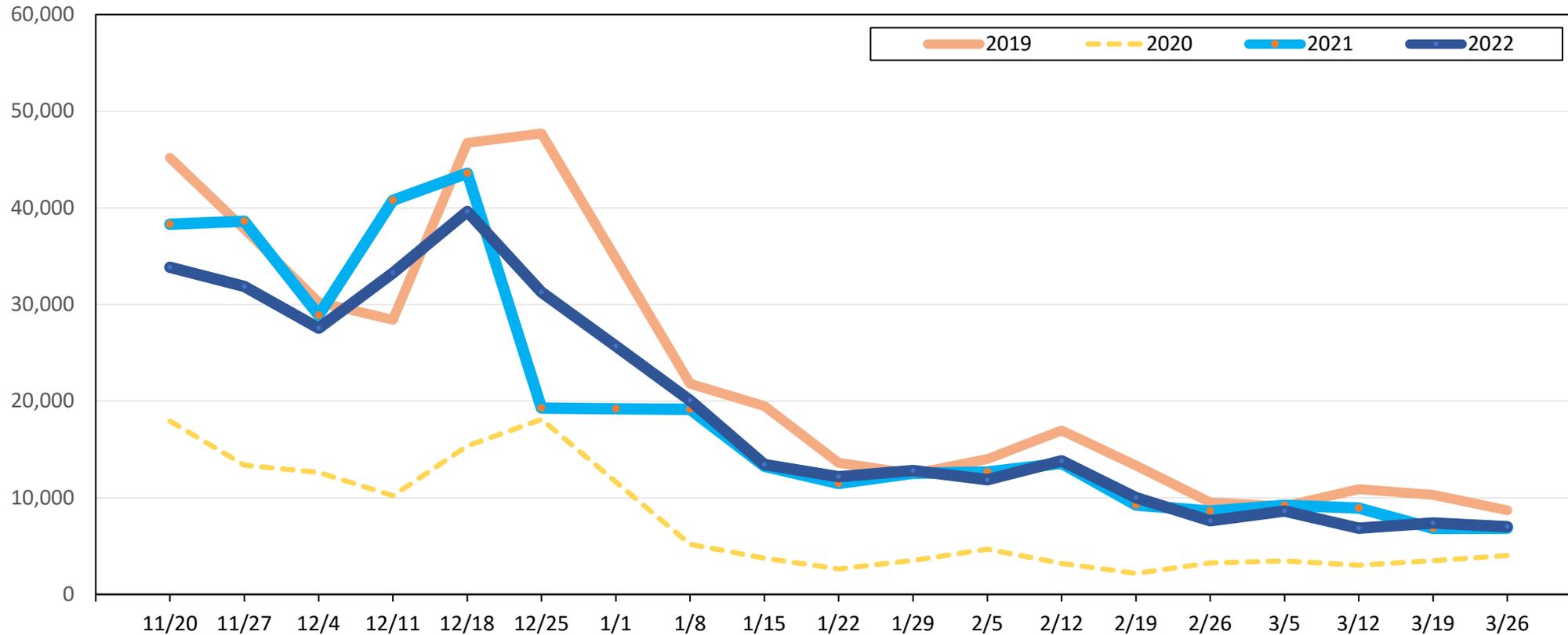
*Future Arrivals refers to all 'future' arrivals relative to a given Booking Date.
 Source: Global Agency Pro

Update: Nov 12, 2022

Source: Global Agency Pro

Travel Agency Bookings to Hawai'i for Future Arrivals

Travel Agency Weekly Bookings for Future Travel to Hawai'i as of November 12, 2022
U.S.

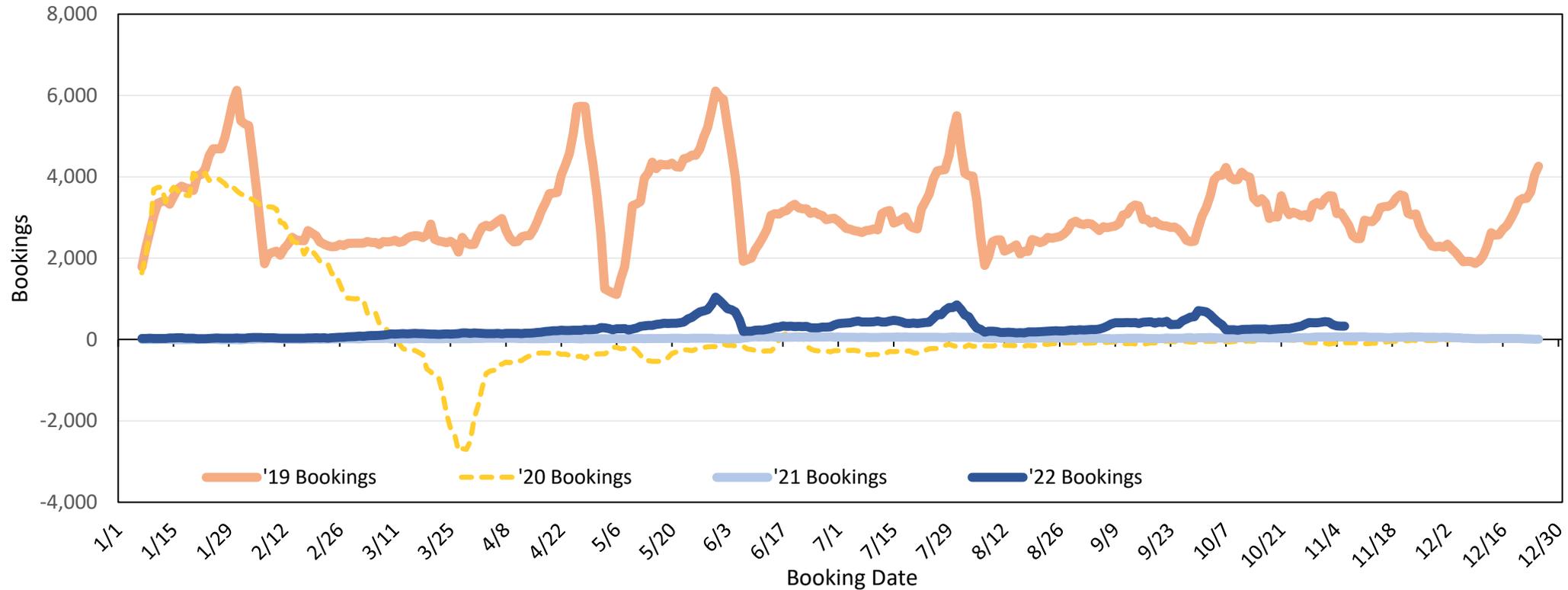


Source: Global Agency Pro, as of November 12, 2022

Source: Global Agency Pro

Travel Agency Bookings to Hawai'i for Future Arrivals

Travel Agency Bookings to Hawaii for Future Arrivals*
Based on a 7-day Moving Average as of November 12, 2022
Japan



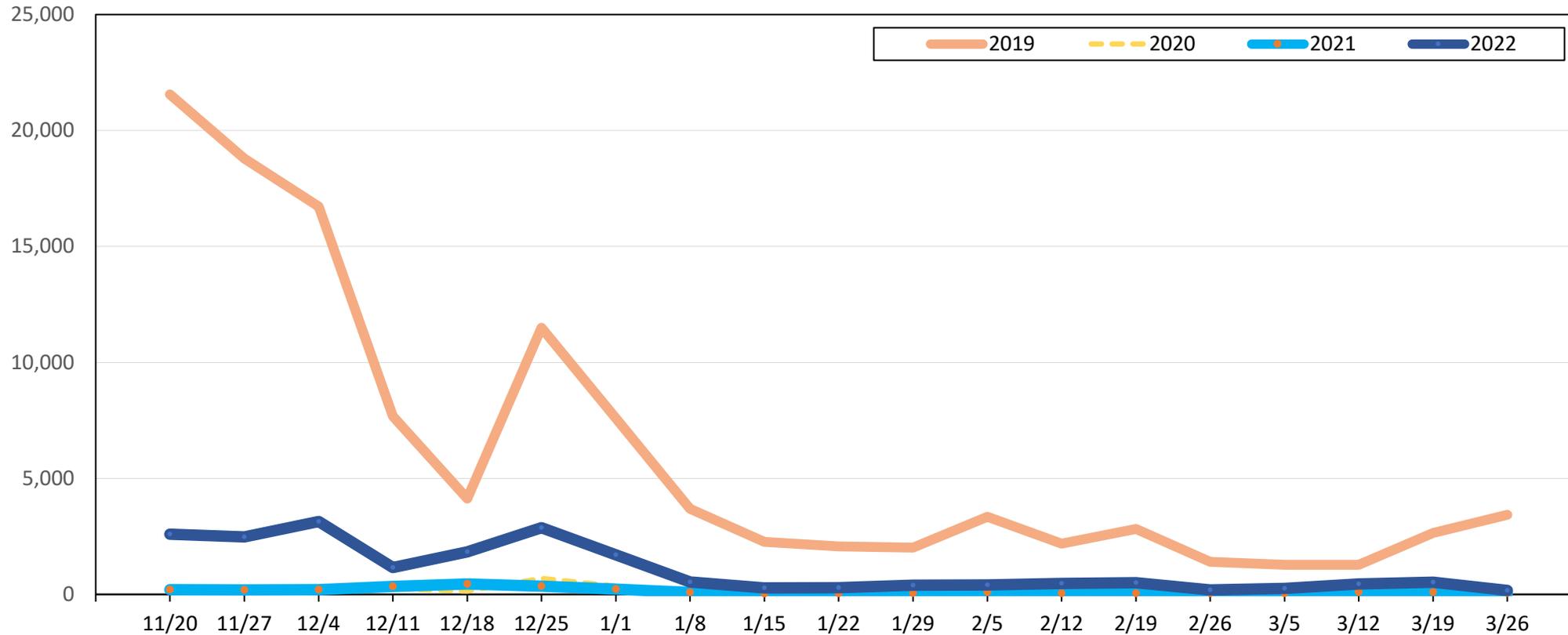
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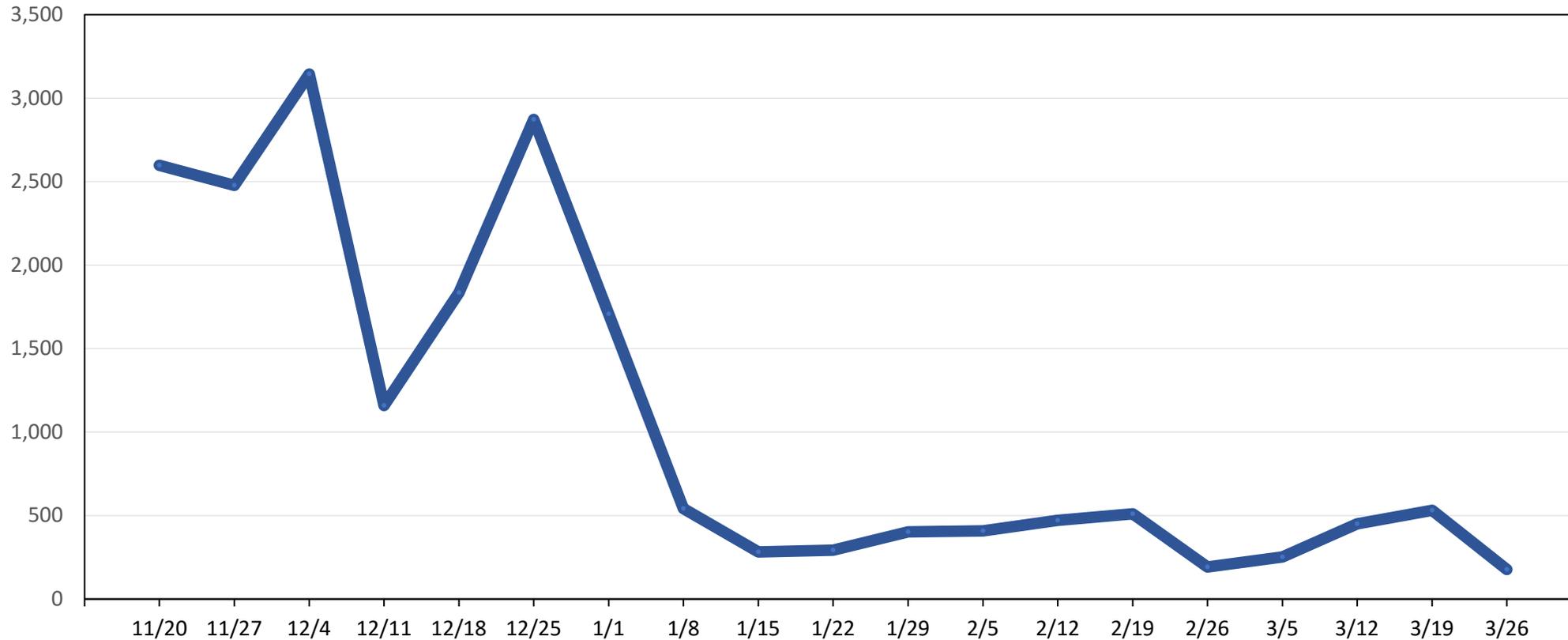


Source: Global Agency Pro, as of November 12, 2022

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Travel Agency Bookings to Hawai'i for Future Arrivals

Travel Agency Weekly Bookings for Future Travel to Hawai'i as of November 12, 2022 Japan

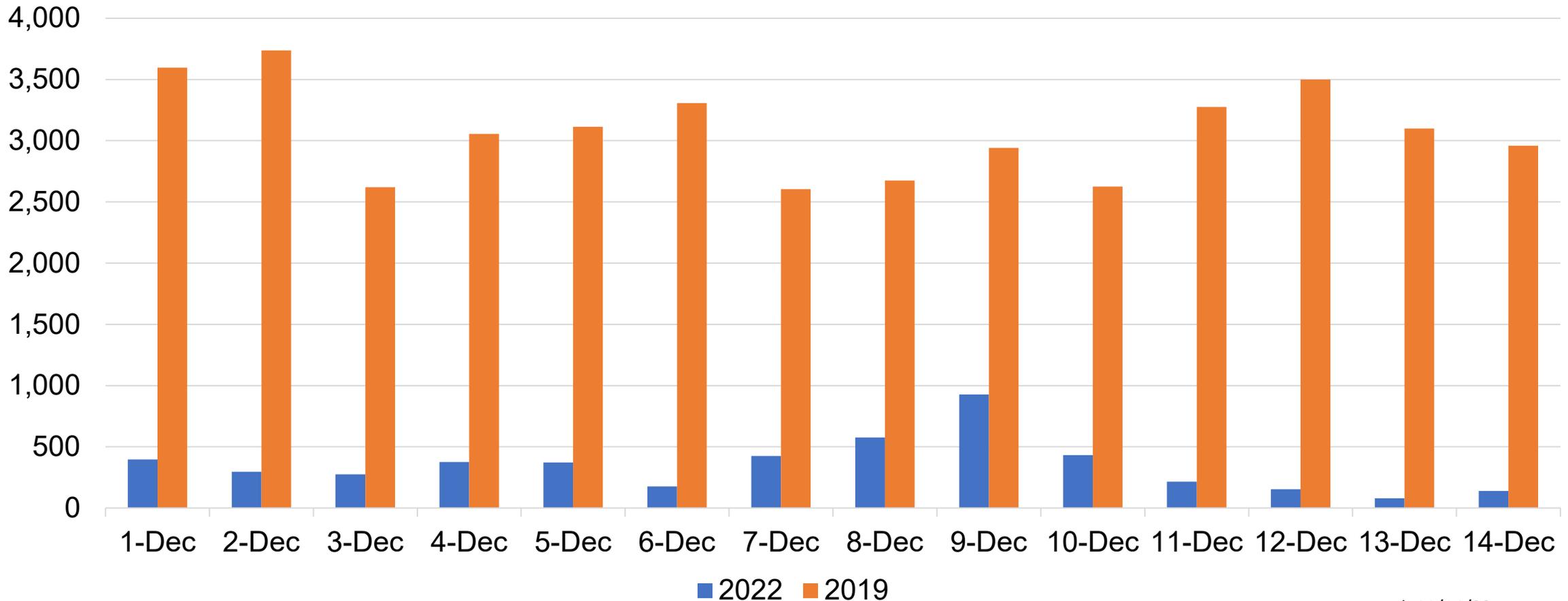


Source: Global Agency Pro, as of November 12, 2022

Source: Global Agency Pro

Travel Agency Bookings to Hawai'i for Future Arrivals

Travel Agent Bookings for Non-Stop Flights from Japan to Hawai'i between December 1-14, 2022 vs 2019

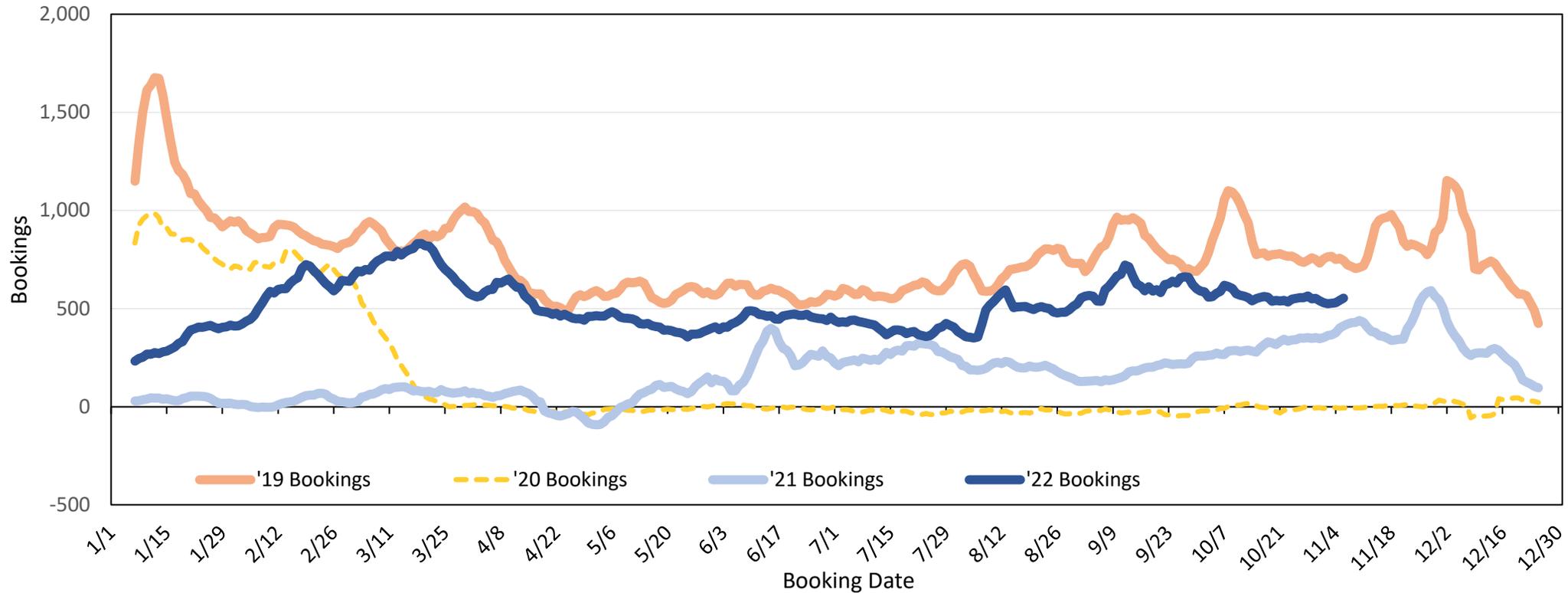


Source: Global Agency Pro
2019 Marathon – December 10, 2019
2022 Marathon – December 11, 2022

upd. 11/14/22

Travel Agency Bookings to Hawai'i for Future Arrivals

Travel Agency Bookings to Hawaii for Future Arrivals*
Based on a 7-day Moving Average as of November 12, 2022
Canada



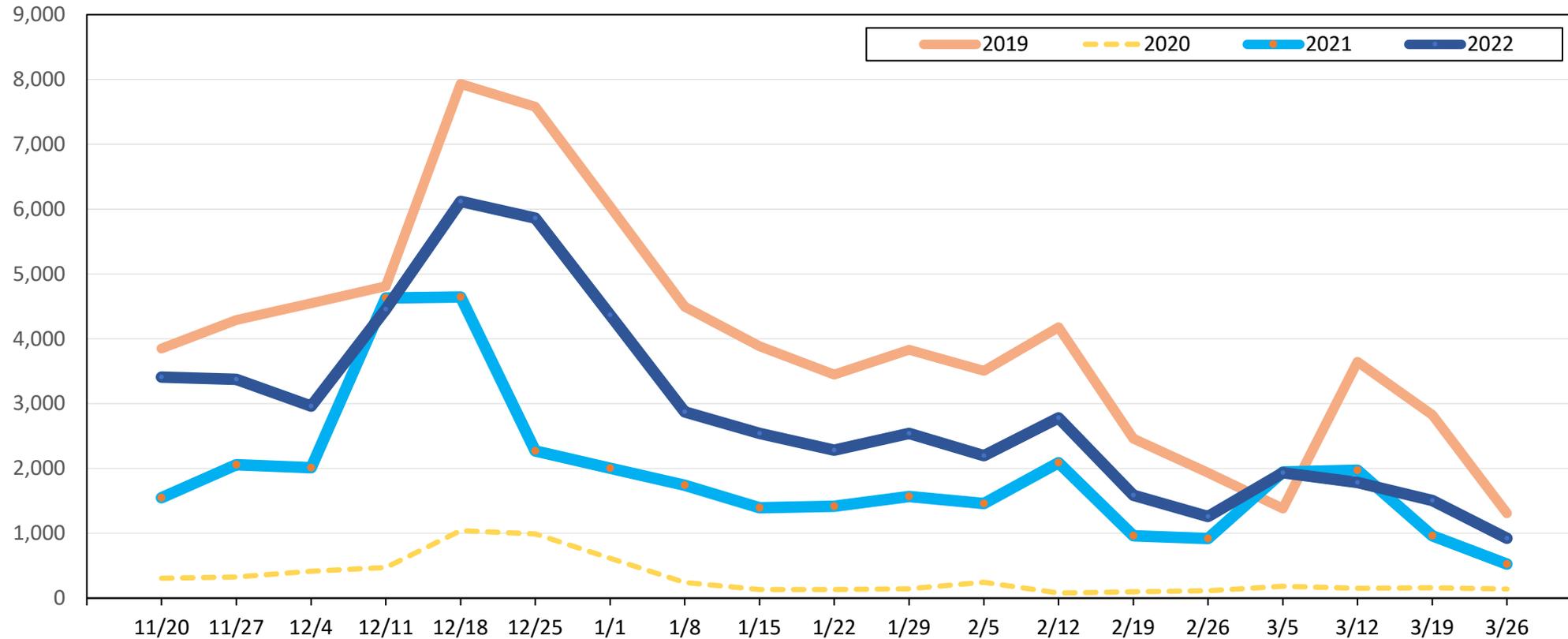
*Future Arrivals refers to all 'future' arrivals relative to a given Booking Date.
Source: Global Agency Pro

Update: Nov 12, 2022

Source: Global Agency Pro

Travel Agency Bookings to Hawai'i for Future Arrivals

Travel Agency Weekly Bookings for Future Travel to Hawai'i as of November 12, 2022
Canada

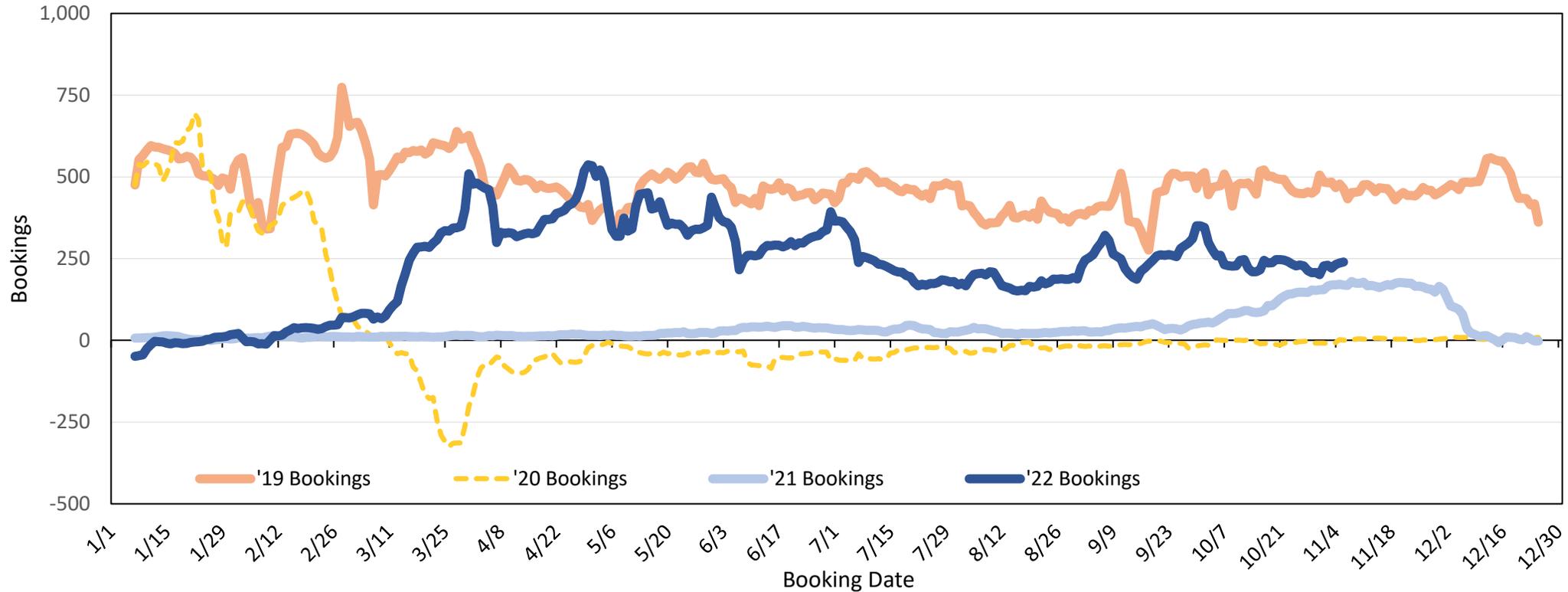


Source: Global Agency Pro, as of November 12, 2022

Source: Global Agency Pro

Travel Agency Bookings to Hawai'i for Future Arrivals

Travel Agency Bookings to Hawaii for Future Arrivals*
Based on a 7-day Moving Average as of November 12, 2022
Korea



