



Ke'ena Kuleana Ho'okipa O Hawai'i
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Josh Green, M.D.
 Kia'aina Governor

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

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

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

**PŌ'AHĀ, 29 IUNE 2023, 9:30 AM
 THURSDAY, JUNE 29, 2023 AT 9:30 AM**

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

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

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

<https://us06web.zoom.us/j/85936260525>

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

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

E Kelepona Mai: (669) 444-9171 | KELEKA'A'IKE: 859 3626 0525
 Call In: (669) 444-9171 | Webinar ID: 859 3626 0525

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

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

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

Written testimony received ahead of the preparation of the board packet will be included in the board packet. Written testimony received after the issuance of the board packet (48 hours ahead of the meeting) will be distributed to the board and available for public inspection at the meeting. Email written testimony to Carole Hagihara-Loo at carole@gohta.net or hand-delivered to the HTA office.

Papa Kumumanaʻo
AGENDA

1. *Hoʻomaka*
Call to Order
2. *Kikolā*
Roll Call to Announce Name of Participating Board Members and to Identify Who Else is Present with Board Member if Location is Nonpublic
3. *Wehena*
Opening Cultural Protocol
4. *ʻĀpono Moʻolelo Hālāwai*
Approval of Meeting Minutes
 - a. *Hālāwai Papa Alakaʻi Kūmau*
May 25, 2023 Regular Board Meeting
 - b. *Hālāwai Papa Alakaʻi Kūikawā*
June 15, 2023 Special Board Meeting
5. *Hōʻike O Nā Hālāwai I ʻAe ʻIa*
Report of Permitted Interactions at Informational Meetings or Presentations Not Organized by the Board Under HRS section 92-2.5(c)
6. *Hōʻike A Ka Luna Hoʻokele Hoʻokō/Ka Luna Kākoʻo Keʻena/Ka Luna Alowelo*
Reports of the Chief Executive Officer/Chief Administrative Officer/Chief Brand Officer
 - a. *Nūhou No Nā Papahana Mei 2023*
Update on Programs During May 2023
 - b. *Nūhou Hoʻoholomua Papahana Hoʻokele Loli*
Update on HTA's Implementation of Change Management Plan
 - c. *Hōʻikeʻike A Nūhou No Ka Papahana Mālama ʻĀina Hoʻokipa*
Presentation and Update on the Hawaiʻi Island Destination Management Action Plan
7. *Nūhou No Ka Papahana Hawaiʻi on the Hill Ma Wakinekona D.C.*
Ma 13-15 June 2023
Update on Hawaiʻi on the Hill Held in Washington D.C., June 13-15, 2023
8. *Nūhou No Western Regional Native Hawaiian Convention Ma Las Vegas*
Ma 19-22 June 2023
Update on the Western Regional Native Hawaiian Convention Held in Las Vegas, June 19-22, 2023

9. *Hō'ike'ike, Kūkā, A Ho'oholo No Nā Hana Kāko'o Mālama 'Āina Ho'okipa*
Presentation, Discussion and/or Action on the Hawaiian Islands Stewardship Activities Under the Support Services for Destination Stewardship Contract for the Initial Contract Period 2023-2024
10. *Hō'ike'ike, Kūkā, A Ho'oholo No Nā Hana A Hawai'i Tourism Canada*
Presentation, Discussion and/or Action on Hawai'i Tourism Canada's Activities Under the Brand Management & Marketing Services Contract and HTA's 2023-2024 Brand Marketing Plans for the Canada Market
11. *Hō'ike Noi'i 'Oihana Ho'okipa*
Report on Tourism Research
 - a. *Hō'ike'ike A Kūkā I Ka 'Ike Mākeke No Hawai'i A Me Nā Mākeke 'Oihana Ho'okipa Nui O Hawai'i*
Presentation and Discussion of Current Market Insights and Conditions in Hawai'i and Key Major Hawai'i Tourism Markets
12. *Kūkā A Hana No Ko HTA Mo'olelo Kālā No Mei 2023*
Discussion and Action on the HTA's Financial Report for May 2023
13. *Kūkā A Hana No Ka Mo'olelo Kālā O Ke Kikowaena Hālāwai Hawai'i No Mei 2023 A Me Ka Nūhou No Ka Papahana Ho'olālā CIP He 6 Makahiki O Ke Kikowaena Hālāwai O Hawai'i*
Discussion and Action on the Hawai'i Convention Center's May 2023 Financial Reports and Update on the Hawai'i Convention Center's 6-Year Repair and Maintenance Plan
14. *Kūkā no ka Nūhou Hana Mākeke Hālāwai, 'Aha, a Hana Ho'oholomua a me ka Mo'olelo Pace, a me ka Hana Kikowaena Hālāwai o Hawai'i a me ke Kālā Loa'a Kūloko*
Discussion Regarding an Update on the Meetings, Conventions and Incentives Market Activity and Pace Report, and Hawaii Convention Center Activity and Local Sales
15. *Hō'ike'ike, Kūkā, A Ho'oholo No Ke Noi Makahiki Kālā 2024*
Presentation, Discussion and/or Action on an Update on HTA's FY24 Funding Request
16. *Hō'ike O Ka Hui Noi'i Launa Aupuni A 'Aha'ōlelo No Ke Kau 'Aha'ōlelo 2023*
Report of the Legislative Permitted Interaction Group on the 2023 Legislative Session
17. *Hō'ike'ike, Kūkā, A Hana No Ka Pelekikena A Luna Ho'okele****
Discussion and/or Action Regarding Transition and Reorganization Update***
18. *Ho'oku'u*
Adjournment

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

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

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

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

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

If you need an auxiliary aid/service or other accommodation due to a disability, contact Carole Hagihara-Loo at (808) 973-2289 or carole@gohta.net as soon as possible, preferably no later than 3 days prior to the meeting. If a response is received the day before the meeting, we will try to obtain the auxiliary aid/service or accommodation, but we cannot guarantee that the request will be fulfilled. Upon request, this notice is available in alternative formats such as large print, Braille, or electronic copy.

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

In accordance with HRS section 92-3.7, the Hawai'i Tourism Authority will not establish a remote viewing area for members of the public and board members to view and participate in meetings held using interactive conference technology (ICT) because there will be an in-person option for members of the public and board member to view and participate in the meeting.

4

Approval of Minutes

4a

Approval of Minutes:
May 25, 2023 Regular Board Meeting



REGULAR BOARD MEETING
HAWAII TOURISM AUTHORITY
Thursday, May 25, 2023, 9:30 a.m.

Hybrid In-Person & Virtual Meeting

MINUTES OF THE REGULAR BOARD MEETING

MEMBERS PRESENT:

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

MEMBERS NOT PRESENT:

Sherry Menor-McNamara

HTA STAFF PRESENT:

John De Fries, Daniel Nāho'opi'i, Kalani Ka'anā'anā, Isaac Choy, Caroline Anderson, Ilihia Gionson, Iwalani Kaho'ohanohano, Jadie Goo, Carole Hagihara-Loo, Maka Casson-Fisher, Talon Kishi, Tyler Mejia

GUESTS:

DBEDT Director James Tokioka, Kylie Butts, Jennifer Chun, Minh Chau Chun, Jeffrey Eslinger, Laci Goshi, Joel Guy, Nathan Kam, Sue Kanoho, Lawrence Liu, Guillaume Maman, John Monahan, Bobbie Okamoto, Ryan Okano, Patti Ornellas, Teri Orton, Jessica Lani Rich, Malia Sanders, Allison Schaefer, Mari Tait, Jay Talwar, Chelsea Wolke

LEGAL COUNSEL:

John Cole

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 except for Ms. Menor-McNamara, who was excused. Members who attended via Zoom were by themselves.

3. Opening Cultural Protocol

Mr. Ka'anā'anā did the opening protocol with a meme he composed to reflect the May day celebrations in Hawai'i, and the King Kamehameha Day in June.

4. Approval of Minutes of the April 27, 2023, Regular Board Meeting

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

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

There was none.

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

a. Update on Programs During April 2023

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

Mr. De Fries noted that Mr. Ka'anā'anā was to be part of the Hawai'i delegation headed by State Senate President Ron Kouchi, along with the President and CEO of the Chamber of Commerce of Hawai'i, Ms. Menor-McNamara, and the Mayor of Kaua'i, Derek Kawakami. This delegation would take part in the ceremony of lei draping the King Kamehameha Statue in Washington D.C. during Hawai'i-on-the-Hill.

Mr. De Fries stated that some agenda items would be taken out of sequence because of time constraints. He then read a letter that he had received on April 23 from Mayor Kawakami. This was a copy of a letter that had been sent out to all legislative leaders expressing the support of

the County of Kaua'i for the work of the HTA to manage tourism sustainably in a manner consistent with economic goals, cultural values, preservation of natural resources, community desires and visitor industry needs. The HTA was congratulated on the success of its marketing and branding over the past two decades and its shift of focus with developing a Change Management Plan, incorporating the principles of Mālama Ku'u Home. The core of the management plan centered around natural resources, Hawaiian culture, community, and brand marketing. As part of HTA's emphasis on community, each island had formed a steering committee composed of residents and a cross-section of community and business members to build a road map directing the future of tourism on each island in Hawai'i. The letter stated that he was proud of the work done by the Kaua'i Destination Management Action Plan (DMAP) led by the Kaua'i Visitors' Bureau and the County of Kaua'i Office of Economic Development. This plan had identified strengths, opportunities, weaknesses, and threats. The Kaua'i DMAP had envisioned six objectives and ten priority actions to achieve its goal of redesigning tourism on Kaua'i.

Mr. De Fries stated that he was grateful for the support from the mayors of each county. The DMAP team had been invited to give a brief presentation.

Ms. Anderson gave updates on the Steering Committee meetings which had been held during the previous week. She thanked the Board members who had participated in the DMAP steering committee meetings. Individual DMAPs were to present an update on events on each island.

Kaua'i DMAP: Ms. Anderson thanked Ms. Kanoho and Ms. Ornellas from the KVB, the County of Kaua'i, and Mr. Guy, a Steering Committee member, all of whom had been instrumental in the Kaua'i DMAP. Ms. Kanoho thanked the Board for the opportunity to be part of the meeting. She expressed the gratitude of the community of Kaua'i for the support of HTA during the aftermath of the floods of April 2018. Discussions about risk mitigation had been going on for several years, but the floods of 2018 caused the shuttle program and the Haena Initiative to be established, with cooperation between the community, the government, and the private sector.

Mr. Guy thanked the HTA for their support when the area was reopened and the park launched after the 2018 floods. The North Shore State Park Management Plan had taken decades with the support of many people, especially community leaders. During the planning period, Mr. Guy had been the president of the Honaliki Tidal Community Association and had been concerned about the impact of launching the park on the local community. With 3,500 people per day entering the park, there were lines of cars outside the park. The community association had

feared a possible negative impact of the park. Mr. Guy stated that he was the director of a subcontractor to the park responsible for managing the entire park.

Mr. Guy gave a slide presentation to show what had been learned since the park's launch. He demonstrated the website, which allowed visitors to register for park access and make purchases, and provided the necessary information for visitors. Residents with a Hawai'i State ID could drive straight into the park, and these averaged about 100 a day.

All reservations were made ahead of time. Formerly there might have been up to 350 visitors daily, but the maximum had now been set at 900. About 450 visitors entered the park using shuttles operated by one of the park partners. Each shuttle carried 24 passengers, and shuttles left the parking lot every 20 minutes from 6.40 a.m. to noon. 100 parking lots were allocated, but the majority were used by residents. Some members of the park team were lineal descendants who continued with their cultural farming practices inside the park. The partnership of these community members was an important resource for the park management team.

Mr. Guy highlighted three major lessons learned about the management of the park. Firstly, in terms of public safety, the team made a difference by constantly monitoring stream gauges and storm patterns. Without this system, a storm could trap hundreds of people in the park, compromising their safety. A system was in place to send out refunds and stop visitors from getting in harm's way. Before this system was implemented, about 150 people were rescued by first responders every year, mostly concerned with stream crossings. With the present system, the number of rescues has been reduced almost to zero.

Secondly, financial viability was important. Operation of the shuttles was expensive, and the local community had provided parking lots far enough away from the park not to cause congestion and yet to allow local merchants to be patronized. The park was doing well financially, and community members obtained an income from their land. Many park staff was lineal descendants whose families had been displaced, but now they were gaining an income and being supported in other ways.

The third lesson was the responsibility of the park management to educate visitors. First contact was made when the tickets were purchased, providing an opportunity to give information to visitors. Signs at the shuttle stop were very intentional. Visitors needed to be aware of what was happening and considerate of the local community. The 25-minute shuttle ride undertaken by thousands of visitors every month, was used as an education and information opportunity through the onboard messaging. A script, written by Mehana Vaughn

and Carmela and narrated by Chandler, was specific to each area and explained the origin and meaning of placenames on the journey.

Every visitor was greeted individually as they got off the shuttle. This face-to-face interaction allowed visitors to ask questions and get individual advice before leaving for the beach or hike. Each visitor was scanned for feedback on how they found out about the park and whether they knew reservations would be needed. This survey data would be used to produce a playbook to assist other resource management teams.

Ms. Ornellas gave updates on the Kaua'i Destination Management Action Plan (DMAP). Many residents were unaware of the details of DMAP. Information videos will be shown on Hawaiian Airlines inflight programs during June and July. In January, DMAP collaborated with Haena on the 2023 Haena holo holo series. Both residents and visitors were given information on protecting natural and marine resources and the importance of shopping for locally sourced goods.

The HTJ had spread the DMAP message about mālama in action. Team members had shared segments focusing on the fragility of the island's ecosystems with the assistance of Mike DeMotta, the curator of living collections at the National Tropical Botanical Gardens. Hawaiian culture center was supported by workshops and presentations for guests and associates. The Japan audience had been internationally featured with airtime at the Merrie Monarch festival.

Ms. Ornellas said they further support Hawaiian culture, with necessary collaboration and engagement, along with a village of cultural practitioners and leaders who had become expert resources ensuring that the culture was being shared in the best Pono manner. The emphasis of DMAP was to bring culture to the forefront and to provide cooperation between the culture, residents, and businesses.

NaHHA provided cultural resources and training for resorts and business communities. The HTA had allowed DMAP funds to promote cultural enrichment programs that would otherwise have been part of a community program. These included Hawaiian music, hula, craft making, textiles, and cultural history. These activities had been carried out on Kaua'i between February 17 and April 28, and were well received by both visitors and residents.

DMAP had collaborated with the KVB, the Kaua'i County Economic Development Office, Kaua'i Chamber of Commerce, Leadership Kaua'i, and representatives of Makahiki to develop a curriculum to help integrate visitors into the island community with respect for culture and traditions. Conscious traveler guidelines were being shared with guests. When media events were hosted, the program hired a Hawaiian culture manager and published guidelines for the proper use of 'Ōlelo Hawai'i.

In addition, a Mālama Ku‘u Home video series on the Kaua‘i YouTube channel covered the Kaua‘i Museum, the National Tropical Botanical Garden, Mo‘olelo Murals, and Prince Kūhiō Park. This series would benefit residents as well as visitors.

DMAP worked with community partnerships, including Keoki’s Paradise, Surfrider Foundation, and Holo Holo Charters. In 2022 Holo Holo Charters gave back over \$75,000 to the Kaua‘i community with in-kind and monetary donations. Surfrider Foundation has carried out many beach cleanups to mālama beaches and shorelines. Keoki’s Paradise had hosted a series of Mālama āina presentations on culture, conservation, native species, natural resources and the environment, and this had been useful in enabling visitors and residents to get information. Keoki’s Paradise had also established the holo holo award, honoring Kaua‘i residents working to perpetuate Hawai‘i culture and traditions, giving back to people who were committed to environmental and cultural education to uplift and empower the island community, in line with their four pillars. All these events made it clear that the visitor industry gave back to the community, maintaining the Pono balance.

DMAP Kaua‘i had encountered various challenges, one of these being mainland operators who ran photography workshops during which clients were taken to places where they should not be or had not obtained permits. Meanwhile, local photographers had to comply with the rules and were disadvantaged. DMAP was working with DNLNR to educate people about the necessity of permits. Any business which was hosting such people should make sure that they had obtained appropriate permits.

Ms. Anderson congratulated Keoki’s Paradise for Mālama āina and noted that this tied in with the wildlife summit to take place later this year. DMAP was to build up Makahiki and add practitioners and leaders to ensure they were culturally appropriate. It was planned to upgrade and revamp the Aloha portal and to spotlight 20 small local businesses. There was to be a collection of data about the numbers of cars and people at visitor hot spots, to mitigate congestion and avoid degradation of the environment and infrastructure. Community outreach was to include articles on public service announcements on island radio stations with Pacific Media Group, as well as educational and informational videos to be broadcast on Kaua‘i community television. In addition, the Kaua‘i DMAP Instagram page would be used for community presentations.

The Kaua‘i community was grateful to HTA, island agencies, and stakeholders for funding community outreach work, enabling a better understanding of DMAPs. Residents who complained about the HTA had failed to understand how tourism dollars helped the local community and were recirculated to lineal descendants whose knowledge base was valued by the industry. In return, lineal descendants benefited from financial security and investment.

Ms. Kanoho thanked Ms. Anderson for her help.

Ms. Agas thanked Ms. Kanoho for everything she did. They are proud to work with her and everyone who has been part of the journey. Ms. Kanoho thanked Ms. Ornellas and the Destination Managers. Ms. Duarte thanked everyone for their help and for being role models. She noted transparent and visible accountability.

Mr. De Fries thanked everyone. Dir. Tokioka noted that the KVB was the gold standard for managing tourism and pointed out that community or legislature members who saw this presentation would better understand the meaning of Destination Management. He stated that Kaua'i was a model for other island communities and recognized Mayor Kawakami's and Senator Kouchi's input, who had been instrumental in this success. The rest of the community needed to share this message. One of the changes which had made a difference was the involvement of community members in local meetings. Ms. Kanoho said that talking to residents has made a big difference.

Mr. De Fries asked Ms. Duarte to give an interpretation of the term maka'ainana. She said it referred to a person of the land who was aware of their responsibilities to the land and their reciprocal relationship with it, maintaining the environment and infrastructure and ensuring a healthy and abundant community. Ms. Agas thanked Mr. Ching for what he does for Kaua'i and the community. Mr. Ching said it is everyone involved that helps make it work.

Mr. De Fries reported on the activities of the previous month. He highlighted the Change Management Plan and noted that the position of procurement manager had been filled by Ms. Fermahin, the previous HTA procurement specialist. Ms. Fermahin has been temporarily assigned to this management position since January 2023. This left open the position of HTA procurement specialist. The Vice-President of Finance, Mr. Choy transitioned to full oversight of the finance section, responsible for fiscal and procurement functions. Mr. Choi had reviewed the 2022 auditors' report and would be recommending changes to procedures and policies.

May had been an important month for the Branding Standing section. Mr. Ka'anā'anā said Hawai'i Tourism Oceania had hosted a month of lei activities with their industry partners. The island chapters were thanked for their attendance at the lunch and learn event, which allowed sharing knowledge about the Hawaiian islands with travel advisors. This exponentially increased their reach through the contact of travel advisors with their clients. He said webinar training had taken place with OTAs. There were challenges with air capacity from Oceania to Hawai'i, because of stiff competition with much cheaper direct flights to the West Coast. This was ground that had to be made up in the Oceania market. He thanked the Oceania team for all their efforts.

Mr. Ka'anā'anā said the HTA team had participated in the DBEDT/State of Hawai'i food drive to help less fortunate neighbors. The goal of the State was 70,000 pounds of food donations and \$150,000 in monetary donations. A CANstruction challenge occurred between agencies, in which the HTA display gave a message to respect wildlife. DBEDT won the challenge. The HTA raised \$853 from a bake sale and collected over 100 canned foods.

He said the HTA and HLTA had been in partnership to administer scholarships providing four years' full tuition. This year nine recipients of the scholar cohort graduated. The second cohort of eight scholars will graduate in the spring 2024. This scholarship scheme had been an important focus for the legislature to allow Hawai'i kids to enter the hospitality and tourism industry. Visitors who interacted with Hawaiian people would have authentic and meaningful experiences. In return, young Hawaiians also benefited because they could stay in Hawai'i and share their culture with the visitors. All nine scholars had taken courses in Hawai'i culture and Hawai'i language to ensure they fully understood all four pillars of HTA Strategic Plan. Several scholars had carried out their required internship at the HTA, and eventually, at least one might be hired. The HTA also collaborated with the HLTA for the Charity Walk. The HTA raised \$964.72. He congratulated the staff who participated in the Walk.

He spoke about IPW, the leading inbound travel show for the U.S. travel industry, held from May 20 to 24 in San Antonio. The purpose of this show was to reunite and rebuild the global travel industry and provide an in-person platform to renew relationships. Several of the HTA staff took part in this show.

Mr. Gionson noted that this show provided the largest event for U.S. destinations and lodging establishments to meet with partners in inbound international travel and to direct international travel to the U.S. The show was appointment based, and the HTA team took part in over 100 appointments with industry partners and journalists. The team shared the HTA theme of regenerative tourism and destination management, opportunities for visitors to give back and the guiding principle of mālama. During the lunch break, the HTA hosted several luncheon tables and used the flag to ensure they were visible to the more than 5,000 participants in the conference.

Mr. Ka'anā'anā said they are a member of U.S. Travel Association, their national body for advocacy around tourism and hospitality. Hawai'i is a member of the Chairman's circle. Mr. De Fries is in the national circle of state tourism directors, Ms. Chun is in the research advisory committee, and Mr. Gionson is in the communications advisory committee. In these ways, they gather information about what's happening in tourism and hospitality across the U.S., so they stay abreast of the latest trends and evangelize about destination management, and as an island state, they have a unique viewpoint.

Mr. Ka'anā'anā noted that HTA was a presenting sponsor for 2023 Hawai'i on the Hill and congratulated the team participating in the lei draping ceremony to honor King Kamehameha.

The Hawai'i Tourism Canada team was congratulated for having received an award on behalf of Hawai'i as the 2023 Readers' Choice for tourism board Asia-Pacific.

Mr. De Fries said there was an online attendee who wanted to give a testimony regarding the Kaua'i DMAP. After a cultural greeting, Mr. Smith applauded HTA's shift from sustainable to regenerative tourism but pointed out that despite the work being done by DMAPs, the KVB, and CNHA some communities were under-served and socially disadvantaged. In addition to lineal descendants and local families, these communities also contained U.S. veterans and working-class families, and they had not always been able to participate in what DMAPs, KVB, and the CNHA were doing. The Office of Native Hawai'i Relations had recently made contact with a number of Native American groups on the mainland, as well as an international coalition of native groups.

Mr. Smith asked whether there could be an opportunity for groups like his own, which appeared to be excluded from the activities of DMAP and KVB, to offer presentations and insight about efforts in these under-served and mostly indigenous communities. These communities desired to participate but appeared to lack an appropriate forum at the local level. He was impressed by the work being done by DMAP, but felt that a community voice wasn't being heard. The working-class neighborhoods in Kaua'i needed guidance towards greater involvement. He said he hoped to find out what would be the implications and possible impact on those outside the scope of DMAPs and KVB on becoming a partner to the HTA. Finally, Mr. Smith appreciated TravelToChange, which had been instrumental in helping under-served communities stay involved in larger discussions about tourism in Hawai'i and assisting those communities in working on a reservation system for regenerative tourism opportunities.

Mr. De Fries thanked Mr. Smith for his insights and promised to work through the DMAP team to consider specific ideas and involve the CNHA in the new contract awarded. The DMAP staff assured Mr. De Fries that communications with Mr. Smith and his community were ongoing.

Mr. De Fries called on Mr. Nāho'opi'i for additional updates. Mr. Nāho'opi'i responded that most had already been covered. His office had been busy supporting work, especially in coordinating the major RFPs and providing information needed for testimonies and other legislative exercises. Financial updates will be given in the report from the BFCC. The VP in charge of Finance had focused on ensuring that their internal procedures had good quality assurance. Some policy changes might be outlined in the next Board meeting to effect changes in internal procedures.

c. Update on RFPs

i. RFP 23-02: Destination Brand Management & Marketing Services for the Canada Market

Mr. Ka'anā'anā stated that this had been awarded to Vox International, the incumbent, and had received a request for debrief. The HTA had seven working days to respond and hold a debrief meeting with them, whilst the contractor had an additional five working days to protest.

ii. RFP 23-03: Destination Brand Management & Marketing Services for the United States Market

Mr. Ka'anā'anā said this was awarded to HVCB as incumbent. The HTA had also received a request from an offer for a debrief, and similarly, the HTA had seven working days to have the debrief meeting, whilst the contractor had an additional five working days to protest.

iii. RFP 23-08: Support Services for Destination Stewardship

Ms. Anderson said this had been awarded to the CNHA, and the staff had already met with them to discuss their contract.

7. Report on Tourism Research

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

Ms. Chun reminded the Board that the HTA was a member of the Chairman's Circle of the USTA, and this was a source for the information package, which also contained some highlights from Memorial Day, Golden Week, and Marathon bookings. Visitor statistics will be available on Monday, May 30.

b. Transient Accommodations Tax Revenue Report

Ms. Chun said TAT revenue for April was \$81.3 million, bringing the total for FY2023 up to \$723 million. Comparing April 2023 with April of previous years, going back to January 2017, this was one of the higher months for TAT.

Regarding county transient accommodation tax, only the island of Hawai'i had given actual collections. For other counties, the income had been estimated based on reports from the Department of Taxation. Hence there was a time lag. For January 2023, the revenues were \$9.5 million for O'ahu, \$8.8 million for Maui, \$2.9 million for Hawai'i and \$3.8 million for Hawai'i County.

Key performance indicators for HTA include Resident Sentiment and Visitor Satisfaction. Currently, 57% of residents see tourism as positive for themselves and their families. A more detailed report will be presented in July. The report on visitor satisfaction had just been published, and Hawai'i received high marks across the board. The lowest marks came from Oceania. In response to the question, "Did your vacation exceed your expectations?" the marks were lower probably because most visitors already had high expectations. Many visitors would recommend vacationing in Hawai'i to family and friends. Fewer visitors are expected to return to Hawai'i in the next five years, apart from respondents from Japan. A return within five years was less likely for visitors from Korea and Oceania.

In March 2023, the average per person per day was \$233, and the total expenditure was \$1.8 billion. The tourism forecast will be published the following week, on June 1. The U.S. market appeared to be softening, while it seemed likely that there would be an increase for Canada and Japan.

Questioned about the change in per visitor per day expenditure, Ms. Chun cited the effects of inflation and pricing. In general, prices had increased, partly due to the lingering effects of supply chain issues. Additionally, higher volume and longer stays tended to result in higher per visitor per day or monthly expenditure. Regarding the slides relating to Destination Gateway events slides, Ms. Chun noted that the Memorial Day slide referred only to the U.S. market, while the Golden Week and Honolulu Marathon slides referred only to the Japanese market.

Mr. Ka'anā'anā said one of the concerns was that the length of stay per visit seemed likely to decrease from the present average of about eight or nine nights. Considering how the average stay could be increased, it was suggested that new products, fresh activities, and destinations for visitors be created. It was necessary to think about investment in the product and using the umbrella of DMAP's to create memorable experiences in a managed way. Another possibility was to emphasize multi-island trips to develop visitors' understanding that Hawai'i was more than one island. Destination management and regenerative tourism went hand-in-glove with the need to increase visitors' stay time. An increase in the length of stay would automatically increase the expenditure per visitor.

8. Report and Update by the Budget, Finance and Convention Center Standing Committee of their Meeting held on May 23, 2023

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

Mr. Rafter stated that the HTA Financial Report for April 2023 had been presented at the BFCC Standing Committee meeting, and the committee had unanimously recommended its approval.

The financial report format had been changed to resemble a CPA-prepared financial statement. Mr. Choy expressed surprise that many people, even legislators, failed to understand financial statements, and assumed that all the funds in the statement were available to be spent. He pointed out that even though more than \$136 million appeared on the report, only about \$11 million was the unencumbered balance available for use. Other funds were restricted and were not available for use. For the month, the income statement showed \$14 million from EDA tourism grant received.

Mr. Choy pointed out that it was important for any financial statement to disclose as much information as possible. The financial statement was supposed to answer more questions than it generated. Questioned about the purpose of funds allocated for governance and organization-wide expenses, Mr. Choy explained that these were for Board meeting expenses and transportation. Mr. Arakawa asked for the meaning of the term “modified cash basis,” Mr. Choy explained that while revenues were on a cash basis, expenses were on an accrual basis. Certain expenses were accrued just once a year during the audit. This referred to the ERS, health fund, and vacation payments.