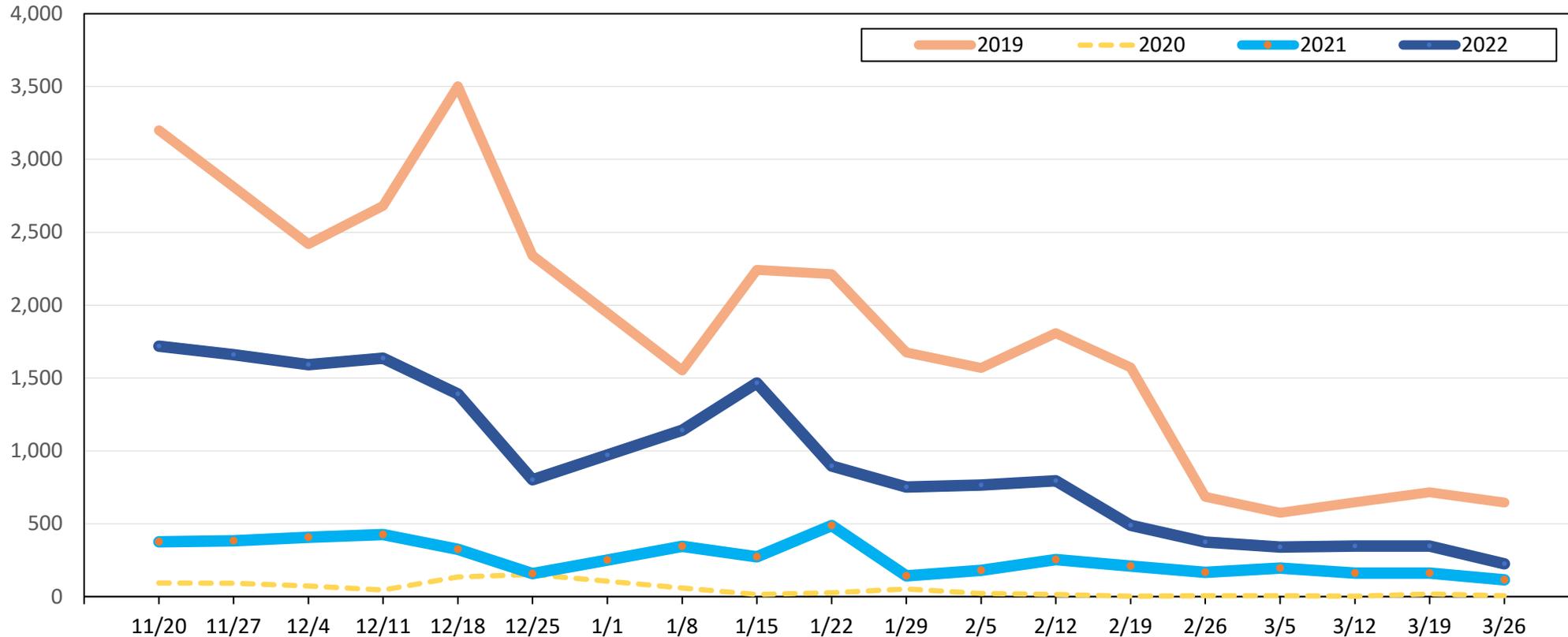
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Update: Nov 12, 2022

Source: Global Agency Pro

Travel Agency Bookings to Hawai'i for Future Arrivals

Travel Agency Weekly Bookings for Future Travel to Hawai'i as of November 12, 2022 Korea

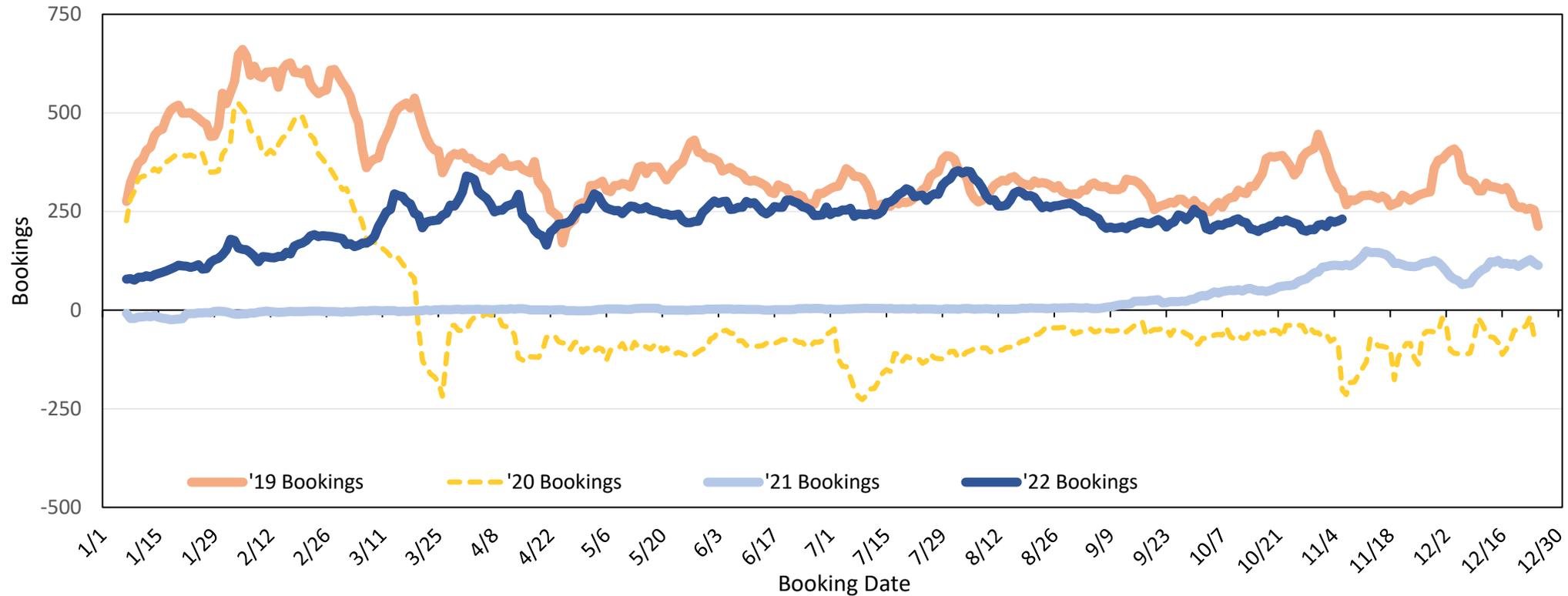


Source: Global Agency Pro, as of November 12, 2022

Source: Global Agency Pro

Travel Agency Bookings to Hawai'i for Future Arrivals

Travel Agency Bookings to Hawaii for Future Arrivals*
Based on a 7-day Moving Average as of November 12, 2022
Australia



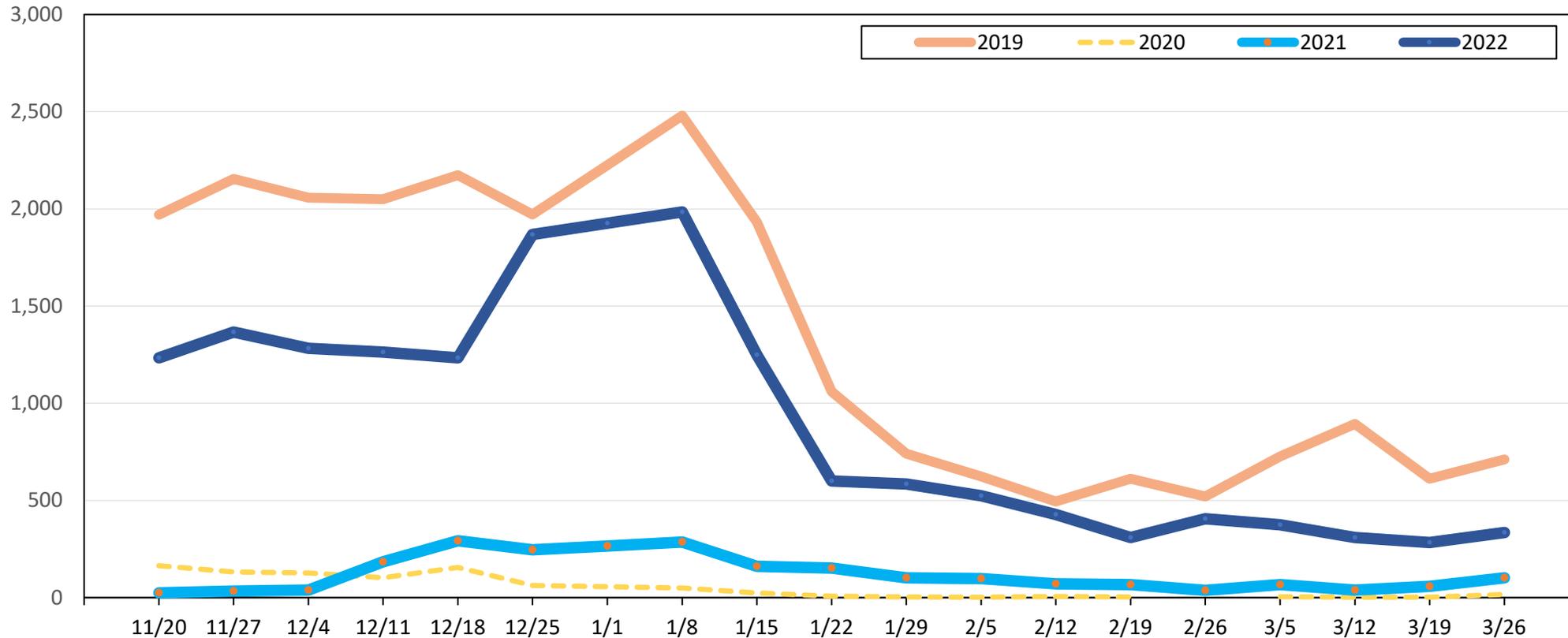
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Update: Nov 12, 2022

Source: Global Agency Pro

Travel Agency Bookings to Hawai'i for Future Arrivals

Travel Agency Weekly Bookings for Future Travel to Hawai'i as of November 12, 2022
Australia



Source: Global Agency Pro, as of November 12, 2022

Source: Global Agency Pro

MAHALO!



8

Report by the **Branding Standing Committee (BSC)**
of their Meeting Held on November 16, 2022

8a

Discussion Regarding an
Update on Hawai'i Airlift as
Presented at the November 16, 2022 BSC Meeting

AIR SERVICE UPDATE

HAWAII TOURISM AUTHORITY

November 16, 2022

HAWAII TOURISM[™]
UNITED STATES



Industry Overview

HAWAII TOURISM™
UNITED STATES

The airline Industry is in a unique position post-pandemic



Labor shortages including pilots, mechanics and ground staff have limited the ability to grow and have constrained day-to-day operations – not to mention the increased cost to airline P&L



Fuel cost increases, for some carriers > 100% higher versus pre-pandemic, are largely offsetting revenue performance



Record revenues driven by the recovery of leisure traffic and ongoing restoration of business travel demand; Yields (higher fares) are performing well; Transatlantic recovery is doing far better than Transpacific

The airline Industry is in a unique position post-pandemic

U.S. GULF COAST JET FUEL SPOT PRICE

\$USD per gallon



Source: U.S. Energy Information Administration;
Ailevon Pacific Aviation Consulting analysis



World Routes 2022 Update

HAWAII TOURISM™
UNITED STATES

World Routes 2022 - October 15-18th

16 Airline Meetings with 25 Representatives

Fiji Airways	Omni
JAL	Miat Mongolian
American	Sun Country
Air New Zealand	ANA
British Airways	Southwest
WestJet	Delta
Hawaiian	Air Asia X
Alaska	Qantas

10 Airport Meetings with 17 Representatives

Metropolitan Washington Airport Authority
Sydney Airport Corporation
Melbourne Airport
Atlanta Hartsfield Jackson
Southwest
DFW-Dallas- Fort Worth
Oakland International
LAX- Los Angeles World Airports
Mactan-Cebu/Philippine Dept. of Tourism
Vancouver International
Ontario Airports



Hawai'i Air Service Overview

(Historic and Forecasted)

HAWAII TOURISM™
UNITED STATES

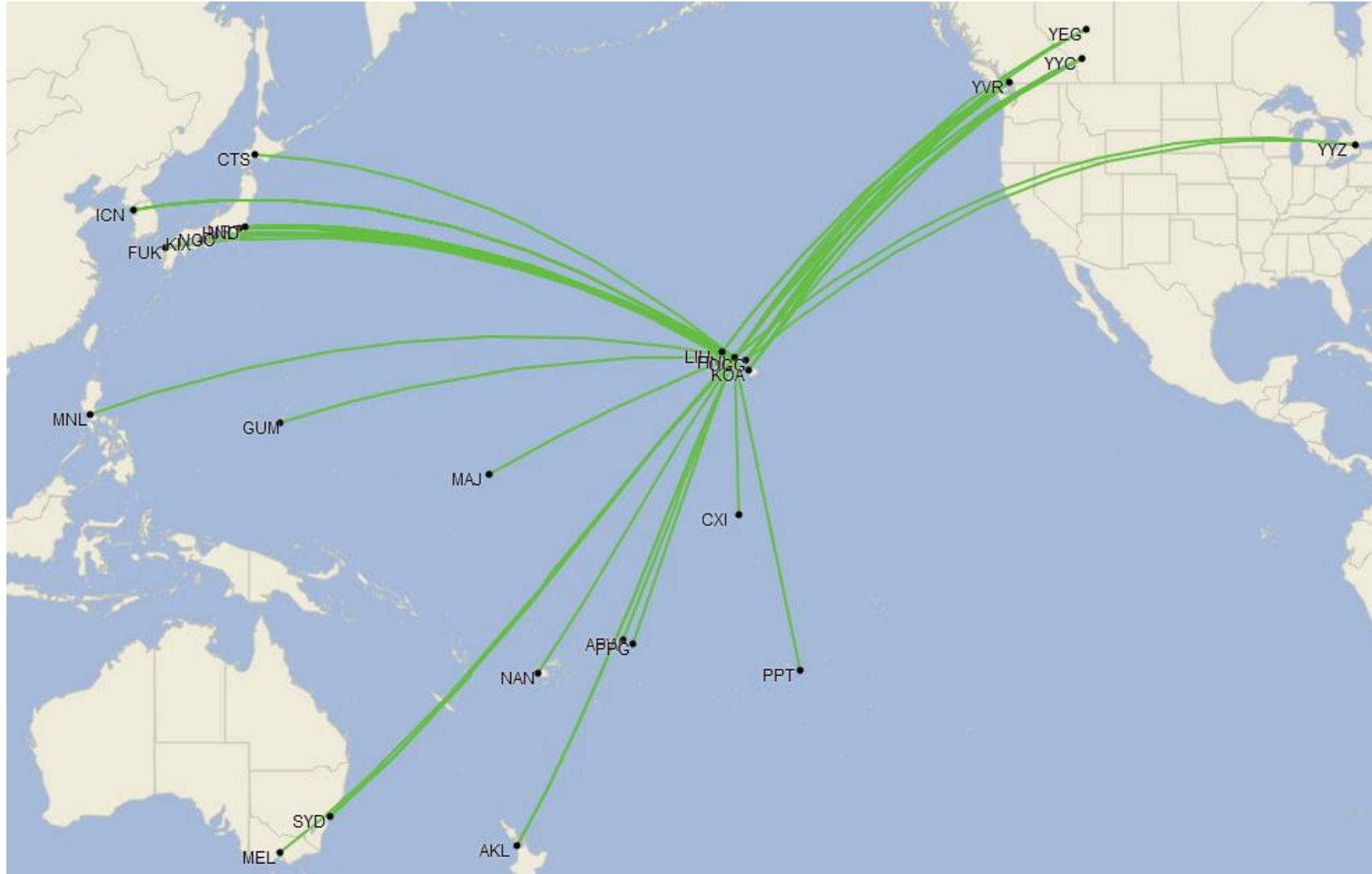
Air Carriers to Hawai'i



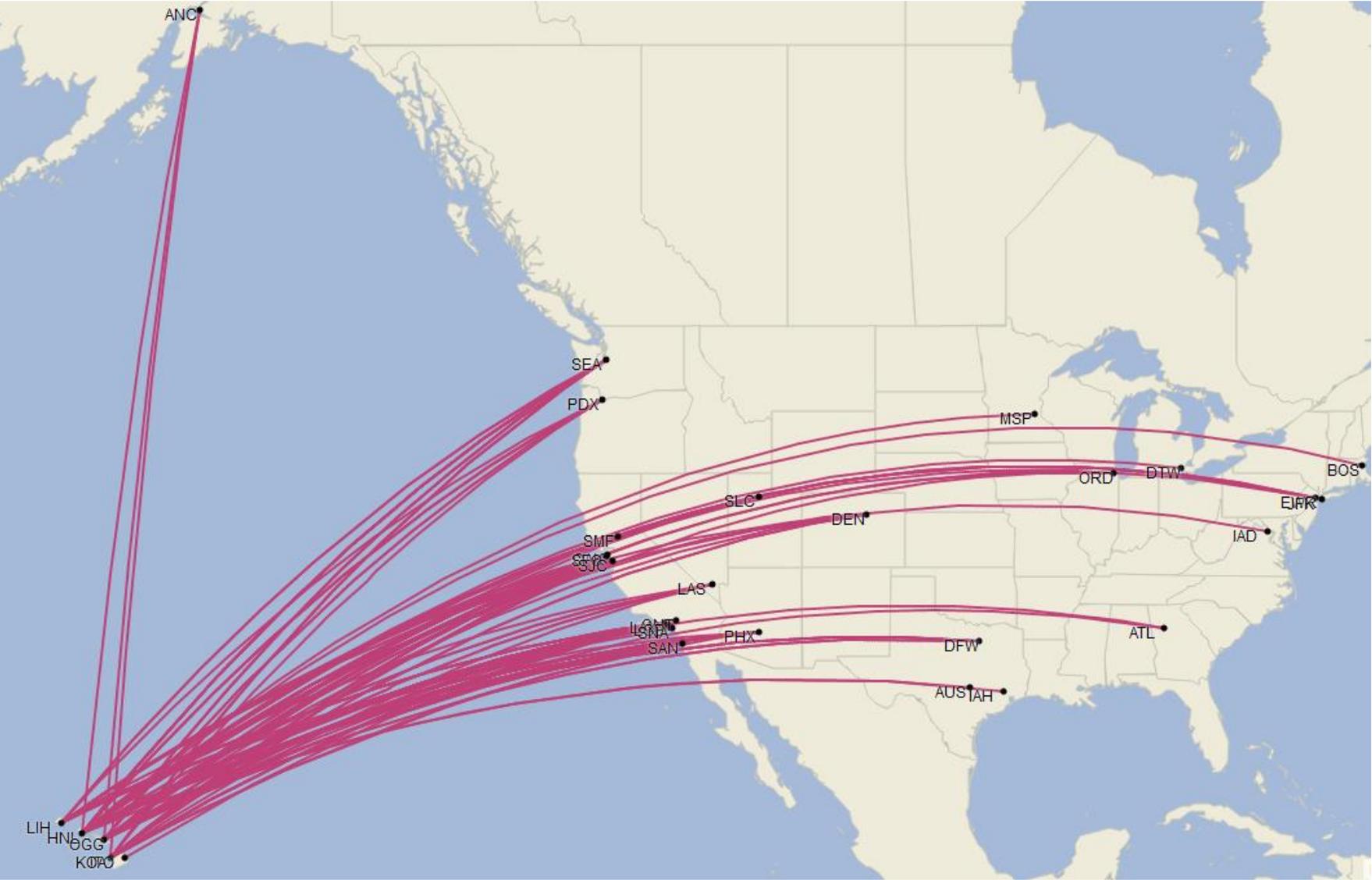
2022P Scheduled Non-Stop Seats into Hawai'i (all airports) by Airline

Airline	Seats	Flights
Hawaiian Airlines	3,045,940	12,784
United Airlines	2,862,864	12,304
Southwest Airlines	1,867,250	10,670
Alaska Airlines	1,526,112	9,206
American Airlines	1,300,182	5,980
Delta Air Lines	1,137,930	5,090
WestJet	260,826	1,353
Air Canada	226,389	1,120
Japan Airlines Co., Ltd.	183,833	886
Korean Air Lines	101,258	285
All Nippon Airways Co. Ltd.	93,394	305
Jetstar Airways	72,025	215
Qantas Airways Ltd.	64,152	216
Philippine Airlines	55,620	180
Asiana Airlines	52,419	175
ZIPAIR Tokyo Inc.	37,182	190
Air New Zealand Limited	23,404	80
Fiji Airways	11,318	67
TOTAL	12,922,098	61,106

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



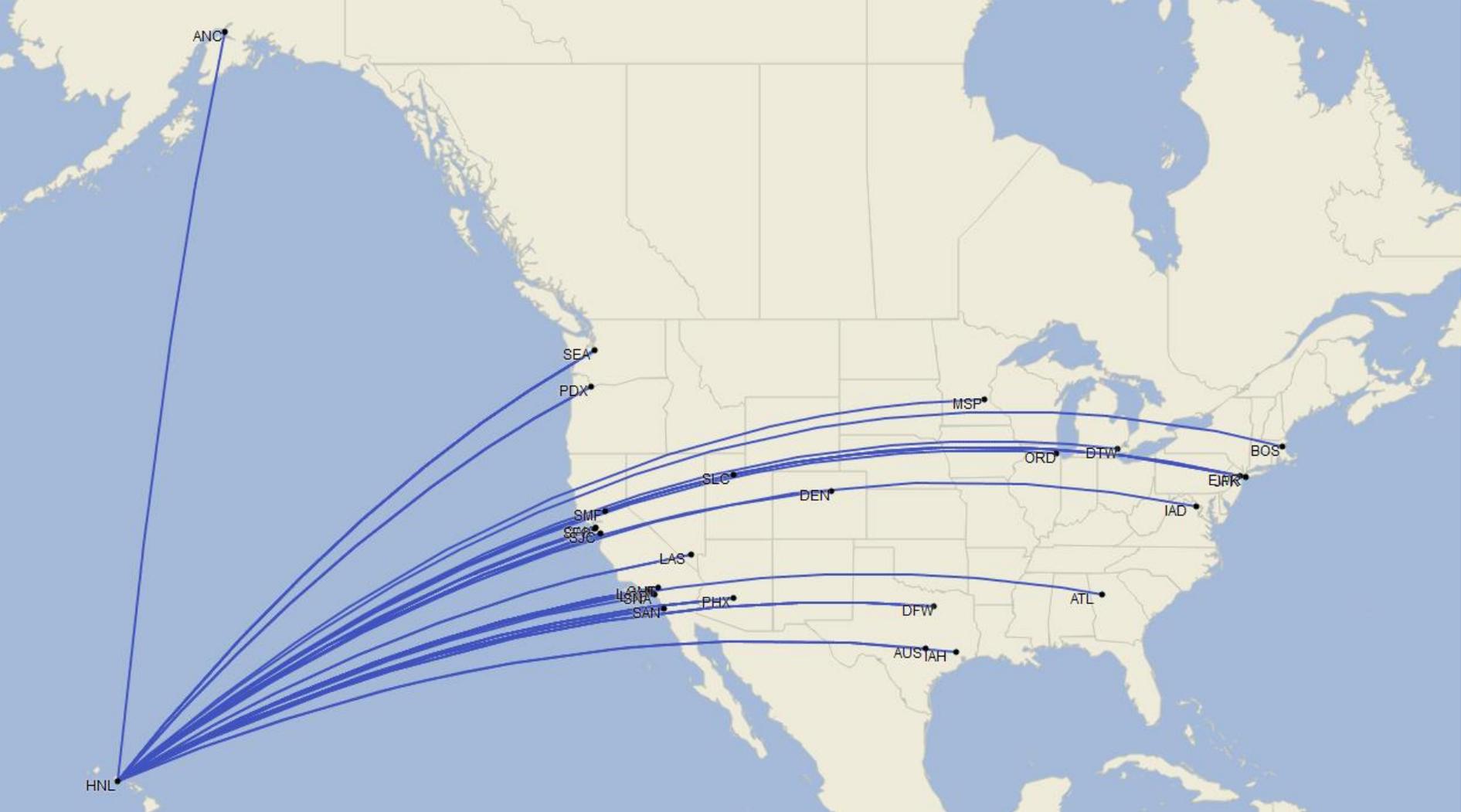
Non-Stop U.S. Markets into Hawai'i (all airports)



Non-Stop Origins into Honolulu (HNL)

Anchorage, AK, US
Atlanta, GA, US
Auckland, NZ
Calgary, AB, CA
Chicago-O'Hare, IL, US
Dallas/Fort Worth, TX, US
Denver, CO, US
Detroit, MI, US
Fukuoka, JP
Guam, TR, US
Houston-Intercontinental, TX, US
Kiritimati, KI
Las Vegas, NV, US
Long Beach, CA, US
Los Angeles, CA, US
Majuro, MH
Melbourne, VI, AU
Minneapolis/St. Paul, MN, US
Nagoya, JP
New York-JFK, NY, US
Newark, NJ, US
Oakland, CA, US
Ontario, CA, US
Osaka-Kansai, JP
Phoenix, AZ, US
Portland, OR, US
Sacramento, CA, US
Salt Lake City, UT, US
San Diego, CA, US
San Francisco, CA, US
San Jose, CA, US
Sapporo, JP
Seattle, WA, US
Seoul, KR
Sydney, NS, AU
Tokyo-Haneda, JP
Tokyo-Narita, JP
Vancouver, BC, CA
Washington-Dulles, VA, US

Non-Stop U.S. Markets into Honolulu (HNL)





Current Lift into Hawai'i

HAWAII TOURISM™
UNITED STATES

Scheduled Non-Stop U.S. Seats to Hawai'i

January – December 2019, 2021, 2022P

Preliminary as of 11/11/2022

	# of SEATS 2019	# of SEATS 2021	# of SEATS 2022P*	% Change 22/19	% Change 22/21
O'ahu	4,962,887	5,192,872	5,579,118	12.4%	7.4%
Maui	2,668,370	3,194,004	3,158,069	18.4%	-1.1%
Kona	1,104,675	1,365,329	1,312,567	18.8%	-3.9%
Kaua'i	962,986	840,927	1,147,751	19.2%	36.5%
Hilo	47,872	38,935	47,433	-0.9%	21.8%
Total	9,746,790	10,632,067	11,244,938	15.4%	5.8%

* A seat scheduled is not a seat flown.