Mr. Choy said the budget would change on July 1 as the funding method would change. Members were also reminded that the budget statements for the various programs were for historical information only. The HCC financial statement was at the end of the financial report, and this had been provided by the management of the center.

Mr. Choy stated that the finance department was developing a system for internal control of finances. In other words, the HTA intended to begin to audit itself. He said the purpose of an internal audit was not for punishment but for the purpose of education and improvement. It was hoped that this would ensure that the financial management of the HTA would improve since no one could carry out 100% perfect work.

Mr. Choy said the HCC roof project was moving swiftly, and the intention was to obtain the RFP for the employment of a project manager and a construction manager. Funding had been approved by the legislature for one year, from July 1, 2023, to June 30, 2024. However, it was clear that the project could not be finished in one year, so DAGS had been contacted to encumber the funds until the project was completed.

Mr. Arakawa asked about the process of monitoring the actions, spending, and meetings for the HCC roof project. Mr. Choy said they would go through the procurement process, the money coming through the HTA, and they would be paying the HCC management to manage the project. Mr. Choy said there had been daily meetings as they wanted to make it a showcase

project. He was willing to meet with all the relevant parties to ensure everyone was on the same page to ensure the success of the project.

Mr. Nāho'opi'i asked for a motion to approve the April 2023 financial reports as presented at the BFCC Standing Committee meeting, included in the Board meeting packets. Mr. White made a motion and Ms. Duarte seconded. Mr. Gionson did the roll call, and the motion passed unanimously.

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

Mr. Rafter said agenda item 9 would cover some of this. He said they have a lot of local events but do not have many city-wide or national events, but that will change in 2024. For 2026 and 2027, the sales team will need help to close some city-wide events. He called out the press about the executive chef. Ms. Orton also won a pineapple award. Ms. Tait had gone through the 6-year CIP plan. There was nothing new or unusual in the plan.

The BFCC Standing Committee recommended approval of the April budget and financials as stated. Mr. Nāho'opi'i asked for a motion to approve this. Mr. White made a motion, and Mr. Kam seconded. Mr. Gionson did the roll call, and the motion passed unanimously.

c. Presentation on Proposal to Reallocate Funds from Multiple Budget Line Items

Mr. Nāho'opi'i said in the BFCC Standing Committee meeting, Mr. Kishi presented the reallocated funds from one budget line item to another. The report used to be in the financial reports, but since then it has been separated out and was a separate agenda item. All the allocations were less than \$250,000, so there was no action necessary.

Mr. Ka'anā'anā spoke about the Board's decision regarding the Hawai'i Tourism China contract. Suppose they were able to use the existing contract funds related to the contract. In that case, the HTA would no longer need what they previously budgeted for, and it would move into the Marketing Opportunity Fund, so the budget reallocation from 329 through 2380 is that reallocation. He said there were a few issues related to being unable to issue a notice to proceed to NaHHA, and work needed to be done. Some of that work was procured and contracted or awarded through the HTA directly, throwing off their line items. They reallocated the funds to ensure there were no zeros. They made a supplemental contract to contract 18200 to reduce the amount spent internally and adjust everything else. This was to ensure there were no negative balances in any BLI's.

He spoke about allocations that reflected deferrals they made for various programs, which would be discussed later. Ms. Duarte asked if they are confident that the changes they made to the NaHHA contract totals will be complicit with all rules. Mr. Ka'anā'anā said NaHHA did not receive a notice to proceed early enough in the contracting, so they will talk about the reductions mostly related to things the HTA paid directly.

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

Mr. Reyes reported that for April 2023, definite room nights were lower, but year to date, they are up by 68%. The team is very focused on closing the sales. In the sales pipeline, there has been an increase in tentative nights city-wides since the previous year. For the last few months, they focused on the HCC and production based on questions by the legislature. One of the most important things in their industry is being associated with key industry associations. Meeting Professional International Oregon/Aloha Chapter Seminar is very important. The Professional Convention Management Association Partner Summit is a core group of senior-level executives that plan HCC business. The Financial Insurance Conference Planner Culture Responsibility Webinar is also important. The Meet with Momentum Customer Education Trip was also a great meeting. Close to 200 MCI customers have been going to Hawai'i to talk about potential future programs. He spoke about Global Sales Activities, including the following:

Organized April TOBU TOP TOURS (MICE Agency) Hawai'i Workshop in Tokyo & Osaka MCI participation in April Japan Sales Summit (HTJ & Meet Hawai'i) sponsoring Japan MCI Customers.

Working on the Oceania 2025 City-wide RFP.

Working with HTA Korea on MCI Korea Sales Event in conjunction with Lt. Governor's Korea Visit.

Mr. Ka'anā'anā called attention to the fact that they have coordinated with Mr. Ling at DBEDT to support the Lt. Governor's delegation trip to Korea in October 2023. The HTA is ensuring they are supporting this.

Mr. Reyes spoke about the Future Pace and Consumption. He was a panelist at the HCC Budget and Finance meeting the previous week for any questions. There were many questions about the future pace. One thing they have been tracking is the increase in events. They continue to show a pickup in city-wide bookings. Their short-term strategy was to get 77 events booked from 2023 to 2027. He reminded the Board that city-wides are getting much shorter in their booking window, with the average booking window being five years. There is a strong pace in

2024, and 2025 as the city-wide customers have a shorter booking window. He said, thanks to Mr. Nāho'opi'i, for 2023, they have 63,553 definite room nights, and they should be at 72,000 with a 20% percent increase. 2024 and 2025 are still interested in people booking Hawai'i and the HCC. For 2027, they are waiting for a big city-wide convention to sign worth about 40,000 room nights. For 2028, they just received a big lead, which is confidential. He added that they would love to have a conversation about scaling up. It is all about sales power and the sales team.

Mr. Reyes mentioned the power of the MFF. He said they use the incentives to close business. Regarding the HCC rooftop, the \$64 million HCC repair will impact bookings for the HCC. Long-term, the good news is that they will have a fully functional building once the roof repair is complete. Short-term, they are navigating 2025 and 2026 customer opportunities. They provide ongoing city-wide customer updates regarding the HCC rooftop.

Mr. Reyes spoke about the construction strategy. They want to identify creative meeting and hotel options for single properties to keep bookings in Hawai'i during the HCC Roof Repair. Single property opportunities remain valuable during the HCC roof repair. They want to increase single property opportunities during 2025 and 2026 for neighboring islands and O'ahu during the HCC roof repairs.

Mr. Ka'anā'anā added that as they consider the future pace report, he reminded everyone that the kind of city-wide is an important aspect of timing. He thanked Mr. Reyes and Ms. Orton for all their work. Mr. Rafter asked what Mr. Reyes' budget looked like versus 2018 or 2019 and how much the MFF has changed things. Mr. Reyes said that in 2020, they had a \$6.9 million budget, and 55% would go to city-wide events, with 45% going to single property. Currently, they are at \$4.5 million. For city-wide, he is operating at about \$2.5 million. He said MFF has \$850,000 that they use per calendar year, and sometimes there is money to carry over. In 2023 they had \$471,500 committed with an \$850,000 budget, so they will have some carryover. He said MFF is committed to dollars.

Ms. Orton added that as Mr. Reyes and the team book for future business, they are committing to dollars for a particular business to incentivize them to book Hawai'i. As they roll into the calendar year, the cumulative dollar amount for all the contracted MFF they have committed to in contracts is rolled up, and the total is put into Mr. Reyes' budget for MFF.

Mr. Arakawa asked why they need the MFF to get the people and room nights. Ms. Orton spoke about the American Dental conference and elaborated on how it helps. Mr. Reyes added that American Chest Physician is also a good example of a good conference. Mr. McCully asked how the funds were characterized in terms of incentives. Mr. Reyes said the funds have to be spent

on Hawai'i-based businesses. There are different categories of destination support, transportation, etc. They have to have an invoice, and payment is not cleared until they are verified. Most importantly, they do not give money out, but it is handled through a process with signoffs, etc. Ms. Orton said the meeting planners also let them know how much they expect in incentives. Mr. Ka'anā'anā added that there is a form that helps them qualify for each of the opportunities to utilize MFF. It goes through a process of evaluation, and then it goes to Ms. Orton for a signature, then it moves to Mr. Reyes for his signature, and the CFO, and then to Mr. Ka'anā'anā for the HTA's approval.

Mr. Arakawa asked about the booking trend consumption and said they were averaging 20 city-wide events before the pandemic, and since COVID, they had to cut their budget. He asked what the incremental bump should be if they considered giving money to increase the pipeline numbers. Mr. Reyes said they would need a minimum of \$1 million. Mr. Ka'anā'anā said that if they recognize the importance of the state's assets, the building, and the ability to generate economic impact beyond its four walls, they need to consider what they are investing in to leverage it to the best it can be. He said previously, they were at \$7 million and are now at \$4.5 million. He said the budget cuts have made it difficult, but also the human aspect. Mr. Arakawa said the message from the legislative session is that the HTA should invest in the HCC.

10. Presentation, Discussion & Action on DLNR's Proposed EDA Project

Ms. Anderson said they voted not to approve the EDA funding for the Waikīkī snorkel trail at the previous Board meeting. The main reasons were ocean safety and user conflict. Thereafter the staff called a meeting with DLNR aquatic resources with Mr. Kam, Mr. Downing, and the HTA staff. The meeting was held on May 2. The purpose was for the DLNR to share out the intention for the snorkel trail and to hear the concerns from Board members. It was a healthy discussion, so DLNR revised its proposal. Ms. Anderson introduced Mr. Okano, the program manager with DLNR's division of aquatic resources, and Ms. Wolke, the program manager for the Hawai'i Coral Reef Initiative with the University of Hawai'i, to share their proposed project with the Board. Mr. Okano spoke about the O'ahu Coral Restoration Project. He said the project's purpose is to enhance leading coral resources at an existing degraded south shore dive site (25 - 40 ft depth) off Kewalo, Waikīkī, or Maunalua Bay, an existing dive site. The timeline is June 2023 to December 2026.

There are two phases. The first phase is the year one planning, where they heavily engage stakeholders, communities, resource users, and the scuba tour dive industry. They will conduct baseline assessments at target sites to determine if they are appropriate for coral restoration.

They will have stakeholder meetings to nominate additional sites, and capture feedback. The last step is to evaluate and integrate stakeholder input to finalize a project site. The next phase is to go from year two to year four, where they plan to continue engaging the community developing long-term management that is sustainable and adaptable; and they plan to implement the phase, where they will put coral on a reef and also grow urchins at their facility. They will monitor this to ensure the coral is doing well.

Mr. Okano spoke about the project outcomes. For aquatic resources, they anticipate aquatic improvements in the ecosystem, increased habitat, fish biomass, and live coral cover, and increasing resilience to bleaching. Next are Hawaiian visitors and residents. They are informed that the Hawai'i species are being restored and told how to protect and preserve Hawaii's aquatic resources. Users participate in low-impact nature-based tourism activities and increased recreation activities within the project site. Next is local businesses. Education outreach programs is provided to local businesses and community members. There is improved visitor satisfaction and perception of aquatic resources in a high-use area. The final group is researchers and scientists, with increased knowledge of Hawaiian restoration practices, engagement in developing and implementing coral restoration and increased opportunity for early career professionals. Anyone who wants to touch coral must get a permit from them. He said they have 65 coral species in Hawai'i, compared to other areas. Of the 65, 25% is endemic to Hawai'i. Hawai'i has cooler waters which results in a lower growth rate. Hawaii's reefs are in higher wave energy areas compared to other places. Because of the unique situation they have to focus on unique practices, so they focus on bouldering reef building species, refocus on larger coral colonies that are more resilient to environmental changes, and create situations to meet the demand for slow-growing species.

He spoke about their nursery and how they grow the coral at their facility. He highlighted a few milestones. They put out 150 modules with a survivorship rate of 97%. They funded the first novel structure for large coral species. They funded a 21-centimeter coral that took less than a year to grow. Mr. Downing asked how many other projects for coral restoration exist. Ms. Wolke said there are about a dozen projects. Mr. McCully said one concern of the HTA is recognizing that change is occurring in terms of resources and cultural support. For community interest, Mr. McCully wanted to know how DLNR provides interaction with the user. Mr. Okano said they see the project coming from the HTA as an opportunity to build that out properly.

Ms. Duarte asked about coral species in Waikiki. Ms. Wolke said in Waikiki; there are only four coral species they focus on. Waikiki is one of the places where the first year of planning will be done, and they will assess which site has the greatest need based on the risk. The three sites will be narrowed down in the first year to determine which species they want to focus on. Ms.

Duarte asked if the methodology would include traditional ecological knowledge as well. Mr. Okano said they would do that when they could.

Ms. Agas asked if they allow the tourism students to see what they do. Ms. Wolke said they have an education outreach specialist who goes to schools, and they coordinate tours to visit their facilities. They also reach out to undergraduate students to encourage local children to get interested in the field. Ms. Duarte said they could consider it an agricultural opportunity - farming coral. Mr. Okano said for now it is small scale, but they are looking at opportunities. Ms. Agas said it is a good opportunity for the HTA to partner with them for education and something native to Hawai'i. They should speak to companies that work on the ocean for funding sources.

Chair Kam asked if they were only focusing on the endemic species. Ms. Wolke said that out of the top four species they are working with, one is endemic, so they will not only be working with endemic corals, but others contribute to the project. Mr. Okano spoke about the algae they also work with, which is an important component of their reefs and coastline. It is a precursor to corals. He said nobody in the world does CCA restoration, but they are working on it and thinking out of the box.

Mr. Downing said, historically, from meetings with DLNR, his gut is telling him that this is a rushed job and that the information he received in the meeting should have been received weeks ago. He said Mr. Okano and Ms. Wolke have good passion, but he does not believe that trying to rush the HTA to make a decision when they are unsure of the area where they want to work, what work they are going to do, and how it will be done, is not a good idea. The monies have to be used by 2026, and if they are not, they have to give it back to the government. He wanted to defer the project if they went to vote. He wanted more definite answers. Mr. Okano said he wants the stakeholder engagement to unfold realistically. Mr. Downing said the time constraint is the problem. Otherwise, he understood his reasoning.

Ms. Wolke said in recent conversations with OCCL that the structures they are putting out are not considered artificial reefs, although they are grown on concrete, and they are 100% covered in coral at the time they put them out, they only need an OCCL site plan approval, which ensures they have landowners approval. Going to the Board does not require approval for something between 42 centimeters and 1 meter. Mr. Downing asked how long it takes to cover a total structure, and Ms. Wolke said it takes one year. The project timeline was that the first year would be for the planning process and the stakeholder meetings. They cannot start growing coral until they pick a site because they want to ensure they grow the correct coral, as not all corals grow equally well at each site. If they are to grow the structures within one year, they have some buffer with the planning in determining the final site. Mr. Downing asked for

the cost. Mr. Okano said it depends on how many meetings they have. The costs of placing the corals would be the cost of the staff, etc. Ms. Wolke said they have a drawdown frequency over three sections, but they are unsure of the actual cost for each section. Mr. Downing said that was another reason to defer, as they asked for \$750,000. He said the money could be used for other HTA projects. Ms. Duarte said that as a way forward, Mr. Okano and Ms. Wolke could email the HTA requesting what the committee wants to have in advance, then they can receive and review, then have a Ho'okahua meeting to preview. Mr. Downing said that was acceptable.

Mr. Ching thanked them for the presentation and said he supported them. He said the Waikīkī snorkel trail was an issue for him, but if a place was excluded, it would be easier for him to be onboard. A key factor was that if they approved the money, and if Waikīkī is selected, it would be a problem for him. Mr. McCully said he would appreciate having the proposal revised, including community observations. He said they should devise a conceptualization of how DLNR could develop their community interactions. Hence, the community is aware of the benefits of the HTA's support and DLNR's involvement, so it has some immediate, tangible benefits to the resource users. He said it is a good program to support, independent of tourism.

Ms. Anderson suggested returning to the Ho'okahua Hawai'i committee to share another revised proposal. To address Mr. Ching's comment, they originally proposed a snorkel trail; the revised proposal was the dive site.

11. Report of the Legislative Permitted Interaction Group on the 2023 Legislative Session

Deferred to the next Board meeting.

12. Discussion on the HTA Board Composition

Mr. Cole presented a few issues that Mr. Nāho'opi'i received questions about. The first question was about Board composition and the session previous to the last one. The legislation amended statute 201B2 to include, as a Board member, DBEDT director as an ex-officio voting member. The statute also provides for Board members a holdover provision, which gives them four-year terms, and members cannot serve more than eight years, but it provides further that each member shall hold office until the members successor is appointed and qualified. In the section where they added the DBEDT director as a member but did not increase the number of members of the Board, the amendments in section four of the bill say the amendments made in the bill shall apply to any vacancy of the Board that occurs on, or after the effective date of the act. The problem is the holdover provision. Three members terms ended last June, but there

was no Board vacancy because of the holdover provision. There were some questions on other Boards similar to this, but they had to do with interim appointments. The law's progressions had not addressed the specific issue, but if there was a holdover member, the governor could appoint a new member. For the three members, it would be up to a Board member to step down, or perhaps the governor could ask one to leave, and maybe the DBEDT director could fill in, but he was unsure. Mr. Arakawa said there is only a vacancy if somebody quits.

Mr. Cole said there was a question about the Board's authority compared with the DBEDT director and what kind of authority the DBEDT director has over the HTA. He referred it to state statutes chapter 26, section 35, which goes over the administrative supervision of Boards and commissions. He pointed out that 26 35 A8 states that, except for the things set forth above, the head of the department does not have the power to supervise or control a Board or commission and exercise their functions and duties. There was a further question about the HTA employees and whether the Board needs to approve changes, such as salary changes. It is addressed in HTA's statutes. He pointed out that 201B3 describes the HTA's powers in general. It states that the CEO can provide for the appointment of officers, agents, and employees subject to the approval of the Board prescribing their duties, qualifications, and fixed salaries. He advised that the Board needs to vote to approve all of those.

Chair Kam recognized everyone who committed to finding a pathway to fund the HTA's important work in Destination Management and visitor education, working with the staff, DBEDT director, and Budget and Finance Director to operationalize the funding mechanism. He said they would not be there without outpouring support from the community and industry they serve. He recognized everyone else who supported Destination Stewardship. Chair Kam asked for a motion to enter into the Executive Session pursuant to 92-5A8, allowing the Board to enter into the Executive Session to discuss matters that require consideration of information that must be kept confidential pursuant to law and/or 201B-4A. Mr. White made a motion, and Mr. McCully seconded. Mr. Gionson did the roll call, and the motion passed unanimously.

13. Presentation, Discussion & Action on FY2024 Operating Funds Request

[Executive Session]

Mr. Nāho'opi'i asked for a motion to approve the FY2024 operating funds request as presented in Executive Session, and it would be transmitted to the BFCC Standing Committee pursuant to HB300. Mr. White made a motion, and Mr. Ching seconded. Mr. Gionson did the roll call, and the motion passed unanimously.

14. Adjournment

Chair Kam adjourned the meeting at 4:19 p.m.

Respectfully submitted,

A handwritten signature in cursive script that reads "Sheillane Reyes".

Sheillane Reyes

4b

Approval of Minutes:
June 15, 2023 Special Board Meeting



Ke'ena Kuleana Ho'opipa O Hawai'i
Hawai'i Convention Center
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Josh Green, M.D.
Kia'aina Governor

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

SPECIAL BOARD MEETING
HAWAII TOURISM AUTHORITY
Thursday, June 15, 2023, at 9:30 a.m.

Hybrid In-Person & Virtual Meeting

MINUTES OF SPECIAL BOARD MEETING

MEMBERS PRESENT:

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

MEMBER NOT PRESENT:

Sherry Menor-McNamara

HTA STAFF PRESENT:

John De Fries, Daniel Nāho'opi'i (Zoom), Kalani Ka'anā'anā (Zoom), Isaac Choy, Caroline Anderson, Ilihia Gionson, Jadie Goo, Maka Casson-Fisher, Carole Hagihara, Talon Kishi

GUESTS:

DBEDT Director James Tokioka (Zoom), Laci Goshi, John Monahan, Bonnie Kahakui (Zoom), Jay Talwar, Bobbie Okamoto, Erin Khan, Patrick Dugan, Kylie Butts, Jessica Lani Rich, Alison Schaefer, Guillaume Maman, Kūhiō Lewis, Kainalu Severson, Nick Carroll

LEGAL COUNSEL:

John Cole

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 except for Ms. Menor-McNamara, who was excused. Member who attended via Zoom were by herself.

3. Opening Cultural Protocol

Mr. Casson-Fisher did the opening cultural protocol.

4. Approval of Minutes of the May 9, 2023, Special Board Meeting

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

5. Update by State Chief Procurement Officer, Bonnie Kahakui, on HTA's Procurements for RFP 23-02 (Canada Brand Management & Marketing), RFP 23-03 (U.S. Brand Management & Marketing), and RFP 23-08 (Support Services for Destination Stewardship)

Chair Kam stated that agenda items would be rearranged to begin with the presentation, discussion and action regarding CEO, Mr. De Fries. Chair Kam explained that the change in the agenda order was due to a ceremony to be attended by the Hawai'i Tourism Canada team later that day. Mr. Ka'anā'anā stated that the team would receive the Baxter Travel Award for the Best Asia-Pacific Tourism Board for the fourth year. He appreciated the strategic vision of the Canada team to educate visitors, giving the example of the partnership with the Surfrider Foundation for beach cleanup. Every FAM trip included some Mālama activity, ensuring the destination was left better than before the visit.

The Hawai'i Tourism Canada team leader thanked the Board for their support and appreciated the congratulations for the award. The Canadian Award Ceremony involved some 450 invitees, whose attendance would be offset by tree-planting to ensure the event was sustainable.

The motion to go into Executive Session was moved, seconded, and carried unanimously.

[Executive Session]

The presentation from the CNHA was to be deferred to the next Board meeting.

Chair Kam thanked Ms. Kahakui for her attendance and apologized for the delay in dealing with this agenda item.

Ms. Kahakui congratulated the HTA on successfully completing the procurement process, even though it had taken longer than expected. She noted that all the RFPs in question were awarded on May 22. A debrief for the Canada RFP had been requested and granted and was conducted on June 1. According to the rules, the vendor had an opportunity to submit a protest. Unfortunately, the protest was submitted on June 9, while the protest period had expired on June 8. The only possibility was a judiciary review. Since the HTA had not yet heard from the vendor, they would proceed with the contract documents.

Debriefing for the USA RFP was conducted on June 1, and the protest period expired on June 8 without any protest submitted. The contract could therefore be moved forward.

6. Presentation, Discussion and/or Action on the Hawaiian Islands Stewardship Activities Under the Support Services for Destination Stewardship Contract for the Initial Contract Period 2023-2024

There was no debriefing for Destination Stewardship, so the protest period ended on May 30. Hence the contract could move forward.

She repeated her congratulations to the HTA but reminded the Board that the challenging work of managing these contracts would now begin.

Mr. De Vries thanked Ms. Kahakui for her critical assistance in guiding the team each step of the way during the past year and a half. He then asked about possible implications of the Director of DBEDT being given the voting status of a Board member and whether this would compromise his ability to act for debriefing and protests.

Ms. Kahakui reminded the Board that the DBEDT director was automatically the purchasing agency's head. This might entail conflicts regarding possible future protests. To avoid this situation, the director should not be a member of the evaluation committee. It was also possible that the director could designate a subordinate for procurement.

Chair Kam asked Ms. Kahakui to obtain written guidelines from the AG, which could be kept in the file.

7. Presentation, Discussion and/or Action on Hawai'i Tourism United States' Activities Under the Brand Management & Marketing Services Contract and HTA's 2023-2024 Brand Marketing Plans for the United States Market

8. Presentation, Discussion and/or Action on Hawai'i Tourism Canada's Activities Under the Brand Management & Marketing Services Contract and HTA's 2023-2024 Brand Marketing Plans for the Canada Market

Mr. Ka'anā'anā reminded the meeting of the importance of continuing the RFP process and expressed his gratitude to Ms. Kahakui for her guidance and to his team members for their hard work. HTUSA was resilient.

Mr. Talwar said they would continue to encourage the values of Mālama to the community and visitors. He said the presentation was an abridged version of the RFP process, giving an overview of the six-month plan for the second half of 2023 and the full plan for 2024. A full team was ready and eager to work on a long-term plan for the HTA. The Board was thanked for entrusting the team with kuleana to plan tourism from the U.S. and to work in concert with the destination management and stewardship team.

He gave a general picture of the market situation and the effect of the U.S. economy on tourism in general and Hawai'i in particular. DBEDT estimated just under 2% gross domestic product growth over the next several years and a slight increase in visitor arrivals, 9.9 million visitors in 2023. An increase of 4.3% in visitor spending was expected in 2024 after 9.3% in 2023. Growth was expected to continue in 2025 although at a lower rate than at present. Viewing the trend in expenditure from 2021 to 2026, in 2021, the industry had still been in recovery, but in 2022 it had started to return to previous levels. Visitor expenditure in the state continued to increase. In the U.S., there were many positive indicators for leisure travel. One hindrance to growth was that many visitors perceived travel as "a hassle." It would be necessary to watch this indicator. In the first quarter of 2024, 29% of visitors complained about this, and recently 52% gave the same comment.

As regards air seats, 2019 was the last normal year. 2022 was the first year U.S. travelers could visit Hawai'i, although there was not much international visitation. Compared with 2019, the last year pre-COVID, there was a significant increase in 2023. The slight drop in 2022 could be regarded as an outlier.

During the first quarter, booking increased but was still soft. It has to be noted that booking patterns have changed and there were more last-minute bookings at this time. The trend going into fall and winter would need to be followed up. The ADR was strong, showing that the team managing rates had done a great job in terms of flexibility. Despite this, Mexico, the Caribbean, and Europe did better than Hawai'i.

Mr. Talwar cited two strong competitors for international travel. South Africa targeted adventurous travelers eager to fly long distances and pay high rates, hence almost the same market as Hawai'i. Puerto Rico was also a major competitor, particularly given its closeness to major east coast populations. There were said to be more Puerto Ricans in the U.S. than in Puerto Rico itself, and this was a connection to building on their culture.

Based on input from the community, the major marketing objective was to target the mindful traveler, who could be educated about the beauty of culture, and whose behavior during their visit could be shaped to ensure they would stay safe and protect our natural resources. This was fully aligned with the HTA's Strategic Plan to ensure they listen to the community, help the culture, and protect the natural environment.

Mindful travelers were not a homogenous group. Marketing messages had to be adjusted to each section of the market. Slight variations in messaging would ensure that the prospective visitor's attention would be attracted. It was important to determine more about the different expectations. Some visitors wanted to explore but would stay on the trail, park in an appropriate place, and use the infrastructure provided in the park. They wanted to engage in the Mālama Hawai'i experience. Ecotourism was important.

The theme for visitors was Mālama-Hawai'i branding, and content was in place to run through the end of the year. The HTA team would collaborate with the team to update the Mālama-Hawai'i campaign moving forward into 2024. The production process was to start during the year's second half to be ready in January 2024. While the main kuleana emphasis was pre-arrival, kuleana travel tips and messages were also to be shared with those who had already booked before their arrival. The team hoped to work with the travel industry to include video links on pre-arrival reservation confirmation messaging.

The bulk of the July-December 2023 planning concerned paid digital and media. The HTA staff was working on several logos for the RFP negotiation process. In addition, they were preparing content for websites, newsletters, special offers, and the GoHawai'i app, to ensure that all content and messaging would be up-to-date and consistent with the Strategic Plan.

The team was concerned with good public relations, effective management of the Hot 100 list, good content, and effective personnel management. They also worked with island chapters and their PR teams across the state to ensure effective coordination and proactive outreach.

During the second half of 2023, there was to be a media blitz on the L.A. market, with cooperation from island chapters so that the state would be represented by teams who understood their islands better than anyone else. Media teams would be hosted as they came into the market.

As far as the travel trade was concerned, most actions were education-based and founded on research results. Paid media clearly understood the targets. The team would engage with the travel trade's editorial content developers, aiming to turn other people's sales teams into our own sales teams through education and partnership.

A new partnership had been developed with Tourism Cares, aligned with Mālama-Hawai'i and the spirit of Mālama. The team was working with wholesale consortia at industry events, developing programs with higher-end consortia and cooperative programs. The travel trade team produced new content to educate travel sellers virtually or in person. As well as paid media, the team coordinated with partners in the leisure group business.