Scheduled Non-Stop U.S. Seats to Hawai'i January – June 2019, 2022, 2023P

Preliminary as of 11/11/2022

	# of SEATS Jan - June 2019	# of SEATS Jan - June 2022	# of SEATS Jan - June 2023P	% Change 23/19	% Change 23/22
O'ahu	2,413,284	2,808,974	2,861,046	18.6%	1.9%
Maui	1,275,965	1,620,331	1,558,623	22.2%	-3.8%
Kona	581,808	678,715	660,380	13.5%	-2.7%
Kaua'i	481,642	581,931	529,671	10.0%	-9.0%
Hilo	21,654	19,993	1,162	-94.6%	-94.2%
Total	4,774,353	5,709,944	5,610,882	17.5%	-1.7%

* A seat scheduled is not a seat flown.

Scheduled Non-Stop Seats By Country to Hawai'i 2019, 2022

Preliminary as of 11/11/2022

	# of SEATS 2019	# of SEATS 2022P*	% Change 22/19
Australia	369,282	206,511	-44.1%
Canada	484,613	490,467	1.2%
China	116,539		
Fiji	8,414	7,408	-12.0%
French Polynesia	18,718	14,734	-21.3%
Japan	1,999,204	Nov 11 Schedule 476,185 Sep 27 Schedule 557,371 Aug 31 Schedule 653,336	-76.2% -72.1% -67.3%
Kiribati	6,848	680	-90.1%

* A seat scheduled is not a seat flown.

Scheduled Non-Stop Seats By Country to Hawai'i 2019, 2022

Preliminary as of 11/11/2022



	# of SEATS 2019	# of SEATS 2022P*	% Change 22/19
Marshall Islands	34,448	15,106	-56.1%
New Zealand	125,300	45,088	-64.0%
Philippines	73,248	55,620	-24.1%
South Korea	326,398	217,617	-33.3%
Taiwan	39,780		
United States	9,913,374	11,244,938	13.4%
Western Samoa	8,090	3,230	-60.1%

* A seat scheduled is not a seat flown.

Scheduled Non-Stop Seats By Country to Hawai'i 2019, 2023P Through June

Preliminary as of 11/11/2022

	# of SEATS Jan – Jun 2019	# of SEATS Jan – Jun 2023P*	% Change 23/19
Australia	181,063	118,533	-34.5%
Canada	306,686	279,345	-8.9%
China	65,007		
Fiji	4,282	4,420	3.2%
French Polynesia	8,062	6,950	-13.8%
Japan	981,290	783,259	-20.2%
Kiribati	3,634	4,420	21.6%

* A seat scheduled is not a seat flown.

Scheduled Non-Stop Seats By Country to Hawai'i 2019, 2023P Through June

Preliminary as of 11/11/2022

	# of SEATS Jan – Jun 2019	# of SEATS Jan – Jun 2023P*	% Change 23/19
Marshall Islands	17,018	15,272	-10.3%
New Zealand	60,028	45,434	-24.3%
Philippines	37,095	39,861	7.5%
South Korea	159,338	156,770	-1.6%
Taiwan	18,666	12,546	-32.8%
United States	4,856,169	5,610,882	15.5%
Western Samoa	4,482	4,420	-1.4%

* A seat scheduled is not a seat flown.

Scheduled Non-Stop Seats from (U.S.) to Hawai'i October – December 2019, 2021, 2022 (Q4)

Preliminary as of 11/11/2022

	# of SEATS October 2019	# of SEATS October 2021	# of SEATS October 2022P	% Change 22/19	% Change 22/21	# of SEATS November 2019	# of SEATS November 2021	# of SEATS November 2022P	% Change 22/19	% Change 22/21	# of SEATS December 2019	# of SEATS December 2021	# of SEATS December 2022P	% Change 22/19	% Change 22/21
O'ahu	399,574	464,898	426,101	6.6%	-8.3%	395,176	462,322	444,291	12.4%	-3.9%	456,929	519,271	502,431	10.0%	-3.2%
Maui	211,816	277,397	220,067	3.9%	-20.7%	209,739	273,496	231,964	10.6%	-15.2%	250,970	306,191	272,925	8.7%	-10.9%
Kona	72,590	125,751	90,507	24.7%	-28.0%	78,213	121,964	88,212	12.8%	-27.7%	98,565	141,109	112,325	14.0%	-20.4%
Kaua'i	72,357	103,166	84,987	17.5%	-17.6%	77,342	100,263	85,895	11.1%	-14.3%	87,481	109,578	96,384	10.2%	-12.0%
Hilo	4,648	3,759	3,925	-15.6%	4.4%	3,818	4,296	3,818	0.0%	-11.1%	4,316	4,537	4,482	3.8%	-1.2%
Total	760,985	974,971	825,587	8.5%	-15.3%	764,288	962,341	854,180	11.8%	-11.2%	898,261	1,080,686	988,547	10.1%	-8.5%

Seats Reflect Capacity Only – Not Load Factor

Scheduled Non-Stop Seats from (U.S.) to Hawai'i January – March 2019, 2022, 2023P (Q1)

Preliminary as of 11/11/2022

	# of SEATS January 2019	# of SEATS January 2022	# of SEATS January 2023P	% Change 23/19	% Change 23/22	# of SEATS February 2019	# of SEATS February 2022	# of SEATS February 2023P	% Change 23/19	% Change 23/22	# of SEATS March 2019	# of SEATS March 2022	# of SEATS March 2023P	% Change 23/19	% Change 23/22
O'ahu	388,968	469,980	493,488	26.9%	5.0%	345,670	430,417	442,079	27.9%	2.7%	422,760	509,436	496,876	17.5%	-2.5%
Maui	195,030	265,755	261,133	33.9%	-1.7%	173,414	245,022	234,517	35.2%	-4.3%	216,456	293,411	281,602	30.1%	-4.0%
Kona	97,410	108,555	107,808	10.7%	-0.7%	87,827	95,264	96,978	10.4%	1.8%	106,853	122,712	118,046	10.5%	-3.8%
Kaua'i	79,402	95,842	85,084	7.2%	-11.2%	69,797	81,696	73,480	5.3%	-10.1%	86,849	100,290	91,157	5.0%	-9.1%
Hilo	2,822	2,685	1,162	-58.8%	-56.7%	2,656	2,148		-100.0%	-100.0%	3,665	3,899		-100.0%	-100.0%
Total	763,632	942,817	948,675	24.2%	0.6%	679,364	854,547	847,054	24.7%	-0.9%	836,583	1,029,748	987,681	18.1%	-4.1%

Seats Reflect Capacity Only – Not Load Factor

Scheduled Non-Stop Seats from (U.S.) to Hawai'i April – June 2019, 2022, 2023P (Q2)

Preliminary as of 11/11/2022

	# of SEATS April 2019	# of SEATS April 2022	# of SEATS April 2023P	% Change 23/19	% Change 23/22	# of SEATS May 2019	# of SEATS May 2022	# of SEATS May 2023P	% Change 23/19	% Change 23/22	# of SEATS June 2019	# of SEATS June 2022	# of SEATS June 2023P	% Change 23/19	% Change 23/22
O'ahu	395,313	483,304	473,722	19.8%	-2.0%	419,399	471,665	483,309	15.2%	2.5%	441,174	444,172	471,572	6.9%	6.2%
Maui	213,772	270,901	256,085	19.8%	-5.5%	219,464	261,329	263,842	20.2%	1.0%	257,829	283,913	261,444	1.4%	-7.9%
Kona	89,117	110,623	111,672	25.3%	0.9%	96,028	116,591	114,606	19.3%	-1.7%	104,573	124,970	111,270	6.4%	-11.0%
Kaua'i	75,484	97,861	91,813	21.6%	-6.2%	79,966	102,103	94,105	17.7%	-7.8%	90,144	104,139	94,032	4.3%	-9.7%
Hilo	3,873	2,887		-100.0%	-100.0%	3,938	3,183		-100.0%	-100.0%	4,700	5,191		-100.0%	-100.0%
Total	777,559	965,576	933,292	20.0%	-3.3%	818,795	954,871	955,862	16.7%	0.1%	898,420	962,385	938,318	4.4%	-2.5%

Seats Reflect Capacity Only – Not Load Factor



MAHALO

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HAWAII TOURISM
UNITED STATES

8b

Discussion and Action on the Recommendation
by the Branding Standing Committee on the
HTA's **Sports Programs Strategy and Request
for Proposals** as Presented at the November 16,
2022 BSC Meeting

The cover page features a central white diamond shape with a thin white border, set against a light gray background. The background is decorated with four overlapping diamond shapes in the corners: blue in the top-left and bottom-right, and green in the top-right and bottom-left. The text is centered within the white diamond.

HTA Sports Partnership Strategy 2023-2025

Overview

HTAs approved Strategic Plan calls for Brand Marketing to *“Take the lead in protecting and enhancing Hawai‘i’s globally competitive brand in a way that is coordinated, authentic, and market-appropriate.”*

Over the next three years, HTA will take a more Partnership focused approach, rather than the traditional event strategy and will act as a branch of that tree and be guided by that directive. It will do so by clearly identifying pillars of partnerships and the metrics by which they will be evaluated. The reasoning behind this switch is that currently we do not have the facilities or the funding to compete for high-profile events as in years past.

HTA will issue two RFPs to seek event partnership opportunities that meet HTA's sports partnership criteria. All proposals received will be thoroughly evaluated by HTA and HTA's strategic partners. In certain cases, different form of procurement may be required.

International Partnerships

HTA will incorporate more international partnerships to both broaden our portfolio, but also achieve our mandate to generate a positive economic return by reaching target visitors through their preexisting affinity for local-market leagues and teams. Aligning the Hawaiian Islands with the most popular team in our key source markets allows us to stay front of mind for new and return travelers. We have defined the sports in each MMA that have the highest cross-section of fans with the disposable income, interest in Hawai'i, and direct airline service to maximize our market penetration. We will also leverage current partnerships across all markets such as access to IP, Visitor Development Funds, and Events.

- Oceania – Rugby, Golf, Basketball
- Japan – Baseball, Golf, Tennis
- Korea – Golf, Baseball, Soccer
- China – Basketball, Golf, Olympic Sports
- Canada - Hockey (Vancouver, Alberta & Toronto) , Football, Golf

HTA Sports Partnership Strategic Goals

- Enhance the brand awareness and marketing of the Hawaiian Islands
- Generate Community Benefits
- Produce Economic Benefits

**Adopted FY2022 by HTA Board*

Pillar One – Marquee Partnerships

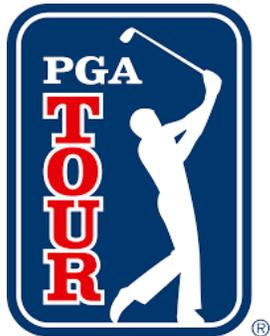
Partnerships in pillar one will directly couple the Hawaiian islands with globally relevant, instantly recognizable properties. These partnerships will elevate both the brand of Hawai'i worldwide as well as the partnering property and appeal to our defined target travelers.

HTA will strategically prioritize partnerships in the Marquee tier with International Brands and those located in our key domestic source markets. Due to the unique nature of these opportunities, they will be evaluated on a case-by-case basis outside of the standard RFP process.

KPIs Measured:

- Direct Community benefit (camps, clinics, charitable donation etc.)
- Drive target- traveler consideration
- Increase Brand Affinity Internationally or across Targeted Domestic Markets
- Increase PPPD Spending as a Direct Result of Partnership

Pillar One – Marquee Partnership Examples



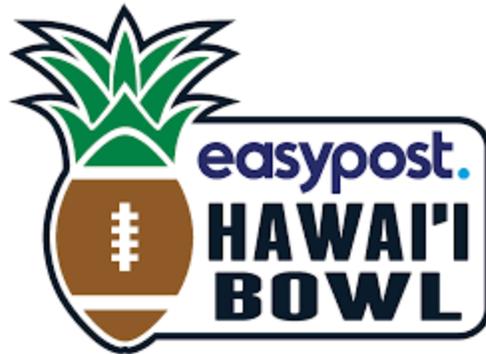
Pillar Two – Signature Partnership

The overarching purpose of a Signature Event is to draw visitors to the Hawaiian Islands from outside of the State to attend or participate in high profile events. Signature Events will be sports-based and allow for HTA to consider funding for a diverse group of applicants and are designed to have a high level of TV, digital, social and print exposure that highlight the state across multiple markets. Selection for funding will be done through RFP and scoring criteria will consist of the following:

Evaluation Criteria:

- Total number of event-specific arrivals of at least 25% of event attendance
- Estimated Market Value of estimated PPPD & Total Economic Impact
- Estimated TV and Digital impressions
- Event takes place in-state
- Local execution vs. National promoter

Pillar Two – Signature Partnership Examples

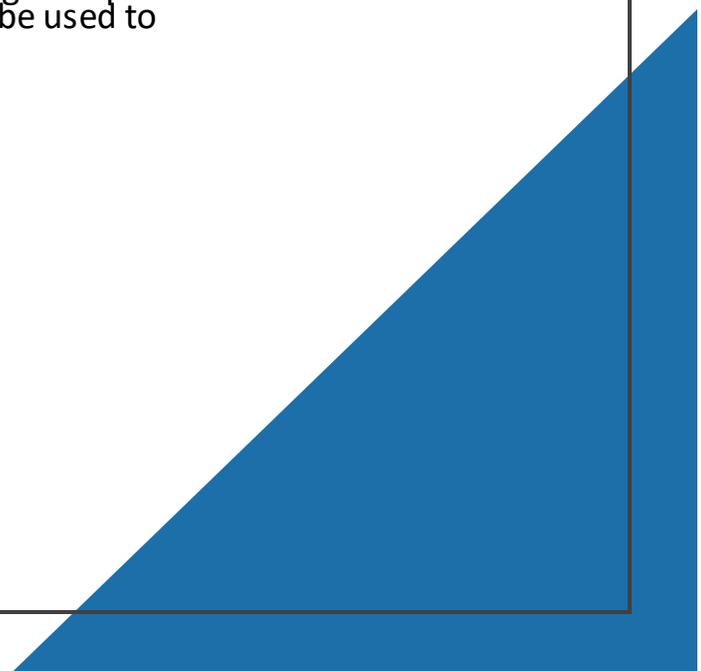


Pillar 3 – Hawai'i Authentic

Hawai'i Authentic events consist only of **surfing, canoe paddling and beach volleyball**. Across all islands, these events will couple traditional Hawai'i pursuits with existing brands and sponsors. These events will not only draw world-class athletes but provide dedicated funding for local athletes to compete as well. They will offer the opportunity for our communities to view up-close the top performers in sports that many grew up participating in, while nurturing the future generation to carry on the pursuits. An RFP process will be used to evaluate potential offerors and will be based on the following criteria:

Evaluation Criteria:

- Percent of Local involvement
- Community Benefits generated
- Outside Sponsorship funding
- Estimated Digital and Social Impressions



Pillar 3 – Hawai'i Authentic Examples



Community Partnership Success

- In 2022 HTA provided funding of \$2.9M for 86 events, festivals and nonprofit programs across Hawai'i through our Community Enrichment Program. The events are often highly attended by Hawaii's residents.
- Los Angeles Rams neighbor island youth clinics
- Los Angeles Clippers donation of an elementary school computer lab
- PGA Tour Charitable Donations of over \$2,000,000 in 2022

MAHALO

8c

Discussion and Action on the Recommendation
by the Branding Standing Committee on the **2023**
PGA “Aloha Swing” Activation Plan as
Presented at the November 16, 2022 Meeting



“ALOHA SWING” 2023

Executive Summary

- **Event Dates/Locations**
 - Sentry ToC, January 5-8 (Maui) Sony Open, January 12-15 (O‘ahu) Mitsubishi Electric Championship, January 19-21 (Island of Hawai‘i)
- **Total Amount Requested: \$1,800,000**
 - FY22 ARPA funds
- **Projected Economic ROI**
 - Projected \$118 Million for 2023 (DBEDT Calculator used)
 - HVCB and the Golf Channel estimate the media value for 2022 to be almost \$30 million in the US alone
- **Community Benefits Expected**
 - Proposal Deliverables sheet
- **Contract Term**
 - 1 year
- **Procurement Method**
 - Sole Source
 - Request Pending

Executive Summary Continued

- Key Changes
 - Reactivation of the “Aloha Swing” handle from past years. Sentry ToC purse increased to \$15 Million (previously \$8.2M), previous year's tournament winners and all top 30 ranked players receive an invitation to play.
- Broadcast details
 - Each tournament and location in the Aloha Swing receives significant brand and media exposure. These professional sporting events serve as platforms to spotlight HTA initiatives that are integrated throughout each broadcast through:
 - Digital Distribution (ESPN+, social media, etc.)
 - Digital Coverage (PGA TOUR website and apps)
 - Brand exposure across digital and social channels on both PGA TOUR and tournament platforms
 - Domestic & global tune-in promotions and editorial segments
 - Tournament Communications and Publications (website, programs, and social media channels)
 - Substantial earned public relations exposure in news and sports coverage (local, national, etc.)

2022 Budget Actual Spend

Category	Amount
Tournaments	\$1,500,000
Sony Open in Hawai'i	\$650,000
Sentry Tournament of Champions	\$600,000
Mitsubishi Electric Championship at Hualālai	\$250,000
PGA Tour Royalties	\$158,479
Other Costs	\$15,165
Visitor Development Fund	\$504,245
TOTAL	\$2,177,889

2023 Budget Requested

Category	Amount
Tournaments	\$1,500,000
Sony Open in Hawai'i	\$650,000
Sentry Tournament of Champions	\$600,000
Mitsubishi Electric Championship at Hualālai	\$250,000
PGA Tour Royalties	\$150,000
Visitor Development Fund	\$150,000
TOTAL	\$1,800,000

Brand Alignment & Extension

PGA TOUR's "Aloha Swing" includes the Sentry Tournament of Champions on Maui (PGA TOUR), Sony Open on O'ahu (PGA TOUR) and the legends of golf at the Mitsubishi Electric Championship on Hawai'i (PGA TOUR Champions). The overarching goals of each tournament are to provide charitable giving to its community, serve as a platform to showcase Hawai'i to the world as a premium vacation and golf destination, and be among the premier events on the PGA TOUR and PGA TOUR Champions schedule. In a sport where competitions are conducted outside in nature, professional golf serves as a powerful and effective vehicle to further promote Hawai'i as an idyllic setting through global marketing efforts that heavily feature its beauty, rich history, and cultural uniqueness.

Additionally, Each tournament works closely to align with HTA to authentically tell stories that celebrate Hawai'i's rich culture in each unique market. These cultural initiatives are ingrained in each tournament's playbook, which grow and evolve every year.

New Global Approach

- Expansion of the Visitor Development Fund
 - Currently at \$506,745 with a \$2,500 increase yearly
 - Provides paid media in our key international source markets (Japan, Canada, Australia, South Korea, New Zealand, and China)
 - Synergy with players from those markets
 - Encourage visitation for the events
 - Goal of increasing nonresident attendance by 2%, noting max capacity for the events and tickets available.
 - Increase reach to golf-specific travelers in key source markets
 - High spend, golf travelers spend time on the course and not impacting communities
 - 46% of target demographic lists golf as important when considering a vacation destination
 - Leverage relationship with PGA to engage their strategic global partners

Mālama Messaging Broadcast Reach

In partnership with HTA, the Aloha Swing tournaments showcase Hawai'i's powerful brand message through promoting sustainable tourism, integrating the Islands' culture, and highlighting each community's impact to a highly desirable international audience. Last year, these tournaments received over 157 broadcast hours domestically of coverage that spans the Golf Channel and NBC. In 2022, the PGA TOUR started a new partnership with ESPN+ as its OTT coverage provider, which gives tournaments more live coverage and feeds than ever before to over 20 Million subscribers. Internationally, PGA TOUR coverage is currently available to over 1 Billion households across 200+ countries and territories in 27 languages through 43 local broadcast partners.

Community Engagement & Benefits

Sentry Tournament of Champions

•Charitable Funding

- Tournament supports several local Hawai'i charities, including Hale Makua, Ka Lima O Maui, Friends of the Children's Justice Center, J Walter Cameron Center, Maui United Way, Maui Food Bank, Lahainaluna High School Foundation, Maui Junior Golf and many other organizations.
- Tournament's Title Sponsor, Sentry, donated \$10,000 to local Maui schools and an additional \$200,000 to the Maui United Way, as well as a \$250,000 grant to Maui Food Bank. They also annually give four scholarships a year to Maui students to attend Hawai'i colleges to grow Maui's workforce and to keep talented students on the island.
- Aloha Friday is a weekly cultural tradition that encourages players to wear Aloha attire, where Sentry donated up to \$4,000 to local Maui charities for each participating player.
- Ohana Day highlights activities to help raise money for local schools and keep families engaged.
- **Community Support:**
- "Connected Communities" initiative that connects community leaders from Maui, the Hawaiian Islands, and Wisconsin to make a year-round positive and lasting impact by sharing and focusing their efforts on building community, developing the workforce, supporting basic human needs, and improving quality of life.
- Kama'āina and 'Ohana Day ticket opportunities for locals and families to affordably access the tournament including kids 15 and under getting in free.
- The tournament supports several events each year, including the Lahaina Town Action Committee, the Maui Arts League, the MACC and others.

Community Engagement & Benefits

Mitsubishi Electric Championship at Hualālai

Charitable Funding:

- Each year MEC gives back to many local charitable organizations, including the Daniel R. Sayre Foundation, Big Island Junior Golf Association, Hawaii State Junior Golf Association, and Hualalai Ohana Foundation.
- Tournament generated funds and donated to support Pua Ka'ilima Cultural Surf Park to give unrestricted ocean access for local people and visitors.
- Partnership with Rotary Club of Kona with all contributions reinvested into Island of Hawai'i community projects including park makeovers and rejuvenation, purchase of mobile Kidney Stone diagnostic vans, "Keiki Vision" –administrate free eye exams and glasses for elementary and middle school students, annual student scholarships

Community Support:

- Complimentary admission and parking to active military, veterans, youth 16 & under and Big Island Junior Golf Association members.
- KTA Super Stores Program –raised ~2,000 canned goods as a promotion for complimentary tournament access.
- Pro-Am at Nanea Golf Club–PGA TOUR Champions players pair with Big Island Junior Golfers
- Blessings in a Backpack -PGA Tour Champions Players, Spouses, Guests, And More Packed 500 Bags Of Food At The Mitsubishi Electric Championship in Hualālai, Hawai'i. All backpacks will go to local elementary school children who may be experiencing food insecurity.

Community Engagement & Benefits

Sony Open in Hawai'i

Charitable Funding:

- Friend of Hawaii Charities serves as the host-organization for the tournament, whose year-long mission is to activate financial resources from the private sector, engage spirited volunteerism through the community and utilize natural resources of the state to produce sports and cultural events that generate funds for not-for-profit endeavors in Hawai'i benefiting its women, children, the elderly, and needy, primarily in the areas of intervention, health and education.
- Each year over 100 Hawaii non-profits receive funding from the Sony Open in Hawai'i.

Community Support:

- 1,300 local volunteers participate and support the production of the tournament.
- College students and high school students are given first-hand experience to utilize skills and grow their resume through social media and public relations and support of an official sporting event.
- Complimentary admission open to the public on Monday and Tuesday, and extended all week long to military and dependents, and children under 15.

Economic Benefits

To support Hawai'i's business sector and economy, numerous Hawai'i businesses, including operational, travel, service vendors, entertainers, restaurants, and chefs are contracted for the event. Each tournament brings a large constituent base to the islands for official tournament play that extends to exploration and excursions of the islands and culture. This includes but is not limited to; PGA TOUR and PGA TOUR Champions players and families, caddies, player agents, corporate sponsors, corporate sponsor guests, PGA TOUR employees, NBC/Golf Channel announcers and production, ESPN+ production crew, tournament operators.

Each year the Aloha Swing generates significant economic impact and support back to the state. As a result of conducting these tournaments in Hawai'i, these events generated over \$101 Million Dollars of revenue back to the local community in 2022. In 2023 and beyond, this number will increase as Sentry Tournament of Champions will be an Elevated Event with an increased field and additional production staff.

Mahalo

8d

Discussion and Action on the Recommendation
by the Branding Standing Committee on the
2022-2023 World Surf League Activation Plan
as Presented at the November 16, 2022 Meeting

2022-2023
WORLD SURF LEAGUE
ACTIVATION PLAN

Executive Summary

- Event Dates/Locations
 - HALEIWA CHALLENGER 11/26-12/7, WSL AWARDS 1/26, BILLABONG PRO PIPELINE & HURLEY PRO SUNSET 1/26, BOWL PRO REGIONAL 6/12-6/19
- Total Amount Requested:
 - \$100,000
- Community Benefits Expected
 - Coastal restoration projects, dune restoration, youth ocean clinics, high school mentorship program and North Shore capital improvements, 75% of subcontractors will be local
- Contract Term
 - Through FY23
- Procurement Method
 - Sole Source
 - Request Pending

FY23 Budget Actual Spend

Category	Amount
Events	
Haleiwa Challenger	\$90,000
WSL Awards	Free
Billabong Pro Pipeline & Hurley Pro Sunset	Free
Bowls Pro Regional	Free
Working Media Dollars	\$10,000
TOTAL	\$100,000

Brand Alignment & Extension

Hawai'i is the birthplace of surfing as both a cultural practice and a competitive sport. From Duke Kahanamoku to Carissa Moore, generations of ambassadors have shared Hawaiian culture, values and resources through surfing and surf competitions.

Surfers have travelled to Hawai'i since 1953 to compete, when the Waikiki Surf Club hosted the first international surf event.

The World Surf League (WSL) has governed professional surfing since 1976. Its kuleana is to showcase the best of surfing, Hawai'i, and Hawai'i surfers right here in the islands. Through local initiatives and global distribution platforms, the WSL and HTA will strive to meaningfully contribute to the perpetuation of surfing as both a distinctly Hawaiian tradition and thrilling modern-day competitive sport.

Haleiwa Challenger Activation Details

- Presenting partner full category exclusivity (onsite/in media)
- Presenting partner logo integration into event title and graphics
- Included on select event marketing, editorial, and social posts (@wsl; 3.9M followers)
- Rights to use WSL IP
- Global press plan
- Logo placement on athletes' jerseys' sleeve
- Premium onsite activation space
- Custom broadcast integrations
- Onsite PA announcements on all competition days
- Third-party measurement (HookIt, Nielsen)

WSL Awards Activation Details

- Listed as an "Official Partner"
- Logo integration into onsite branding (red carpet step-and-repeat, arrival banners, dinner program, et al.)
- Recognition/Mahalo during dinner program
- Gift bag inclusion to event attendees and/or select VIPs (World Champions)
- Three (3) invitations for Hawai'i Tourism Authority guests to attend

Billabong Pro Pipeline & Hurley Pro Sunset Activation Details

- Official Partner category exclusivity
- Access to WSL IP
- Branding on We Are One Ocean website
- Recognition/Mahalo at We Are One Ocean activation
- Logo integration into onsite branding at Billabong Pro Pipeline and Hurley Pro Sunset events
- Social media
- Inclusion in all marketing materials
- Inclusion in global press release
- Custom broadcast integrations
- Onsite PA announcements on all competition days
- Third-party measurement (HookIt, Nielsen)

Bowls Pro Regional Activation Details

- Official Partner full category exclusivity (onsite/in media)
- Logo integration into onsite branding
- Inclusion on select event marketing, editorial, and social posts ([@wsl.qs](https://www.instagram.com/wsl.qs); 105K followers)
- Rights to use WSL IP from the event
- Regional press plan
- Regional athlete ambassador integration
- Onsite PA announcements on all competition days
- Comprehensive post-event report

Mahalo

8e

Discussion Regarding an **Update on HTA's
Major Market Area Request for Proposals**

Update of Upcoming MMA Procurements

RFP	Target Issue Date	Notes
Canada MMA	November	Procurement document drafted
China MMA	November	Procurement document drafted
Korea MMA	N/A	Two one-year options; potential 12/31/24 end date
Oceania MMA	N/A	Base + two one-year options; potential 12/31/25 end date
HCC Management	December / January	Contract ends June 30, 2023

9

Report and Update by the
**Budget, Finance, and Convention Center Standing
Committee Held on November 15, 2022**

9a.1

Financial Statements – Executive Summary
as of October 31, 2022



AUTHORITY

Financial Statements – Executive Summary
As of October 31, 2022

Foreword:

- Fund Accounts. HTA’s major funds are the following:
 - Tourism Federal Fund (ARPA TFF) – Official Name: HTA CSFRF Subaward
 - Tourism Special Fund (TSF)
 - Convention Center Federal Fund (ARPA CCFF) – Official Name: Convention Center CSFRF Subaward
 - Convention Center Enterprise Special Fund (CCESF)
- Remaining FY 2022 Budget. HTA currently can continue encumbering its FY 2022 ARPA funds until June 2023.
- Tracking of Cross-Year Encumbrances. The formatting of the financial statements has changed from prior years because we are now working with Federal funds that can be encumbered in more than one fiscal year. The change in format reflects the need to track such cross-year transactions.
- FY23 Funding. Although the HTA Board has approved the \$60M FY 2023 budget, the Governor has vetoed HB1147, 2022 Legislature, that would have appropriated those General funds. The Governor’s veto was the result of questions on the constitutionality of the bill. HTA staff is currently working with the Governor’s administration on releasing FY 2023 ARPA funds as a substitution for the General funds.

Summary of Financial Position – All Funds

		(In Millions)					
		2022 TFF (ARPA)	2023 ARPA	TSF	2022 CCFF (ARPA)	CCESF	EDA
Cash at October 31, 2022		32.1	-	28.9	10.2	34.9	-
Increase (Decrease) due to							
Revenue		-	-	-	-	-	-
Program/Op Expenses		(1.7)	-	(0.2)	-	-	-
Encumbered Funds		21.3	-	18.6	10.1	5.9	-
Unencumbered Funds		10.8	-	10.3	0.2	29.0	-

Tourism Federal Fund (ARPA TFF):

1. \$32.1M in cash (remaining from amount that has been allotted to HTA so far). Cash decreased by \$1.7M from September 30, 2022 due to disbursements related to program expenditures.
2. The release of TFF funds for HTA use is accomplished through an approval process that includes approval by the Governor (CSFRF approval), the State’s Department of Budget & Finance’s (B&F) and the HTA Board of Directors. Below is a summary of the status of those approvals:

	Gov Approved (CSFRF)	B&F Funds Release		Board Approved Amount	Encumbered
		Requested	Approved *		
Hawaiian Culture	-	1,565,500	1,565,500	4,544,845	1,200,300
Natural Resources	-	665,000	665,000	1,915,000	100,000
Community	27,289,500	735,500	735,500	3,685,500	120,000
Branding	28,500,000	33,563,000	33,563,000	31,673,655	29,557,448
Sports	-	4,344,889	4,344,889	6,311,889	2,844,889
Safety & Security	-	900,000	900,000	700,000	152,044
Research	-	60,000	60,000	60,000	-
Planning	-	2,005,200	2,005,200	2,005,200	777,387
Admin	648,700	1,199,111	1,199,111	1,199,111	430,824
Governance and Org-Wide	351,800	529,001	529,001	572,001	261,354
Payroll	3,210,000	7,132,799	7,132,799	7,332,799	6,505,671
	60,000,000	52,700,000	52,700,000	60,000,000	41,949,917

* Based on original submittals to B&F. HTA is not required to seek B&F's approval for subsequent budget reallocations. However, HTA notified B&F of significant changes from original plans.

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

3. Over several meetings, the HTA Board approved the FY 2022 budget of \$60M, 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 questions.
January 2022 Meeting	475,000	48,850,000	NAHHA FY23
June 2022 Meeting	4,300,000	53,150,000	Release of funds for FY23 payroll, admin and governance costs, bringing to current.
July 2022 Meeting	6,400,000	59,550,000	Release of funds for KO, AA, and CEP programs
September 2022 Meeting	450,000	60,000,000	Release of remaining funds as part of staff's budget reallocation request.

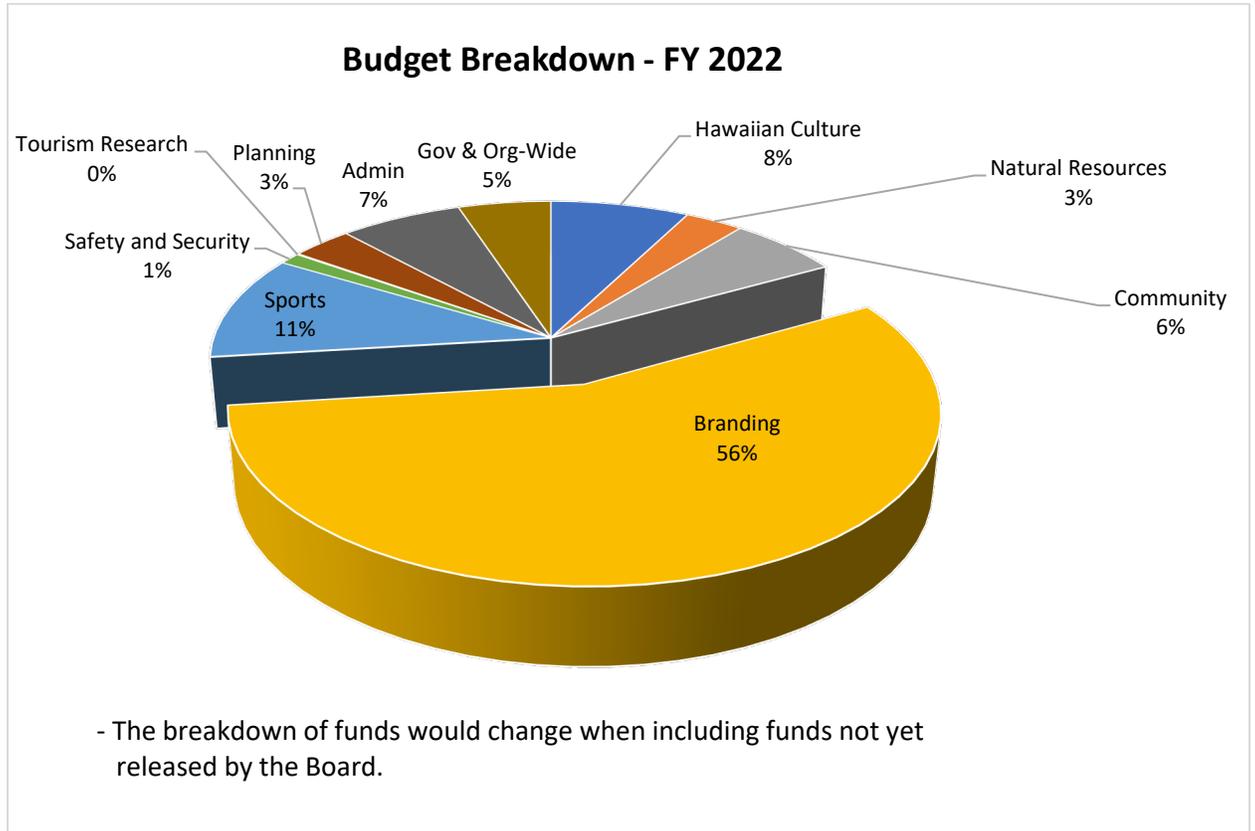
As of October 31, 2022, \$41.9M of the \$60.0M FY2022 budget was utilized/encumbered, or 70%.

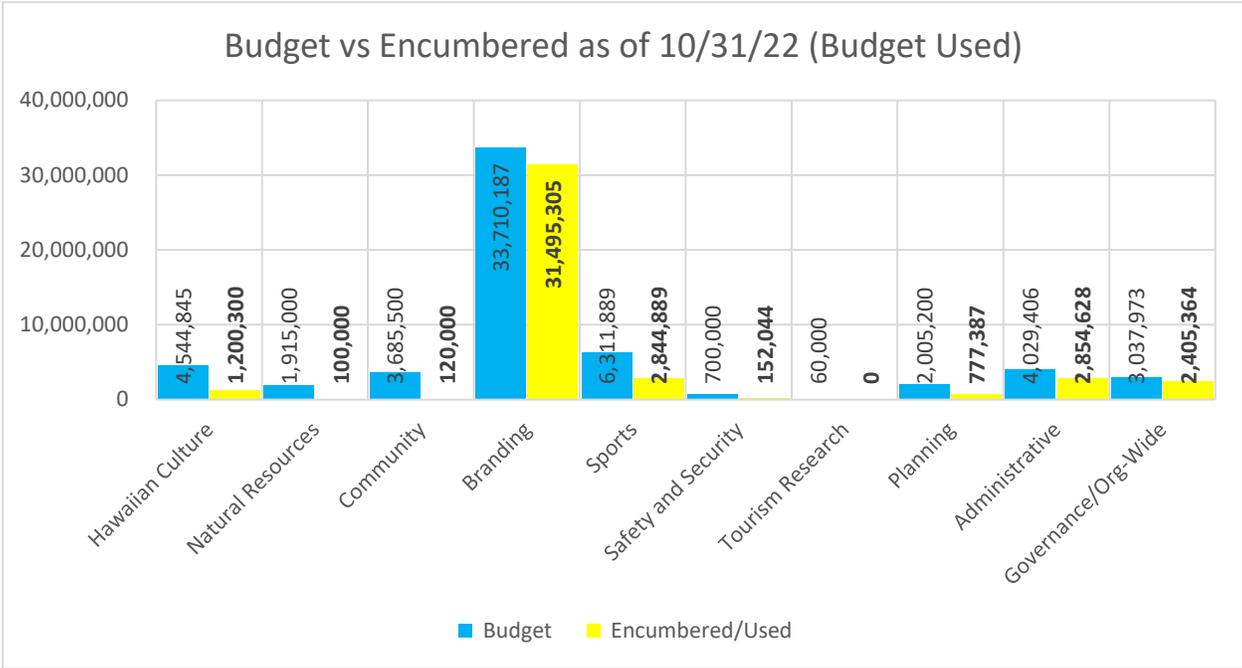
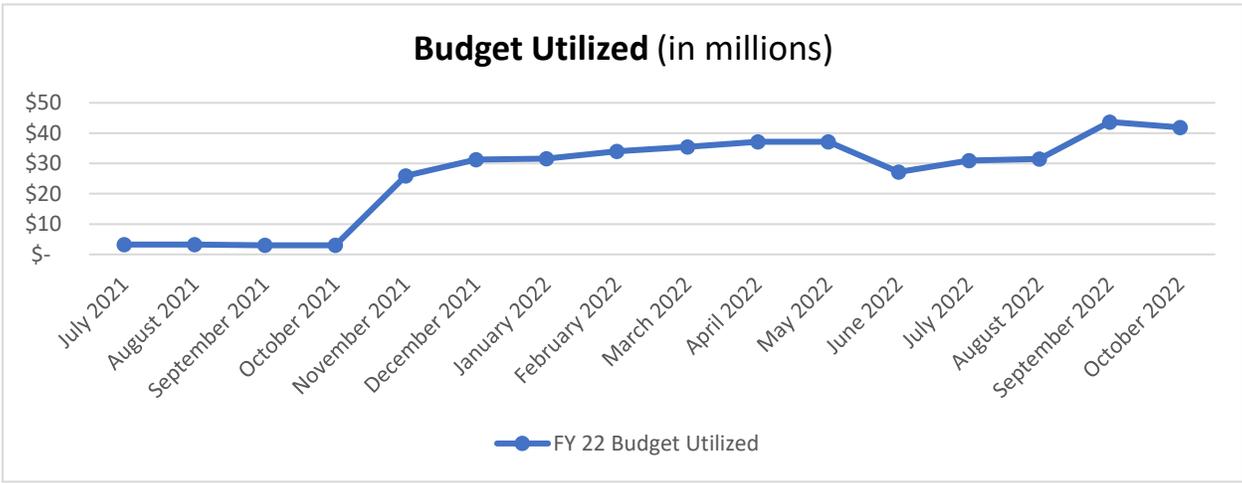
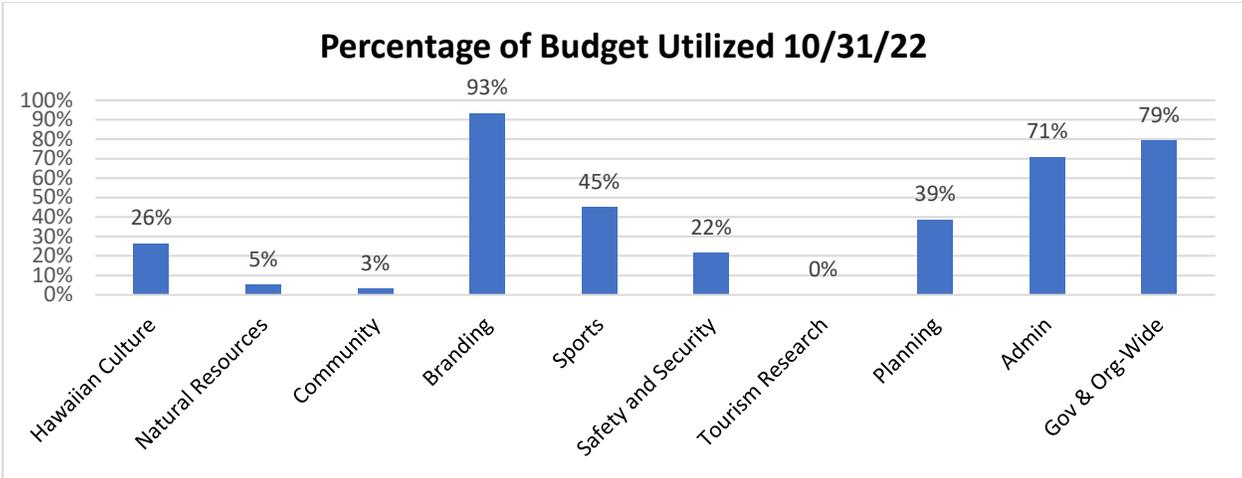
Below is a summary of the FY 2022 budget based upon Federal reporting categories (titles were paraphrased). In April 2022, B&F approved HTA's request to reclassify Federal eligibility categories from "Negative Economic Impacts" to "Revenue Loss (Revenue Replacement)."

Primary Federal Category	Budget	Encumbered	Remaining
Revenue Replacement	52,667,201.00	35,444,246.00	17,222,955.00
Continuation of Government Services			
Payroll	7,332,799.00	6,505,671.00	827,128.00
	60,000,000.00	41,949,917.00	18,050,083.00

The following are various charts to depict our FY 2022 budget, budget utilization and trends. Additionally, these charts reflect the funding of FY 2023 community-type programs that were originally planned to be funded by the FY 2023 budget. Such programs were instead funded by FY 2022's budget to fulfill HTA's commitment toward community, in consideration of cash flow needs of those programs while HTA's FY 2023 funding is being resolved. Further, the majority of Major Market Area contracts within the

Branding budget are to be used toward Branding Education programs to promote responsible and regenerative tourism.





4. Significant budget reallocations for the period are:
 - a. Reallocated \$1,500,000 from Island Chapter Staffing and Administrative Costs to the US MMA program, which represented a reversal of a previous budget reallocation requested by Staff that was no longer necessary.
 - b. Reallocated \$200,500 from gohawaii.com to Global Market Shared Resources to better reflect intended costs under the previously reported HVCB Global Support Services contract extension.

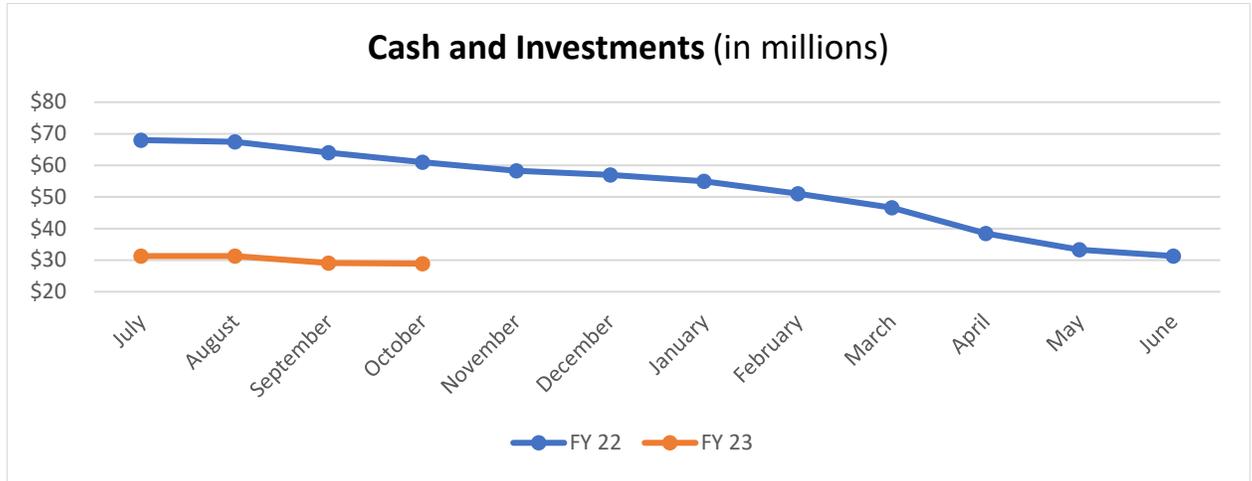
A detail of the budget reallocations made for the reporting period and cumulatively for the fiscal year is provided on the accompanying Budget Reallocation Summary.

5. \$21.3M in encumbrances outstanding.
6. Operating Income (Loss):
 - a. Cumulatively from the beginning of FY 2022 (prior year), \$52.7M has been allotted to HTA through October 31, 2022, which represents ARPA funds HTA is using for staff's payroll, program, admin and governance costs.
 - b. Cumulatively, \$20.6M has been expended through October 2022 from the beginning of FY 2022 (prior year).
 - c. Since HTA can continue to encumber off the FY 2022 budget in FY 2023, a single Statement of Revenues and Expenditures is presented, which displays both current year and cumulative activity. Typically, separate statements would be presented for current year and prior year funds.

Tourism Special Fund - (TSF; incl Emergency):

7. 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.
8. \$28.9M in cash and investments. The cash balance is earmarked primarily for contract encumbrances made from the FY 2021 budget. The FY 2021 budget was funded by HTA's reserves that were bolstered by cancelled and reduced contracts due to the pausing of TAT distributions to HTA at the onset of the pandemic and a one-time TAT

cash distribution in June 2021. In FY 2023, we continue to spend down previously encumbered funds within the TSF.