Mr. Talwar outlined the budget allocation for the second half of 2023. There was to be long-term strategic planning to expand the benefits of tourism to a wider part of the community than previously, engaging with sectors such as the fashion and music industries, as well as retail and agriculture, so that they could also benefit from tourism. Additionally, the second part of 2023 would put in place a marketing plan for 2024.

Pre-COVID, there had been a brand partnership with the fitness brand Equinox. It was hoped to set up a similar partnership aimed at the high-end outdoor active traveler whereby Hawai'i products could be placed with a retail partner, such as Patagonia or REI, whose values resembled ours. The team worked with their agency partners to develop lists of suitable enterprises and start outreach. Major companies like these work on annual plans, so it would be essential to get into their planning cycle.

Regarding paid media for 2024, the plan was to build on what had been done in the second half of 2023 and leverage it towards 2024. It was intended to use consumer-direct and our own media channels to refresh content with the updated Mālama Hawai'i campaign.

In public relations, the L.A. media blitz was followed by a similar exercise for New York. These cities were the two largest media markets. The team was also to work with FestPAC to have promotions before the event, followed by media exposure during the event. Negotiations were going on with Kilohana to expand messaging into deeper and richer content stories.

For 2024, a new partnership for the involvement of the right type of customer through education of travel agents would be started with the Tourism Cares program, which carried out volunteer work. The team was also involved in wholesale industry events and forming partnerships with new consortia, aware that consortia tended to attract higher-end and mindful clients. The Hawai'i destination-specialist sales training program curriculum was being updated with in-person and virtual events.

Ms. Iona questioned Mr. Talwar about the status of budget extensions for island chapters. Mr. Talwar replied that the HTA team was processing global support services on island chapter contracts while awaiting final approval. Mr. Ka'anā'anā said the staff had begun to process extension requests with the SPO from July 1 to December 31, 2023, but the challenge had been uncertainty about the timing of government change recommendations. The contracts were to

end on June 27, and June 30 respectively. He said the team had been in contact with Stacy and documents required for the SPO were being edited in preparation for submission. Although the deadlines were close, the team expected to be able to comply, and there would be no break in service.

Mr. Ka'anā'anā said the staff recommended that the Board approve the BMP for July thru December 2023 and the full calendar year 2024.

Mr. Rafter asked what the breakdown on \$1.2 million of PR for 2024. Mr. Talwar said it was the statewide total, comprising central and island chapter activities. The public relations budget head also included two media blitzes and greater media hosting than had been done in previous years.

Mr. Rafter made a motion, and Mr. McCully seconded. Mr. Gionson did the roll call, and the motion passed unanimously.

9. Presentation, Discussion and/or Action on an Update on HTA's FY24 Funding Request

Mr. Choy began with a standard disclaimer, stating that the budget could be categorized as a moving target at this time. However, the draft budget of \$71 million had received verbal approval from the B&F Director, comprising \$11 million for the HCC expenses and \$60 million for operations and contracts for the HTA. The finance team was working on the disbursement details, which were not yet finalized. It was hoped that subsequent meetings would be informed about the final details.

10. Presentation, Discussion and/or Action Regarding President & Chief Executive Officer John De Fries***

On reassembly after the Executive Session, Chair Kam made the following statement:

“Mr. John de Vries has decided that he will not seek an extension of his contract, which ends on September 15. The Board supports his decision. John has done an admirable job fulfilling his three-year contract during the most challenging period in recent Hawai'i history. At the time when we needed a strong visionary leader, a Kupuna, to calmly guide us forward under troubling circumstances, John was there for HTA. A transition will begin immediately.”

11. Adjournment

The motion to adjourn was moved, seconded, and carried unanimously. Chair Kam adjourned the meeting at 12:51 p.m.

Respectfully submitted,

A handwritten signature in cursive script that reads "Sheillane Reyes".

Sheillane Reyes
Recorder

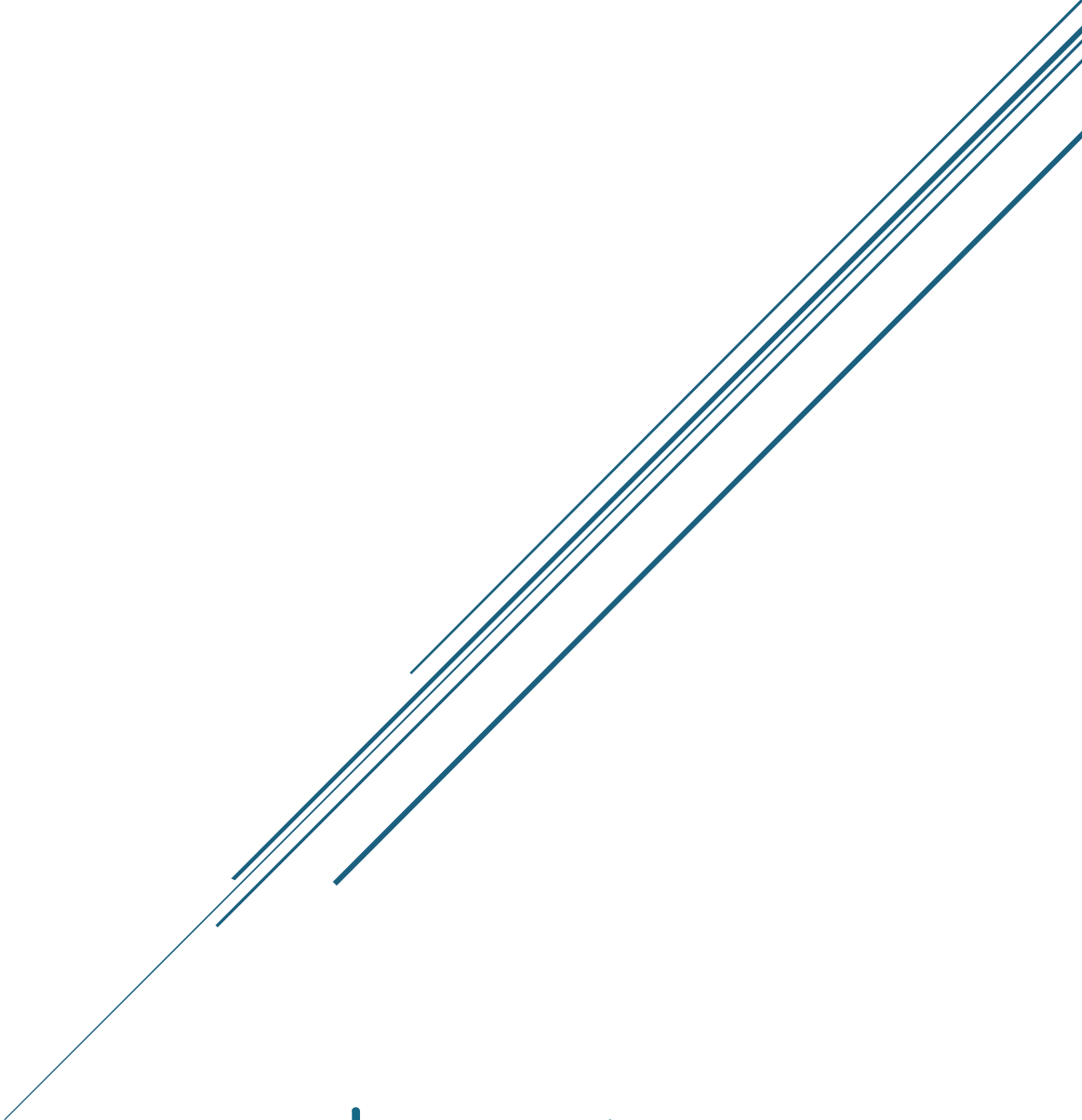
6

Reports of the

- Chief Executive Officer**
- Chief Administrative Officer**
- Chief Brand Officer**

HTA CEO REPORT

JUNE 2023



HAWAII TOURISMTM
AUTHORITY

EXECUTIVE SUMMARY

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

Through the continued partnership with Hawai'i Community Foundation, HTA is proud to support Aloha 'Āina and Kūkulu Ola programs that help further our mission of Mālama Hawai'i by giving back to those who care for the land and build community capacity through their work. On April 17, 2023 HTA and Hawai'i Community Foundation issued a news release informing the community of the available funding opportunities for the remainder of 2023 through June 2024. Applications for this funding opportunity were due to the Hawai'i Community Foundation by 4:00pm HST on Wednesday May 24, 2023. There were a total of 74 submitted applications for Kūkulu Ola and 66 submitted applications for Aloha 'Āina.

In the Community pillar, HTA's partnership with the Hawai'i Visitors and Convention Bureau (HVCB) continues to foster community-based tourism projects that improve and enrich Hawai'i's product offerings with the Community Enrichment Program (CEP) and Signature Events Program (SEP). On June 14, 2023, HTA announced the awarding of \$3.78 million in funding to support 76 community projects, festivals, and events throughout the state as part of its Signature Events and Community Enrichment programs in 2023.

In the Brand pillar, HTA has completed the US Market and Canada MMA RFPs and are moving forward with contract execution. A new supplemental contract for Korea MMA to cover services from July 2023 to December 2024 has been fully executed.

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 April 2023 Visitor Statistics press release and monthly reports, air seat outlook for June 2023 – August 2023, the April 2023 Hawai'i Hotel Report, and April 2023 Vacation Rental Performance Report. TRB

also published the U.S. Travelers Profile reports for March and April 2023. In addition, TRB published weekly updates to the air seat outlook, weekly Future Bookings Report, weekly Brand Health Trend Report, and weekly Brand Health Trends – Responsible Travelers Report.

I. CHANGE MANAGEMENT PLAN

Trishia Mendoza recently started as an Administrative Assistant in the Brand & Marketing Division. Lindsay Sanborn also started as the Receptionist. Her position is funded through DBEDT/READ but her kuleana includes handling the front of the house operations at HTA. The HTA Procurement Specialist position is currently in active recruitment.

Senior leadership conducted an all-day retreat to address issues brought up during the legislative session, explore various governance models, and to continue the discussion on the possibilities of a new organization structure that will meet current needs for destination management and shifts in the global marketplace.

Daniel recently returned from Tonga on the Pacific Islands Tourism Professional Fellows Program sponsored by the East-West Center. This intensive 2-week program sent tourism industry professionals from the U.S. to the Pacific Islands region to build significant new capacity and facilitate enduring professional bonds between industry leaders in the United States and the Pacific Islands. In Tonga, Daniel was placed with the Kingdom of Tonga Ministry of Tourism and worked with the Tonga Fellow on a Sustainable Tourism Assessment for Tonga. Daniel also observed and discussed about governance structures (Tonga has both a Ministry of Tourism and a Tourism Authority led by the same CEO), issues with land owners at historical sites, and tour operator certification and licensing programs that Tonga operates.

In response to the Auditor's Report 2022 and to institute best practices, the VP of Finance has been systematically reviewing various contract and fiscal procedures, documents and files. He is in the process of developing new quality control policy and processes.

II. NATURAL RESOURCES PILLAR

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

The supplemental contract with the Hawai'i Community Foundation (HCF) has been fully executed. For the remainder of Calendar Year 2023 through June 2024 HCF will continue to administer the Aloha 'Āina program through CON 21033 S1: HTAxHCF – Implementation of Kūkulu Ola & Aloha 'Āina Programs. Through this supplemental agreement, HTA will be able to provide \$1,350,000 in financial support to community-based natural resource programs and community entities with an emphasis on 'āina kānaka (land-human) relationships and knowledge that manage, preserve, and regenerate Hawai'i's natural resources and environment. The news release announcing the available funding opportunity was issued on April 17, 2023 for projects seeking support through the Aloha 'Āina program. Application deadline was 4:00pm HST Wednesday May 24, 2023.

There were a total of 66 applications received by HCF. An Evaluation Committee comprised of community/public subject matter experts, Destination Managers from the various counties, HTA staff, and HCF staff are currently reviewing applications.

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

Hawai'i Green Business Program

HTA has contracted with the Hawai'i Green Business Program (HGBP) of the Hawai'i State Energy Office to support efforts that will help to encourage energy and resource efficiency in addition to sustainable and regenerative practices in hotels, businesses, and events. Businesses will be evaluated on whether they fit the criteria that would make them a sustainable company. Hawai'i Green Business Program's focus in 2023 is expanding recruiting efforts to smaller businesses and making the program more accessible to smaller entities. On June 29, 2023, HGBP will have its Annual Hawai'i Green Business Awards Ceremony at the Governor's Ceremonial Chamber. This year's award ceremony will feature the new 10-entry Level Program. This program was created in an effort to increase number of small business participants.

III. HAWAIIAN CULTURE PILLAR

Kūkulu Ola Program (DMAP Action Item)

The supplemental contract with the Hawai'i Community Foundation (HCF) has been fully executed. For the remainder of Calendar Year 2023 through June 2024 HCF will continue to administer the Kūkulu Ola program through CON 21033 S1: HTAxHCF – Implementation of Kūkulu Ola & Aloha 'Āina Programs. Through this supplemental agreement, HTA will be able to provide \$1,350,000 in financial support to community-based programs that enhance, strengthen and perpetuate the Hawaiian culture through genuine experiences for residents and visitors alike. The news release announcing the available Funding Opportunity (FO) was issued on April 17, 2023 for projects seeking support through the Kūkulu Ola program. Application deadline was 4:00pm HST Wednesday May 24, 2023.

There were a total of 74 applications received by HCF. An Evaluation Committee comprised of community/public subject matter experts, Destination Managers from the various counties, HTA staff, and HCF staff are currently reviewing applications.

Native Hawaiian Hospitality Association (DMAP Action Item)

NaHHA works to shape the future of Hawai'i's visitor industry by utilizing Hawaiian cultural values as the foundation for professional development and business leadership. Through consultation, training and networking, NaHHA strives to support the people who provide authentic experiences to Hawai'i's visitors. Visit NaHHA's website and online calendar for more information on how you can engage & participate:

<https://www.nahha.com/calendar>

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

HTA staff continues to support the FestPAC Commission with planning for the 13th FestPAC festival. FestPAC Commission meeting agendas and meeting materials are available online at <https://invest.hawaii.gov/international/festival-of-pacific-arts-culture-festpac/>.

Festival Director Aaron Salā, Commissioner Māpuana de Silva, and Commissioner Jarrett Keohokālōle will be traveling to the 37th Meeting of The Council Of Pacific Arts & Culture (CPAC) June 27-28, 2023 in Nouméa, New Caledonia.

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

E Ola Mau Ka ‘Ōlelo Hawai‘i! Supplemental 3 of CON 20195: He Aupuni Palapala: Preserving and Digitizing the Hawaiian Language Newspapers, is fully executed as of March 31, 2023. Bishop Museum staff will be hosting Kahu (site coordinators) and staff of the ‘Aha Pūnana Leo system in the archives and nūpepa collections late June. HTA staff has also been invited for this opportunity to engage and witness the digitization process.

Kāhea Greetings (DMAP Action Item)

Airports

HTA is continuing its partnership with DOT Airports Division through June 30, 2023, with the execution of Supplemental Contract 21039. DOT completed Hawaiian Cultural Training for 779 Airports, Harbors, and Highway personnel through NaHHA.

Harbors

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

IV. COMMUNITY PILLAR

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

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

The Request for Proposals (RFP) for June - December 2023 projects seeking support through the Community Enrichment Program (CEP) & Signature Events Program (SEP) was issued on April 28, 2023. Informational briefings were held via Zoom on May 4 and 8, 2023. The application deadline for both programs was May 22, 2023. Island-specific selection committees met between May 30 and June 6 to select awardees. On June 14,

2023, HTA announced it awarded \$3.78 million in funding to support 76 community projects, festivals, and events throughout the state.

2023 Signature Events

	# Awarded	\$ Awarded
Total	13	\$2,070,000

2023 CEP

COUNTY	# Awarded	\$ Awarded
Statewide	4	\$138,000
Kaua'i	17	\$379,900
O'ahu	18	\$486,500
Maui Nui	14	\$399,322
Hawai'i Island	10	\$308,000
Total	63	\$1,711,722

Communications and Outreach

News Releases/Reports/Announcements

- HTA Message: Visitors Urged to Avoid Portion of Hāna Highway Closed for Rockfall Repair and Mitigation Efforts (May 12)
- Report: Hawai'i Hotel Performance Report for April 2023 (May 19)
- News Release: HTA Awards Contracts for Destination Stewardship, Visitor Education and Brand Management in the United States and Canada (May 22)
- Report: Hawai'i Vacation Rental Performance Report for April 2023 (May 25)
- News Release: Hawai'i Ranks High Among Visitors for Safety, Giving Back in DBEDT Visitor Satisfaction and Activity Survey for First Quarter 2023 (May 26)
- HTA Message: Economic Contributions of Hawai'i Visitor Spending Grew in April 2023
 - Drafted and distributed message highlighting HTA's KPI of visitor spending. (May 30)

News Bureau

- Coordinated and assisted with the following interviews and statements, including:
 - SFGate, Olivia Harden: Ilihia Gionson (IG) responses on new reservation system at Īao Valley State Monument (May 1)
 - Honolulu Star-Advertiser, Christie Wilson: Shannon McKee interview on Hawai'i cruise industry recovery (May 3)
 - Hawai'i News Now, Daryl Huff: George Kam (GK) interview at the special board meeting on HTA receiving assurance on funding for U.S. Brand Management and Marketing Services and Destination Stewardship Support Services contract (May 9)
 - Honolulu Star-Advertiser, Andrew Gomes: GK interview at the special board meeting on HTA receiving assurance on funding for U.S. Brand Management and Marketing Services and Destination Stewardship Support Services contract (May 9)
 - TravelAge West, Shane Nelson: IG interview on HTA funding status and plans to award the U.S. Brand Management and Marketing Services contract (May 11)
 - SFGate, Christine Hitt: IG interview on concerns about overtourism on Maui (May 17)
 - Honolulu Star-Advertiser, Allison Schaefer: John De Fries, Daniel Nāho'opi'i, Kalani Ka'anā'anā, IG interview on the funding status of HTA (May 19)
- Assisted with the following media relations:
 - Blogger and Content Creator, Ogheneyoma Uwejeya (Nigeria): Reviewed and declined collaboration request. (May 11)
 - Honolulu Star-Advertiser, Allison Schaefer: Responded to request for current contract amounts and expirations for MMAs other than U.S. and Canada. (May 17)
 - Wall Street Journal, Melissa Korn: Received request for Isaac Choy interview on his time at the Legislature and comments on the University of

Hawaii's stewardship of taxpayer and tuition funds. Discussed with Isaac and recommended to Melissa that she reach out to the current chairs of Higher Education in the Senate and House instead. (May 22)

- Honolulu Civil Beat, Stewart Yerton: Received request for copies of the winning proposals for the Destination Stewardship Support Services and Brand Management and Marketing Services contracts for U.S. and Canada. Advised him that they are not yet available. (May 22)
- Hawai'i News Now, Daryl Huff: Received request for JDF interview following interview with CNHA. JDF unavailable that day. (May 23)
- Honolulu Star-Advertiser, Allison Schaefer: Received request for proposals for the Destination Stewardship Support Services and Brand Management and Marketing Services contracts for U.S. and Canada, award letters and additional information. Advised her that the documents are not yet available. (May 25)
- Honolulu Star-Advertiser, Allison Schaefer: Received request for interview with JDF, GK and Mike White in response to Gov. Green's comments on Spotlight Hawai'i that he will be replacing HTA board members and is advocating for JDF to leave HTA. Advised her that HTA is not commenting on that at this time and arranged for June 15 after the special board meeting. (May 30)

Community Initiatives and Public Outreach

- HTA E-Bulletin
 - Drafted copy, edited, and created layout for May 2023 HTA e-Bulletin in English and 'Ōlelo Hawai'i using April 2023 content.
- USTA IPW 2023 (May 21-24)
 - IG participated in the Chairman's Circle reception, USTA Communications Committee meeting, and Press Brunch.
 - Secured and held three full-day schedules of media appointments with 80 targeted editors, journalists, producers, hosts, and bloggers based in HTA's primary and secondary markets. Shared Hawai'i's focus on destination management, mindful visitation, encouraging visitors to support local businesses, and island updates.

- Secured an additional 10 media for the Hawai'i pau hana event, as well as five media for the China lunch and three media for the Canada-focused lunch.
- Updated HTA's IPW Press Room page and uploaded the following releases and videos:
 - News, Updates and Aloha from O'ahu - Q1 2023 (May 6)
 - What's New in Maui Nui - Q1 2023 (May 9)
 - Sizzlin' Summer Fun Happenings from the Island of Hawai'i (May 9)
 - Mālama Kaua'i: Kaua'i Museum (May 9)
 - Nā Mea Hou O Ka Pae 'Āina - What's New in the Hawaiian Islands (May 21)
 - Hawai'i's Regenerative Tourism Movement – Kaua'i (May 21)
 - Hawai'i's Regenerative Tourism Movement – Maui Nui (May 21)
 - Hawai'i's Regenerative Tourism Movement – Hawai'i Island (May 21)
- Requested media appointment with George Kipourus, Wanderlust (United Kingdom) who shared he will be on assignment on Hawai'i Island in June. Provided recommendations on tour operators to visit the island's historic sites.
- Drafted HTA talking points for Hawai'i partners regarding status of the Destination Stewardship Support Services and U.S. and Canada Brand Management and Marketing procurement process underway.
- USTA National Travel and Tourism Week 2023
 - Drafted copy and created graphics for a localized social media campaign.
- HTA Funding Infographic
 - Created infographic that demonstrates where HTA's funding comes from and how it supports the four pillars and various programs.
- Hawai'i Business Need to Know Series - The Promise and Reality of Regenerative Tourism (May 17)
 - Took photos of JDF as a panelist at the event to utilize for social media.
- Native Hawaiian Hospitality Association Cultural Training Sessions
 - Drafted social media posts to promote HTA partner NaHHA and their free cultural training sessions for the month of May that provide the industry with educational opportunities rooted in Hawaiian cultural values.
- 2023 Legislative Session

- Monitored committee hearings pertaining to HTA and the visitor industry through the end of session.

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.

Facebook

- Number of followers: 21,287 (+12.6%)
- Engagement rate: 6.6%
- Number of engagements: 5,524 (+31.3%)
- Posts: 13

Instagram

- Number of followers: 8,757 (+23.4%)
- Engagement rate: 4.8%
- Number of engagements: 652 (-30%)
- Posts: 13

Twitter

- Number of followers: 42,731 (+6.7%)
- Engagement rate: 2.9%
- Number of engagements: 476 (-35.7%)
- Posts: 13

Linktree

- Views: 24
- Clicks: 10
- Clickthrough rate (CTR): 41.67%

Safety and Security

Visitor Assistance Program (VAP)

- In May Maui County's program handled 12 cases and helped 21 visitors. This included visitors primarily from the U.S. West market and Canada. The industry assisted with \$1,500 of in-kind contributions.

- Hawai'i County's program handled 20 cases in May and provided assistance to 51 visitors. This included visitors primarily from the U.S. West, Oceania and Europe markets. The industry assisted with \$2,485 of in-kind contributions.
- Also in May Kaua'i County's program handled 7 cases and provided assistance to 18 visitors. This included visitors from U.S. West/East market. The industry assisted with \$1,400 of in-kind contributions.
- Finally in May City and County of Honolulu's program handled 52 cases and helped 197 visitors. This included visitors primarily from the U.S. West market. The industry assisted with \$1,214.52 of in-kind contributions.

V. BRAND MARKETING PILLAR

Major Market Area (MMA)

MMA RFP / Contract Status

- Korea MMA: CON 20007 S7 to cover services from July 2023 to December 2024 has been executed, effective June 16, 2023.
- Canada MMA: HTA has completed RFP 23-02 and is in the process of executing the new contract.
- Oceania MMA: The supplemental contract for CY2023 has been fully executed.
- US MMA: HTA completed RFP 23-03 and is in the process of executing the new contract.
- Global Support Services: Staff is working on drafting the RFP for this contract and seeking to extend existing contract until the new contract is awarded – tentatively in January 2024.

Other Branding Projects

Pono Travel Education Program (DMAP Action Item)

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

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

The HTA's contract with Clear Channel Airports, Inc. at the Daniel K. Inouye International Airport ended at the end of October 2022. HTUSA continues Kuleana Travel messaging through its contract, which began in December 2022 and will continue to run through the end of June 2023. The HTA's contract with Pacific Radio Group for messaging at neighbor island airports is also set to end at the end of June 2023. The performance measures below were collected from August 8, 2022 to April 30, 2023 at our neighbor island airports.

LIH

- Passengers serviced: 1,011,243
- Domestic passengers serviced: 948,055
- International passengers serviced: 63,188
- Hours the message ran: 2,608
- Digital impressions: 13,146,159
- Static impressions: 15,168,645

OGG

- Passengers serviced: 2,169,060
- Domestic passengers serviced: 1,938,322
- International passengers serviced: 230,739
- Hours the message ran: 5,216
- Digital impressions: 62,857,960
- Static impressions: 8,676,24

KOA

- Passengers serviced: 1,115,133
- Domestic passengers serviced: 1,009,011
- International passengers serviced: 106,122
- Hours the message ran: 2,608
- Digital impressions: 14,496,729
- Static impressions: 10,036,197

ITO

- Passengers serviced: 410,638
- Domestic passengers serviced: 362,351
- International passengers serviced: 48,286
- Hours the message ran: 2,608
- Digital impressions: 5,338,281
- Static impressions: 1,231,911

Hawai'i Tourism Conference

The Hawai'i Tourism Conference has begun planning for a Summer/Fall timeline. The team is currently securing a date at the Hawai'i Convention Center and has started the planning process along with drafting the supplemental contract for this program.

Sports Programs

- World Surf League Partnership: On June 12 HTA began a marketing and sponsorship relationship with the WSL. Including three Qualifier Series events, which allow for local surfers to earn a place on the Challenger Series, the WSL Awards gala and two professional events taking place on the North Shore. The partnership will run through the 2023-2024 season.
- LA Clippers Partnership: HTA is in the process of finalizing documents to execute a new contract for this program. The new contract will provide for 2022-2023 in-venue marketing and advertising. It will also commit the LA Clippers to playing one preseason game on O'ahu at the Stan Sheriff Center in early October.

Brand Team Events/Meetings - (May)

Event Date	Event	HTA Attendee(s)	Non-HTA Attendee(s)
5/3	Meeting with Hawai'i International Film Association	CBO, SBM	Eric Takahata, Mitsue Varley, Koki Nishitani, Mike Kelly, George Russel
5/18	HTA Leadership Retreat	HTA Leadership	None
5/26	FestPAC Meeting with the Hawai'i Office of Homeland Security	CBO	Jimmie Collins
5/31	Mindful Visitor Meeting with Christian Johnson and Clifford Nae'ole	CEO, CBO, PAO, Director of Planning	Christian Johnson, Clifford Nae'ole

VI. PLANNING DIVISION

Request for Proposal – Support Services for Destination Stewardship

The evaluation committee selected Council for Native Hawaiian Advancement to fulfill the activities in RFP No. 23-08 – Support Services for Destination Stewardship. A press release was issued on May 22, 2023.

Destination Management Action Plans (DMAPs)

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

Overall DMAPs

- HTA partnered with Hawai'i Food Hub Hui with a webinar entitled, "Saving Time & Sourcing Local: Buying Local with Food Hubs," May 5 at 10 a.m. The purpose of the webinar was to share about food hubs and how they can be a catalyst for supporting local food producers to our visitor industry. The webinar include speakers from Hawai'i Food Hub Hui, and a chefs' panel: Khalifa Garnaj, Executive Sous Chef, 1 Hotel, Kaua'i; Peter Abarcar, Executive Chef, Maui Kea Resort, Hawai'i Island, and Dan RObayo, Chef de Cuisine, Kohanaiki Beach House, Hawai'i Island.

Kaua'i DMAP

- Continuing communication with DLNR. Recent conversations in regards to current challenges that (still) include photography workshops plus retreats (eg. yoga/wellness). These businesses are not properly permitted for their commercial activities, yet they are advertising visiting areas that have been designated hotspots on our DMAP.
- Attended a presentation on sea turtles, monk seals, and Kaua'i's seabirds. This is the 4th installation of a 6-part Mālama 'Āina Series created by Keoki's Paradise in Pō'ipū.
- Investing in our Hawaiian culture, Kaua'i Visitors Bureau partnered with Alakoko Store to host a Block Printing Workshop that featured block printing of native plants and flora. Seating was limited and workshop sold out in a few days of advertising. Plans are in discussion to host another workshop in the Fall in preparation for the holiday season.