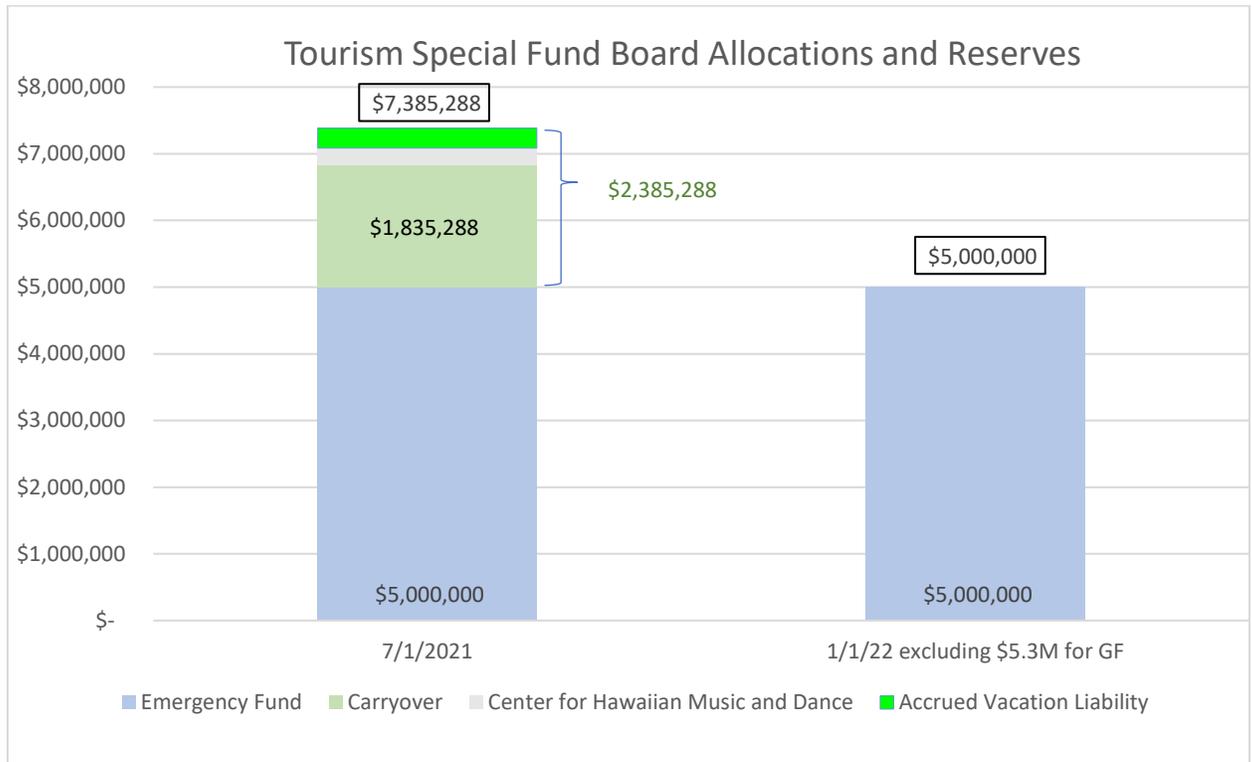
- a. Includes \$5M in Emergency Fund held as investments.
 - i. Approximately \$1.0M held in money market funds and \$4M held in US Treasury notes laddered in approximately 3-month intervals.
 - ii. Further detail provided in the financial statements
- b. Cash decreased by \$176K from September 30, 2022, primarily due to disbursements for 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.

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

\$18.6M	Prior year encumbrances currently being spent down
\$0.00	Current year encumbrances remaining
\$18.6M	Total encumbrances outstanding as of October 31, 2022

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

10. In addition to HTA's \$5M Emergency Fund, approximately \$5.3M in unencumbered funds is available to return to the State's General Fund as a result of the sunset of the Tourism Special Fund, Pursuant to Act 001, Special Session 2021 (HB 862). This balance has grown from the \$2.3M on July 1, 2021 (start of FY22) to the current amount due to efficiencies realized from unspent contracts that were previously encumbered.



11. With its sunset, there is no budget for the Tourism Special Fund in FY 2023.

12. Operating Income (Loss):

- a. Pursuant to Act 001, Legislative Special Session 2021, HTA is no longer included in the TAT allocation.
- b. \$50.2K of investment income earned year-to-date.

Convention Center Federal Fund (ARPA CCFF):

13. \$10.2M in cash (remaining from amount that has been allotted to HTA). Cash remained consistent from September 30, 2022.

14. 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
June 2022 Meeting	0	11,000,000	Reallocated to fund FY23 operations due to HB1147 (2022) veto, bringing to current

In April 2022, B&F approved HTA's request to extend the period of performance from June 2022 to June 2023, as anticipated from prior discussions.

15. No budget reallocations were made in October 2022.

16. Operating Income:

- a. Cumulatively from the beginning of FY 2022 (prior year), \$11M of ARPA funds has been allotted, which represents ARPA funds HTA used in FY 2022 for staff's payroll and, provided the earlier-noted budget reallocation, that will fund FY 2023 expenditures of the Convention Center.
- b. Since HTA can continue to encumber off the FY 2022 budget in FY 2023, a single Statement of Revenues and Expenditures is presented, which displays both current year and cumulative activity. Typically, separate statements would be presented for current year and prior year funds.

Convention Center Enterprise Special Fund (CCESF):

17. \$34.9M in cash. Cash remained consistent from September 30, 2022.

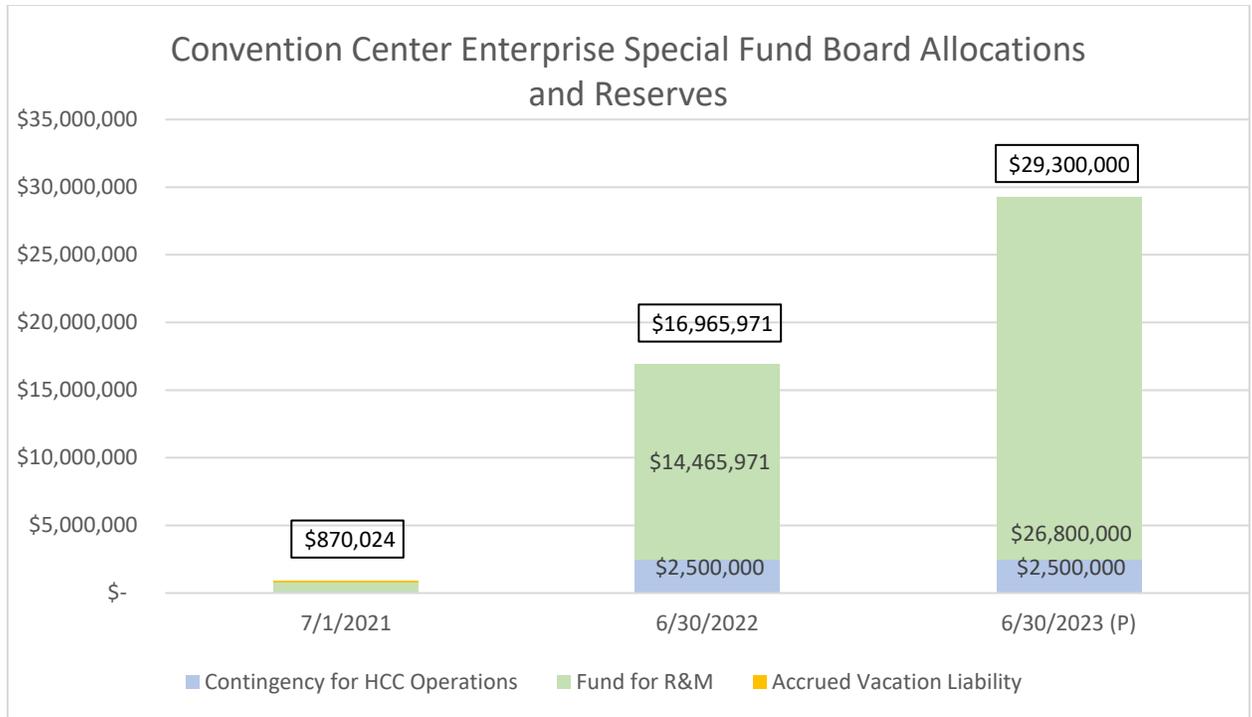
18. \$35.4M in cash with contractor or with DAGS, for R&M projects (as of September 2022).

- 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,

house audio upgrades, ballroom gutter and transom glass repair, chiller replacement, and various equipment purchases and upgrades. Of the \$35.4M, approximately \$2.4M has been contracted (as of September 2022).

- c. The amount of cash remaining with the contractor already accounts for \$2.4M expended on current and future projects (in-progress costs or preliminary work).

19. \$29M reserved as Board allocations as of October 31, 2022, of which \$2.5M is earmarked as a facility operations contingency reserve and \$26.5M is earmarked for the Convention Center's major R&M program as supported by specific projects under its 6-Year Plan. This \$29M compares to a reserve balance of \$16.9M as of June 30, 2022. The increase is due to the approximate \$1.1M in revenue recorded in July 2022 and \$11M in TAT revenue that was deposited into the CCESF in August 2022, pursuant to HRS 237D, as amended by Act 1 of the 2021 Legislative Special Session, which allowed for the continued deposit of TAT into the CCESF. Without the ability to spend these funds due to the CCESF not having an appropriation ceiling in FY 2023, we forecast the amount reserved as Board allocations to remain around \$29M through June 2023. No significant Convention Center revenues will be collected due to a change in the management contract with AEG/ASM that will require the contractor's use of revenues to pay for costs (netting cash flow). This contract change is particularly necessary with no CCESF expenditure ceiling for the second consecutive year.



20. \$5.9M of prior year outstanding encumbrances currently being spent down.

21. Budget:

- a. No budget has been established for the CCESF in FY 2023, as no expenditure ceiling was appropriated, as discussed earlier.

22. Operating Income:

- a. HTA collected \$11M in TAT funds cumulatively for FY 2023.
- b. Convention Center Operations
 - i. Note: HTA's FY 2023 operating subsidy to the Convention Center cumulatively through September 2022 was \$1.1M per HCC financial statements (as of September 2022). We budgeted for a \$5.4M operating subsidy for FY 2023. Funded by FY22's encumbrance as discussed above.

EDA Grant:

23. The Board's \$14M budget was approved in June 2022 and we are working with the EDA to approve HTA's Grant Administration Plan.

Hawaii Tourism Authority
Balance Sheet
Tourism Federal (ARPA) Fund
As of 10/31/22

	Current Year
Assets	
Current Assets	
Checking	32,089,900.04
Total Current Assets	32,089,900.04
Total Assets	32,089,900.04
Fund Balance	
Current year payables	
Accounts Payable	595.45
Total Current year payables	595.45
Encumbered Funds	
FY 2022 Funds	21,339,011.88
Total Encumbered Funds	21,339,011.88
Unencumbered Funds	
Total Unencumbered Funds	10,750,292.71
Total Fund Balance	32,089,900.04

Hawaii Tourism Authority

Balance Sheet

Tourism Special Fund

As of 10/31/22

	<u>Current Year</u>
Assets	
Current Assets	
Checking	23,955,261.12
Total Current Assets	<u>23,955,261.12</u>
Total Assets	<u><u>23,955,261.12</u></u>
Fund Balance	
Encumbered Funds	
FY 2015 Funds	6,830.35
FY 2016 Funds	6,047.12
FY 2017 Funds	15,706.80
FY 2018 Funds	4,137.03
FY 2019 Funds	37,461.33
FY 2020 Funds	794,164.15
FY 2021 Funds	17,729,599.44
Total Encumbered Funds	<u>18,593,946.22</u>
Unencumbered Funds	
Total Unencumbered Funds	5,361,314.90
Total Fund Balance	<u><u>23,955,261.12</u></u>

Hawaii Tourism Authority
Balance Sheet
Convention Center Federal (ARPA) Fund
As of 10/31/22

	<u>Current Year</u>
Assets	
Current Assets	
Checking	10,248,890.96
Total Current Assets	<u>10,248,890.96</u>
 Total Assets	 <u><u>10,248,890.96</u></u>
 Fund Balance	
Encumbered Funds	
FY 2022 Funds	10,070,285.27
Total Encumbered Funds	<u>10,070,285.27</u>
Unencumbered Funds	
Total Unencumbered Funds	178,605.69
 Total Fund Balance	 <u><u>10,248,890.96</u></u>

Hawaii Tourism Authority
Balance Sheet
Convention Center Enterprise Special Fund
As of 10/31/22

	Current Year
Assets	
Current Assets	
Checking	34,921,672.05
Total Current Assets	34,921,672.05
Total Assets	34,921,672.05
Fund Balance	
Encumbered Funds	
FY 2019 Funds	110,894.39
FY 2021 Funds	5,771,724.93
Total Encumbered Funds	5,882,619.32
Unencumbered Funds	
Total Unencumbered Funds	29,039,052.73
Total Fund Balance	34,921,672.05

Hawaii Tourism Authority

Balance Sheet

Emergency Trust Fund

As of 10/31/22

	<u>Current Year</u>
Assets	
Current Assets	
Investments	5,038,734.64
Total Current Assets	<u>5,038,734.64</u>
 Total Assets	 <u><u>5,038,734.64</u></u>
 Fund Balance	
Current year net assets	
	24,709.92
Total Current year net assets	<u>24,709.92</u>
Prior years	
Total Prior years	5,014,024.72
 Total Fund Balance	 <u><u>5,038,734.64</u></u>

HTA Allocations
FY 2022 and FY 2023

HTA Allocations:

Annual Budgets:

-\$60M FY 2023 HTA ARPA Funds (subject to release by Governor)

-No FY23 budget for Convention Center (\$11M TAT, however no expenditure ceiling appropriation)

\$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)

Convention Center Enterprise Special Fund:

	7/1/2021	6/30/2022	Projected 6/30/2023
Carryover for HCC Operations	-	2,500,000	2,500,000
Reserve for Funding Year 21 Transactions	-	-	-
Funds for 6-Year R&M Plan	790,024	14,465,972	26,800,000
Accrued Vacation Liability	80,000	-	-
	<u>870,024</u>	<u>16,965,972</u>	<u>29,300,000</u> *

*With no expenditure ceiling appropriated in FYs 2022 and 2023, HTA is currently unable to spend these funds.

Hawaii Tourism Authority
Statement of Revenues and Expenditures
Fiscal Year 2022 Funds - Tourism Federal Fund
From 7/1/2021 Through 10/31/2022

	<u>Budget</u>	<u>Cumulative Actual</u>	<u>Budget Variance</u>	<u>Current Period Actual</u>	<u>FY 2023 Actual</u>
Revenue					
Alloted Federal Funds	60,000,000.00	52,700,000.00	(7,300,000.00)	0.00	4,360,000.00
Total Revenue	<u>60,000,000.00</u>	<u>52,700,000.00</u>	<u>(7,300,000.00)</u>	<u>0.00</u>	<u>4,360,000.00</u>
Expense					
Perpetuating Hawaiian Culture	4,544,845.00	0.00	4,544,845.00	0.00	0.00
Natural Resources	1,915,000.00	0.00	1,915,000.00	0.00	0.00
Community	3,685,500.00	100,000.00	3,585,500.00	0.00	0.00
Branding	33,710,187.00	15,969,871.20	17,740,315.80	1,504,655.02	4,974,553.41
Sports	6,311,889.00	2,469,889.00	3,842,000.00	125,000.00	125,000.00
Safety and Security	700,000.00	136,944.92	563,055.08	90,000.00	90,000.00
Tourism Research	60,000.00	0.00	60,000.00	0.00	0.00
Planning	2,005,200.00	54,854.05	1,950,345.95	1,010.52	19,820.82
Administrative	4,029,406.00	969,509.90	3,059,896.10	1,352.22	3,907.26
Governance and Org-Wide	3,037,973.00	909,626.34	2,128,346.66	4,514.64	4,962.04
Total Expense	<u>60,000,000.00</u>	<u>20,610,695.41</u>	<u>39,389,304.59</u>	<u>1,726,532.40</u>	<u>5,218,243.53</u>
Net Income	<u>0.00</u>	<u>32,089,304.59</u>	<u>32,089,304.59</u>	<u>(1,726,532.40)</u>	<u>(858,243.53)</u>

Hawaii Tourism Authority
Statement of Revenues and Expenditures
Prior Year Funds - Tourism Special Fund
From 10/1/2022 Through 10/31/2022

	<u>Budget</u>	<u>Current Year Actual</u>	<u>Budget Variance</u>	<u>Current Period Actual</u>
Revenue				
Interest and Dividends	0.00	50,207.67	50,207.67	0.00
Total Revenue	<u>0.00</u>	<u>50,207.67</u>	<u>50,207.67</u>	<u>0.00</u>
Expense				
Perpetuating Hawaiian Culture	6,809,550.50	0.00	6,809,550.50	0.00
Natural Resources	1,781,000.00	0.00	1,781,000.00	0.00
Community	1,192,966.00	465,975.89	726,990.11	0.00
Branding	10,397,551.18	1,925,795.75	8,471,755.43	175,966.00
Sports	18,000.00	0.00	18,000.00	0.00
Safety and Security	92,094.23	0.00	92,094.23	0.00
Tourism Research	455,211.72	13,875.00	441,336.72	0.00
Administrative	253,219.23	0.00	253,219.23	0.00
Total Expense	<u>20,999,592.86</u>	<u>2,405,646.64</u>	<u>18,593,946.22</u>	<u>175,966.00</u>
Net Income	<u>(20,999,592.86)</u>	<u>(2,355,438.97)</u>	<u>18,644,153.89</u>	<u>175,966.00</u>

Hawaii Tourism Authority
Statement of Revenues and Expenditures
Fiscal Year 2022 Funds - Convention Center Federal Fund
From 7/1/2021 Through 10/31/2022

	<u>Budget</u>	<u>Cumulative Actual</u>	<u>Budget Variance</u>	<u>Current Period Actual</u>	<u>FY 2023 Actual</u>
Revenue					
Alloted Federal Funds	11,000,000.00	11,000,000.00	0.00	0.00	0.00
Total Revenue	<u>11,000,000.00</u>	<u>11,000,000.00</u>	<u>0.00</u>	<u>0.00</u>	<u>0.00</u>
Expense					
Branding	72,458.00	6,079.86	66,378.14	0.00	0.00
Administrative	247,042.00	207,964.14	39,077.86	0.00	0.00
Governance and Org-Wide	1,334,845.00	537,065.04	797,779.96	0.00	0.00
HCC Operating Expense	5,406,900.00	0.00	5,406,900.00	0.00	0.00
HCC Repair and Maintenance	2,970,455.00	0.00	2,970,455.00	0.00	0.00
HCC Sales and Marketing / MFi	968,300.00	0.00	968,300.00	0.00	0.00
Total Expense	<u>11,000,000.00</u>	<u>751,109.04</u>	<u>10,248,890.96</u>	<u>0.00</u>	<u>0.00</u>
Net Income	<u>0.00</u>	<u>10,248,890.96</u>	<u>10,248,890.96</u>	<u>0.00</u>	<u>0.00</u>

Hawaii Tourism Authority
Statement of Revenues and Expenditures
Fiscal Year 2023 Funds - Convention Center Enterprise Special Fund
From 10/1/2022 Through 10/31/2022

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

Hawaii Tourism Authority
Statement of Revenues and Expenditures
Prior Year Funds - Convention Center Enterprise Special Fund
From 10/1/2022 Through 10/31/2022

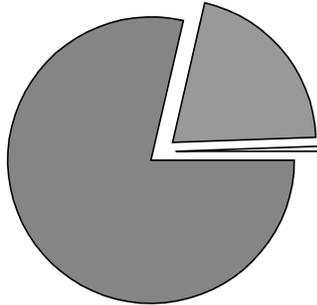
	<u>Budget</u>	<u>Current Year Actual</u>	<u>Budget Variance</u>	<u>Current Period Actual</u>
Revenue				
Interest and Dividends	0.00	32,377.55	32,377.55	0.00
HCC Revenue	0.00	1,040,703.47	1,040,703.47	0.00
Total Revenue	<u>0.00</u>	<u>1,073,081.02</u>	<u>1,073,081.02</u>	<u>0.00</u>
Expense				
Governance and Org-Wide	296.52	0.00	296.52	0.00
HCC Operating Expense	5,512,649.87	0.00	5,512,649.87	0.00
HCC Repair and Maintenance	10,129,600.00	10,129,600.00	0.00	0.00
HCC Sales and Marketing / MFI	369,672.93	0.00	369,672.93	0.00
Total Expense	<u>16,012,219.32</u>	<u>10,129,600.00</u>	<u>5,882,619.32</u>	<u>0.00</u>
Net Income	<u>(16,012,219.32)</u>	<u>(9,056,518.98)</u>	<u>6,955,700.34</u>	<u>0.00</u>

Hawaii Tourism Authority
Statement of Revenues and Expenditures
Fiscal Year 2022 Funds - EDA Tourism Grant Fund
From 10/1/2022 Through 10/31/2022

	<u>Budget</u>	<u>Current Year Actual</u>	<u>Budget Variance</u>	<u>Current Period Actual</u>
Revenue				
Alloted Federal Funds	14,024,372.00	0.00	(14,024,372.00)	0.00
Total Revenue	<u>14,024,372.00</u>	<u>0.00</u>	<u>(14,024,372.00)</u>	<u>0.00</u>
Expense				
Natural Resources	7,950,000.00	0.00	7,950,000.00	0.00
Community	20,000.00	0.00	20,000.00	0.00
Branding	4,540,000.00	0.00	4,540,000.00	0.00
Planning	770,000.00	0.00	770,000.00	0.00
Administrative	331,907.00	0.00	331,907.00	0.00
Governance and Org-Wide	412,465.00	0.00	412,465.00	0.00
Total Expense	<u>14,024,372.00</u>	<u>0.00</u>	<u>14,024,372.00</u>	<u>0.00</u>
Net Income	<u>0.00</u>	<u>0.00</u>	<u>0.00</u>	<u>0.00</u>

Summary Of Investments

Investment Allocation



0.5%	CASH	26,756.14
20.8%	CASH EQUIVALENTS	1,039,342.22
78.7%	FIXED INCOME	3,933,780.00
100.0%	TOTAL	4,999,878.36

Investment Summary

	Market Value	%	Estimated Income	Current Yield
CASH	26,756.14	0.54	0	0.00
CASH EQUIVALENTS	1,039,342.22	20.79	24,840	2.39
FIXED INCOME	3,933,780.00	78.68	88,750	2.26
Total Fund	4,999,878.36	100.00	113,590	2.27

Schedule Of Investments

UNITS	DESCRIPTION	BOOK VALUE	MARKET VALUE	% OF CATEGORY
	CASH	2,044.87	2,044.87	7.64
	ACCRUED INCOME	24,711.27	24,711.27	92.36
	TOTAL CASH	26,756.14*	26,756.14*	100.00*
	CASH EQUIVALENTS			
	CASH MANAGEMENT			
1,039,342.22	DREYFUS TREASURY OBLIGATIONS CASH MANAGEMENT FUND	1,039,342.22	1,039,342.22	100.00
	FIXED INCOME			
	U S TREASURY OBLIGATIONS			
500,000	US TREASURY NOTES .125% 10/31/2022	496,445.31	498,995.00	12.68



Statement Period
Account Number

09/01/2022 through 09/30/2022
BANK OF HAWAII
AGENT U/A DATED 10/31/2018 FOR
HAWAII TOURISM AUTHORITY -
TOURISM EMERGENCY TRUST
FUND

Schedule Of Investments

UNITS	DESCRIPTION	BOOK VALUE	MARKET VALUE	% OF CATEGORY
500,000	US TREASURY NOTES 2.375% 01/31/2023	499,513.31	497,810.00	12.65
500,000	US TREASURY NOTES 2.75% 04/30/2023	499,531.25	496,465.00	12.62
500,000	US TREASURY NOTES 2.75% 07/31/2023	498,868.51	494,260.00	12.56
500,000	US TREASURY NOTES 2.875% 10/31/2023	498,496.09	492,615.00	12.52
500,000	US TREASURY NOTES 2.5% 01/31/2024	495,426.34	488,260.00	12.41
500,000	US TREASURY NOTES 2.25% 04/30/2024	491,738.28	484,220.00	12.31
500,000	US TREASURY NOTES NOTE 2.125% 07/31/2024	492,617.19	481,155.00	12.23
	TOTAL U S TREASURY OBLIGATIONS	3,972,636.28*	3,933,780.00*	100.00*
	Total Fund	5,038,734.64*	4,999,878.36*	100.00*

HAWAII CONVENTION CENTER
 JULY 1, 2022 TO JUNE 30, 2023
 Lead Income Statement - Comparison

		ACTUAL 07/22-09/22 FY 2023	FORECAST 10/22-06/23 FY 2023	FORECAST 07/22-06/23 FY 2023	VARIANCE
	TOTAL				
Event Income					
Direct Event Income					
Rental Income	3,076,000	682,511	2,305,501	2,988,012	87,988
Service Income	725,600	238,846	620,333	859,179	(133,579)
Service Expenses	(2,218,600)	(440,428)	(1,445,439)	(1,885,868)	(332,732)
Total Direct Event Income	1,583,000	480,928	1,480,395	1,961,323	(378,324)
Ancillary Income					
Gross F&B Revenue	7,849,500	1,514,373	5,067,337	6,581,710	1,267,790
Direct F&B Expenses	(3,328,600)	(675,554)	(2,161,245)	(2,836,799)	(491,801)
Gross Parking	1,007,000	266,572	532,560	799,132	207,868
Parking Expense	(144,100)	(39,217)	(124,510)	(163,727)	19,627
Electrical Service	88,800	5,830	38,080	43,910	44,890
A/V Service	152,400	76,498	97,110	173,608	(21,208)
Internet Service	-	-	-	-	-
Rigging Service	76,600	49,723	10,120	59,843	16,757
Total Ancillary Income	5,701,601	1,198,225	3,459,452	4,657,677	1,043,924
Total Event Income	7,284,600	1,679,153	4,939,847	6,619,000	665,600
Other Income					
Parking, Non-Event	7,000	648	3,352	4,000	3,000
Interest	6,000	14,528	45,000	59,528	(53,528)
Miscellaneous Income	52,500	20,409	39,375	59,784	(7,284)
Total Other Income	65,500	35,585	87,727	123,312	(57,812)
Adjusted Gross Income	7,350,100	1,714,738	5,027,574	6,742,312	607,788
Operating Expenses					
Facility Salaries & Wages	4,478,200	826,339	3,242,499	4,068,838	409,363
Benefits	1,481,100	288,483	905,001	1,193,484	287,616
Less: Event Labor Allocations	(745,425)	(121,527)	(500,374)	(621,901)	(123,525)
Net Employee Wages & Benefit	5,213,875	993,295	3,647,126	4,640,421	573,454
Contracted Services	1,780,700	525,186	1,210,946	1,736,132	44,568
General & Administrative	200,800	51,206	174,678	225,884	(25,084)
Operations	124,400	21,782	102,961	124,743	-
Repair & Maintenance	1,100,400	196,486	908,914	1,105,400	(5,000)
Supplies	460,400	72,908	386,695	459,603	797
Insurance	171,000	49,107	139,500	188,607	(17,607)
Utilities	2,611,900	797,034	2,244,571	3,041,605	(429,705)
	122,400	1,112	66,647	67,759	54,641
Management Fees	456,800	57,099	342,601	399,700	57,100
F&B Overhead Expense	1,677,700	355,529	1,248,093	1,603,622	74,078
Less: Expenses Allocated	(1,473,175)	(358,292)	(943,267)	(1,301,559)	(171,617)
Total Operating Expenses	12,447,200	2,762,452	9,529,465	12,291,917	155,282
	(5,097,100)	(1,047,714)	(4,501,892)	(5,549,606)	
Other Income (Expenses)	(9,800)	(4,491)	(7,803)	(12,294)	(2,494)
	(5,106,900)	(1,052,205)	(4,509,695)	(5,561,900)	
Fixed Asset Purchases	(300,000)	(90,715)	(209,285)	(300,000)	-
	(5,406,900)	(1,142,920)	(4,718,980)	(5,861,900)	
Gross Building Revenues	5,191,900	1,355,565	3,691,431	5,046,996	144,904
Gross Building Expenses	13,442,000	2,981,774	10,068,410	13,050,184	391,816
Building Net Income (Loss)	(8,250,100)	(1,626,210)	(6,376,979)	(8,003,189)	246,912
Gross F&B Revenues	7,849,500	1,514,373	5,067,337	6,581,710	1,267,790
Gross F&B Expenses	5,006,300	1,031,083	3,409,338	4,440,421	565,879
F&B Net Income (Loss)	2,843,200	483,290	1,657,999	2,141,289	701,911
Facility Net Cash Flow	(5,406,900)	(1,142,920)	(4,718,980)	(5,861,900)	(455,000)
Total Gross Revenues	13,041,400	2,869,938	8,758,768	11,628,706	1,412,694
Total Gross Expenses	18,448,300	4,012,857	13,477,748	17,490,605	957,695
Total Facility Net Cash Flow	(5,406,900)	(1,142,920)	(4,718,980)	(5,861,900)	(455,000)

Hawaii Convention Center
Facility
Income Statement
From 9/01/2022 Through 9/30/2022
(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)	217,010	266,472	(49,462)	122,133	682,512	943,051	(260,540)	552,700
Service Revenue	73,936	61,847	12,089	149,387	238,844	236,539	2,305	435,930
Total Direct Event Income	290,946	328,319	(37,373)	271,519	921,356	1,179,590	(258,234)	988,630
Direct Service Expenses	114,679	189,802	75,123	87,325	440,431	610,565	170,134	463,040
Net Direct Event Income	176,266	138,517		184,194	480,924	569,025	(88,101)	525,590
Ancillary Income								
Food and Beverage (Net)	138,749	166,345	(27,596)	11,378	838,819	965,982	(127,163)	(1,498)
Event Parking (Net)	80,995	83,220	(2,225)	214	227,355	432,320	(204,965)	334,872
Electrical Services	3,887	5,200	(1,313)	0	5,830	7,240	(1,410)	0
Audio Visual	20,211	8,040	12,171	4,054	76,497	25,980	50,517	9,745
Internet Services	0	0	0	0	0	0	0	0
Rigging Services	49,723	0	49,723	0	49,723	61,000	(11,278)	0
First Aid Commissions	0	0	0	0	0	0	0	0
Total Ancillary Income	293,565	262,805	30,760	15,646	1,198,224	1,492,522	(294,298)	343,119
Total Event Income	469,831	401,322	68,509	199,840	1,679,148	2,061,547	(382,399)	868,709
Other Operating Income								
Non-Event Parking	564	583	(19)	1,800	648	1,749	(1,101)	3,300
Other Income	16,012	4,875	11,137	9,292	34,936	14,625	20,311	20,383
Total Other Operating Income	16,576	5,458	11,118	11,092	35,584	16,374	19,210	23,683
Total Gross Income	486,407	406,780	79,627	210,932	1,714,732	2,077,921	(363,189)	892,392
Net Salaries & Benefits								
Salaries & Wages	402,871	437,882	35,011	328,149	1,051,328	1,348,877	297,549	956,629
Payroll Taxes & Benefits	105,029	139,866	34,837	85,437	288,513	419,598	131,085	251,917
Labor Allocations to Events	(28,047)	(61,180)	(33,133)	(72,803)	(119,558)	(218,669)	(99,111)	(295,438)
Total Net Salaries & Benefits	479,853	516,568	36,715	340,784	1,220,284	1,549,806	329,522	913,108
Other Indirect Expenses								
Net Contracted Services	73,842	30,961	(42,881)	13,658	183,708	98,026	(85,682)	40,752
Operations	12,084	11,533	(551)	9,395	26,581	34,599	8,018	19,281
Repair & Maintenance	66,457	107,300	40,843	84,631	206,939	285,900	78,961	194,266
Operational Supplies	42,973	45,563	2,590	23,429	132,422	156,611	24,189	73,242
Insurance	16,905	16,127	(778)	11,763	59,912	55,361	(4,551)	35,886
Utilities	241,693	214,742	(26,951)	139,457	786,310	646,951		540,962
Meetings & Conventions	685	742	57		3,242	10,226	6,984	2,079
Promotions & Communications	2,616	4,550	1,934	(7,046)	10,245	13,650	3,405	(2,663)
General & Administrative	28,985	20,138	(8,847)	5,405	74,758	63,821	(10,937)	29,918
Management Fees	19,033	19,033	(0)	18,633	57,100	57,099	(1)	55,900
Other	2,882	10,983	8,101	200	5,437	32,949	27,512	1,367
Total Other Indirect	508,155	481,671	(26,483)	300,002	1,546,654	1,455,193	(91,462)	990,989
Net Income (Loss) before CIP Funded Expenses	(501,601)	(591,459)	89,859	(429,854)	(1,052,205)	(927,078)	(125,128)	(1,011,705)
CIP Funded Expenses	0	0	0	0	0	0	0	0
Net Income (Loss) from Operations	(501,601)	(591,459)	89,859	(429,854)	(1,052,205)	(927,078)	(125,128)	(1,011,705)
Fixed Asset Purchases	57,956	25,000	(32,956)	4,409	90,715	75,000	(15,715)	25,181
Net Income (Loss) After Fixed Asset Purchases	(559,556)	(616,459)	56,903	(434,263)	(1,142,920)	(1,002,078)	(140,842)	(1,036,886)

Hawaii Convention Center
Facility
Income Statement
From 9/01/2022 Through 9/30/2022
(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	308,186	278,955	29,231	14,371	1,514,373	1,666,956	(152,583)	184,414
Facility	473,915	445,217	28,698	287,265	1,355,563	1,781,444	(425,881)	1,396,636
Total Revenues	782,101	724,172	57,929	301,636	2,869,936	3,448,400	(578,464)	1,581,050
Expenses								
Food & Beverage	291,999	238,136	(53,863)	79,087	1,031,083	1,109,739	78,655	430,688
Facility	991,703	1,077,495	85,792	652,403	2,891,058	3,265,739	374,681	2,162,067
Total Expenses	1,283,702	1,315,631	31,929	731,490	3,922,141	4,375,478	453,336	2,592,755
Net Income (Loss) before CIP Funded Expenses	(501,601)	(591,459)	89,859	(429,854)	(1,052,205)	(927,078)	(125,128)	(1,011,705)
CIP Funded Expenses	0	0	0	0	0	0	0	0
Net Income (Loss) from Operations	(501,601)	(591,459)	89,859	(429,854)	(1,052,205)	(927,078)	(125,128)	(1,011,705)
Fixed Asset Purchases	57,956	25,000	(32,956)	4,409	90,715	75,000	(15,715)	25,181
Net Income (Loss) after Fixed Asset Purchases	(559,557)	(616,459)	56,903	(434,263)	(1,142,920)	(1,002,078)	(140,843)	(1,036,886)

9a.2

Budget Reallocation Summary
FY2022 ARPA Funds (TFF)
Through October 31, 2022

Budget Reallocation Summary
 FY 2022 ARPA Funds (TFF)
 Through October 31, 2022

Budget Line Item	Program Code	Original Budget	Reallocation	Budget After Reallocations	October 2022 Activity
Branding					
<i>From:</i>					
Route Development	005	250,000	(250,000)	-	
gohawaii.com	318	2,500,000	(1,710,500)	789,500	(200,500)
Campaig Effectiveness Study	010	270,000	(10,000)	260,000	
Island Chapters Staffing and Admin	320	-	-	-	(1,500,000)
Rebranding the Hawaiian Islands	012	1,000,000	(1,000,000)	-	
Creative Agency	013	250,000	(250,000)	-	
Marketing Opportunity Fund	380	250,000	(217,345)	32,655	
			(3,437,845)		(1,700,500)
<i>To:</i>					
US MMA	321	22,500,000	-	22,500,000	1,500,000
Pono Travel Education Program	014	175,000	225,000	400,000	
Hawaii Tourism Updates	102	125,000	106,000	231,000	
Cruise Industry Consulting Services	004	100,000	100,000	200,000	
Global Mkt Shared Resces (formerly Intellect Prop Data E	350	787,000	200,500	987,500	200,500
			631,500		1,700,500
Sports					
<i>From:</i>					
			-		-
<i>To:</i>					
UH Athletics Branding Partnership	378	-	334,000	334,000	
Sports Programs - Unallocated	379	1,500,000	(1,500,000)	-	
LPGA	343	-	500,000	500,000	
WTC - Ironman Worrlid Championships	340	-	250,000	250,000	
Sports RFP or Other Procurement	385	-	1,250,000	1,250,000	
PGA Tour Contracts	312	2,177,889	1,800,000	3,977,889	
			2,634,000		-
Safety and Security					
<i>From:</i>					
Lifeguard Program	603	200,000	(200,000)	-	
			(200,000)		-
<i>To:</i>					
			-		-

Budget Reallocation Summary
 FY 2022 ARPA Funds (TFF)
 Through October 31, 2022

Budget Line Item	Program Code	Original Budget	Reallocation	Budget After Reallocations	October 2022 Activity
Tourism Research					
<i>From:</i>					
None				-	
				-	
				-	
			-		-
<i>To:</i>					
				-	
				-	
				-	
			-		-
Planning					
<i>From:</i>					
None				-	
				-	
				-	
			-		-
<i>To:</i>					
				-	
				-	
				-	
			-		-
Administration					
<i>From:</i>					
None				-	
				-	
				-	
			-		-
<i>To:</i>					
				-	
				-	
				-	
			-		-

Budget Reallocation Summary
 FY 2022 ARPA Funds (TFF)
 Through October 31, 2022

Budget Line Item	Program Code	Original Budget	Reallocation	Budget After Reallocations	October 2022 Activity
Governance and Organization-Wide					
<i>From:</i>					
Organization-Wide	915	230,000	(10,000)	220,000	
				-	
			(10,000)		-
<i>To:</i>					
Governance - Gen Board/Others	919	121,800	53,000	174,800	
				-	
			53,000		-
Board Allocations					
<i>From:</i>					
None				-	
					-
					-

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

9a.3

Budget Statement Summary
FY 2023 of October 31, 2022

Hawaii Tourism Authority
 Budget Statement - Summary
 FY 2023
 As of October 31, 2022

Category	2022 Tourism Federal Fund - ARPA [TFF]				2023 ARPA Funding (contingent on release of funds by Governor)				2022 EDA Grant			
	Fiscal Year 2022 and FY 2023				Fiscal Year 2023				Fiscal Year 2022 and FY 2023			
	Budget	Cumulative Budget Used	Balance	Activity for October 2022	Budget	Cumulative Budget Used	Balance	Activity for October 2022	Budget	Cumulative Budget Used	Balance	Activity for October 2022
Revenues												
TAT Revenue Allocation			-	-	60,000,000	-	60,000,000	-	-	-	-	-
Federal Funds	60,000,000	52,700,000	7,300,000	-	-	-	-	-	14,024,372	-	14,024,372	-
Prior Year Carryover	-	-	-	-	-	-	-	-	-	-	-	-
Availability of \$5M Emergency Fund (Subject to Governor Approval)	-	-	-	-	-	-	-	-	-	-	-	-
Other	-	210	(210)	-	-	-	-	-	-	-	-	-
Total Revenues	60,000,000	52,700,210	7,299,790	-	60,000,000	-	60,000,000	-	14,024,372	-	14,024,372	-
Encumbrances												
Perpetuating Hawaiian Culture												
Hawaiian Culture Programs	4,544,845	1,200,300	3,344,545	-	5,600,000	-	5,600,000	-	-	-	-	-
In-House Contracted Staff - Hawaiian Culture	-	-	-	-	-	-	-	-	-	-	-	-
Subtotal	4,544,845	1,200,300	3,344,545	-	5,600,000	-	5,600,000	-	-	-	-	-
Natural Resources												
Natural Resources Programs	1,915,000	100,000	1,815,000	-	2,000,000	-	2,000,000	-	7,200,000	-	7,200,000	-
In-House Contracted Staff - Natural Resources	-	-	-	-	-	-	-	-	-	-	-	-
Subtotal	1,915,000	100,000	1,815,000	-	2,000,000	-	2,000,000	-	7,200,000	-	7,200,000	-
Community												
Community Programs	3,685,500	120,000	3,565,500	-	5,114,000	-	5,114,000	-	1,520,000	-	1,520,000	-
In-House Contracted Staff - Community	-	-	-	-	-	-	-	-	-	-	-	-
Subtotal	3,685,500	120,000	3,565,500	-	5,114,000	-	5,114,000	-	1,520,000	-	1,520,000	-
Branding												
Branding Programs	31,673,655	29,557,448	2,116,207	(1,864,777)	36,133,000	-	36,133,000	-	4,000,000	-	4,000,000	-
In-House Contracted Staff - Branding	-	-	-	-	-	-	-	-	-	-	-	-
State Employee Salaries - Branding	2,036,532	1,937,857	98,675	-	-	-	-	-	540,000	-	540,000	-
Subtotal	33,710,187	31,495,305	2,214,882	(1,864,777)	36,133,000	-	36,133,000	-	4,540,000	-	4,540,000	-
Sports												
Sports Programs	6,311,889	2,844,889	3,467,000	-	3,967,000	-	3,967,000	-	-	-	-	-
Subtotal	6,311,889	2,844,889	3,467,000	-	3,967,000	-	3,967,000	-	-	-	-	-
Safety and Security												
Safety and Security Programs	700,000	152,044	547,956	-	600,000	-	600,000	-	-	-	-	-
Subtotal	700,000	152,044	547,956	-	600,000	-	600,000	-	-	-	-	-
Tourism Research												
Tourism Research Programs	60,000	-	60,000	-	65,000	-	65,000	-	-	-	-	-
In-House Contracted Staff - Tourism Research	-	-	-	-	-	-	-	-	-	-	-	-
Subtotal	60,000	-	60,000	-	65,000	-	65,000	-	-	-	-	-
Planning												
Planning Programs	2,005,200	777,387	1,227,813	4,798	1,521,000	-	1,521,000	-	20,000	-	20,000	-
In-House Contracted Staff - Planning	-	-	-	-	-	-	-	-	-	-	-	-
Subtotal	2,005,200	777,387	1,227,813	4,798	1,521,000	-	1,521,000	-	20,000	-	20,000	-
Administrative												
Operations	1,199,111	430,824	768,287	29,802	653,700	-	653,700	-	214,907	-	214,907	-
In-House Contracted Staff - Admin	-	-	-	-	-	-	-	-	-	-	-	-
State Employee Salaries - Admin	2,830,295	2,423,804	406,491	-	-	-	-	-	117,000	-	117,000	-
Subtotal	4,029,406	2,854,628	1,174,778	29,802	653,700	-	653,700	-	331,907	-	331,907	-
Organizationwide Costs												
State Employee Fringe	2,465,972	2,144,010	321,962	-	-	-	-	-	412,465	-	412,465	-
Organization-Wide	220,000	105,000	115,000	-	250,583	-	250,583	-	-	-	-	-
Governance - Board/Others	352,001	156,354	195,647	50,004	172,918	-	172,918	-	-	-	-	-
Subtotal	3,037,973	2,405,364	632,609	50,004	423,501	-	423,501	-	412,465	-	412,465	-
Payroll												
State Employee Fringe	-	-	-	-	1,355,973	-	1,355,973	-	20,000	-	20,000	-
State Employee Salaries - All Employees	-	-	-	-	2,566,826	-	2,566,826	-	-	-	-	-
Subtotal	-	-	-	-	3,922,799	-	3,922,799	-	20,000	-	20,000	-
Total Encumbrances	60,000,000	41,949,917	18,050,083	(1,780,173)	60,000,000	-	60,000,000	-	14,024,372	-	14,024,372	-
Revenues vs Encumbrances	-	10,750,293			-	-			-	-		

9a.4

Budget Statement
FY 2023
As of October 31, 2022

Program Code	Program Title	Budget FY22	Encumbered - Budget Used (Cumulative)	Remaining Balance	October 2022 Activity	FY 2023 Activity
<i>Tourism Federal Fund</i>						
Perpetuating Hawaiian Culture						
201	Kūkulu Ola: Living Hawaiian Cultural Prog	1,500,000.00	0.00	1,500,000.00	0.00	0.00
202	Hawaiian Culture Initiative	475,000.00	0.00	475,000.00	0.00	0.00
203	Ma'ema'e HTA	50,000.00	0.00	50,000.00	0.00	0.00
204	Market Support	50,000.00	0.00	50,000.00	0.00	0.00
207	Kahea Program - Airport Greetings	700,000.00	700,000.00	0.00	0.00	700,000.00
214	Legacy Award Program	75,000.00	0.00	75,000.00	0.00	0.00
216	Olelo Hawaii	500,000.00	500,000.00	0.00	0.00	0.00
217	FESTPAC	250,000.00	0.00	250,000.00	0.00	0.00
218	Hawaiian Culture Festivals and Events	780,000.00	0.00	780,000.00	0.00	0.00
297	Memberships and Dues - Hawaiian Culture	500.00	300.00	200.00	0.00	300.00
298	Travel - Hawaiian Culture	14,345.00	0.00	14,345.00	0.00	0.00
718	Resort Area Hawaiian Cultural Initiative	150,000.00	0.00	150,000.00	0.00	0.00
Subtotal	Perpetuating Hawaiian Culture	4,544,845.00	1,200,300.00	3,344,545.00	0.00	700,300.00
Natural Resources						
402	Aloha Aina (formerly NR and Leg Prov NR)	1,500,000.00	0.00	1,500,000.00	0.00	0.00
406	Visitor Impact Program	350,000.00	50,000.00	300,000.00	0.00	0.00
407	Hawaii Eco Tourism Association	50,000.00	50,000.00	0.00	0.00	0.00
498	Travel - Natural Resources	15,000.00	0.00	15,000.00	0.00	0.00
Subtotal	Natural Resources	1,915,000.00	100,000.00	1,815,000.00	0.00	0.00
Community						
700	Community Opportunity	1,700,000.00	0.00	1,700,000.00	0.00	0.00
701	Community Enrichment Program	1,700,000.00	0.00	1,700,000.00	0.00	0.00
797	Memberships and Dues - Community	500.00	0.00	500.00	0.00	0.00
798	Travel - Community	15,000.00	0.00	15,000.00	0.00	0.00
803	Future Workforce Development (LEI)	270,000.00	120,000.00	150,000.00	0.00	0.00
Subtotal	Community	3,685,500.00	120,000.00	3,565,500.00	0.00	0.00
Branding						
004	Cruise Infrastructure Improvements and Ai	200,000.00	200,000.00	0.00	0.00	100,000.00
010	HTUS/HTJ Campaign Effectiveness Study	260,000.00	260,000.00	0.00	0.00	0.00
014	Pono Travel Education Program	400,000.00	400,000.00	0.00	0.00	0.00
102	Hawai'i Tourism Summit	231,000.00	5,251.30	225,748.70	0.00	0.00
317	Convention Center Sales & Marketing - City	2,600,000.00	2,600,000.00	0.00	0.00	0.00
318	gohawaii.com (formerly Online Website Co	789,500.00	387,500.00	402,000.00	(602,500.00)	155,000.00
319	MCI MFF	850,000.00	850,000.00	0.00	0.00	0.00
320	Island Chapters Staffing and Admin	0.00	0.00	0.00	(1,500,000.00)	0.00
321	US (formerly North America)	22,500,000.00	21,250,000.00	1,250,000.00	250,000.00	8,500,000.00
331	Meetings, Convention & Incentives	1,900,000.00	1,900,000.00	0.00	0.00	0.00
339	Global Digital Marketing Strategy (former I	713,000.00	500,000.00	213,000.00	(213,000.00)	200,000.00
350	Global Mkt Shared Resces (formerly Intelle	987,500.00	987,500.00	0.00	200,500.00	395,000.00
380	Marketing Opportunity Fund	32,655.00	47,655.00	(15,000.00)	0.00	15,000.00
397	Memberships and Dues - Branding	160,000.00	137,265.00	22,735.00	0.00	0.00
398	Travel - Branding	50,000.00	32,276.68	17,723.32	223.02	16,293.64
934	State Employee Salaries - Branding	2,036,532.00	1,937,857.48	98,674.52	0.00	1,116,310.00
Subtotal	Branding	33,710,187.00	31,495,305.46	2,214,881.54	(1,864,776.98)	10,497,603.64
Sports						
312	PGA Tour Contracts	3,977,889.00	2,177,889.00	1,800,000.00	0.00	0.00
340	WTC - Ironman World Championships	250,000.00	250,000.00	0.00	0.00	250,000.00
343	LPGA	500,000.00	250,000.00	250,000.00	0.00	0.00
378	UH Athletics Branding Partnership	334,000.00	167,000.00	167,000.00	0.00	0.00
385	Sports RFP or Other Procurement	1,250,000.00	0.00	1,250,000.00	0.00	0.00
Subtotal	Sports	6,311,889.00	2,844,889.00	3,467,000.00	0.00	250,000.00
Safety and Security						
601	Visitor Assistance Programs	500,000.00	0.00	500,000.00	0.00	0.00
602	Crisis Management	100,000.00	52,043.88	47,956.12	0.00	5,098.96
604	Preventative Programs	100,000.00	100,000.00	0.00	0.00	0.00
Subtotal	Safety and Security	700,000.00	152,043.88	547,956.12	0.00	5,098.96
Tourism Research						
506	Infrastructure Research (Accomodations ar	60,000.00	0.00	60,000.00	0.00	0.00
Subtotal	Tourism Research	60,000.00	0.00	60,000.00	0.00	0.00
Planning						
652	Planning Tools and Assessments	410,000.00	111,585.32	298,414.68	0.00	0.00
653	Hotspot Mitigation	500,000.00	200,000.00	300,000.00	0.00	200,000.00
654	Program Evaluation	500,000.00	377,584.69	122,415.31	0.00	0.00
655	Community Engagement	175,000.00	0.00	175,000.00	0.00	0.00
656	Community Tourism Collaborative	400,000.00	75,000.00	325,000.00	0.00	75,000.00
697	Memberships and Dues - Planning	3,200.00	350.00	2,850.00	0.00	350.00
698	Travel - Planning	17,000.00	12,867.20	4,132.80	4,797.53	10,506.98
Subtotal	Planning	2,005,200.00	777,387.21	1,227,812.79	4,797.53	285,856.98
Administrative						
101	Community-Industry Outreach & Public Rel	200,000.00	200,000.00	0.00	0.00	0.00
103	hawaiiauthority.org (formerly HTA)	100,000.00	24,546.80	75,453.20	0.00	0.00
901	General and Administrative	848,700.00	186,930.49	661,769.51	27,998.05	29,410.44
930	State Employee Salaries - Admin	2,830,295.00	2,423,803.66	406,491.34	0.00	1,450,517.00
998	Travel - Admin	50,411.00	19,346.59	31,064.41	1,804.21	10,014.64
Subtotal	Administrative	4,029,406.00	2,854,627.54	1,174,778.46	29,802.26	1,489,942.08
Governance and Org-Wide						
915	Organization-Wide	220,000.00	105,000.00	115,000.00	0.00	0.00
919	Governance - Gen Board/Others	352,001.00	156,354.43	195,646.57	50,004.10	52,302.08
931	State Employees Fringe	2,465,972.00	2,144,009.77	321,962.23	0.00	1,355,972.00
Subtotal	Governance and Org-Wide	3,037,973.00	2,405,364.20	632,608.80	50,004.10	1,408,274.08
Total	FY 2022 Funds	60,000,000.00	41,949,917.29	18,050,082.71	(1,780,173.09)	14,637,075.74
<i>Convention Center Federal Fund</i>						