- Introductions made between Sean Chun (Kumu) and Kāheha Hamakua (haumana) with Moani Tolentino at Grand Hyatt Kaua'i and Jim Braman at The Cliffs at Princeville. Next steps to discuss strategies to bring in Kaua'i cultural practitioners to share our Hawaiian culture and traditions with not only visitors but also with their associates (residents).
- Continue sharing of Mālama Kaua'i/Mālama Ku'u Home. Mo'olelo Murals, the 3rd of 4 Mālama Kaua'i video series, has been uploaded to KVB YouTube channel. Worked with Waimea High School leadership students on a PSA on how to Mālama Ka 'Āina. Met with students on 5/16 to record a PSA which will replace existing DMAP PSA and will air approximately 2-3 weeks on four (4) stations in the Pacific Media Group.
- Steering Committee meeting held on May 16 to report on accomplishments in Phase 2 and advise of priority actions in the last phase of the Kaua'i DMAP.
- Shared DMAP updates with the HTA board and board meeting attendees along with Joel Guy who shared updates on Hanalei Initiative/Hā'ena State Park.
- Photographer Kicka Witte joined Surfrider Foundation to photograph a beach cleanup on the North Shore. These images, along with the photos taken of the Adopt-A-Dog program with the Kaua'i Humane Society will be included in DMAP presentations and other printed collateral to feature Mālama Hawai'i opportunities.

Maui Nui DMAP

- **Maui:**
 - Maui Visitors & Convention Bureau (MVCB) is managing the maintenance of a total of 20 mineral-only sunscreen dispensers installed on Maui and Lāna'i.
 - MVCB renewed :60 second radio ad campaign, educating the public about Maui County's mineral-only sunscreen ordinance and dispensers for free public use with support from Maui Nui DMAP through HTA and partnership with Maui Nui Marine Resource Council. Ad will run another 4 weeks with a total of 768 spots.
 - MVCB met with Hawaiian Airlines, Maui Nui Marine Resource Council and County of Maui to discuss in-flight messaging about mineral-only sunscreen.

Provided assets for potential use.

- MVCB signed a contract to begin Kahului Airport advertising campaign at baggage claim and two kiosks at bottom of north elevator; this bolsters Maui Nui Marine Resource Council's campaign so that both elevators will now contain messaging; baggage claims will display ad every 3 minutes instead of every 6 minutes.
- MVCB received and reviewed proposals on May 5, 2023 deadline for the East Maui Tourism Management Pilot Program RFP.
- Steering Committee meeting held on May 16 to report on accomplishments in Phase 2 and advise of priority actions in the last phase of the Maui DMAP.
- Conducted East Maui Tourism Management Pilot Program Evaluation Committee Meeting on May 31, 2023 to discuss proposals and determine contractors. Evaluation Committee comprised of DLNR, County of Maui, HTA, MVCB and two community members.
- Seven articles approved by HTA and published to the HTA Holomua site featuring DMAP efforts.
- Continued discussions to support Forests at Pe'ahi, a regenerative tourism initiative along the road to Hāna.
- **Moloka'i:**
 - HTA issued a request for qualifications on May 12 for services to support the Moloka'i DMAP. The request closed on May 30. There were no proposals submitted. Staff is evaluating next steps.
 - MVCB met with A.2 Subject Matter Committee on May 1, 2023 and May 15, 2023 to discuss Moloka'i brochure. Decision was made to utilize diacritical marks within the brochure. Initial round of revisions to the brochure was completed based on requests from A.2 Subject Matter Committee.
 - MCVB drafted a RFQ to contract with videographer to produce five, 1:00 minute videos with community-created messaging focusing on: 1) Cultural

Sensitivity 2) What to Expect on Moloka'i 3) Safety 4) Mo'olelo of Moloka'i and Molokai 5) 'Ōlelo Hawai'i

- MVCB conducted a Moloka'i Task Force Meeting on May 30, 2023; A.2 Subject Matter Committee presented the Moloka'i brochure and received mana'o from the Task Force.
- HTA conducted a Subject Matter Committee Meeting held on May 18, 2023 to present results of Needs Assessment Report.
- Due to death in the community, the Moloka'i Community Meeting has been rescheduled for Saturday, July 29, 2023. Purpose of the meeting is to share progress on Actions A.2, B.2, D.1, F.1 plus additional Subject Matter Committees created by Moloka'i Task Force.
- **Lāna'i:**
 - Per recommendation from Lāna'i Advisory Group, an article for Lāna'i Today published digitally to increase awareness about DMAP and the work of the Lāna'i Advisory Group; will go to print next month.
 - MVCB is promoting the Pineapple Festival on social media platforms to encourage daytrips on July 1, 2023.
 - Per Lāna'i Advisory Group recommendation, the repeated run of four, :30 second ads for Lāna'i on YouTube and in Google Searches, targeting mindful travelers in Orange County and Phoenix for two-month duration continues; campaign features Lāna'i Cat Sanctuary (Mālama Hawai'i partner), Lāna'i City, Lāna'i Guide App and Lāna'i Adventure Park with messaging from Lāna'i Advisory Group woven throughout each spot.
 - Provided updated USB to Expeditions Ferry with new video assets to play aboard vessel.
 - Lāna'i brochures continue to be distributed by merchants.
 - Provided brochure holders to Expeditions Ferry to promote Lāna'i brochure in Lāhainā and Lāna'i.

- Continuing to catalogue new photo assets into Knowledge Bank.
- With HTA and Lānaʻi Advisory Group approval, Go Hawaii website revisions for Lānaʻi are in progress.

Hawaiʻi Island DMAP

- Hawaiʻi Island National Travel and Tourism Week resident communication initiative posted resident-worker testimonies on Instagram and LinkedIn and ran 210 local radio spots from May 7-13, 2023.
- Lower Puna Coastline visit with County, HTA, and IHVB to discuss Stewardship program for Pohoiki and Master plan for Kumukahi. Residents and lienal descendants are ready to work with the State to address concerns about visitor impacts as reconstruction on two highways into the areas are scheduled to be completed in two years.
- Steering Committee meeting held on May 17 to report on accomplishments in Phase 2 and advise of priority actions in the last phase of the Hawaiʻi Island DMAP.
- Keaukaha Community Culture based Education program – met with evaluation committee to review one proposal, RFP awarded to Keliʻi Willson Ione Foundation May 22, 2023.
- Prepared for the evaluation of 15 CEP applications for festival, events and program funding for June-December 2023.
- IHVB conducted three local radio spot interviews promoting CEP 2023.

Oʻahu DMAP

- OVB worked with HTUSA to discuss appropriate trails on Oʻahu for promotion as well as edits to GoHawaii.com for appropriate locations to promote and suggested edits from ODM/OVB provided in the month of May.
- OVB monitored community testimony on Bill 19 at the Honolulu City Council Parks Committee meeting on May 3.
- OVB is working with GoCity to discuss Oʻahu DMAP sub-action J.4 and how to better synergize DMAP action around a curated city pass on May 9. Attended GoCity's

partner event and met with their local vendors on May 11.

- HTA and OVB met to discuss a resident social media complaint on the DMAP sponsored hula mound, investigated current DPR rules for the hula mound, and provided that to HTA for discussions with resident.
- Steering Committee meeting held on May 17 to report on accomplishments in Phase 2 and advise of priority actions in the last phase of the O'ahu DMAP.
- Attended the Outrigger Duke Kahanamoku Foundation's statewide water conference planning session on May 17.
- OVB and HTA attended the 2023 East Meets West Conference as a sponsor, and OVB manned a DMAP table on May 18-19. One result from the conference was further discussion between OVB and Landng, a new tech company connection from the East Meets West Conference, that is working on an AI driven itinerary building platform on May 25.
- OVB attended Honolulu City Council Parks Committee meeting on May 24 and provided testimony for gift of funds for a gate/lock at Koko Head District Park. This is to address one of O'ahu's hotspots.
- Met with Waikalua Lolo I'a in Kāne'ōhe to discuss their new stewardship training and small visitor group opportunities on May 25.

EDA Travel, Tourism and Outdoor Recreation Non-Competitive Grant

The agreement with DLNR for EDA funds is finalized, and they are preparing paperwork to draw down the EDA funds. HTA staff is worked with DLNR to revise their coral restoration program proposal after the board requested additional information in the May 25, 2023 board meeting.

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

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

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

TRB issued the April 2023 Hawai'i Hotel Performance Report on May 19, 2023. The report and related April 2023 data tables were posted to the Infrastructure Research page of the HTA website. The Hawai'i Hotel Performance Report is produced using hotel survey data compiled by STR, Inc., the largest survey of its kind in Hawai'i.

TRB issued the April 2023 Hawai'i Vacation Rental Performance Report on May 25, 2023. The report and related April 2023 data tables were posted to the Infrastructure Research page of the HTA website and the Vacation Rental Performance page of the DBEDT website. This report utilizes data compiled by Transparent Intelligence, Inc. for DBEDT.

TRB published the Quarter 1 2023 Timeshare report on May 26, 2023. The report was posted on the Infrastructure Research page of the HTA website. The report conducts a recurring quarterly market performance survey of Hawai'i's timeshare industry utilizing data compiled by Kloninger & Sims Consulting LLC.

TRB published the Quarter 1 2023 Visitor Satisfaction and Activity (VSAT) report and related infographics on May 25, 2023. HTA also issued a news release for this report on May 26, 2023. The VSAT is a survey of visitors to Hawai'i regarding their most recent trip to Hawai'i. VSAT is fielded on a year-round basis and reported quarterly and annually. This report is published on the Visitor Satisfaction and Activity page of the HTA website and on the Visitor Satisfaction & Activity Report page of the DBEDT website. The report was prepared for DBEDT by Anthology Marketing Group.

TRB published the U.S. Traveler Profiles March and April 2023 reports on May 25, 2023. These monthly reports are based on data for selected traveler profile segments for the U.S. compiled by Vision Insights. The reports are posted on the Other Research page of the HTA website.

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

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

TRB continued publishing the Brand Health Trends for Responsible Travelers report, which is an evolution of the Weekly Destination Brand Index – Responsible Travelers reports. These reports include consumer sentiment data for people who identify themselves as responsible travelers from Vision Insights for U.S., Canada, Australia, and Korea. Trends are tracked for O’ahu, Maui, Kaua’i, and Hawai’i Island. These reports are posted on the Other Research page of the HTA website.

Jennifer Chun represented the Pacific Asia Travel Association Hawai’i Chapter at Shidler Business Night on May 4, 2023 and presented the award for Outstanding Graduate Student in Tourism. Jennifer serves as chair of the PATA Hawai’i Chapter and is also on the PATA international Board of Directors.

Jennifer Chun presented a Hawai’i Tourism Update to Outrigger Resorts and Hotels on May 10, 2023. The audience also included stakeholders from Waikīkī Beach Walk and Waikele Premium Outlets.

Jennifer Chun represented HTA at the DestinationNEXT Global Advisory Committee USA Region meeting on May 16, 2023.

Jennifer Chun represented HTA at the Pacific Asia Travel Association Board of Directors Meeting on May 29, 2023. Jennifer also serves as chair of the PATA Hawai’i Chapter.

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

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

VIII. ARPA UPDATE

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

Please see HTA’s Financial Report for May 2023 and the Hawaii Convention Center’s May 2023 Financial Report for details on how these funds are being spent.

IX. ADMINISTRATIVE

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

Contract No.	Contractor	Description	Contract Amount	Total Contract Value	Start Date	End Date
19162 S6	EVO DC, LLC dba VPLS	IT Support Services	\$64,694.00	\$464,884.55	5/30/2023	3/24/2024
• 23009	ASP North America LLC dba World Surf League Hawai’i	World Surf League / HTA Partnership 2023 - 2024	\$250,000.00	\$250,000.00	6/9/2023	6/30/2024
19195 S4	Abila, Inc.	Hosting Service for HTA Financial Operating System	\$10,920.00	\$54,600.00	6/15/2023	6/30/2024

20007 S7	Aviareps Marketing Garden Holdings Ltd.	Korea MMA	\$1,530,000.00	\$4,364,000.00	6/16/ 2023	12/31 /2024
† 22012 S1	Hawai'i State Energy Office	Hawai'i Green Business Program (HGBP)	\$0.00	\$50,000.00	6/22/ 2023	12/30 /2023

* Sole Source

† Procurement Exemption

X. APPENDICES

9

Presentation, Discussion and/or Action on the Hawaiian Islands Stewardship Activities Under the Support Services for Destination Stewardship Contract for the Initial Contract Period 2023-2024

The logo for the Hawai'i Tourism Authority, featuring the text "HAWAII TOURISM" in a stylized font with a red underline, and "AUTHORITY" in a smaller, sans-serif font below it, all contained within a white circular background.

HAWAII TOURISM
AUTHORITY

A wide-angle photograph of a coastal landscape. In the foreground, dark, jagged volcanic rocks are scattered across the shore, with small tide pools reflecting the sky. The ocean is a deep blue-grey, with white foam from waves crashing against the rocks. In the distance, two prominent sea stacks rise from the water. The sky is a pale, hazy blue, suggesting a clear day. The overall scene is serene and natural.