Program Code	Program Title	Budget FY22	Encumbered - Budget Used (Cumulative)	Remaining Balance	October 2022 Activity	FY 2023 Activity
Branding						
934	State Employee Salaries - Branding	72,458.00	12,613.84	59,844.16	0.00	0.00
Subtotal	Branding	72,458.00	12,613.84	59,844.16	0.00	0.00
Administrative						
930	State Employee Salaries - Admin	247,042.00	226,060.43	20,981.57	0.00	0.00
Subtotal	Administrative	247,042.00	226,060.43	20,981.57	0.00	0.00
Governance and Org-Wide						
915	Organization-Wide	1,164,845.00	1,164,845.00	0.00	0.00	0.00
931	State Employees Fringe	170,000.00	72,220.04	97,779.96	0.00	0.00
Subtotal	Governance and Org-Wide	1,334,845.00	1,237,065.04	97,779.96	0.00	0.00
HCC Operating Expense						
850	HCC Operating Expense	5,406,900.00	5,406,900.00	0.00	0.00	0.00
Subtotal	HCC Operating Expense	5,406,900.00	5,406,900.00	0.00	0.00	0.00
HCC Repair and Maintenance						
860	HCC Repair and Maintenance	2,970,455.00	2,970,455.00	0.00	0.00	0.00
Subtotal	HCC Repair and Maintenance	2,970,455.00	2,970,455.00	0.00	0.00	0.00
HCC Local Sales						
871	HCC Local Sales	968,300.00	968,300.00	0.00	0.00	0.00
Subtotal	HCC Local Sales	968,300.00	968,300.00	0.00	0.00	0.00
Total	FY 2022 Funds	11,000,000.00	10,821,394.31	178,605.69	0.00	0.00
EDA Tourism Grant						
Natural Resources						
408	Outdoor Recreation (DLNR)	7,200,000.00	0.00	0.00	0.00	0.00
Subtotal	Natural Resources	7,200,000.00	0.00	0.00	0.00	0.00
Community						
656	Community Tourism Collaborative	750,000.00	0.00	0.00	0.00	0.00
736	Urban Trails	750,000.00	0.00	0.00	0.00	0.00
798	Travel - Community	20,000.00	0.00	0.00	0.00	0.00
Subtotal	Community	1,520,000.00	0.00	0.00	0.00	0.00
Branding						
300	Branding - Unallocated	4,000,000.00	0.00	0.00	0.00	0.00
934	Salaries - Branding	540,000.00	0.00	0.00	0.00	0.00
Subtotal	Branding	4,540,000.00	0.00	0.00	0.00	0.00
Planning						
698	Travel - Planning	20,000.00	0.00	0.00	0.00	0.00
Subtotal	Planning	20,000.00	0.00	0.00	0.00	0.00
Administrative						
901	Administrative	214,907.00	0.00	0.00	0.00	0.00
930	Salaries - Admin	117,000.00	0.00	0.00	0.00	0.00
Subtotal	Administrative	331,907.00	0.00	0.00	0.00	0.00
Governance and Org-Wide						
931	Fringe Benefits	412,465.00	0.00	0.00	0.00	0.00
Subtotal	Governance and Org-Wide	412,465.00	0.00	0.00	0.00	0.00
Total	FY 2022 Funds	14,024,372.00	0.00	0.00	0.00	0.00

9c

Discussion and Action on the Recommendation by the Budget, Finance, and Convention Center Standing Committee to **Amend HTA's FY 2023 Budget Funded by Available American Rescue Plan Act (ARPA) Funds** as Presented at the November 15, 2022 Meeting

Hawaii Tourism Authority FY23 BUDGET (AMENDED)

Program Code	Program Title	FY 2022 (Current)	Approved FY 2023 Budget	Adjusted FY 2023 (Proposed)
Perpetuating Hawaiian Culture		-		
201	Kūkulu Ola: Living Hawaiian Cultural Program	1,500,000	1,500,000	-
202	Hawaiian Culture Initiative	475,000	475,000	-
203	Ma'ema'e HTA	50,000	50,000	50,000
204	Market Support	50,000	50,000	75,000
207	Kāhea Program - Airport Greetings	700,000	-	-
214	Legacy Award Program	75,000	50,000	-
215	Hawaiian Culture Opportunity Fund	-	100,000	-
216	'Ōlelo Hawai'i	-	700,000	700,000
217	FESTPAC	250,000	250,000	-
297	Memberships and Dues - Hawaiian Culture	500	1,000	500
298	Travel - Hawaiian Culture	14,345	19,000	-
374	Surfing	-	-	250,000
718	Resort Area Hawaiian Culture Initiative	150,000	-	250,000
TBD-1	Ho'okipa Malihini Initiative	-	1,625,000	450,000
TBD-2	Hawaiian Culture Festivals & Events	780,000	780,000	-
		4,044,845	5,600,000	1,775,500
Natural Resources [HRS 201B-11(c)(2)]				
402	Aloha 'Āina (formerly NR and Leg Prov NR)	1,500,000	1,500,000	-
406	Visitor Impact Program	300,000	285,000	-
407	Sustainable Tourism Association of Hawai'i	-	50,000	-
498	Travel	15,000	15,000	-
TBD-3	Tour Guide Certification/Licensure Program	-	150,000	500,000
		1,815,000	2,000,000	500,000
Community				
700	Signature Events	1,700,000	1,700,000	-
701	Community Enrichment Program	1,700,000	1,700,000	-
702	Community Tourism Capacity Building	-	300,000	300,000
731	Destination Management - O'ahu	-	210,000	200,000
732	Destination Management - Maui County	-	290,000	200,000
733	Destination Management - Hawai'i Island	-	150,000	200,000
734	Destination Management - Kaua'i	-	150,000	200,000
797	Memberships and Dues - Community	500	500	500
798	Travel - Community	15,000	13,500	10,000
802	Current Workforce	-	250,000	150,000
803	Future Workforce	150,000	150,000	-
TBD-4	Local Business Support	-	200,000	-
		3,565,500	5,114,000	1,260,500
Branding				
4	Cruise Industry Consultant Services	100,000	100,000	-
10	Campaign Effectiveness Study	-	260,000	-
14	Pono Travel Education	-	-	500,000
102	Hawai'i Tourism Updates	225,748	300,000	100,000
317	Convention Center Sales & Marketing CW	-	2,600,000	2,600,000
318	GoHawaii.com	557,000	310,000	500,000
319	MFF	-	550,000	850,000
320	Island Destination Marketing & Management Services	-	2,400,000	1,200,000
321	US (formerly North America)	9,750,000	17,000,000	7,000,000
322	Canada	-	800,000	800,000
323	Japan	-	6,500,000	6,500,000
324	Korea	-	630,000	630,000
325	Oceania	-	950,000	950,000
329	China	-	120,000	120,000
331	MCI - Single Property	-	1,900,000	1,900,000
339	Global Digital Marketing Strategy	413,000	-	-
350	Global Mkt Shared Resces	395,000	1,500,000	1,500,000
397	Memberships and Dues - Branding	22,735	160,000	160,000
398	Travel - Branding	34,016	53,000	50,000
934	Salaries	1,214,984	-	-
		12,712,483	36,133,000	25,360,000
Sports				
312	PGA Tour Contracts	1,800,000	1,800,000	-
340	Ironman World Championship	250,000	-	-
343	LPGA Lotte Championship	250,000	-	-
378	UH Athletics Branding Partnership	167,000	167,000	-
385	Sports RFP or Other Procurement	1,250,000	2,000,000	2,000,000
		3,717,000	3,967,000	2,000,000
Safety and Security				
601	Visitor Assistance Programs	500,000	500,000	-
602	Crisis Management	53,055	100,000	100,000

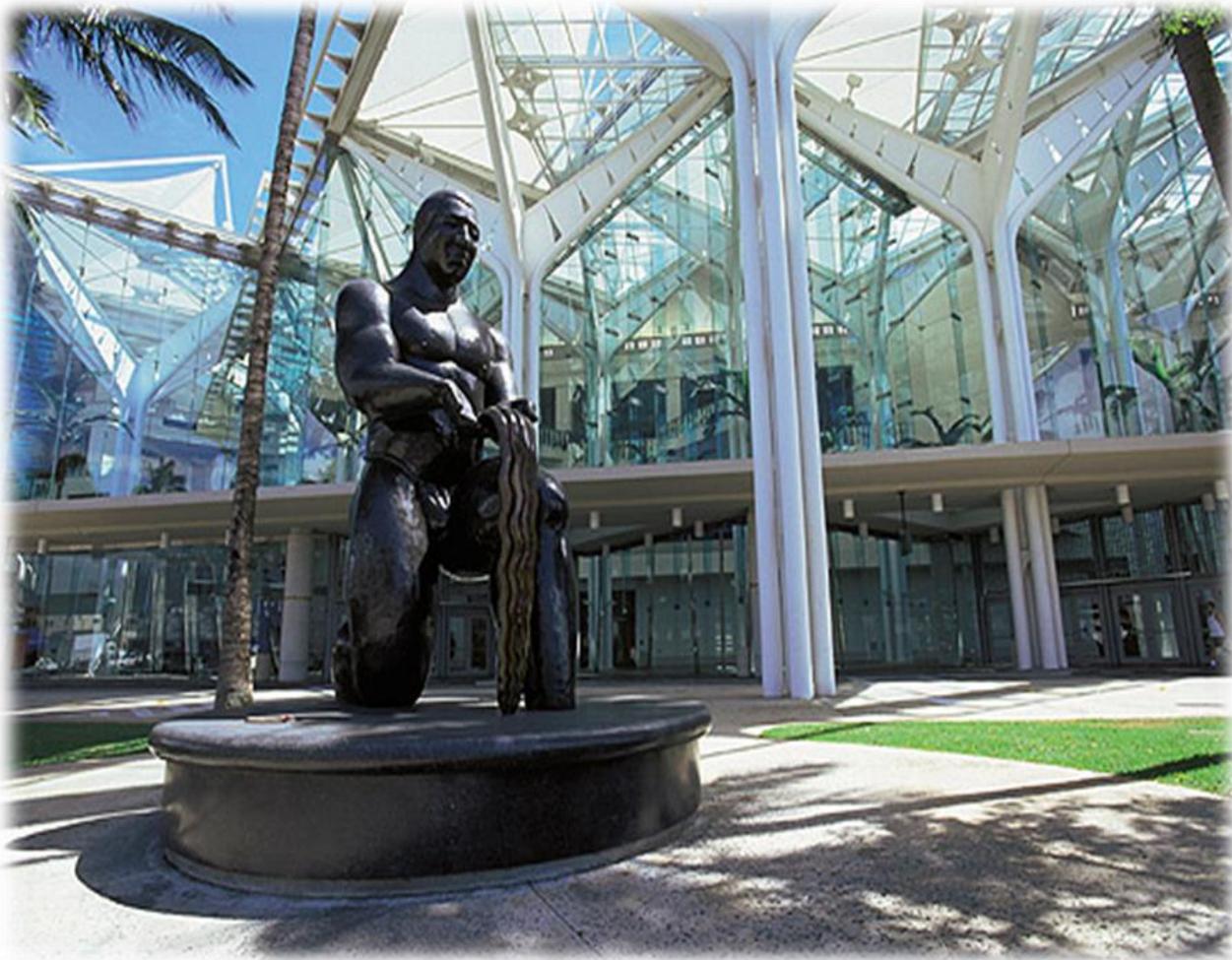
**Hawaii Tourism Authority
FY23 BUDGET (AMENDED)**

Program Code	Program Title	FY 2022 (Current)	Approved FY 2023 Budget	Adjusted FY 2023 (Proposed)
		553,055	600,000	100,000
Tourism Research				
506	Infrastructure Research	60,000	65,000	65,000
		60,000	65,000	65,000
Planning				
652	Planning Tools & Assessments	298,414	50,000	-
653	Hotspot Mitigation	500,000	1,000,000	200,000
654	Program Evaluation	122,415	50,000	-
655	Community Engagement	175,000	-	-
656	Community Tourism Collaborative	400,000	400,000	-
697	Memberships & Dues	3,200	1,000	-
TBD-6	Tourism Excellence Accreditation Program	-	-	450,000
698	Travel - Planning	14,639	20,000	11,799
		1,513,668	1,521,000	661,799
Admin				
101	Community-Industry Outreach & Public Relations Svcs	-	200,000	200,000
103	HawaiiTourismAuthority.org	75,453	50,000	50,000
901	General and Administrative	691,184	333,700	333,700
930	State Employee Salaries - Admin	1,857,008	-	-
998	Travel - Admin	41,079	70,000	70,000
		2,664,724	653,700	653,700
Governance & Org Wide				
915	Organization - Wide	115,000	250,583	250,583
919	Governance - Gen Board/Others	247,949	172,918	172,918
		362,949	423,501	423,501
Payroll				
931	State Employees Fringe	1,677,934	1,355,973	-
TBD-5	State Employee Salaries - All	-	2,566,826	-
TBD-7	July-December 2023 Payroll and Admin Costs	-	-	2,200,000
		1,677,934	3,922,799	2,200,000
Board Unallocated		-	-	-
		32,687,158	60,000,000	35,000,000

10

Presentation and Discussion Regarding an Update on the **Meetings, Conventions and Incentives Market, Hawai'i Convention Center's Local Sales and the Hawai'i Convention Center's 6-Year CIP Plan**

Hawai'i Convention Center



Update for
October 2022
for
(November 2022 meeting)

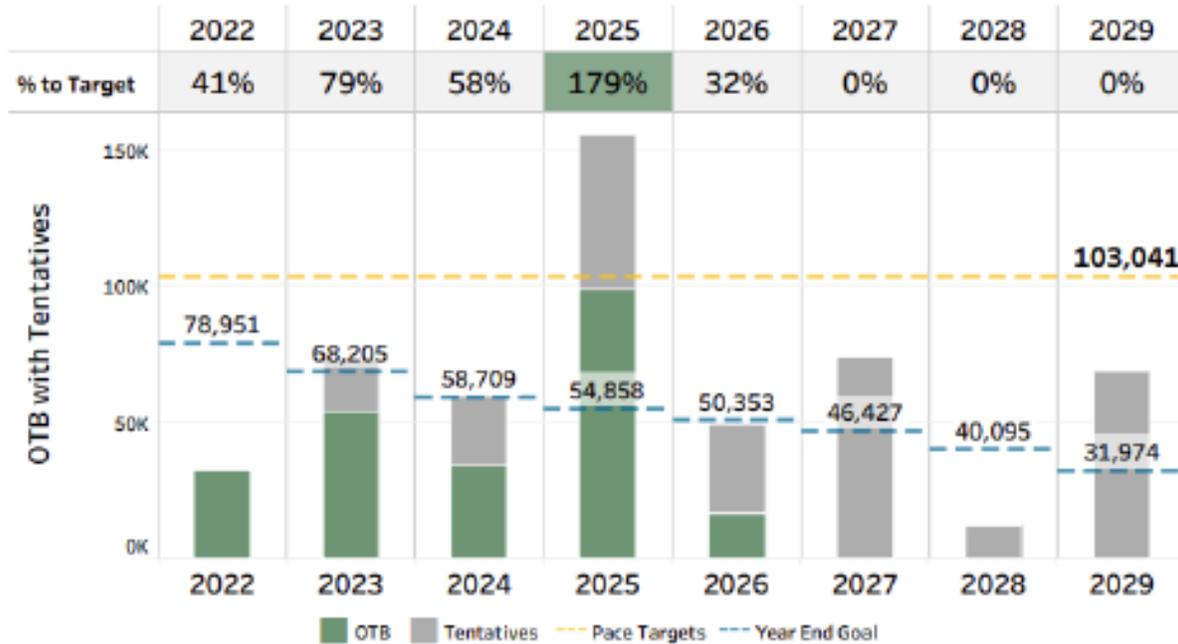
Definite Citywide Bookings for FY 2023

Start Date	End Date	Event Name	Forecast Attendance	Contracted Rooms	EI Value	Tax Generation
7/1/2022	7/3/2022	Pacific Rim Championship 2022 (Jam on It)	1,600	1,000	\$5,048,727	\$590,701
7/10/2022	7/15/2022	Goldschmidt Conference 2022	2,500	5,100	\$13,129,182	\$1,536,115
10/19/2022	10/28/2022	2022 Applied Superconductivity Conference	1,800	4,670	\$11,960,948	\$1,399,435
11/7/2022	11/16/2022	Confidential Association Meeting	3,500	8,371	\$23,728,741	\$2,776,263
4/11/2023	4/23/2023	American Roentgen Ray Society	2,500	3,844	\$18,342,486	\$2,146,071
5/19/2023	5/22/2023	All Star Cheerleaders 2023	2,500	5,000	\$8,654,669	\$1,012,596
	6	Total	14,400	27,985	\$80,864,753	\$9,461,181

Citywide Future Pace Report

Source: HVCB/Meet Hawai'i Status Report (as of October 2022)

Table 2: FuturePace Report: Convention Center 8-year Pace (citywide only)



Future Pace for Definite Room Nights

Year	OTB	Pace Room Night Target	Variance to Target	Room Night % Variance	LTB	Tentative Room Nights	Pace Room Night Goal
2022	32,048	78,951	(46,903)	-59%	70,993	0	103,041
2023	53,801	68,205	(14,404)	-21%	49,240	19,265	103,041
2024	34,206	58,709	(24,503)	-42%	68,835	25,165	103,041
2025	98,382	54,858	43,524	79%	4,659	56,847	103,041
2026	16,310	50,353	(34,043)	-68%	86,731	32,705	103,041
2027	0	46,427	(46,427)	-100%	103,041	73,521	103,041
2028	0	40,095	(40,095)	-100%	103,041	11,591	103,041
2029	0	31,974	(31,974)	-100%	103,041	68,139	103,041

Future Pace for Definite Bookings

Year	Definite Bookings	Pace Booking Target	Booking Variance	Booking % Variance	Bookings LTB	Tentative Bookings	Pace Booking Goal
2022	8	16	(8)	-50%	20	0	28
2023	7	9	(2)	-22%	21	2	28
2024	5	7	(2)	-29%	23	5	28
2025	6	5	1	20%	22	8	28
2026	1	4	(3)	-75%	27	5	28
2027	0	3	(3)	-100%	28	6	28
2028	0	2	(2)	-100%	28	2	28
2029	0	2	(2)	-100%	28	4	28

Definite Local Bookings for next 3 months

	November 2022			
	Start Date	End Date	Description	Forecast Attendance
1	11/01/22	11/02/22	Honeymoon Friends Filming	365
2	11/04/22	11/04/22	HMSA Annual Meeting	1,000
3	11/04/22	11/04/22	Hawaii Food & Wine Festival - On Cloud Wine	1,000
4	11/05/22	11/05/22	Hawaiian Dredging Construction Company's Annual Dinner and Service Awards Banquet	500
5	11/08/22	11/08/22	Democratic Party of Hawaii . Election Night Watch	500
6	11/16/22	11/16/22	Protect Our Water Conference	200
7	11/17/22	11/20/22	Hawaii Pacific Model United Nations	350
8	11/17/22	11/17/22	Cancer Survivor's and Caregiver's Conference 2022	250
9	11/17/22	11/17/22	Visitor Public Safety Meeting	150
10	11/17/22	11/18/22	Mid-Pacific Audio Visual Training	5
11	11/18/22	11/20/22	Coin Show Expo 2022	1,000
12	11/18/22	11/18/22	PBX-22	1,500
13	11/18/22	11/18/22	Hawaiian Electric Annual Leadership Meeting	300
14	11/18/22	11/18/22	Kaiser Permanente - Sales Team Building Meeting	90
15	11/18/22	11/18/22	Kaiser Permanente - Quality Meeting	35
16	11/18/22	11/18/22	Kaiser Permanente - Nursing Leadership Training	50
17	11/19/22	11/19/22	Shawn Ray Hawaiian Classic 2022	1,000
18	11/19/22	11/19/22	EMT I Written Test	350
19	11/19/22	11/19/22	[POP UP] CNHA Resource 'Aha	150
20	11/26/22	11/27/22	Aloha Region Thanksgiving Tournament	3,000
21	11/26/22	11/26/22	Dragon Beat Recital/Dragon Beat Taiko Drumming Concert with Tsutomu Nakai	400
22	11/26/22	11/26/22	Super Saturday Showcase	1,000

Cont...

Definite Local Bookings for next 3 months

Decembe 2022				
	Start Date	End Date	Description	Forecast Attendance
1	12/02/22	12/02/22	Honolulu Board of REALTORS General Membership Meeting	1,200
2	12/02/22	12/03/22	Central Pacific Bank Holiday Party	1,000
3	12/02/22	12/02/22	Celebrate Christmas with Pops Fernandez and David Pomeranz	700
4	12/04/22	12/04/22	Hawaii Youth Symphony - Symphony Program Winter Concert 2022	400
5	12/06/22	12/15/22	NAVSEA Project Management Fundamentals Course 94	75
6	12/08/22	12/12/22	2022 Honolulu Marathon Expo	20,000
7	12/08/22	12/09/22	2022 Hawai'i Tourism Conference	450
8	12/10/22	12/10/22	JROTC Military Ball	950
9	12/10/22	12/11/22	Ho'omau Hawai'i Market	3,500
10	12/10/22	12/10/22	Island Paradise	430
11	12/15/22	12/15/22	HPU Commencement	2,000
12	12/15/22	12/15/22	Mililani High School Winter Ball	500
13	12/16/22	12/16/22	Holiday Pa'ina Lunch	30
14	12/16/22	12/16/22	Hawaii's Finest 13 Year Anniversary	4,000
15	12/16/22	12/16/22	Maid in Malacanang in Hawai'i Christmas Event	700
16	12/17/22	12/19/22	Hoops in Hawaii 2022	1,000
17	12/17/22	12/17/22	Na Leo Holiday Concert	1,000
18	12/17/22	12/18/22	Aloha Region Christmas Festival	3,000
19	12/17/22	12/17/22	120th Anniversary of Immigration - America Opening Concert	450
20	12/17/22	12/18/22	CGTV Auditions	200
21	12/18/22	12/18/22	Oahu Church of Christ	250

Cont...

Definite Local Bookings for next 3 months

January 2023				
	Start Date	End Date	Description	Forecast Attendance
1	01/03/23	01/03/23	Hawaii Principal Forum	400
2	01/04/23	01/07/23	The IAFOR International Conference on Education 2023 (IICE Hawaii 2023)	180
3	01/04/23	01/04/23	Grand Jury Impaneling	200
4	01/07/23	01/07/23	Navy Exchange Pearl Harbor Holiday Paina	500
5	01/07/23	01/07/23	Fight To Win	3,000
6	01/07/23	01/08/23	Hawaii Pop Con	15,000
7	01/12/23	01/12/23	2023 Sony Open Dinner	1,000
8	01/14/23	01/16/23	TransPacific Volleyball Championships 2023	10,000
9	01/21/23	01/21/23	Kuilei Place Seminar	1,350
10	01/21/23	01/21/23	Lank the King Fight Night	400
11	01/22/23	01/22/23	Kuilei Place Seminar	1,350
12	01/26/23	01/27/23	Hawaii Dental Association Convention	3,000
13	01/27/23	01/29/23	Varsity Spirit Championships 2023	1,677
14	01/28/23	01/28/23	Kuilei Place Seminar	1,350

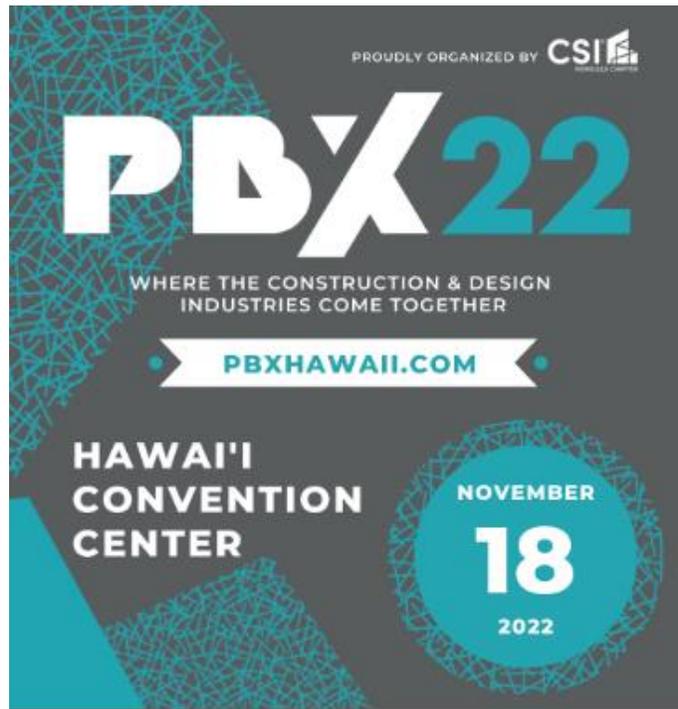
Recent Events @ Hawai'i Convention Center

- 2022 Fall Honolulu National College Fair – NACAC (Oct 18), 5,000 attendees
- Hawai'i Food and Wine Festival, On Cloud Wine (Nov 4), 1,000 attendees
- **Confidential Association Meeting (Nov 7-16, 2022), 3500 attendees (CW)**



Upcoming Local/Citywide Events

- PBX-22 (Nov 18), 1,500 attendees
- Aloha Region Thanksgiving Tournament (Nov 28), 3,000 attendees
- Honolulu Marathon Expo (Dec 8-12), 20,000 attendees



HCC Presents: Na Leo Holiday Concert

Celebrate the holidays with

Na Leo Pilimehana Holiday Concert



**Saturday, December 17
4th Floor Ballroom
Hawai'i Convention Center**



Special Guest: Maunalua

Tickets: hawaiiconvention.com

Carbon Offset Program



Total Contributions	Partner Trees Planted
\$866.66	4,907
HCC Carbon Offset Trees Planted	
10.32	

4,917

Total Legacy Trees Planted



12.29

Total Acres of Habitat Restored

As of October 2022
(total carbon offset costs)



HCC Observes World Mental Health Day



The Hawai'i Convention Center celebrated World Mental Health Day last October 10 by lighting its exterior green to help raise awareness of mental health issues.

The Center joined other ASM Global venues and light up green in solidarity with those affected by mental illness.

HCC New Art Exhibits

The Healer Stones of Kapaemahu



Repair and Maintenance Projects Update

Repair & Maintenance Projects

6-Year Plan (page 1)

Project Number	Project Title	Estimated Project Cost	Prior Expenses to Sept 2022	FY23	FY24	FY25	FY26	FY27	FY28	Total
001	Rooftop Terrace Deck Temporary Repair	\$ 15,000,000	\$ -	\$ 15,000,000						\$ 15,000,000
	Rooftop Terrace Deck Temporary Repair (Previous planning)		\$ 626,152							\$ 626,152
003	Building Envelope Repairs (Kalākaua Kitchen, 3rd fl planters, planters, exterior paint)	\$ 18,632,703	\$ 276,510	\$ 8,189,126	\$ 10,167,069					\$ 18,632,705
007	Kitchen Hood Control Panel Replacement	\$ 421,249	\$ 18,142	\$ 403,107						\$ 421,249
008	F&B Refrigerator, 3rd floor (#348) Replacement	\$ 319,004	\$ 14,047	\$ -	\$ -	\$ -	\$ 304,957			\$ 319,004
009	Slate Tile Repair	\$ 2,142,108	\$ 18,916	\$ 2,123,192						\$ 2,142,108
010	Chiller Replacement	\$ 4,639,656	\$ 109,481	\$ 4,007,051	\$ 523,124					\$ 4,639,656
011	Ballroom Gutter, Foyer Transom Glass Repair and Soffit Repair	\$ 10,635,599	\$ 25,873	\$ 2,000,000	\$ 8,609,726					\$ 10,635,599
012	Parapet Roof Repairs	\$ 3,004,559	\$ 10,404	\$ 1,000,000	\$ 1,994,155					\$ 3,004,559
013	Ballroom Roof Repairs	\$ 2,143,187	\$ 6,712	\$ 1,000,000	\$ 1,136,475					\$ 2,143,187
014	Lobby Water Feature	\$ 1,035,800	\$ 1,985	\$ -	\$ 253,946	\$ 779,869				\$ 1,035,800
015	House Sound Audio System Upgrade	\$ 1,344,650	\$ 9,183	\$ 1,335,467						\$ 1,344,650
016	Camera, NVR and Access Control	\$ 2,001,733	\$ 1,564,563	\$ 437,170						\$ 2,001,733
022	Chill Water Pipe Reinsulation	\$ 250,000	\$ -	\$ 250,000						\$ 250,000
023	Air Wall Repairs	\$ 400,000	\$ -	\$ 400,000						\$ 400,000
024	Roll-up Door Replacement	\$ 225,000	\$ 23,656	\$ -	\$ 201,344					\$ 225,000
025	Ballroom and Meeting Room Wallpaper Replacement	\$ 450,000	\$ -	\$ 450,000						\$ 450,000
026	IT Network Upgrades	\$ 125,000	\$ -	\$ -	\$ -	\$ 55,000	\$ 70,000			\$ 125,000
027	Ice Machines Replacement	\$ 500,000	\$ -	\$ -	\$ -	\$ 500,000				\$ 500,000
028	Theatre 310 and 320 Furnishings Upgrade	\$ 750,000	\$ -	\$ -	\$ -	\$ -	\$ 375,000	\$ 375,000		\$ 750,000
029	Theatre 310 and 320 Seating Upgrade	\$ 500,000	\$ 155	\$ -	\$ -	\$ -	\$ 249,845	\$ 250,000		\$ 500,000
030	FB China and Equipment Upgrade	\$ 3,500,000	\$ -	\$ -	\$ -	\$ -	\$ 3,500,000			\$ 3,500,000
031	Ala Wai Waterfall Repair	\$ 1,013,271	\$ 1,985	\$ -	\$ 1,011,286					\$ 1,013,271
036	Water Intrusion Remediation	\$ 400,000	\$ -	\$ 400,000						\$ 400,000
037	Exterior Security Camera Upgrade	\$ 150,628	\$ 628	\$ 150,000						\$ 150,628

	Current Project
	Project ON HOLD
	Cumming Managed Projects
	HCC Managed Projects
	PM/CM to be awarded Dec 2022



Repair & Maintenance Projects

6-Year Plan (page 2)

Project Number	Project Title	Estimated Project Cost	Prior Expenses to Sept 2022	FY23	FY24	FY25	FY26	FY27	FY28	Total
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/Atkinson 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	\$ 100,000	\$ 270,000
045	Escalator and Elevator Refurbishment	\$ 1,000,000	\$ -	\$ -			\$ 200,000	\$ 200,000	\$ 200,000	\$ 600,000
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	\$ 200,000	\$ -	\$ -				\$ 200,000		\$ 200,000
052	Ride-on Sweeper Replacement	\$ 55,000	\$ -	\$ -	\$ 55,000					\$ 55,000
053	Forklift	\$ 25,000	\$ -	\$ -		\$ 25,000				\$ 25,000
054	Boardroom Upgrade	\$ 1,000,000	\$ -	\$ -			\$ 1,000,000			\$ 1,000,000
055	Elevator #2 Upgrade	\$ 250,000	\$ -	\$ -		\$ 250,000				\$ 250,000
056	Lobby Glass Panels	\$ 170,000	\$ -	\$ 170,000						\$ 170,000
057	ADA Ramp for Stages	\$ 40,000	\$ -	\$ 40,000						\$ 40,000
058	Kitchen Hood Fire Suppression System Replacement	\$ 735,119	\$ 18,770	\$ 716,349						\$ 735,119
	GRAND TOTAL	\$ 80,742,926	\$ 2,727,162	\$ 38,371,462	\$ 26,715,785	\$ 2,409,869	\$ 6,219,802	\$ 3,725,000	\$ 800,000	\$ 80,969,080

Current Project
Project ON HOLD
Cumming Managed Projects
HCC Managed Projects
PM/CM to be awarded Dec 2022



Repair & Maintenance Projects

Construction and Project Management Services

CM/PM Services

- *For management of 17 projects (highlighted in orange)*
- *RFQ/RFP issued May 2022*
- *Contract awarded in early September 2022 to Cumming Management Group*

CM/PM Services

- *For management of the Rooftop Terrace Deck Temporary Repair*
- *RFQ/RFP issued October 2022*
- *To award Contract in December 2022*

Repair & Maintenance Projects Completed

- *Boiler Replacement; \$585k, completed 2020*
- *Ala Wai Waterfall Repairs; \$185k, completed 2020*
- *Chiller 4 Repairs; \$55k, completed 2020*
- *#320 Roof Repairs; \$1.4M, completed 2020*
- *Banquet Chairs and Facility Equipment Upgrade; \$2.25M, completed 2020*
- *Cooling Tower Replacement; \$3.2M, completed 2021*
- *Theatre LED Lighting Upgrade; \$77k, completed 2021*
- *Roof Overflow Drain Repairs; \$16k, completed 2021*
- *Jockey Chiller Repairs; \$28k, completed 2021*
- *ADA Lift Replacement, \$71.5k, completed 2021*
- *Emergency Generator Repairs, \$32k, completed 2021*
- *Window Repairs – Vandalism, \$177k, completed 2021*
- *Leak Repairs – December 2021 / January 2022, \$396k, completed 2022*
- *Chiller Repairs – \$69.3k, completed 2022*
- *Trellis Renovation - \$4.7M, completed 2022*



Mahalo Nui Loa



HTA Board Update
GLOBAL MCI SALES
November 2022

Citywide Sales Situation

1998 – 2003

HVCB opened HCC in 1998 and oversaw citywide sales/marketing until 2003

January 2020

Meet Hawai'i assumes citywide sales/marketing

September 2020

Single property sales team assigned to citywide sales

September & October 2021

Rebuilding. Two more citywide sellers added

January 2023 - Moving forward

2003 – 2019

HCC assumes citywide sales/marketing

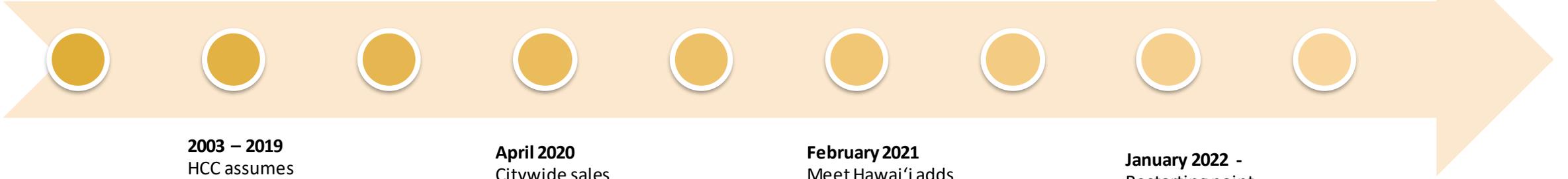
April 2020

Citywide sales eliminated due to COVID-19

February 2021

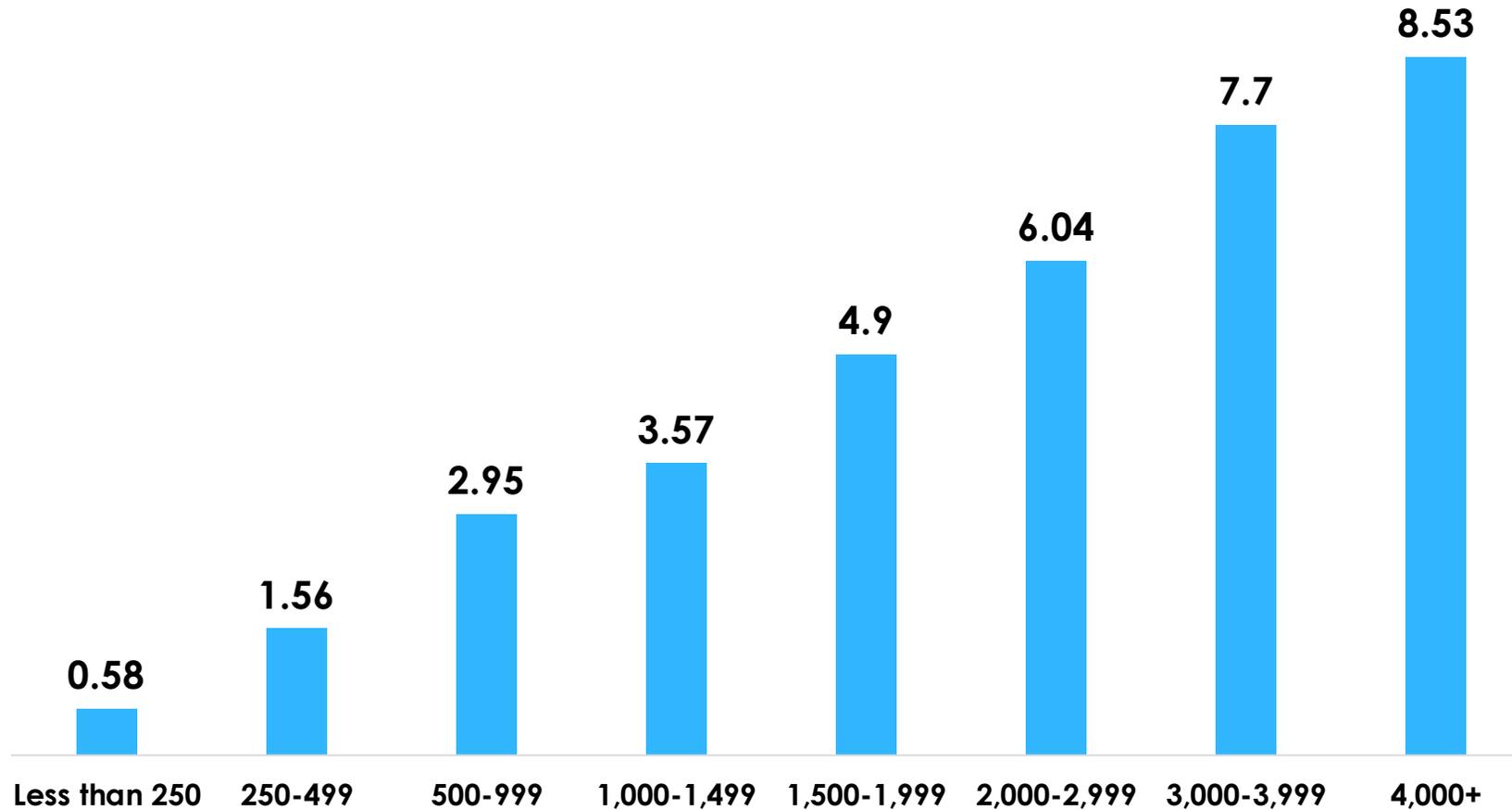
Meet Hawai'i adds one citywide corporate seller

January 2022 - Restarting point



Historical Lead Time

Lead Time in Years



Meeting dates 2012 - 2035

- Historical lead times on bookings is helpful to show length of time sales managers need to be working on events prior to arrival
- Sales managers need to be working events 4 years in advance for lowest Tier I events of 1,000-1,499 peak room events



Event History

# Citywide Events	2018 HCC	2019 HCC	2020 Meet Hawai'i	2021 Meet Hawai'i	2022 Meet Hawai'i	2023 Meet Hawai'i	2024 Meet Hawai'i	2025 Meet Hawai'i	2026 Meet Hawai'i	2027 Meet Hawai'i
MCI	23	23	16	8	10	10	6	6	1	0
COVID/ CXL	N/A	N/A	13	8	2	0	0	0	0	0
TOTAL	23	23	3	0	8	10	6	6	1	0

New Citywide Events

New Citywide Bookings	Event Date	Attendees	Total Room Nights	EEI
Allstar Cheerleading	5/19–22 2023	2,500	5,000	\$8.6 M
Applied Materials	11/22-12/3 2023	1,000	6,210	\$11.8 M
International Conference Machine Learning	7/22-8/1 2023	9,000	13,040	\$57.2 M
TOTAL		12,500	24,250	\$77.6 M
*License Agreements signed Sept/Oct 2022				

High Probability Citywide Events

High Probability Tentative Events	Year	Attendees	Total Room Nights	EEI
1	2024	6,000	12,536	\$36.1 M
1	2026	4,500	4,967	\$27.0 M
1	2027	18,000	42,200	\$144.3 M
Total 3		28,500	59,703	\$207 M

IMEX AMERICA 2022

October 9 – 13, 2022, Las Vegas

- Largest MCI trade show in the U.S.
- Show attendance: 12,000 (vs. 13,500 in 2019)
- Meet Hawai'i booth: 26 Hawai'i MCI suppliers
- Total customer appointments: 660 (vs. 776 in 2019)
- 3 citywide customer appointments for business in 2024, 2026 & 2027
- 95 Meet Hawai'i single property appointments with customers looking at 2023 & 2024 programs in Hawai'i
- Meet Hawai'i Asia/Oceania Team had appointments with international customers, strong Oceania customer attendance



WOMEN OWNED

Austin

DALLAS

3500

D

FORT WORTH

Meet HAWAII

RECONNECT WITH YOUR TEAM

LIVE

Honolulu
Kauai
Maui
Oahu

Meet HAWAII
Kaua'i • O'ahu • Moloka'i • Lāna'i • Maui • Hawai'i

Global MCI

- MCI Australia Fam Oct 15 - 20
- Japan Sales Mission Nov 15 - 18
- Korea Sales Mission Nov 21 – 22
- All Star Cheerleader May 19 – 22, 2023 (NZ)-2,500 Attendees, 5,000 Total Room Nights, & EEI-\$8.6M

Current Citywide Production vs. 2021

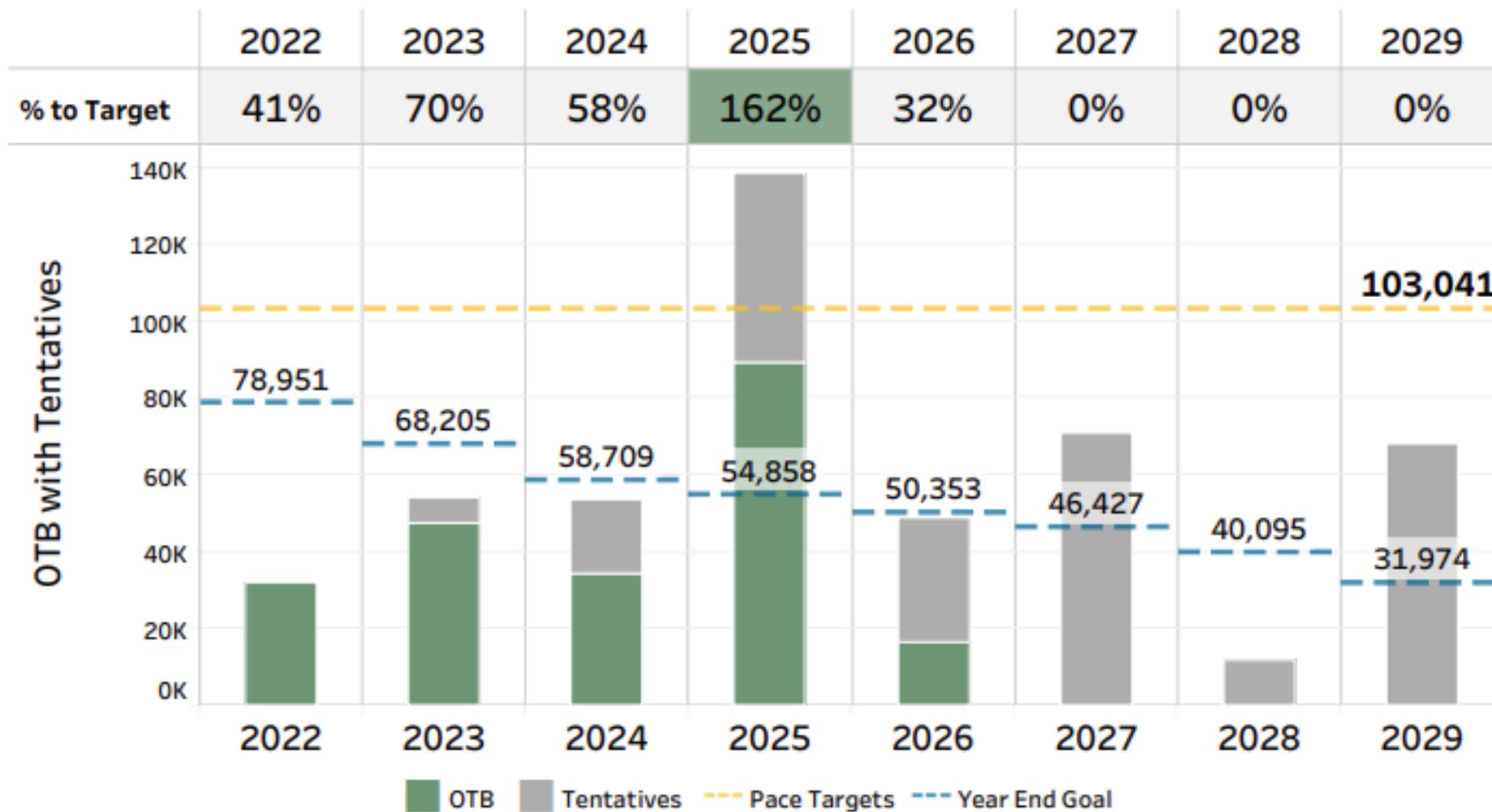
October 2022 Sales Production	Month to Date	2021 MTD	Variance	YTD	2021 YTD	Variance
Citywide Tentative RN	65,220	0	+++%	263,077	94,123	+179%
Citywide Definite RN	6,210	0	+++%	40,380	3,911	+932%

Current Citywide Production vs. 2019²⁹

October 2022 Sales Production	Month to Date	2019 MTD	Variance	YTD	2019 YTD	Variance
Citywide Tentative RN	65,220	7,386	+++%	263,077	214,476	+23%
Citywide Definite RN	6,210	0	+++%	40,380	38,879	+4%

Hawai'i 8 Year Future Pace for Citywide

Number of events and room nights on the books against a 3-year average year-end goal. Data last refreshed on 11/7/2022 11:03:11 PM



MAHALO!

11

**Presentation, Discussion, an Action on Resolution
2022-01 Authorizing the HTA President & CEO to
Present Policy Positions During the Legislative
Session**

Resolution

No. 2022-1

DELEGATION OF AUTHORITY TO PRESENT POLICY POSITIONS

WHEREAS, the Powers and Duties of the Hawai'i Tourism Authority at HRS §201B-3(a)(6) provide that the Authority may, "Through its president and chief executive officer, represent the authority in communications with the governor and the legislature"; and,

WHEREAS, legislation may be introduced at the federal, state, and county level which may impact the strategic mission and statutory purpose of the Hawai'i Tourism Authority and, as such, HTA may require testimony or other information to present its policy positions of the Hawai'i Tourism Authority in the appropriate forum; and,

WHEREAS, the Board of Directors seeks greater flexibility and autonomy in order to address the complex emerging issues of the market, industry and community, in return for pledging greater accountability.

NOW, THEREFORE, BE IT RESOLVED, that the Board of Directors hereby authorizes its President and CEO or its designee, and/or its Board Chair or its designee to present public policy positions, including but not limited to the positions noted below, on behalf of the Authority during Calendar Year 2023 before all branches of the federal, state and county governments. This is provided that the positions are aligned and consistent with Hawai'i Revised Statutes chapter 201B, the Hawai'i Tourism Authority Strategic Plan: 2020-2025, Destination Management Action Plans, and any other policies, plans or budgets approved by the Authority and this Resolution:

- The Hawai'i Tourism Authority will support legislation and take positions to support an annual deposit of no less than \$80 million in transient accommodations tax into a special fund administered by the Hawai'i Tourism Authority as a means to carry out its stated priorities;
- The Hawai'i Tourism Authority will support legislation and take positions that support the reinstatement of the Hawai'i Tourism Authority's exemption from the State procurement code, Hawai'i Revised Statutes chapter 103D;
- The Hawai'i Tourism Authority will support legislation and take positions to support the reestablishment of an appropriation ceiling for the Convention Center Enterprise Special Fund to enable the expenditure of funds for the operations and repair and maintenance of the Hawai'i Convention Center;
- The Hawai'i Tourism Authority will oppose new taxes and tax increases on visitors, and will support appropriate site-specific user fees for reinvestment in our natural resource attractions;

(November 14 2022)

- The Hawai'i Tourism Authority will support the Hawai'i Tourism Authority Strategic Plan: 2020-2025 and the principles and values represented under the concept of Mālama Ku`u Home.

BE IT FURTHER RESOLVED, that the Board of Directors elects that all official positions taken by the Chair, the President and CEO and/or their designee on issues before federal, state and county governments shall be communicated to board members as soon as practicable, and presented at the next regular board meeting of the Authority; and,

FINALLY RESOLVED, that copies of this resolution be transmitted to the President & CEO, Board Chair, Board Members and Chief Administrative Officer.

DRAFT