SUPPORT SERVICES FOR DESTINATION STEWARDSHIP



**COUNCIL for
NATIVE HAWAIIAN
ADVANCEMENT**

ENHANCING THE DEVELOPMENT OF NATIVE HAWAIIANS

Founded 2001

CULTURAL

COMMUNITY

POLITICAL

ECONOMIC



**CHIEF
ADMINISTRATOR**

TYLER
IOKEPA
GOMES



**DEPUTY
ADMINISTRATOR**

KAINALU
SEVERSON



**EXECUTIVE
ASSISTANT**

NADINE
POMROY



**DESTINATION
STEWARDSHIP
DIRECTOR**

KAMUELA
BARR



**GRANTS
MANAGER**

VISA
CASTILLO



**COMMUNICATIONS
& MEDIA
MANAGER**

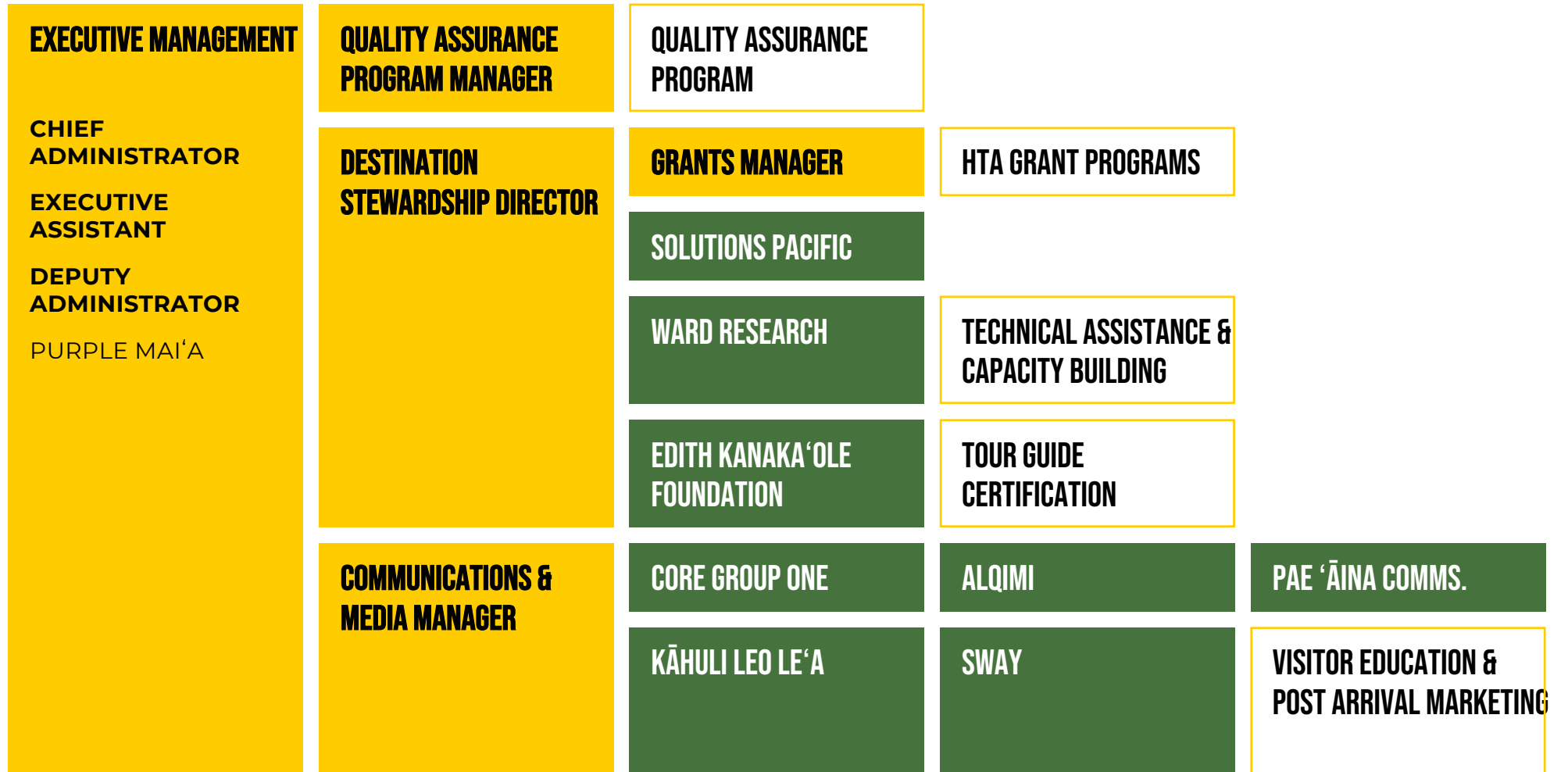
KAWENA
LEI APAO



**QUALITY
ASSURANCE
MANAGER**

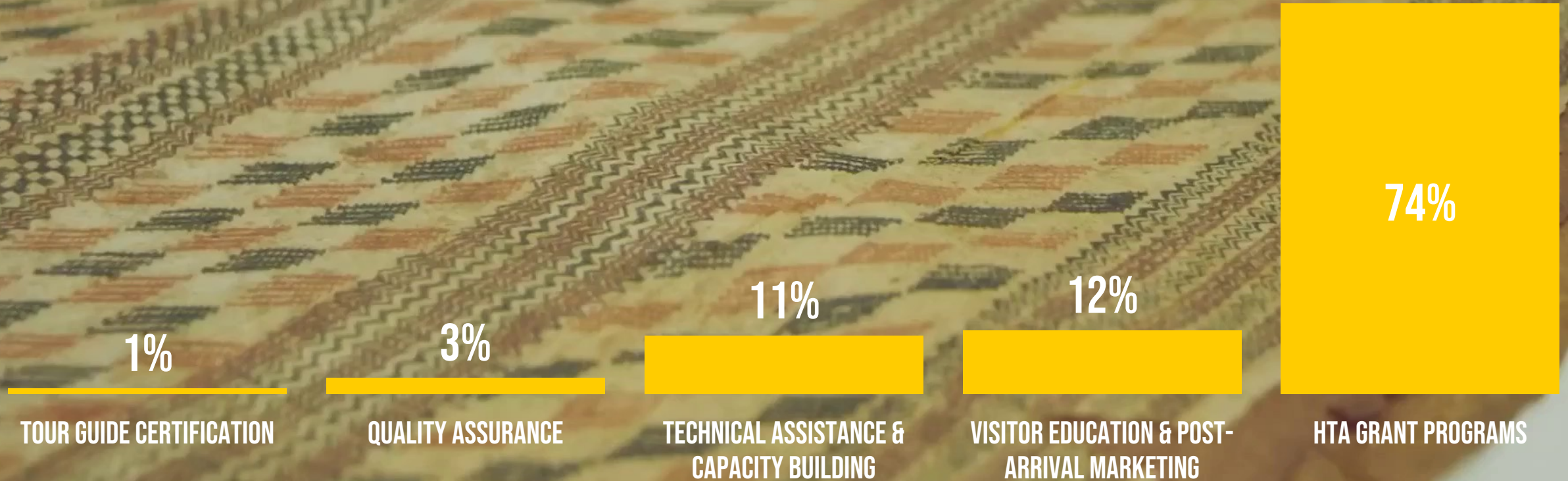
RICHARD
MEDEIROS

PROJECT ORGANIZATION



COST BREAKDOWN

\$27,141,032.40



VISITOR EDUCATION & POST-ARRIVAL MARKETING

Contract Period 1 - \$1,733,605

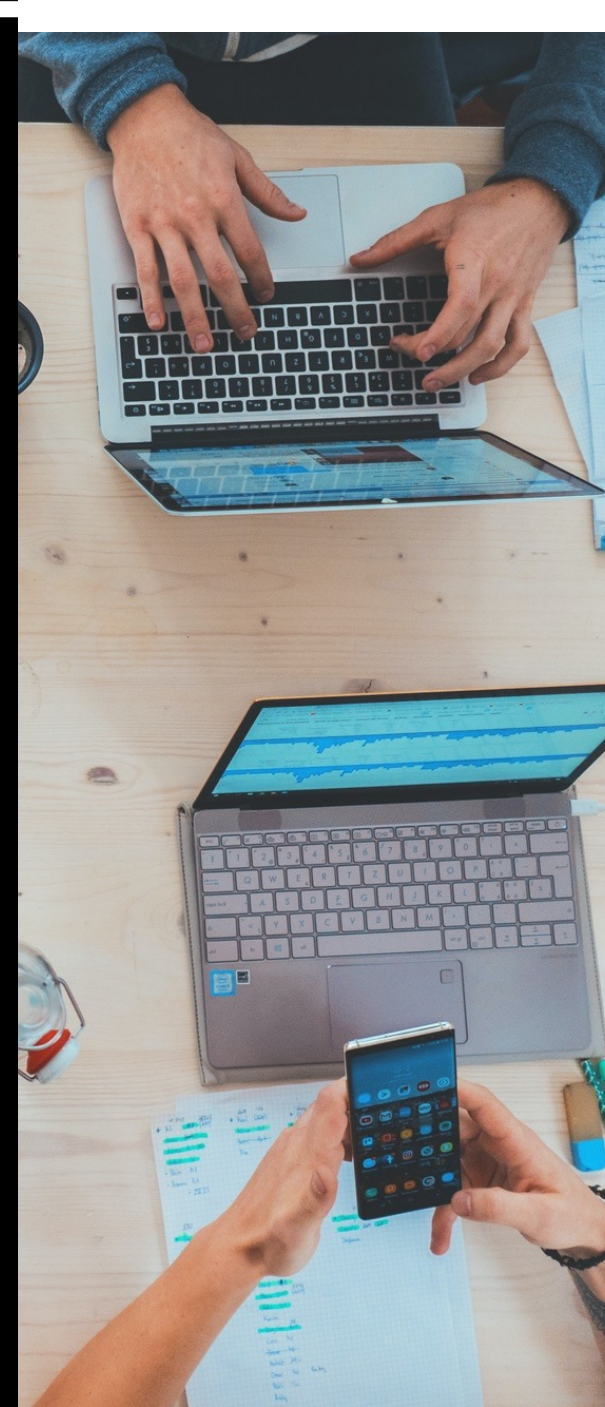
Contract Period 2 - \$1,392,980

ACTIVITIES & CAMPAIGNS

- KŪPONO: RESPONSIBLE TRAVEL
- CULTURE
- TRAVEL 808
- SHOP LOCAL
- HOT SPOTS
- VOLUNTOURISM

ADVERTISING & MARKETING

- PAID SOCIAL MEDIA
- SEARCH ENGINE MARKETING
- WAZE
- STATIC & DIGITAL OUT-OF-HOME
- SOCIAL MEDIA DATA ANALYTICS





TECHNICAL ASSISTANCE & CAPACITY BUILDING

Contract Period 1 - \$2,589,925

Contract Period 2 - \$517,460

FOUNDATIONAL

- NEEDS ASSESSMENT
- INDUSTRY OUTREACH & CURRICULUM DEVELOPMENT
- WORKFORCE DEVELOPMENT
- REGIONAL MĀKEKE

COMMUNITY STEWARDSHIP

- COMMUNITY ENGAGEMENT
- COMMUNITY STEWARDSHIP PROJECTS
- COMMUNITY STEWARDSHIP CERTIFICATION

VISITOR EXPERIENCES

- NICHE MARKET SECTOR ANALYSIS
- AAEF & ALOHA+ ALIGNMENT
- MARKETING, BUSINESS PLAN, AND NEW EXPERIENCE DEVELOPMENT

TOURISM QUALITY ASSURANCE PROGRAM

Contract Period 1 - \$493,212

Contract Period 2 - \$255,500



- **GLOBAL CRITERIA EVALUATION**

Global Sustainable Tourism Council

- **BROAD-REACHING COMMITTEE DEVELOPMENT**

- **QUALITY STANDARDS & BRAND IDENTITY DEVELOPMENT**

TOUR GUIDE CERTIFICATION PROGRAM

Contract Period 1 - \$99,600

Contract Period 2 - \$0

- **KIPA**

Edith Kanaka'ole Foundation

- **EIGHT PROPOSED MODULES**

HAWAIIAN CULTURE

HAWAI'I HISTORY

CUSTOMER SERVICE

SAFETY ISSUES

INTERPRETATION SKILLS

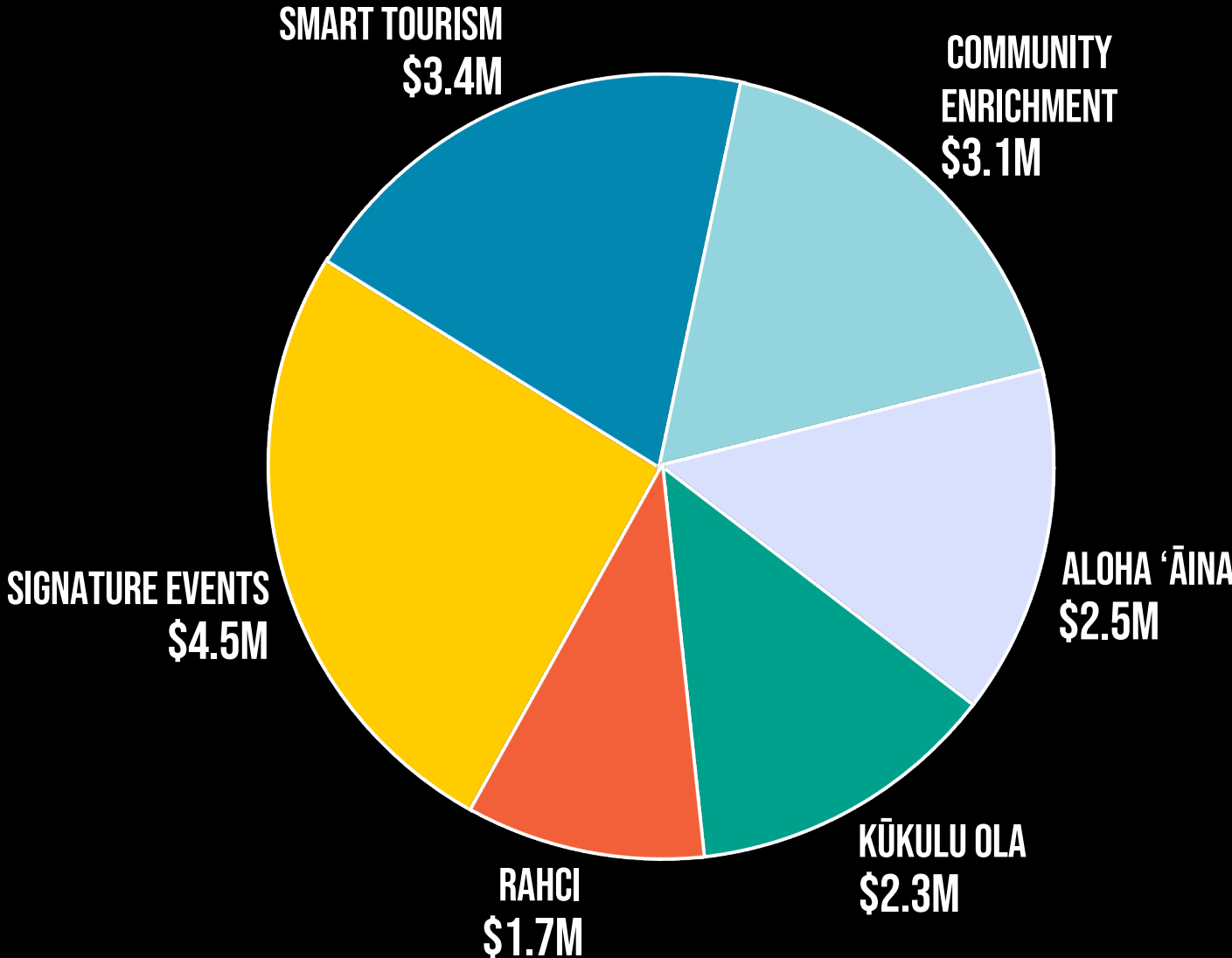
GEOGRAPHY & NATURAL ENVIRONMENT

SENSITIVITIES

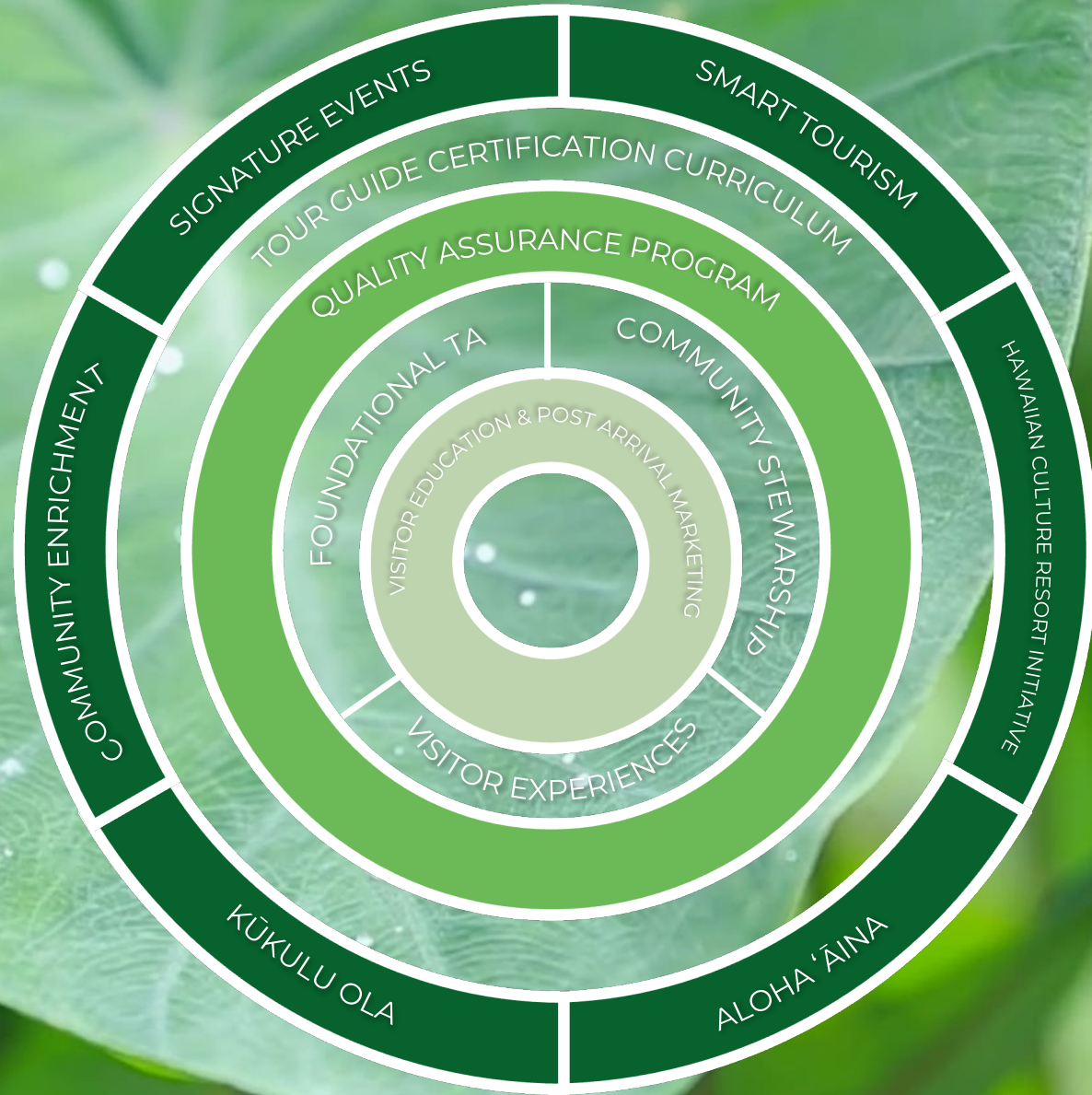
CURRENT ISSUES



HTA FUNDING SUPPORT



CASE STUDY



10

**Presentation, Discussion and/or Action on
Hawai'i Tourism Canada's Activities Under
the Brand Management & Marketing Services
Contract and HTA's 2023-2024
Brand Marketing Plans for the
Canada Market**



BRAND MARKETING PLAN (BMP)

JULY 2023 - DECEMBER 2024

6.29.2023

SUSAN WEBB
PRESIDENT





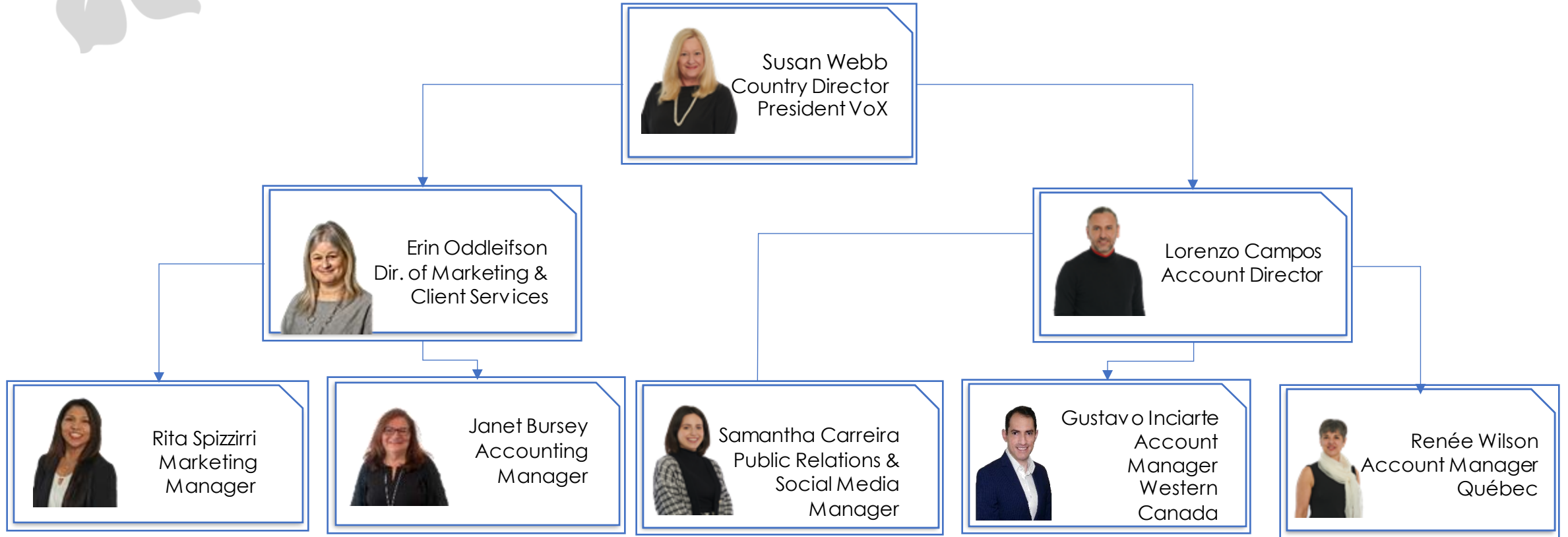
MAHALO FOR SELECTING VOX TO REPRESENT HAWAI'I

We know & understand...

- Hawai'i
- Partners
- Canadian tour operators
- Canadian airlines
- Canadian retail trade
- Canadian trade & consumer media
- Social media influencers



HAWAII TOURISM CANADA TEAM



HTCanada Big Wins



MARKET SITUATION

CANADIAN MARKET SNAPSHOT

- Consumer confidence high
- Unemployment record low
- Interest rate hike
- CAD \$0.74 USD
- Now 90% of 2019 outbound travel
- 48% focus on sustainable travel
- 57% **vacation deprived** (Gen Z 74%)
- 72% prioritize travel
- Cultural travel important
- Wellness travel growing



OUTBOUND TRAVEL/TRAVEL SENTIMENT

Summer intentions Survey CBoC (May – October)

- 70% planning leisure trip
- 31% outbound

Trip motivators

- Vacation experience 36%
- Spending time with family/friends 34%
- Favorable weather 28%


Outbound capacity May – October 2023 vs 2019


- Asia Pacific – 34%
- Europe/UK - 2 %
- Caribbean/Mexico - 2 %
- USA - 7%
- Overall – 8%




TRAVEL ZOO MEMBER SURVEY

Our members =
your best guests

 **49%**
ages 45+,
51% ages 18-44

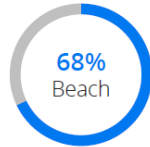
 **55%**
female, 45% male

 **99%**
have valid passport
compared to 42%
of Canadian population

 **55%**
HHI of \$100K+
compared to 32%
of Canadian population

* Google Analytics, average taken over
November 2021 to October 2022
Sources: Travelzoo Travel Outlook 2023 member
survey in Canada; survey tool Alchemer;
October 2022; random selection; n=1,574

Top 3 activities on next vacation outside of Canada



81%
are open to new destinations and travel ideas

4 in 5
are hunting for travel deals to maximize their travel budget

80%
are prioritizing leisure travel, and view this as their most
important discretionary spend

1 in 2
want to eat and shop local during their travels

50%
want to visit somewhere completely new

Source: Travelzoo Canada member survey; survey tool Alchemer; April 2023; n=1,976

Top 10 U.S. states
Canadian members
are most interested in

- 1 California
- 2 Florida
- 3 Hawaii
- 4 New York
- 5 Arizona
- 6 I am open to inspiration
- 7 Nevada
- 8 Washington
- 9 Alaska
- 10 Oregon

68%
are interested in travelling to the U.S. in the next 2 years,
14% are undecided

On their next U.S. vacation plan to stay



On their next U.S. vacation plan to stay
in paid accommodations

39% Chain hotel / boutique

24% Undecided / I'm not sure

22% Vacation rental home or time share (eg, Airbnb, VRBO)

10% Own vacation home / friend or family's home

5% All-inclusive resort

AIR OVERVIEW - SEATS

Monthly Canada Seats by Island 2023						
	DepCity	STATE	HNL	OGG	KOA	LIH
Jul	Vancouver	21,266	10,633	10,633		
Aug	Vancouver	21,266	10,633	10,633		
Sep	Vancouver	18,552	10,290	8,262		
Oct	Vancouver	22,330	11,662	9,460	860	348
Nov	Calgary	5,714	1,352	4,362		
	Vancouver	49,949	20,406	18,492	8,093	2,958
	Total	55,663	21,758	22,854	8,093	2,958
Dec	Calgary	12,412	5,170	6,720	522	
	Edmonton	1,740	522	1,218		
	Toronto	3,235	2,341	894		
	Vancouver	52,360	20,744	19,004	8,262	4,350
	Total	69,747	28,777	27,836	8,784	4,350

Monthly Canada Seats by Island 2024						
	DepCity	STATE	HNL	OGG	KOA	LIH
Jan	Calgary	10,912	3962	6254	696	
	Edmonton	1,566	696	870		
	Toronto	3,576	2384	1192		
	Vancouver	52,012	21092	19004	7914	4002
	Total	68,066	28,134	27,320	8,610	4,002
Feb	Calgary	11,114	4136	6282	696	
	Edmonton	1,392	696	696		
	Toronto	3,576	3278	298		
	Vancouver	49,452	19894	19024	7054	3480
	Total	65,534	28,004	26,300	7,750	3,480
Mar	Calgary	13,748	5518	7360	870	
	Edmonton	1,740	870	870		
	Toronto	4,255	3957	298		
	Vancouver	53,404	21266	20570	7566	4002
	Total	73,147	31,611	29,098	8,436	4,002
Apr	Calgary	7,106	2918	3840	348	
	Edmonton	696	348	348		
	Toronto					
	Vancouver	44,555	19710	17622	6005	1218
	Total	52,357	22,976	21,810	6,353	1,218
May	Calgary					
	Edmonton					
	Toronto					
	Vancouver	18,731	10633	8098		
	Total	18,731	10,633	8,098		

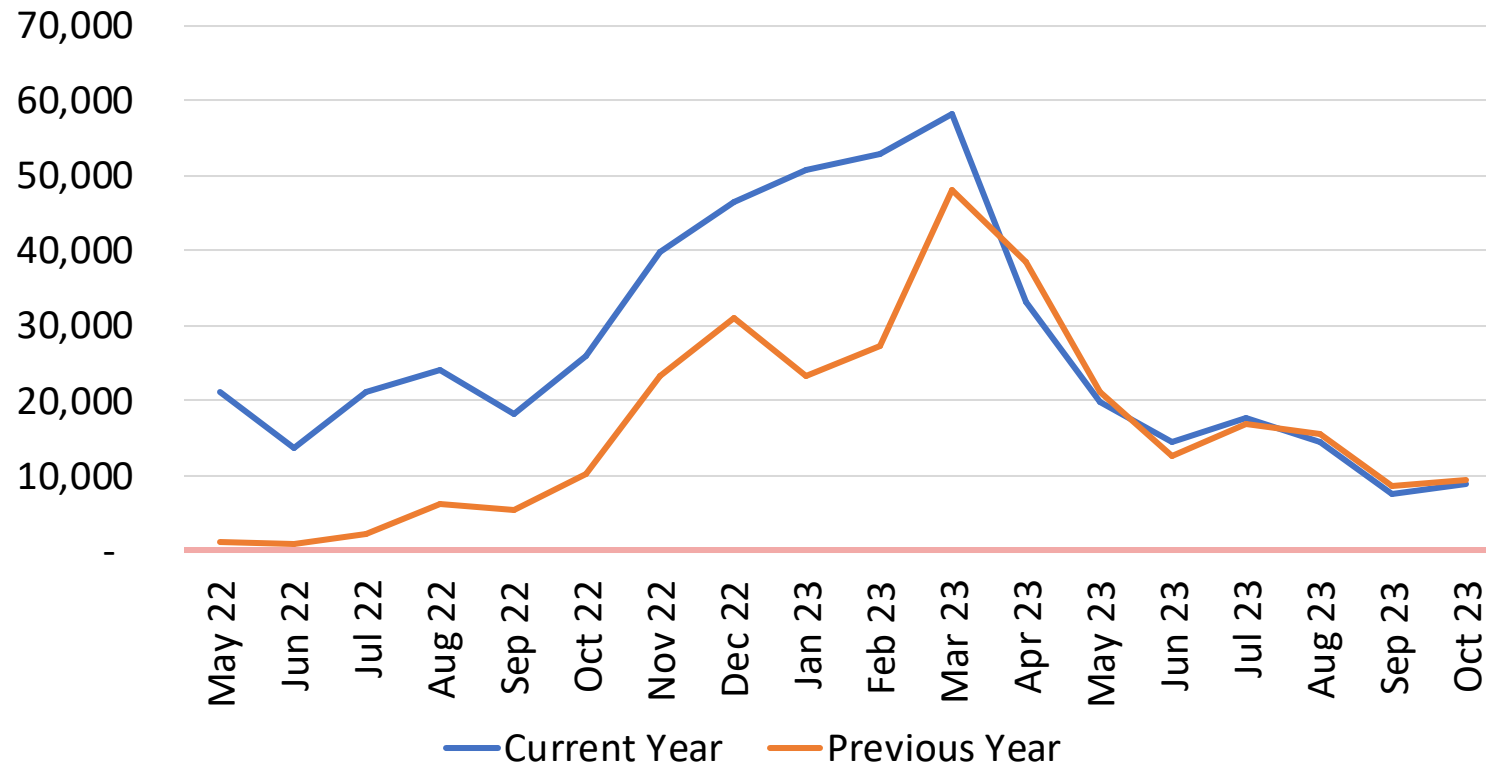


Source: DIO Airline database, data pull as of 6-8-23, subject to change.

Arrivals in Hawai'i & outlook from Direct and Travel Agency booking for the past 12 months and the next 6 months

BOOKING PACE

AIR BOOKING TRENDS



Source: ForwardKeys as of 5/28/2023, data subject to changes.

COMPETITIVE LANDSCAPE



All-inclusive
resorts
Caribbean
Mexico



Fiji



Australia



Europe



CHANGING MEDIA LANDSCAPE

- Newsroom shrinkage
- Titles now only digital
- Video rules
- Rise in Micro Influencers
- Blurring of paid/earned media
- Media consumption by consumers
- Travel review websites are top sources for travel planning
- Social media influencing travel decisions



TARGET AUDIENCE

TARGET AUDIENCE



Experience Seekers



Affluent Traveler



Snowbird/Retiree



Romance

Mindful Travelers

High
spending
traveler

High value
traveler

Lifetime
value
traveler



AVID TRAVELERS CANADA



Age range 64+
Income range
\$100k+
Most recent visited
destination Hawai'i



Age range 35-49
Income
range \$100k+
Took an
international trip in
the last 12 months



Age range 50- 64
Income range
\$150k+
Took an
international trip in
the last 12 months

Age range 35-64
Income range
\$100k
Took an
international
vacation by air in
the last 12 months



CORE BRANDING MESSAGE

CORE BRANDING MESSAGE

- Mālama is the overarching message
- Educating the visitor on the value of Aloha, Mālama, Kuleana & Ho'okipia
- Themes for the Messaging will be focused on culture, culinary, romance, wellness, outdoor adventure and family

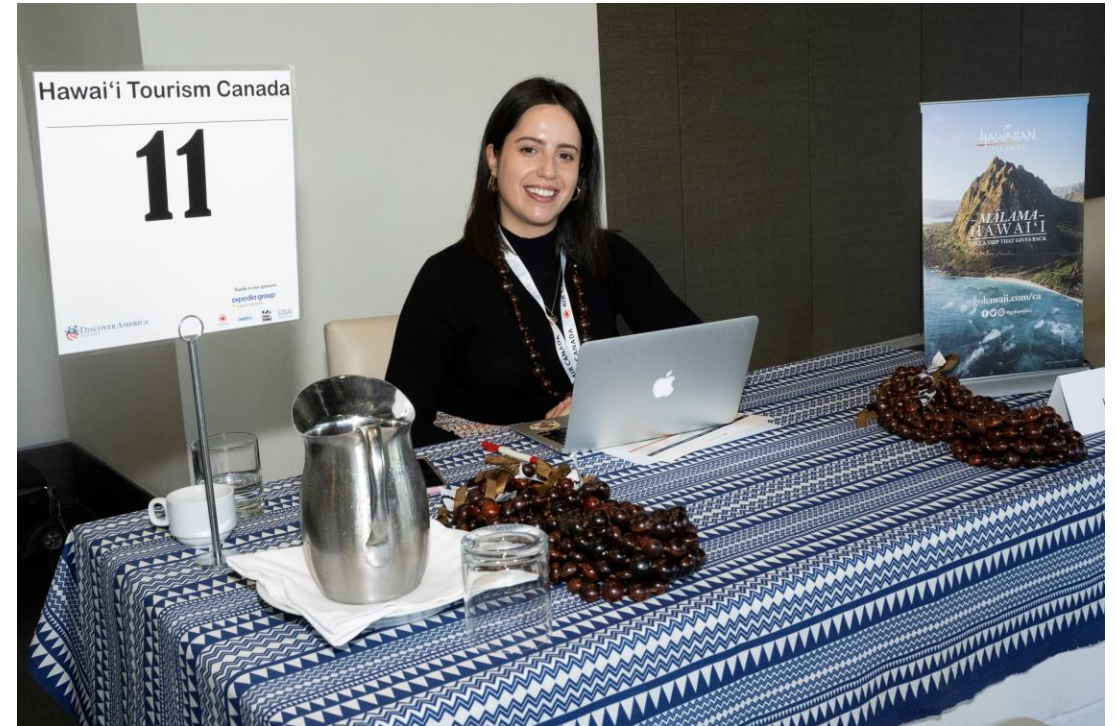


2023 BMP JULY - DECEMBER



PR INITIATIVES 2023

- SITV Consumer Show in Montreal: November 2023
- Group Fam: early November 2023
 - Two Islands (TBD)
 - Theme: Hawai'i's Culinary Scene: From Farm to Table
- Discover America Media Day Toronto : October 26th
- Aloha Canada Media Interviews & Reception
 - Facilitate trade media and broadcast interviews in Toronto and Vancouver
 - Host media reception in Vancouver



TRAVEL TRADE INITIATIVES 2023

- Air Canada Vacations' product launches across Canada September
- TravelBrands Agent Appreciation Events in Montréal/Toronto & digital version in Fall
- WestJet Vacations Expos in Toronto, Calgary and Vancouver inviting up to 10 Hawai'i partners to work with the tour operator (pending confirmation)
- Aloha Canada – December 4 to 7, 2023
 - Three City: Toronto, Calgary, Vancouver
- Hawai'i Specialist Program promotion
- Spoiled Agent
- Branch Up



ALOHA CANADA 2023

- December 4 - 7
- Toronto, Calgary, Vancouver
- Hawai'i & Canadian partners
- Island Chapters
- 3 major markets and on-line
- Trade and PR
- Cultural component
- Destination Specialist Program
- Promotional tools
- Sustainable events
- Mālama, kuleana, aloha and ho'okipa emphasis



SOCIAL MEDIA 2023

- Canada dedicated channels
- Canadian content creation
- Mālama messaging
- High consumer engagement
- Tracking
- Amplified brand messaging
- Island Chapter collaboration
- Amplify earned & owned channels



DIGITAL CAMPAIGNS 2023

- Advanced TV
 - Connected TV
 - CTV retargeting
 - Linear TV extension
- Broadcast Specialty Shows
- Video Content
- Digital Magazines
- Mālama messaging





BUDGET: JUL – DEC 2023

Budget Category	Amount
Consumer Direct	\$108,000
Public Relations	\$69,000
Travel Trade	\$135,000
Research	0
Admin	\$88,000
Total	\$400,000

2024 BMP JANUARY - DECEMBER



PR INITIATIVES 2024

- TMAC Conference: Spring 2024 (exact date and location TBD)
- Group Fam: April 2024
 - Exact dates tentative
 - Two Islands (TBD)
 - Theme: Arts and Culture: Hawai'i's past and future.
- Lei Day Media Blitz: Month of May 2024
- Discover America Media Day (Fall 2024)
- Aloha Canada Media Interviews & Reception
 - Facilitate trade media and broadcast interviews in Toronto, Montreal and Vancouver
 - Host media reception in Toronto



TRAVEL TRADE INITIATIVES 2024

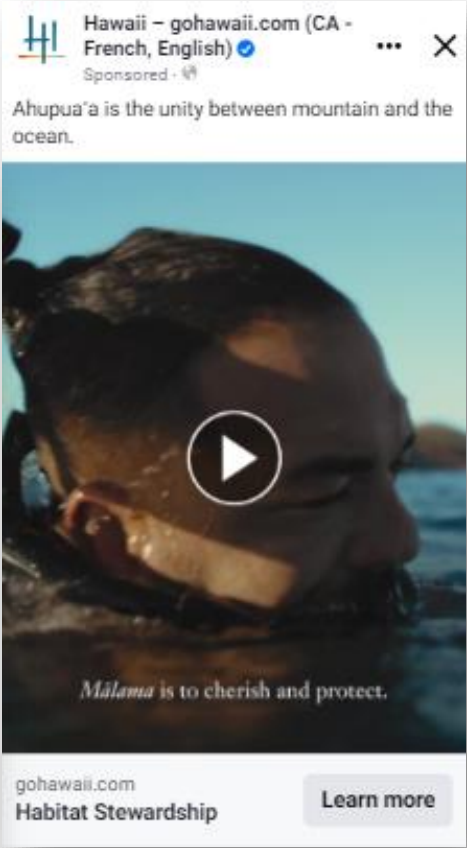
- Group fam – Spring 2024
 - Two Islands (TBD)
- Virtuoso On Tour in Montréal, Vancouver and Toronto in the Spring
- Air Canada Vacations' product launches national
- TravelBrands Agent Appreciation Events in Montréal and Toronto and its digital version in the Fall
- WestJet Vacations Expos in Toronto, Calgary and Vancouver inviting up to 10 Hawai'i partners to work with the tour operator
- Aloha Canada 2024: Toronto, Montréal, Vancouver
- Participation at IPW 2024
- Travel Trade Magazine campaign
- Ongoing webinars, training
- Integrated cooperative campaigns



SOCIAL MEDIA 2024

Always on strategy

- Drive awareness and traffic to the www.gohawaii.com/ca website to educate consumers on Mālama Hawai'i / Kuleana DMAPs
- Encourage the download of the GoHawaii app
- All platforms will be supported (Facebook, Instagram, and Twitter)
- A total of 3 posts per week deployed across all platforms
- Source user-generated content based on the guidelines previously mentioned.
- Integrate the island chapters through Instagram and Facebook lives



OUT OF HOME 2024

- Public Transit Activations & Takeovers
- Digital billboards
- Mālama messaging
- Contesting
- Social engagement
- Integrated campaigns
- Call to action
- Partnership opportunities



CIRQUE DU SOLEIL PARTNERSHIP 2024

- VIP events @ Cirque HQ Montreal
- Activations
- Branding
- Partnership opportunities
- Marketing
- PR, media and social
- Contesting





BUDGET: JAN – DEC 2024

Budget Category	Amount
Consumer Direct	\$384,000
Public Relations	\$128,000
Travel Trade	\$268,000
Research	\$0
Admin	\$220,000
Total	\$1,000,000



**MAHALO!
THANK YOU
MERCI**

11

Report on Tourism Research

11a.1

April Market Insights

Market Insights – April 2023

The HTA Monthly Market Insights reports on the most recent key performance indicators that the Hawai'i Tourism Authority (HTA) uses to measure success. The following measures provide indicators of the overall health of Hawai'i's visitor industry and help to gauge if the HTA is successfully attaining its goals.

Report on Economic Impact

For the first four months of 2023, Hawai'i's tourism economy experienced:

- Total visitor spending: \$7.09 billion, compared to \$5.83 billion (+21.7%) in the first four months of 2022. Total visitor spending was \$5.81 billion (+22.0%) in the first four months of 2019, prior to the COVID-19 pandemic.
- Visitor arrivals: 3,273,869 visitors, compared to 2,812,030 visitors (+16.4%) in the first four months of 2022. Total arrivals were down 3.0 percent when compared to 3,376,675 visitors in the first four months of 2019.
- Statewide average daily census¹: 248,456 visitors, compared to 219,283 visitors (+13.3%) in the first four months of 2022 and 248,441 visitors (0.0%) in the first four months of 2019.
- Air service: 20,302 trans-Pacific flights with 4,469,284 seats, compared to 20,171 flights (+0.6%) with 4,223,132 seats (+5.8%) in the first four months of 2022, and 20,245 flights (+0.3%) with 4,449,480 seats (+0.4%) in the first four months of 2019.
- For FY2023 through April 2023, the state collected \$732.1 million in TAT, compared to \$602.7 million (+21.5%) collected in FY 2022 through April 2022, and \$506.2 million (+44.6%) collected in FY 2019 through April 2019 (Preliminary data from Dept of Taxation).

Table 1: Overall Key Performance Indicators – Total (Air + Cruise) – Year-to-date Apr. 2023 vs. Year-to-date Apr. 2022

	YOY Rate	Apr'22 YTD	Apr'23 YTD	Annual Forecast*
Visitor Spending (\$mil)	21.7%	5,828.8	7,092.7	20,661.0
Daily Spend (\$PPPD)	7.4%	221.5	237.9	235.2
Visitor Days	13.3%	26,313,938	29,814,756	87,853,338
Arrivals	16.4%	2,812,030	3,273,869	9,621,436
Daily Census	13.3%	219,283	248,456	240,694
Airlift (scheduled seats) [^]	6.5%	4,215,758	4,487,775	13,366,686

*DBEDT 2023 annual forecast (as of Four months 1, 2023). Scheduled seats forecast from Diio Mi flight schedules as of May 15, 2023, subject to change.

Table 2: Overall Key Performance Indicators – Total (Air + Cruise) – Year-to-date Apr. 2023 vs. Year-to-date Apr. 2019

	YOY Rate	Apr'19 YTD	Apr'23 YTD	Annual Forecast*
Visitor Spending (\$mil)	22.0%	5,812.1	7,092.7	20,661.0
Daily Spend (\$PPPD)	22.0%	195.0	237.9	235.2
Visitor Days	0.0%	29,812,910	29,814,756	87,853,338
Arrivals	-3.0%	3,376,675	3,273,869	9,621,436
Daily Census	0.0%	248,441	248,456	240,694
Airlift (scheduled seats) [^]	1.6%	4,417,397	4,487,775	13,366,686

*DBEDT 2023 annual forecast (as of Four months 1, 2023). Scheduled seats forecast from Diio Mi flight schedules as of May 15, 2023, subject to change.

¹ Average daily census measures the number of visitors present on any given day.

Figure 1: Monthly Visitor Expenditures (\$mil) – Year-to-date Apr. 2023 vs. Year-to-date Apr. 2022

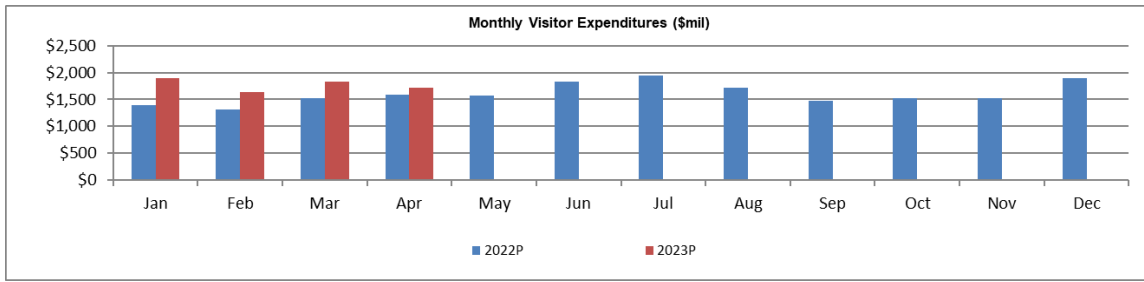
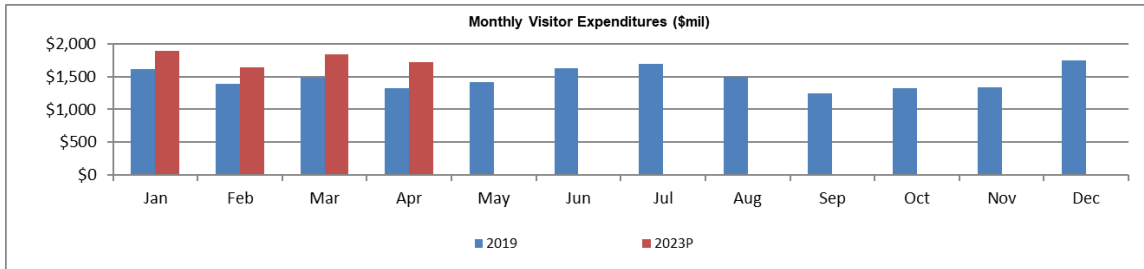


Figure 2: Monthly Visitor Expenditures (\$mil) – Year-to-date Apr. 2023 vs. Year-to-date Apr. 2019



Major Market Areas (MMAs)

USA

Table 3: Key Performance Indicators - U.S. Total (Year-to-date Apr. 2023 vs. Year-to-date Apr. 2022)

	YOY Rate	Apr'22 YTD	Apr'23 YTD	Annual Forecast*
Visitor Spending (\$mil)	👉 7.4%	5,076.5	5,450.6	15,913.9
Daily Spend (\$PPPD)	👉 5.0%	227.6	238.9	242.7
Visitor Days	👉 2.3%	22,307,796	22,815,959	65,577,785
Arrivals	👉 3.1%	2,463,763	2,540,273	7,235,320
Daily Census	👉 2.3%	185,898	190,133	179,665
Airlift (scheduled seats) ^	👉 -2.4%	3,743,919	3,654,144	10,815,264

*DBEDT 2023 annual forecast (as of Four months 1, 2023). Scheduled seats forecast from Diio Mi flight schedules as of May 15, 2023, subject to change.

Table 4: Key Performance Indicators - U.S. Total (Year-to-date Apr. 2023 vs. Year-to-date Apr. 2019)

	YOY Rate	Apr'19 YTD	Apr'23 YTD	Annual Forecast*
Visitor Spending (\$mil)	👈 47.0%	3,707.2	5,450.6	15,913.9
Daily Spend (\$PPPD)	👈 26.6%	188.6	238.9	242.7
Visitor Days	👈 16.1%	19,651,460	22,815,959	65,577,785
Arrivals	👈 17.4%	2,164,304	2,540,273	7,235,320
Daily Census	👈 16.1%	163,762	190,133	179,665
Airlift (scheduled seats) ^	👈 19.5%	3,057,138	3,654,144	10,815,264

*DBEDT 2023 annual forecast (as of Four months 1, 2023). Scheduled seats forecast from Diio Mi flight schedules as of May 15, 2023, subject to change.

- Real gross domestic product (GDP) rose 0.5 percent in April 2023, more than reversing a -0.3 percent decline in March 2023.
- The Conference Board Consumer Confidence Index declined in April 2023. The Index now stands at 101.2 (1985=100), down from 104.0 in March. The Present Situation Index based on consumers' assessment of current business and labor market conditions increased to 151.1 from 148.9 last month. The Expectations Index, based on consumers' short-term outlook for income, business, and labor market conditions fell to 68.1 from 74.0 in March 2023.

- The forecast for domestic scheduled nonstop air seats to Hawai'i during May-July 2023 will decrease -1.9 percent compared to the same period in 2022. This projection is based on flights appearing in Diio Mi. A decreased in flights is expected from U.S. West (-1.9%). The decrease in U.S. East (-2.4%) is a result of some frequency reductions, most specifically on American from DFW-OGG, United from ORD-OGG/KOA, and EWR-OGG.

US WEST

Table 5: Key Performance Indicators - U.S. West (Year-to-date Apr. 2023 vs. Year-to-date Apr. 2022)

		YOY Rate	Apr'22 YTD	Apr'23 YTD	Annual Forecast*
Visitor Spending (\$mil)	👉	2.4%	3,180.2	3,257.1	9,715.3
Daily Spend (\$PPPD)	👉	2.0%	221.4	225.8	231.7
Visitor Days	👉	0.4%	14,361,252	14,425,855	41,931,662
Arrivals	👉	1.2%	1,670,887	1,691,663	4,858,825
Daily Census	👉	0.4%	119,677	120,215	114,881
Airlift (scheduled seats) ^	👉	-4.3%	3,310,110	3,168,228	9,521,871

*DBEDT 2023 annual forecast (as of Four months 1, 2023). Scheduled seats forecast from Diio Mi flight schedules as of May 15, 2023, subject to change.

Table 6: Key Performance Indicators - U.S. West (Year-to-date Apr. 2023 vs. Year-to-date Apr. 2019)

		YOY Rate	Apr'19 YTD	Apr'23 YTD	Annual Forecast*
Visitor Spending (\$mil)	👆	49.3%	2,181.5	3,257.1	9,715.3
Daily Spend (\$PPPD)	👆	27.2%	177.5	225.8	231.7
Visitor Days	👆	17.4%	12,290,140	14,425,855	41,931,662
Arrivals	👆	19.3%	1,417,512	1,691,663	4,858,825
Daily Census	👆	17.4%	102,418	120,215	114,881
Airlift (scheduled seats) ^	👆	18.8%	2,666,749	3,168,228	9,521,871

*DBEDT 2023 annual forecast (as of Four months 1, 2023). Scheduled seats forecast from Diio Mi flight schedules as of May 15, 2023, subject to change.

- In April 2023, 465,116 visitors arrived from the U.S. West, which was down from April 2022 (514,878 visitors, -9.7%) but an increase compared to April 2019 (388,573 visitors, +19.7%). U.S. West visitors spending of \$874.4 million in April 2023 declined from April 2022 (\$940.9 million, -7.1%) but was higher than April 2019 (\$547.0 million, +59.8%). Daily spending by U.S. West visitors in April 2023 (\$233 per person) was up moderately from April 2022 (\$224 per person, +4.3%) but was considerably more than April 2019 (\$171 per person, +36.0%).
- In the first four months of 2023, there were 1,691,663 visitors from the U.S. West, compared to 1,670,887 visitors (+1.2%) in the first four months of 2022 and 1,417,512 visitors (+19.3%) in the first four months of 2019. U.S. West visitors spent \$3.26 billion in the first four months of 2023, compared to \$3.18 billion (+2.4%) in the first four months of 2022 and \$2.18 billion (+49.3%) in the first four months of 2019.

US EAST

Table 7: Key Performance Indicators - U.S. East (Year-to-date Apr. 2023 vs. Year-to-date Apr. 2022)

		YOY Rate	Apr'22 YTD	Apr'23 YTD	Annual Forecast*
Visitor Spending (\$mil)	👆	15.7%	1,896.3	2,193.5	6,198.6
Daily Spend (\$PPPD)	👉	9.6%	238.6	261.4	262.1
Visitor Days	👉	5.6%	7,946,544	8,390,103	23,646,123
Arrivals	👉	7.0%	792,876	848,610	2,376,495
Daily Census	👉	5.6%	66,221	69,918	64,784
Airlift (scheduled seats) ^	👆	12.0%	433,809	485,916	1,293,393

*DBEDT 2023 annual forecast (as of Four months 1, 2023). Scheduled seats forecast from Diio Mi flight schedules as of May 15, 2023, subject to change.

Table 8: Key Performance Indicators - U.S. East (Year-to-date Apr. 2023 vs. Year-to-date Apr. 2019)

		YOY Rate	Apr'19 YTD	Apr'23 YTD	Annual Forecast*
Visitor Spending (\$mil)	👆	43.8%	1,525.7	2,193.5	6,198.6
Daily Spend (\$PPPD)	👆	26.1%	207.3	261.4	262.1
Visitor Days	👆	14.0%	7,361,321	8,390,103	23,646,123
Arrivals	👆	13.6%	746,793	848,610	2,376,495
Daily Census	👆	14.0%	61,344	69,918	64,784
Airlift (scheduled seats) ^	👆	24.5%	390,389	485,916	1,293,393

*DBEDT 2023 annual forecast (as of Four months 1, 2023). Scheduled seats forecast from Diio Mi flight schedules as of May 15, 2023, subject to change.

- There were 186,695 visitors from the U.S. East in April 2023, a slight drop from April 2022 (188,868 visitors, -1.2%) but much higher than April 2019 (159,115 visitors, +17.3%). U.S. East visitor spending increased to \$473.2 million in April 2023, compared to \$422.9 million (+11.9%) in April 2022 and \$286.8 million (+65.0%) in April 2019. Daily spending by U.S. East visitors in April 2023 (\$278 per person) increased significantly in comparison to April 2022 (\$242 per person, +15.0%) and April 2019 (\$200 per person, +39.1%).
- In the first four months of 2023, 848,610 visitors arrived from the U.S. East, compared to 792,876 (+7.0%) in the first four months of 2022 and 746,793 visitors (+13.6%) in the first four months of 2019. U.S. East visitors spent \$2.19 billion in the first four months of 2023, compared to \$1.90 billion (+15.7%) in the first four months of 2022 and \$1.53 billion (+43.8%) in the first four months of 2019.

JAPAN

Table 9: Key Performance Indicators – Japan (Year-to-date Apr. 2023 vs. Year-to-date Apr. 2022)

		YOY Rate	Apr'22 YTD	Apr'23 YTD	Annual Forecast*
Visitor Spending (\$mil)	👆	371.0%	46.8	220.5	1,768.9
Daily Spend (\$PPPD)	👉	6.8%	220.1	235.1	245.1
Visitor Days	👆	340.9%	212,723	937,906	7,216,077
Arrivals	👆	743.1%	15,817	133,352	962,144
Daily Census	👆	340.9%	1,773	7,816	19,770
Airlift (scheduled seats) ^	👆	309.3%	71,506	292,646	1,134,126

*DBEDT 2023 annual forecast (as of Four months 1, 2023). Scheduled seats forecast from Diio Mi flight schedules as of May 15, 2023, subject to change.

Table 10: Key Performance Indicators – Japan (Year-to-date Apr. 2023 vs. Year-to-date Apr. 2019)

		YOY Rate	Apr'19 YTD	Apr'23 YTD	Annual Forecast*
Visitor Spending (\$mil)	👇	-67.9%	688.1	220.5	1,768.9
Daily Spend (\$PPPD)	👉	-1.3%	238.3	235.1	245.1
Visitor Days	👇	-67.5%	2,886,779	937,906	7,216,077
Arrivals	👇	-73.0%	494,416	133,352	962,144
Daily Census	👇	-67.5%	24,056	7,816	19,770
Airlift (scheduled seats) ^	👇	-56.0%	664,654	292,646	1,134,126

*DBEDT 2023 annual forecast (as of Four months 1, 2023). Scheduled seats forecast from Diio Mi flight schedules as of May 15, 2023, subject to change.

- There were 34,358 visitors from Japan in April 2023, compared to 6,749 visitors (+409.1%) in April 2022 and 119,487 visitors (-71.2%) in April 2019. Visitors from Japan spent \$57.3 million in April 2023, compared to \$15.3 million (+274.1%) in April 2022 and \$164.0 million (-65.0%) in April 2019. Daily spending by Japanese visitors in April 2023 (\$235 per person) increased compared to April 2022 (\$231 per person, +1.9%) and was about the same as April 2019 (\$234 per person, +0.6%).
- In the first four months of 2023, there were 133,352 visitors from Japan, compared to 15,817 visitors (+743.1%) in the first four months of 2022 and 494,416 visitors (-73.0%) in the first four months of 2019. Visitors from Japan spent \$220.5 million in the first four months of 2023, compared to \$46.8 million (+371.0%) in the first four months of 2022 and \$688.1 million (-67.9%) in the first four months of 2019.

- The yen weakened to around 135.80 against the dollar on April 28, 2023, after the Bank of Japan announced that it will maintain long-standing accommodative monetary policy for the time being. The Japanese currency fell 2 yen from 133.8 yen before the announcement. The exchange rate as of March 2023 was 133.12 yen per dollar. The exchange rate as of April 2022 was 126.2 yen.
- Japan lifted its COVID-19 border controls for all arrivals on April 29, 2023, with the decision brought forward by the government in anticipation of an increase in travelers during the annual Golden Week holiday. On May 8, 2023, Japan downgraded the legal status of COVID-19 to the same category as seasonal influenza and greatly relaxed its intensive medical rules, marking a major shift in its approach after three years of dealing with the coronavirus.
- According to the Japan National Tourism Organization, a total 694,300 Japanese departed Japan for overseas in February 2023, a decrease of 64.0 percent from February 2019.
- Overseas travel is increasing for this year's long holiday Golden Week period, estimated number of travelers is 200,000, up to 400 percent compared to year of 2022. The average travel costs is 257,000 yen and Hawai'i is ranked in the top popular destination.
- Air Service: All Nippon (ANA): Currently operating double daily flights from Narita and Haneda. For summer vacation period, ANA will increase to triple daily flights. Hawaiian Airlines: Currently operating 6 times for all Hawai'i bound from Haneda, Narita, and Kansai. On April 30, Fukuoka-Honolulu restarted 3 times a week operation. Japan Airlines: Flights from Narita and Haneda have been operating daily. KIX-HNL operate once a week. ZIPAIR: Currently operating 3 flights a week from Narita.

CANADA

Table 11: Key Performance Indicators – Canada (Year-to-date Apr. 2023 vs. Year-to-date Apr. 2022)

		YOY Rate	Apr'22 YTD	Apr'23 YTD	Annual Forecast*
Visitor Spending (\$mil)	👆	58.7%	353.1	560.4	1,130.5
Daily Spend (\$PPPD)	👆	21.4%	177.3	215.2	197.8
Visitor Days	👆	30.8%	1,991,678	2,604,598	5,716,654
Arrivals	👆	43.2%	150,180	215,071	461,829
Daily Census	👆	30.8%	16,597	21,705	15,662
Airlift (scheduled seats) ^	👇	-5.7%	254,125	239,587	485,426

*DBEDT 2023 annual forecast (as of Four months 1, 2023). Scheduled seats forecast from Diio Mi flight schedules as of May 15, 2023, subject to change.

Table 12: Key Performance Indicators – Canada (Year-to-date Apr. 2023 vs. Year-to-date Apr. 2019)

		YOY Rate	Apr'19 YTD	Apr'23 YTD	Annual Forecast*
Visitor Spending (\$mil)	👉	0.4%	558.4	560.4	1,130.5
Daily Spend (\$PPPD)	👆	29.5%	166.1	215.2	197.8
Visitor Days	👇	-22.5%	3,362,088	2,604,598	5,716,654
Arrivals	👇	-20.3%	269,939	215,071	461,829
Daily Census	👇	-22.5%	28,017	21,705	15,662
Airlift (scheduled seats) ^	👇	-11.2%	269,770	239,587	485,426

*DBEDT 2023 annual forecast (as of Four months 1, 2023). Scheduled seats forecast from Diio Mi flight schedules as of May 15, 2023, subject to change.

- In April 2023, 39,333 visitors arrived from Canada, compared to 43,107 visitors (-8.8%) in April 2022 and 56,749 visitors (-30.7%) in April 2019. Visitors from Canada spent \$96.3 million in April 2023, compared to \$88.8 million (+8.5%) in April 2022 and \$100.2 million (-3.8%) in April 2019. Daily spending by Canadian visitors in April 2023 (\$217 per person) increased substantially compared to April 2022 (\$182 per person, +19.3%) and April 2019 (\$154 per person, +41.0%).
- In the first four months of 2023, there were 215,071 visitors from Canada, compared to 150,180 visitors (+43.2%) in the first four months of 2022 and 269,939 visitors (-20.3%) in the first four months of 2019. Visitors from Canada spent \$560.4 million in the first four months of 2023, compared to \$353.1 million (+58.7%) in the first four months of 2022 and \$558.4 million (+0.4%) in the first four months of 2019.

- Employment in Canada rose by 41,000 in April 2023, driven by an increase in part-time work. The number of Canadians in full-time work was largely unchanged. Both the labor force participation rate and the unemployment rate held steady at 65.6 percent and 5 percent, respectively.
- The Conference Board of Canada recession risk tracker for March 2023 shows a 95.0 percent risk that Canada could slip into a recession within the next twelve months.
- The national inflation rate fell to 4.3 percent (year-over-year) in March 2023. With inflation moving in the right direction, The Bank of Canada hit a pause on interest rates once again leaving the target for the overnight rate untouched at 4.5 percent.
- The index of consumer confidence inched up to 76.7 points in April 2023, the highest rating since summer 2022. The share of respondents of the Conference Board of Canada's survey who think it is a good time to purchase large-ticket items also increased, but at 11.5 percent, remains well below pre-pandemic levels.
- More than 3.1 million Canadians returned home from an overnight transborder trip in January and February 2023, more than three times the volume recorded in 2022 and an 18 percent increase compared to 2019. While trips by air increased significantly, auto travel was down 10 percent versus 2019. Trips by automobile accounted for just one-third of activity during the period, compared to 43 percent pre-pandemic.
- Destinations in the Caribbean, Mexico, and Central America reported nearly 1.5 million arrivals from Canada throughout the first two months of 2023; 92 percent of the activity recorded in 2019. Destinations in Europe and the UK saw 438 thousand Canadian arrivals in January and February 2023; 95 percent of the volume recorded in 2019 (-5.4%). European destinations such as Greece and Portugal investing large sums of money in advertising to draw the summer traveler.
- The first quarter of 2023 saw carriers offer nearly 196 thousand direct seats, compared to 211 thousand in 2019 (-7%). Compared to 2019, Air Canada offered the same volume of seats, while there were 16 thousand fewer seats offered by WestJet (-13%).

OCEANIA

Table 13: Key Performance Indicators – Oceania (Year-to-date Apr. 2023 vs. Year-to-date Apr. 2022)

		YOY Rate	Apr'22 YTD	Apr'23 YTD	Annual Forecast*
Visitor Spending (\$mil)	👆	175.4%	72.4	199.3	691.2
Daily Spend (\$PPPD)	👉	8.3%	267.9	290.3	299.5
Visitor Days	👆	154.2%	270,122	686,675	2,307,871
Arrivals	👆	182.3%	27,015	76,275	240,536
Daily Census	👆	154.2%	2,251	5,722	6,323
Airlift (scheduled seats) ^	👆	131.1%	47,223	109,151	331,997

*DBEDT 2023 annual forecast (as of Four months 1, 2023). Scheduled seats forecast from Diio Mi flight schedules as of May 15, 2023, subject to change.

Table 14: Key Performance Indicators – Oceania (Year-to-date Apr. 2023 vs. Year-to-date Apr. 2019)

		YOY Rate	Apr'19 YTD	Apr'23 YTD	Annual Forecast*
Visitor Spending (\$mil)	👇	-19.5%	247.6	199.3	691.2
Daily Spend (\$PPPD)	👉	8.8%	266.8	290.3	299.5
Visitor Days	👇	-26.0%	927,903	686,675	2,307,871
Arrivals	👇	-23.3%	99,399	76,275	240,536
Daily Census	👇	-26.0%	7,733	5,722	6,323
Airlift (scheduled seats) ^	👇	-31.3%	158,779	109,151	331,997

*DBEDT 2023 annual forecast (as of Four months 1, 2023). Scheduled seats forecast from Diio Mi flight schedules as of May 15, 2023, subject to change.

- Australia's central bank paused its rate-rise cycle in April 2023. The current 3.6 percent cash rate is forecasted to be the likely peak (down from 4.1%).

- In New Zealand, inflation is one of the highest concerns for residents as they wait for the peak along with a settling in rates. Some eventual clarity around the outcome of this year's election is also of interest.
- Unemployment remains low in Australia and New Zealand at 3.5 percent and 3.4 percent, respectively.
- Provisional travel data for Quarter 1 2023 shows an increase in outbound travel from Australia: 1.34 million in January, 1.06 million in Feb and 1.33 million in March.
- New Zealand outbound travel in February 2023 was down 18 percent compared to 2019 (Which emphasizes how well Hawai'i is doing from the New Zealand market – up 23% in February versus 2019).
- Flights between Auckland, New Zealand and North America for the Kiwi summer will surpass pre-pandemic levels—with Auckland airport confirming that capacity to the U.S. will increase 11 percent (against 2019 levels) in the upcoming summer. This includes the addition of services from Delta, American Airlines and United.
- Exchange rates are currently sitting at 68 cents (AUD) and 63 cents (NZD) to \$1 USD.

OTHER ASIA

Table 15: Key Performance Indicators – Other Asia (Year-to-date Apr. 2023 vs. Year-to-date Apr. 2022)

		YOY Rate	Apr'22 YTD	Apr'23 YTD	Annual Forecast*
Visitor Spending (\$mil)	👆	206.6%	54.6	167.4	N/A
Daily Spend (\$PPPD)	👉	3.3%	295.9	305.6	N/A
Visitor Days	👆	196.9%	184,569	548,026	N/A
Arrivals	👆	279.5%	16,560	62,847	N/A
Daily Census	👆	196.9%	1,538	4,567	N/A
Airlift (scheduled seats) ^	👆	155.4%	38,702	98,860	290,191

*DBEDT 2023 annual forecast (as of Four months 1, 2023). Scheduled seats forecast from Diio Mi flight schedules as of May 15, 2023, subject to change.

Table 16: Key Performance Indicators – Other Asia (Year-to-date Apr. 2023 vs. Year-to-date Apr. 2019)

		YOY Rate	Apr'19 YTD	Apr'23 YTD	Annual Forecast*
Visitor Spending (\$mil)	👇	-43.1%	294.2	167.4	N/A
Daily Spend (\$PPPD)	👉	4.3%	293.0	305.6	N/A
Visitor Days	👇	-45.4%	1,004,090	548,026	N/A
Arrivals	👇	-48.9%	123,045	62,847	N/A
Daily Census	👇	-45.4%	8,367	4,567	N/A
Airlift (scheduled seats) ^	👇	-40.2%	165,205	98,860	290,191

*DBEDT 2023 annual forecast (as of Four months 1, 2023). Scheduled seats forecast from Diio Mi flight schedules as of May 15, 2023, subject to change.

KOREA

Table 17: Key Performance Indicators – Korea (Year-to-date Apr. 2023 vs. Year-to-date Apr. 2022)

		YOY Rate	Apr'22 YTD	Apr'23 YTD	Annual Forecast*
Visitor Spending (\$mil)	👆	313.7%	37.4	154.6	345.6
Daily Spend (\$PPPD)	👉	9.3%	279.3	305.1	308.2
Visitor Days	👆	278.6%	133,798	506,506	1,121,316
Arrivals	👆	417.9%	11,106	57,522	144,322
Daily Census	👆	278.6%	1,115	4,221	3,072
Airlift (scheduled seats) ^	👆	155.4%	38,702	98,860	283,153

*DBEDT 2023 annual forecast (as of Four months 1, 2023). Scheduled seats forecast from Diio Mi flight schedules as of May 15, 2023, subject to change.

Table 18: Key Performance Indicators – Korea (Year-to-date Apr. 2023 vs. Year-to-date Apr. 2019)

		YOY Rate	Apr'19 YTD	Apr'23 YTD	Annual Forecast*
Visitor Spending (\$mil)	👉	-7.5%	167.1	154.6	345.6
Daily Spend (\$PPPD)	👆	12.7%	270.8	305.1	308.2
Visitor Days	👇	-17.9%	616,960	506,506	1,121,316
Arrivals	👇	-26.3%	78,027	57,522	144,322
Daily Census	👇	-17.9%	5,141	4,221	3,072
Airlift (scheduled seats) [^]	👇	-11.1%	111,168	98,860	283,153

*DBEDT 2023 annual forecast (as of Four months 1, 2023). Scheduled seats forecast from Diio Mi flight schedules as of May 15, 2023, subject to change.

- Korea's exports fell 14.2 percent from a year earlier to \$49.6 billion in April 2023.
- In April 2023, the South Korean exchange rate was 1,325.28(KRW/USD), appreciating from the previous month's 1,307.95(KRW/USD).
- The number of Korean departures, according to Korea Tourism Organization, was 1,472,193 in March 2023. The figure represents a recovery of 58.5 percent compared to March 2019 and is 10.1 times higher than March 2022.
- Fuel surcharges for international flights will drop to level 8 in May 2023, according to the airline industry. There has been a 63.6 percent decrease compared to July-August 2021 (level 22), when international fuel surcharges reached their peak. The curve is expected to trend downward, but uncertainty remains.
- In January 2023, three out of ten Korean travelers visited Japan, while one in two foreign visitors to Guam and Saipan were from Korea. Other popular destinations within 4-5 hours flight from Korea are Vietnam, the Philippines, and Taiwan, each having eased their COVID restrictions early and increased air services. The Korean market has been ranked first in these destinations for three consecutive months, surpassing the United States which was the initial leader after the pandemic.
- In April 2023, Korean Air operates daily flights; Asiana Airlines operates 5 weekly flights; Hawaiian Airlines operates 5 weekly flights.

CHINA

Table 19: Key Performance Indicators – China (Year-to-date Apr. 2023 vs. Year-to-date Apr. 2022)

		YOY Rate	Apr'22 YTD	Apr'23 YTD	Annual Forecast*
Visitor Spending (\$mil)	👉	-1.4%	8.9	8.8	N/A
Daily Spend (\$PPPD)	👉	1.1%	339.8	343.4	N/A
Visitor Days	👉	-2.4%	26,236	25,612	N/A
Arrivals	👉	3.4%	3,296	3,407	N/A
Daily Census	👉	-2.4%	219	213	N/A
Airlift (scheduled seats) [^]		N/A	N/A	N/A	N/A

*DBEDT 2023 annual forecast (as of Four months 1, 2023) N/A=Not available.

Table 20: Key Performance Indicators – China (Year-to-date Apr. 2023 vs. Year-to-date Apr. 2019)

		YOY Rate	Apr'19 YTD	Apr'23 YTD	Annual Forecast*
Visitor Spending (\$mil)	👇	-91.2%	99.6	8.8	N/A
Daily Spend (\$PPPD)	👉	4.1%	329.7	343.4	N/A
Visitor Days	👇	-91.5%	302,061	25,612	N/A
Arrivals	👇	-90.5%	35,791	3,407	N/A
Daily Census	👇	-91.5%	2,517	213	N/A
Airlift (scheduled seats) [^]		N/A	N/A	N/A	N/A

*DBEDT 2023 annual forecast (as of Four months 1, 2023). N/A=Not available

- April 2023 month-end (ME) rate for Chinese Yuan versus USD was 6.92, compared to 6.87 in March 2023 ME and 6.56 in April 2022 ME.

- In April 2023, the Purchasing Manager Index of China's manufacturing industry was 49.2 percent, a decrease of 270 basis points from the prior month figure of 51.9 percent.
- In April 2023, China's annual inflation rate was 0.1 percent year on year (vs. 0.7% last month and 2.1% in April 2022), the slowest rate in two years.
- Travel analyst Forward Keys has predicted that outbound China travel will grow in Quarter 2, 2023, as more seats connect Chinese travelers to the rest of the world. The APAC region currently holds the largest share at 81 percent, with a recovery rate of +43 percent in Quarter 2. Thailand, South Korea, Hong Kong and Japan are the best-connected destinations with China.

EUROPE

Table 21: Key Performance Indicators – Europe (Year-to-date Apr. 2023 vs. Year-to-date Apr. 2022)

		YOY Rate	Apr'22 YTD	Apr'23 YTD	Annual Forecast*
Visitor Spending (\$mil)	👆	71.5%	45.2	77.5	254.4
Daily Spend (\$PPPD)	👆	59.8%	146.7	234.4	167.4
Visitor Days	👉	7.3%	307,904	330,446	1,519,811
Arrivals	👆	15.3%	21,064	24,283	115,457
Daily Census	👉	7.3%	2,566	2,754	4,164
Airlift (scheduled seats) ^		N/A	N/A	N/A	N/A

*DBEDT 2023 annual forecast (as of Four months 1, 2023). N/A=Not available

Table 22: Key Performance Indicators – Europe (Year-to-date Apr. 2023 vs. Year-to-date Apr. 2019)

		YOY Rate	Apr'19 YTD	Apr'23 YTD	Annual Forecast*
Visitor Spending (\$mil)	👉	6.2%	73.0	77.5	254.4
Daily Spend (\$PPPD)	👆	50.3%	156.0	234.4	167.4
Visitor Days	👇	-29.3%	467,685	330,446	1,519,811
Arrivals	👇	-32.0%	35,704	24,283	115,457
Daily Census	👇	-29.3%	3,897	2,754	4,164
Airlift (scheduled seats) ^		N/A	N/A	N/A	N/A

*DBEDT 2023 annual forecast (as of Four months 1, 2023). N/A=Not available

LATIN AMERICA

Table 23: Key Performance Indicators – Latin America (Year-to-date Apr. 2023 vs. Year-to-date Apr. 2022)

		YOY Rate	Apr'22 YTD	Apr'23 YTD	Annual Forecast*
Visitor Spending (\$mil)	👆	290.4%	5.9	23.1	N/A
Daily Spend (\$PPPD)	👆	196.3%	89.1	263.9	N/A
Visitor Days	👆	31.8%	66,388	87,467	N/A
Arrivals	👆	35.4%	5,872	7,948	N/A
Daily Census	👆	31.8%	553	729	N/A
Airlift (scheduled seats) ^		N/A	N/A	N/A	N/A

*DBEDT 2023 annual forecast (as of Four months 1, 2023). N/A=Not available

Table 24: Key Performance Indicators – Latin America (Year-to-date Apr. 2023 vs. Year-to-date Apr. 2019)

		YOY Rate	Apr'19 YTD	Apr'23 YTD	Annual Forecast*
Visitor Spending (\$mil)	👉	5.9%	21.8	23.1	N/A
Daily Spend (\$PPPD)	👆	12.6%	234.3	263.9	N/A
Visitor Days	👉	-5.9%	92,999	87,467	N/A
Arrivals	👉	-8.7%	8,707	7,948	N/A
Daily Census	👉	-5.9%	775	729	N/A
Airlift (scheduled seats) ^		N/A	N/A	N/A	N/A

*DBEDT 2023 annual forecast (as of Four months 1, 2023). N/A=Not available

ISLAND VISITATION:

- **O'ahu:** There were 454,287 visitors to O'ahu in April 2023, compared to 416,285 visitors (+9.1%) in April 2022 and 487,367 visitors (-6.8%) in April 2019. Visitor spending was \$723.7 million in April 2023 compared to \$703.4 million (+2.9%) in April 2022 and \$613.3 million (+18.0%) in April 2019. The average daily census on O'ahu was 108,235 visitors in April 2023, compared to 99,023 visitors (+9.3%) in April 2022 and 109,204 visitors (-0.9%) in April 2019.
- In the first four months of 2023, there were 1,789,417 visitors to O'ahu, compared to 1,406,493 visitors (+27.2%) in the first four months of 2022 and 1,954,398 visitors (-8.4%) in the first four months of 2019. For the first four months of 2023, total visitor spending was \$2.83 billion, up from \$2.48 billion (+14.1%) in the first four months of 2022 and \$2.60 billion (+9.1%) in the first four months of 2019.
- **Maui:** There were 243,245 visitors to Maui in April 2023, compared to 254,398 visitors (-4.4%) in April 2022 and 247,984 visitors (-1.9%) in April 2019. Visitor spending was \$544.8 million in April 2023, compared to \$496.7 million in April 2022 (+9.7%) and \$398.6 million (+36.7%) in April 2019. The average daily census on Maui was 61,735 visitors in April 2023, compared to 67,943 visitors (-9.1%) in April 2022 and 63,280 visitors (-2.4%) in April 2019.
- In the first four months of 2023, there were 969,214 visitors to Maui, compared to 870,445 visitors (+11.3%) in the first four months of 2022 and 974,943 visitors (-0.6%) in the first four months of 2019. For the first four months of 2023, total visitor spending was \$2.33 billion, compared to \$1.78 billion (+30.7%) in the first four months of 2022 and \$1.73 billion (+34.7%) in the first four months of 2019.
- **Hawai'i Island:** There were 138,448 visitors to Hawai'i Island in April 2023, compared to 140,302 visitors (-1.3%) in April 2022 and 130,224 visitors (+6.3%) in April 2019. Visitor spending was \$217.5 million in April 2023, compared to \$199.3 million (+9.1%) in April 2022 and \$149.1 million (+45.9%) in April 2019. The average daily census on Hawai'i Island was 34,033 visitors in April 2023, compared to 37,356 visitors (-8.9%) in April 2022 and 30,444 visitors (+11.8%) in April 2019.
- In the first four months of 2023, there were 585,441 visitors to Hawai'i Island, compared to 515,333 visitors (+13.6%) in the first four months of 2022 and 577,101 visitors (+1.4%) in the first four months of 2019. For the first four months of 2023, total visitor spending was \$958.6 million, compared to \$851.3 million (+12.6%) in the first four months of 2022 and \$795.5 million (+20.5%) in the first four months of 2019.
- **Kaua'i** There were 118,156 visitors to Kaua'i in April 2023, compared to 115,578 visitors (+2.2%) in April 2022 and 106,181 visitors (+11.3%) in April 2019. Visitor spending was \$211.9 million in April 2023, compared to \$176.3 million in April 2022 (+20.2%) and \$135.8 million (+56.0%) in April 2019. The average daily census on Kaua'i was 27,892 visitors in April 2023, compared to 29,438 visitors (-5.2%) in April 2022 and 25,330 visitors (+10.1%) in April 2019.
- In the first four months of 2023, there were 448,247 visitors to Kaua'i, compared to 395,379 visitors (+13.4%) in the first four months of 2022 and 439,643 visitors (+2.0%) in the first four months of 2019. For the first four months of 2023, total visitor spending was \$872.8 million, compared to \$646.6 million (+35.0%) in the first four months of 2022 and \$617.7 million (+41.3%) in the first four months of 2019.

11a.2

April Dashboard

HTA Key Performance Indicators Dashboard

Hawai'i Tourism Authority Report Date: **Apr-23** Preliminary

Visitor Industry Performance Measures

Market: **OVERALL**

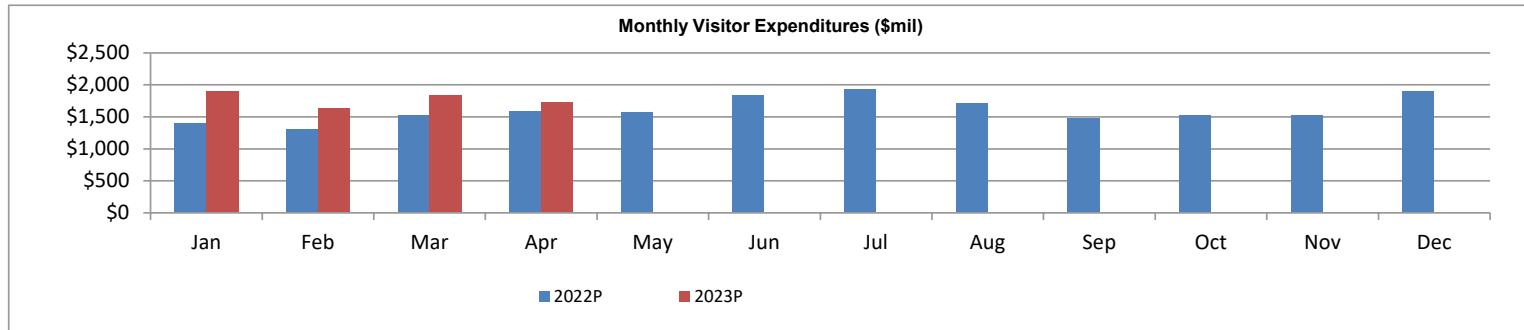
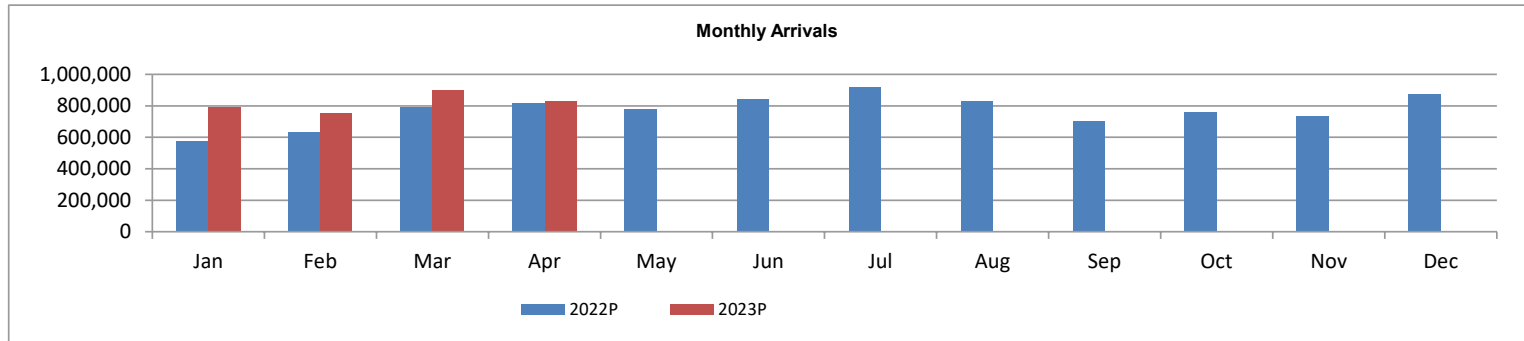
Key Performance Indicators

	YOY Rate	Apr'22 YTD	Apr'23 YTD	Annual Forecast*	Arrivals	YOY Rate	YTD
Visitor Spending (\$mil)	↑ 21.7%	5,828.8	7,092.7	20,661.0	O'ahu	27.2%	1,789,417
Daily Spend (\$PPPD)	↔ 7.4%	221.5	237.9	235.2	Mauī	11.3%	969,214
Visitor Days	↑ 13.3%	26,313,938	29,814,756	87,853,338	Moloka'i	20.4%	15,875
Arrivals	↑ 16.4%	2,812,030	3,273,869	9,621,436	Lāna'i	11.0%	22,994
Daily Census	↑ 13.3%	219,283	248,456	240,694	Kaua'i	13.4%	448,247
Airlift (scheduled seats) [^]	↔ 6.5%	4,215,758	4,487,775	13,366,686	Hawai'i Island	13.6%	585,441

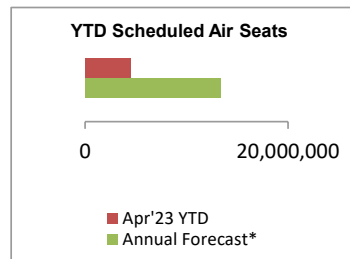
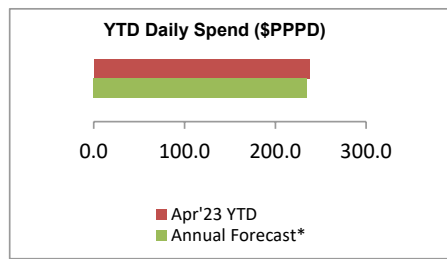
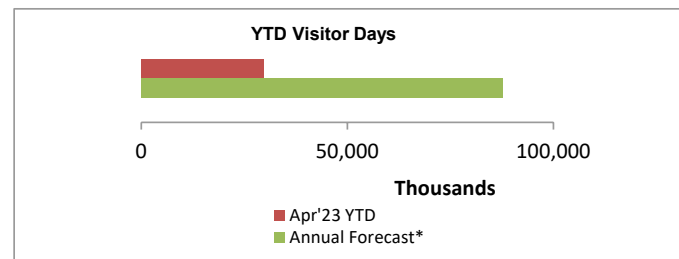
* DBEDT Annual Forecast as of Q1 2023.

[^] DBEDT READ analysis based on scheduled seats from Diio Mi flight schedules as of May 15, 2023, subject to change.

Monthly Indicators



Annual Indicators



* Excludes Supplemental Business Expenditures

HTA Key Performance Indicators Dashboard

Hawai'i Tourism Authority Report Date: **Apr-23** Preliminary

Visitor Industry Performance Measures

Market: **U.S. TOTAL**

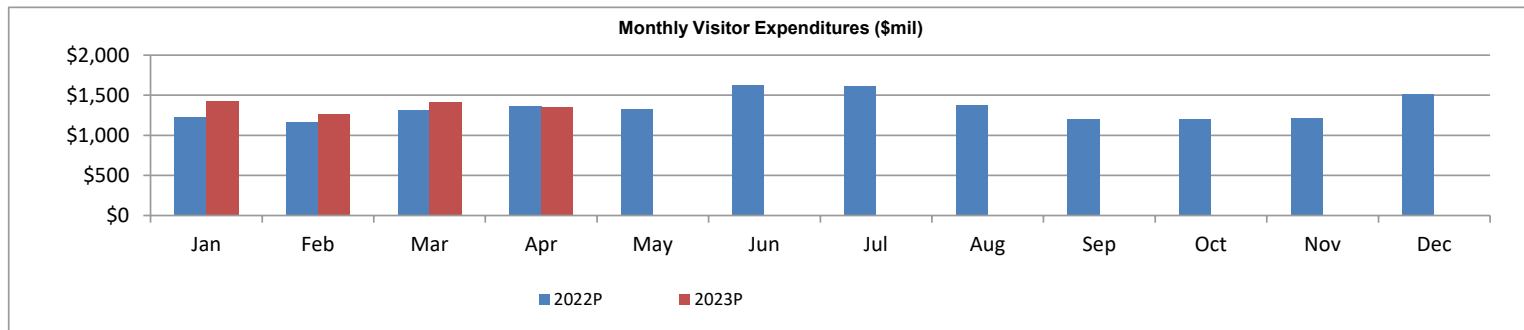
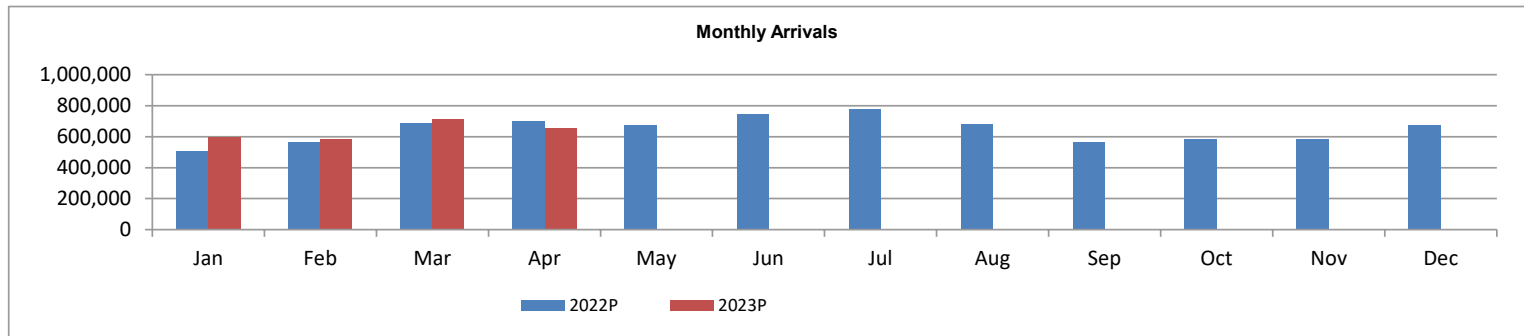
Key Performance Indicators

	YOY Rate	Apr'22 YTD	Apr'23 YTD	Annual Forecast*	Arrivals	YOY Rate	YTD
Visitor Spending (\$mil)	↗ 7.4%	5,076.5	5,450.6	15,913.9	O'ahu	6.3%	1,283,680
Daily Spend (\$PPPD)	↗ 5.0%	227.6	238.9	242.7	Mauī	5.4%	807,667
Visitor Days	↗ 2.3%	22,307,796	22,815,959	65,577,785	Moloka'i	11.5%	12,653
Arrivals	↗ 3.1%	2,463,763	2,540,273	7,235,320	Lāna'i	5.6%	18,556
Daily Census	↗ 2.3%	185,898	190,133	179,665	Kaua'i	9.0%	394,463
Airlift (scheduled seats) [^]	↘ -2.4%	3,743,919	3,654,144	10,815,264	Hawai'i Island	5.9%	488,457

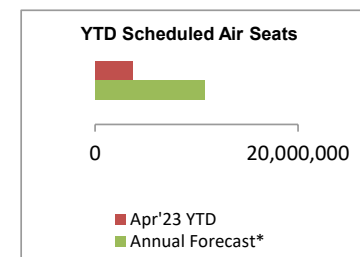
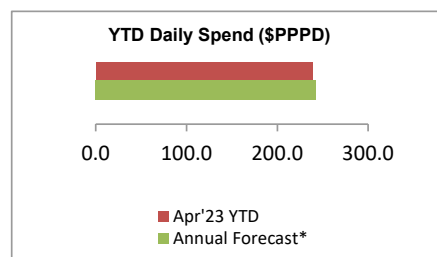
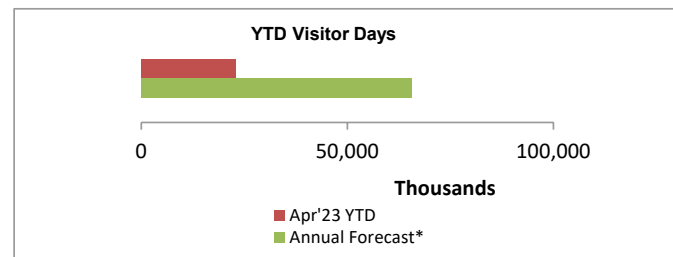
* DBEDT Annual Forecast as of Q1 2023.

[^] DBEDT READ analysis based on scheduled seats from Diio Mi flight schedules as of May 15, 2023, subject to change.

Monthly Indicators



Annual Indicators



* Excludes Supplemental Business Expenditures

HTA Key Performance Indicators Dashboard

Hawai'i Tourism Authority Report Date: **Apr-23** Preliminary

Visitor Industry Performance Measures

Market: **U.S. WEST**

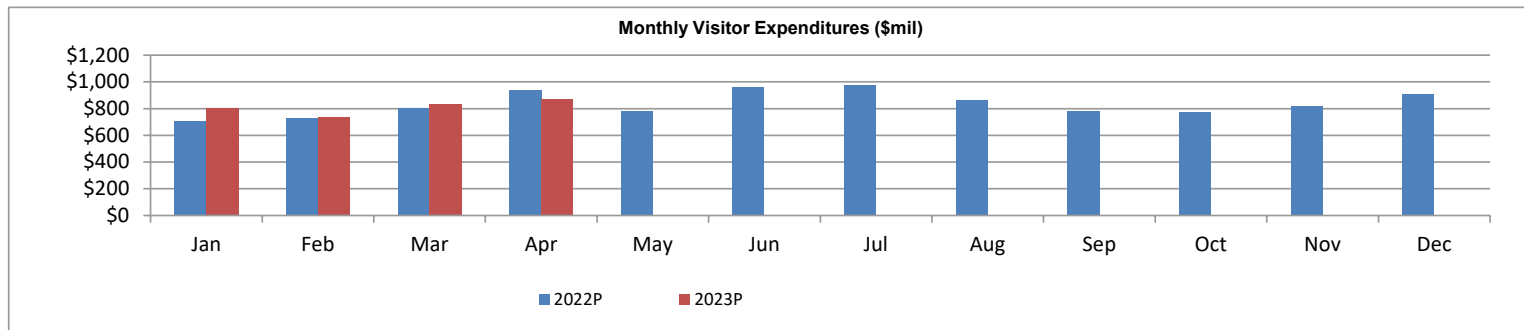
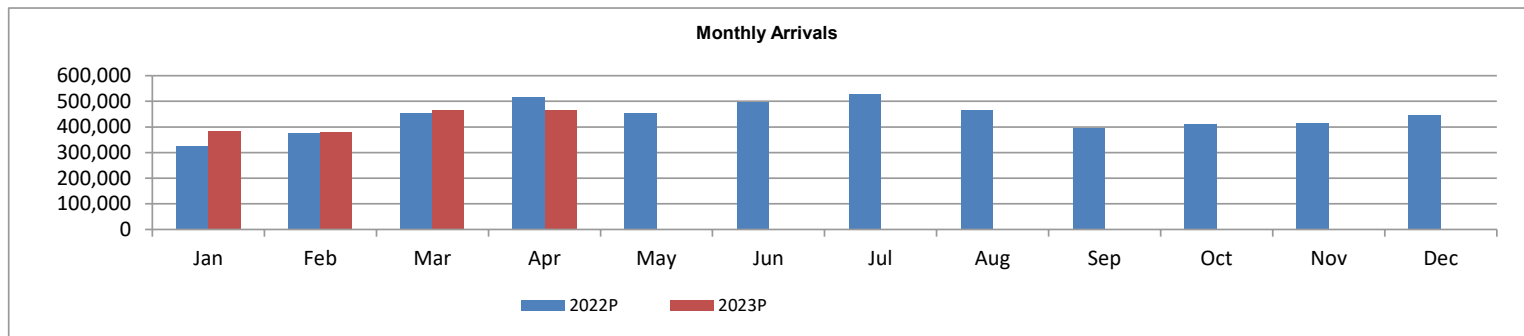
Key Performance Indicators

	YOY Rate	Apr'22 YTD	Apr'23 YTD	Annual Forecast*	Arrivals	YOY Rate	YTD	
Visitor Spending (\$mil)	↗	2.4%	3,180.2	3,257.1	9,715.3	O'ahu	3.0%	796,470
Daily Spend (\$PPPD)	↗	2.0%	221.4	225.8	231.7	Mau	2.6%	510,897
Visitor Days	↗	0.4%	14,361,252	14,425,855	41,931,662	Moloka'i	-1.3%	7,412
Arrivals	↗	1.2%	1,670,887	1,691,663	4,858,825	Lāna'i	1.6%	10,032
Daily Census	↗	0.4%	119,677	120,215	114,881	Kaua'i	3.7%	251,570
Airlift (scheduled seats) [^]	↘	-4.3%	3,310,110	3,168,228	9,521,871	Hawai'i Island	2.6%	308,298

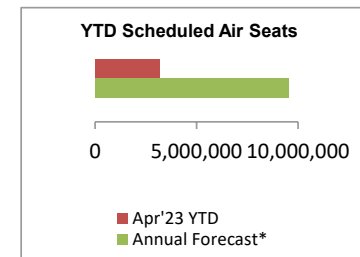
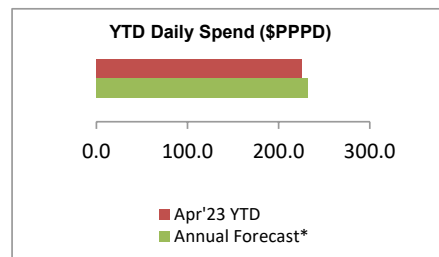
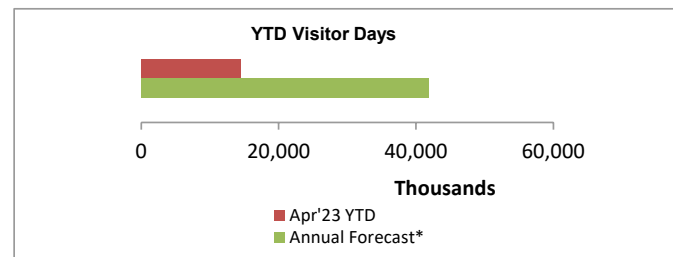
* DBEDT Annual Forecast as of Q1 2023.

[^] DBEDT READ analysis based on scheduled seats from Diio Mi flight schedules as of May 15, 2023, subject to change.

Monthly Indicators



Annual Indicators



* Excludes Supplemental Business Expenditures

HTA Key Performance Indicators Dashboard

Hawai'i Tourism Authority Report Date: **Apr-23** Preliminary

Visitor Industry Performance Measures

Market: **U.S. EAST**

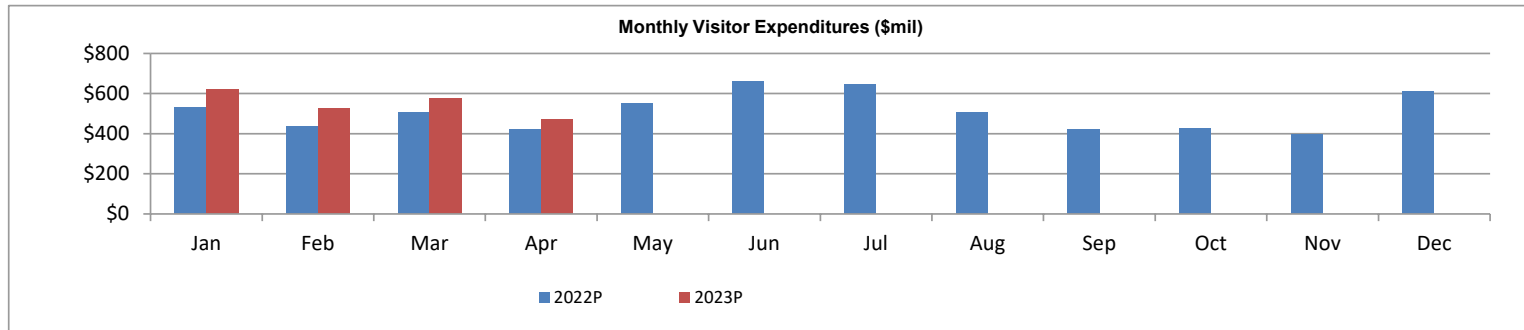
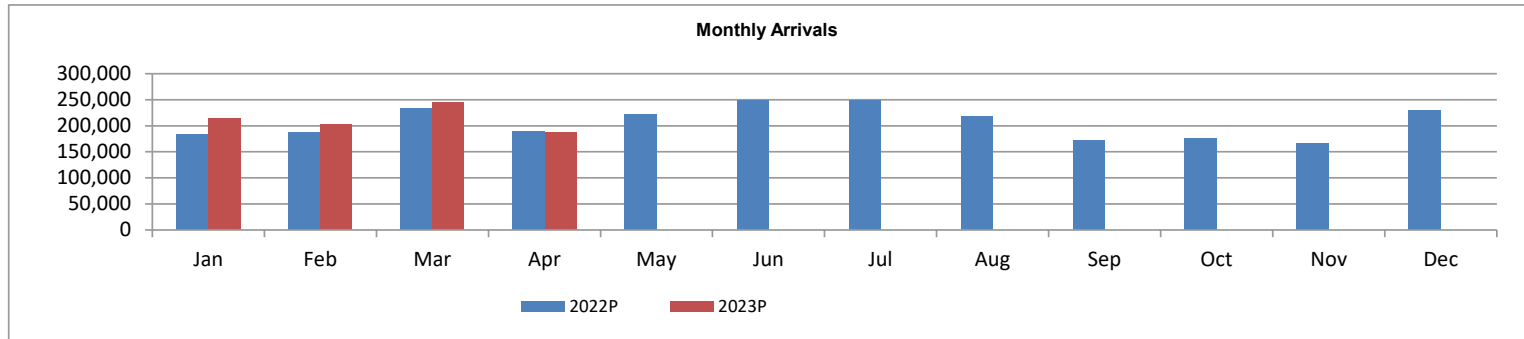
Key Performance Indicators

	YOY Rate	Apr'22 YTD	Apr'23 YTD	Annual Forecast*	Arrivals	YOY Rate	YTD
Visitor Spending (\$mil)	↑ 15.7%	1,896.3	2,193.5	6,198.6	O'ahu	12.2%	487,210
Daily Spend (\$PPPD)	↔ 9.6%	238.6	261.4	262.1	Mauī	10.6%	296,770
Visitor Days	↔ 5.6%	7,946,544	8,390,103	23,646,123	Moloka'i	36.5%	5,241
Arrivals	↔ 7.0%	792,876	848,610	2,376,495	Lāna'i	10.9%	8,524
Daily Census	↔ 5.6%	66,221	69,918	64,784	Kaua'i	19.7%	142,892
Airlift (scheduled seats) [^]	↑ 12.0%	433,809	485,916	1,293,393	Hawai'i Island	12.0%	180,159

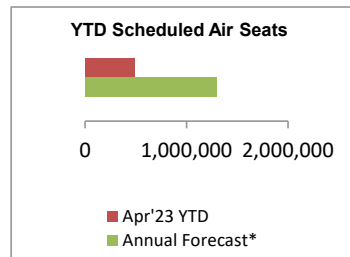
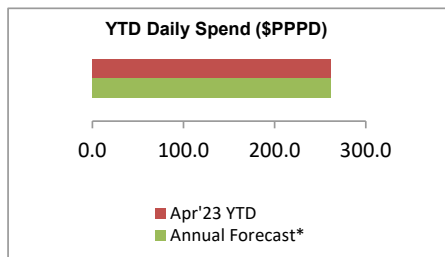
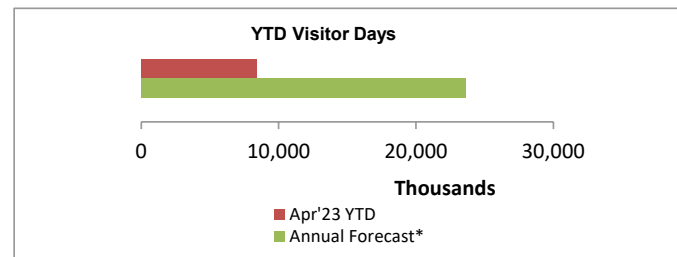
* DBEDT Annual Forecast as of Q1 2023.

[^] DBEDT READ analysis based on scheduled seats from Diio Mi flight schedules as of May 15, 2023, subject to change.

Monthly Indicators



Annual Indicators



* Excludes Supplemental Business Expenditures

HTA Key Performance Indicators Dashboard

Hawai'i Tourism Authority Report Date: **Apr-23** Preliminary

Visitor Industry Performance Measures

Market: **JAPAN**

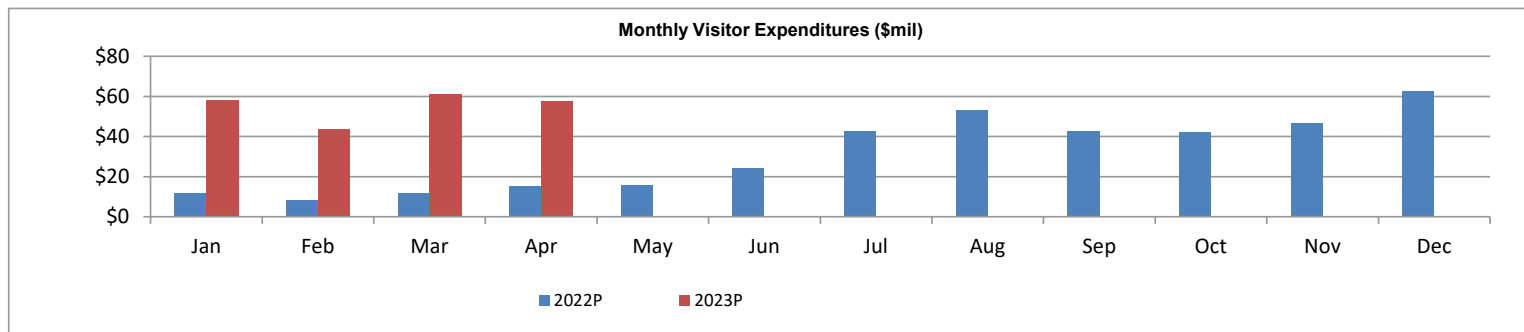
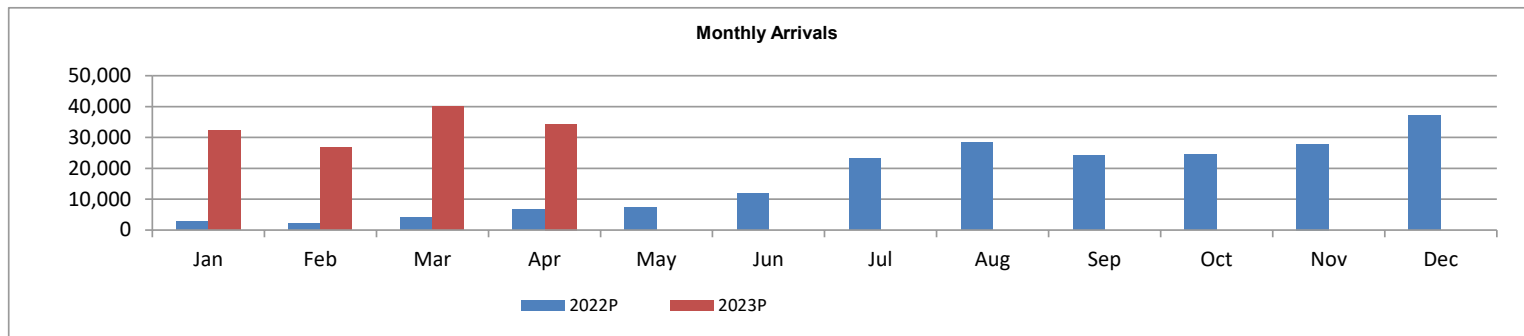
Key Performance Indicators

	YOY Rate	Apr'22 YTD	Apr'23 YTD	Annual Forecast*	Arrivals	YOY Rate	YTD
Visitor Spending (\$mil)	↑ 371.0%	46.8	220.5	1,768.9	O'ahu	781.8%	130,482
Daily Spend (\$PPPD)	↔ 6.8%	220.1	235.1	245.1	Mauī	214.6%	3,023
Visitor Days	↑ 340.9%	212,723	937,906	7,216,077	Moloka'i	21460.0%	232
Arrivals	↑ 743.1%	15,817	133,352	962,144	Lāna'i	267.2%	179
Daily Census	↑ 340.9%	1,773	7,816	19,770	Kaua'i	395.0%	1,727
Airlift (scheduled seats) [^]	↑ 309.3%	71,506	292,646	1,134,126	Hawai'i Island	496.7%	9,475

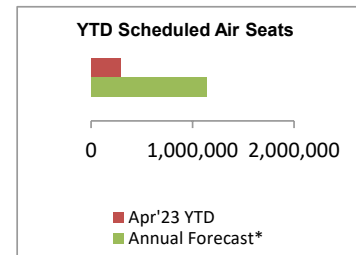
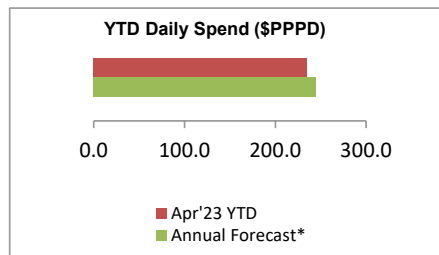
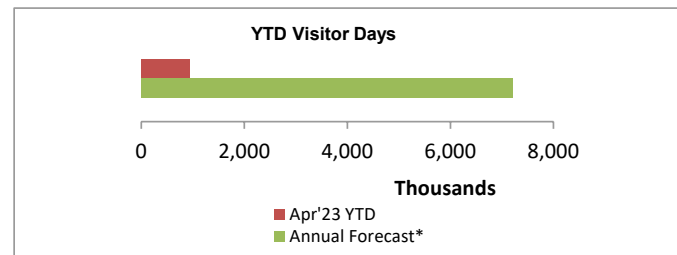
* DBEDT Annual Forecast as of Q1 2023.

[^] DBEDT READ analysis based on scheduled seats from Diio Mi flight schedules as of May 15, 2023, subject to change.

Monthly Indicators



Annual Indicators



* Excludes Supplemental Business Expenditures

HTA Key Performance Indicators Dashboard

Hawai'i Tourism Authority Report Date: **Apr-23** Preliminary

Visitor Industry Performance Measures

Market: **CANADA**

Key Performance Indicators

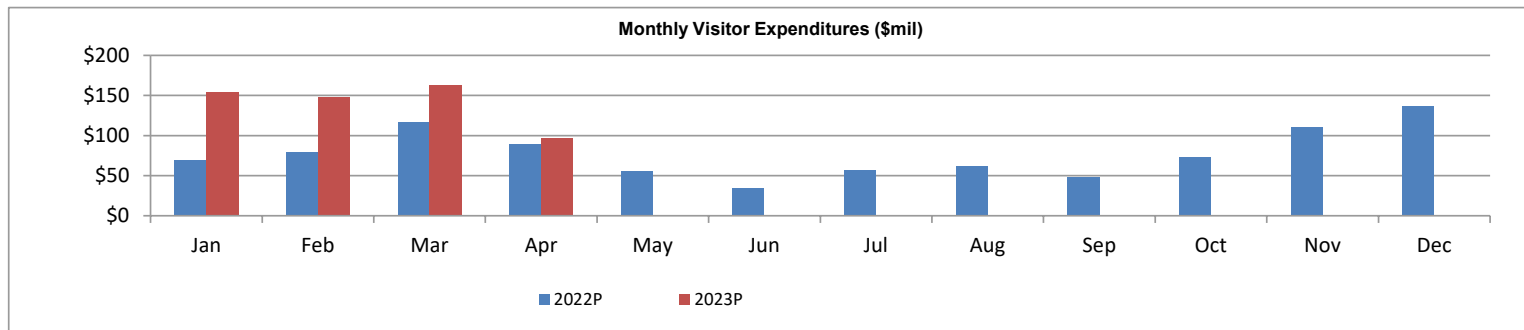
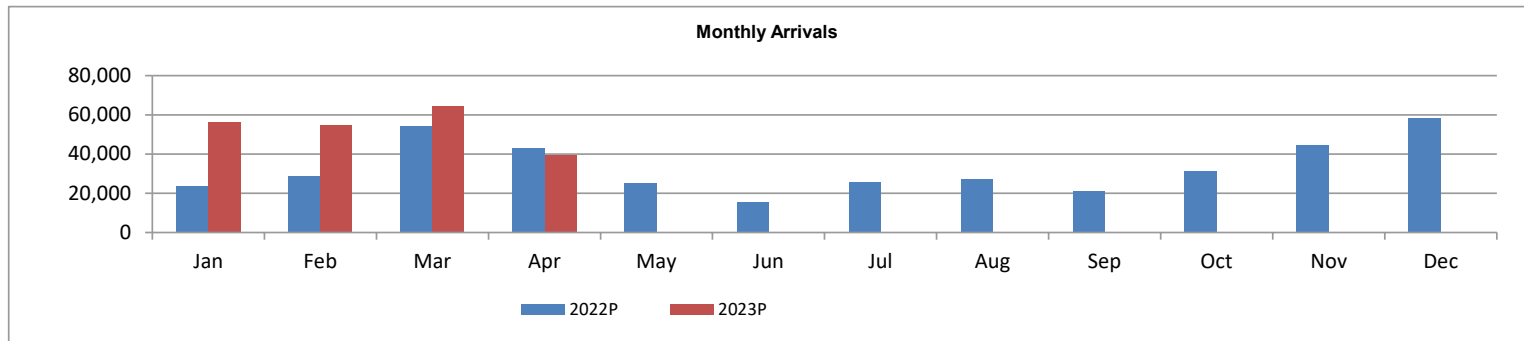
		YOY Rate	Apr'22 YTD	Apr'23 YTD	Annual Forecast*
Visitor Spending (\$mil)	↑	58.7%	353.1	560.4	1,130.5
Daily Spend (\$PPPD)	↑	21.4%	177.3	215.2	197.8
Visitor Days	↑	30.8%	1,991,678	2,604,598	5,716,654
Arrivals	↑	43.2%	150,180	215,071	461,829
Daily Census	↑	30.8%	16,597	21,705	15,662
Airlift (scheduled seats) [^]	↔	-5.7%	254,125	239,587	485,426

	Arrivals	YOY Rate	YTD
O'ahu		54.3%	104,247
Maui		39.1%	95,085
Moloka'i		55.2%	1,283
Lāna'i		45.9%	1,873
Kaua'i		55.8%	23,307
Hawai'i Island		63.1%	38,193

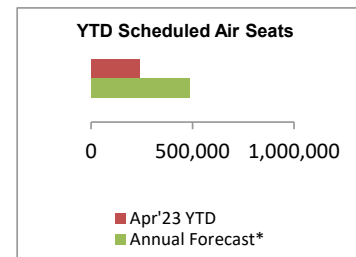
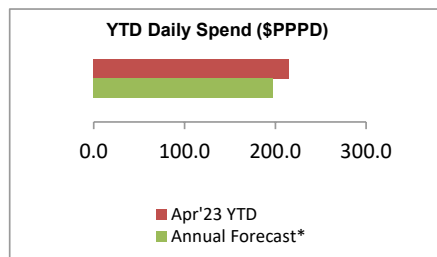
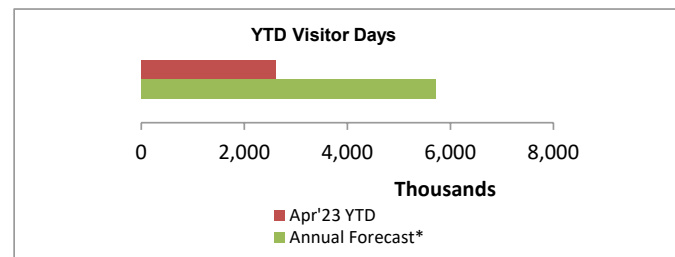
* DBEDT Annual Forecast as of Q1 2023.

[^] DBEDT READ analysis based on scheduled seats from Diio Mi flight schedules as of May 15, 2023, subject to change.

Monthly Indicators



Annual Indicators



* Excludes Supplemental Business Expenditures

HTA Key Performance Indicators Dashboard

Hawai'i Tourism Authority Report Date: **Apr-23** Preliminary

Visitor Industry Performance Measures

Market: **OCEANIA**

Key Performance Indicators

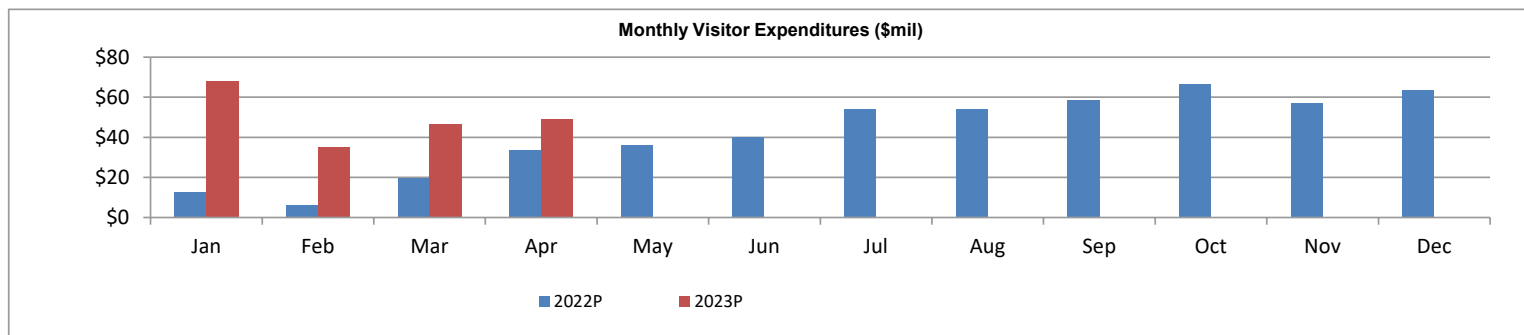
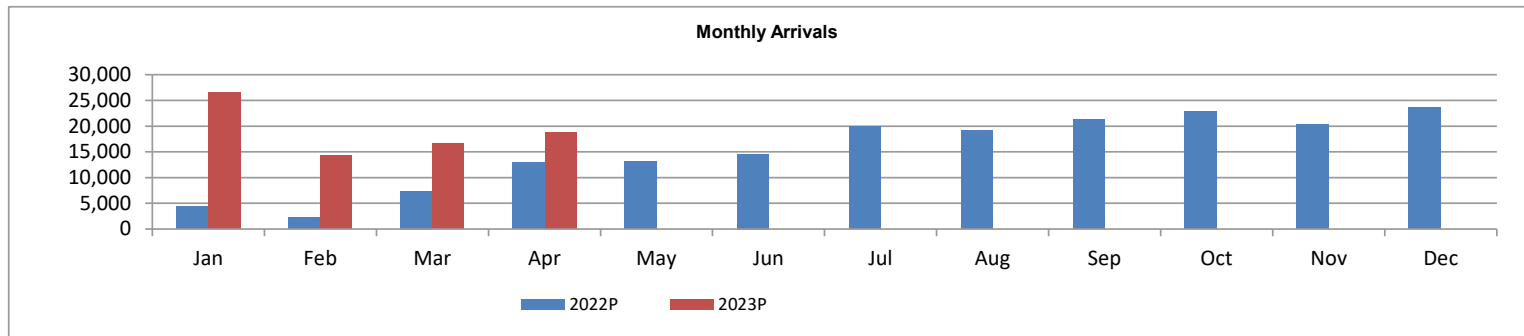
	YOY Rate	Apr'22 YTD	Apr'23 YTD	Annual Forecast*
Visitor Spending (\$mil)	↑ 175.4%	72.4	199.3	691.2
Daily Spend (\$PPPD)	↔ 8.3%	267.9	290.3	299.5
Visitor Days	↑ 154.2%	270,122	686,675	2,307,871
Arrivals	↑ 182.3%	27,015	76,275	240,536
Daily Census	↑ 154.2%	2,251	5,722	6,323
Airlift (scheduled seats) [^]	↑ 131.1%	47,223	109,151	331,997

	YOY Rate	YTD
O'ahu	188.0%	74,778
Mauī	123.3%	8,199
Moloka'i	244.9%	454
Lāna'i	392.0%	624
Kaua'i	157.4%	3,859
Hawai'i Island	118.0%	6,332

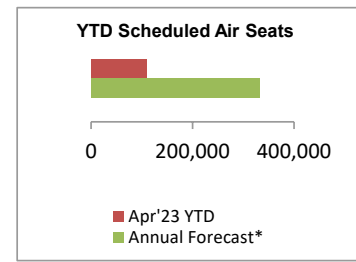
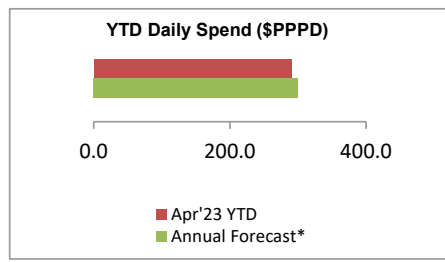
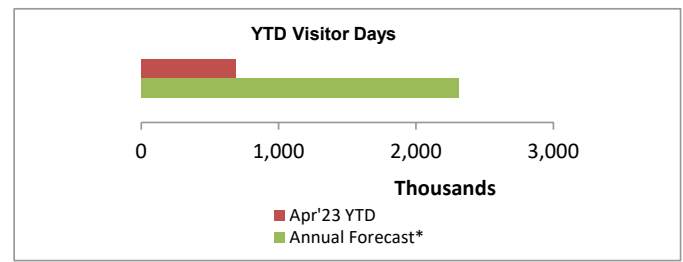
* DBEDT Annual Forecast as of Q1 2023.

[^] DBEDT READ analysis based on scheduled seats from Diio Mi flight schedules as of May 15, 2023, subject to change.

Monthly Indicators



Annual Indicators



* Excludes Supplemental Business Expenditures

HTA Key Performance Indicators Dashboard

Hawai'i Tourism Authority Report Date: **Apr-23** Preliminary

Visitor Industry Performance Measures

Market: **OTHER ASIA**

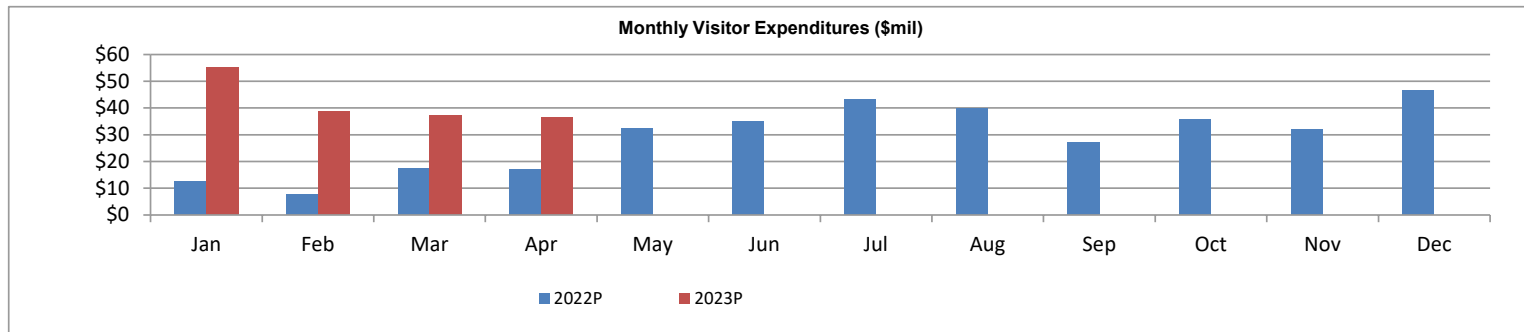
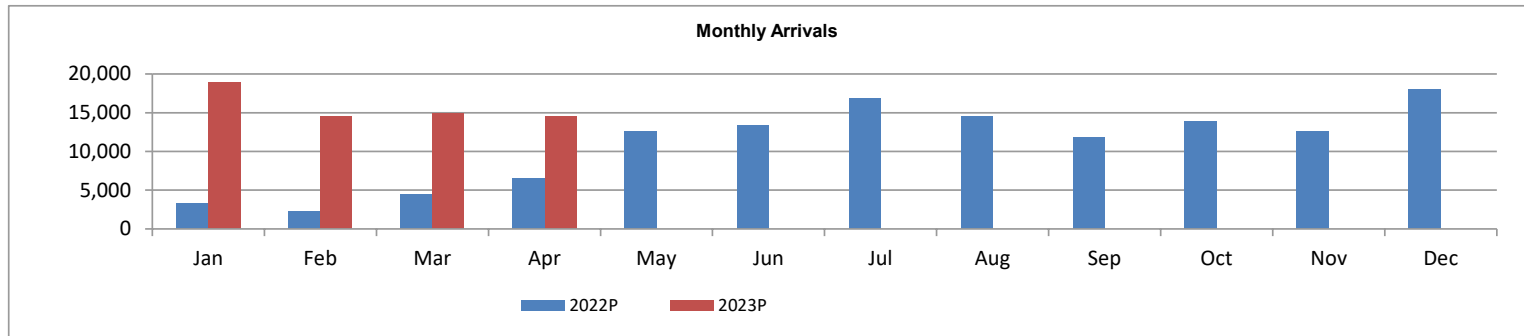
Key Performance Indicators

	YOY Rate	Apr'22 YTD	Apr'23 YTD	Annual Forecast*	Arrivals	YOY Rate	YTD
Visitor Spending (\$mil)	↑ 206.6%	54.6	167.4	N/A	O'ahu	312.1%	61,192
Daily Spend (\$PPPD)	↔ 3.3%	295.9	305.6	N/A	Mau	160.2%	6,231
Visitor Days	↑ 196.9%	184,569	548,026	N/A	Moloka'i	63.8%	85
Arrivals	↑ 279.5%	16,560	62,847	N/A	Lāna'i	153.6%	276
Daily Census	↑ 196.9%	1,538	4,567	N/A	Kaua'i	183.7%	2,238
Airlift (scheduled seats) [^]	↑ 155.4%	38,702	98,860	290,191	Hawai'i Island	245.1%	10,734

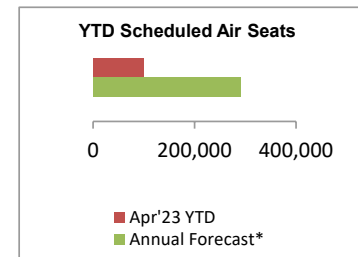
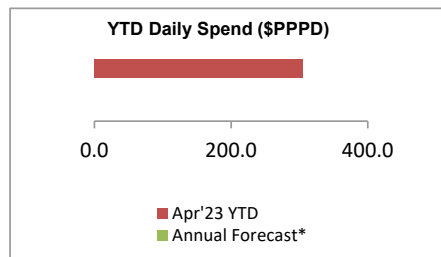
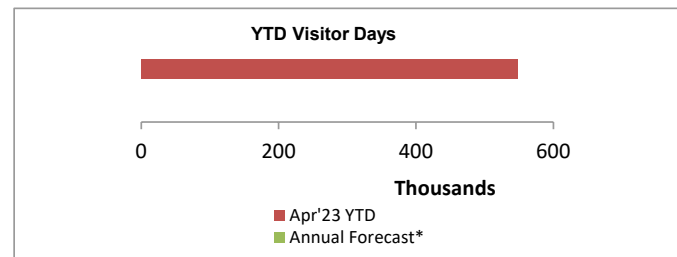
* DBEDT Annual Forecast as of Q1 2023.

[^] DBEDT READ analysis based on scheduled seats from Diio Mi flight schedules as of May 15, 2023, subject to change.

Monthly Indicators



Annual Indicators



* Excludes Supplemental Business Expenditures

HTA Key Performance Indicators Dashboard

Hawai'i Tourism Authority Report Date: **Apr-23** Preliminary

Visitor Industry Performance Measures

Market: **KOREA**

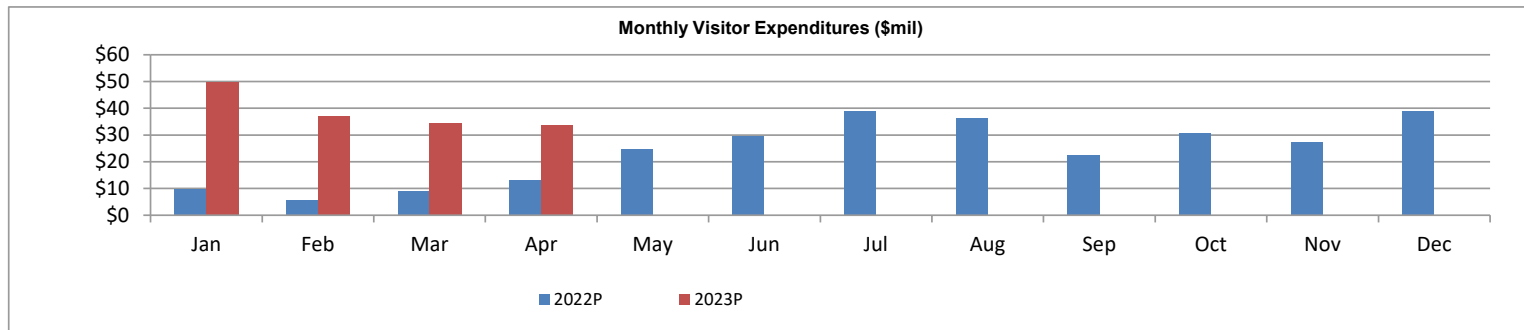
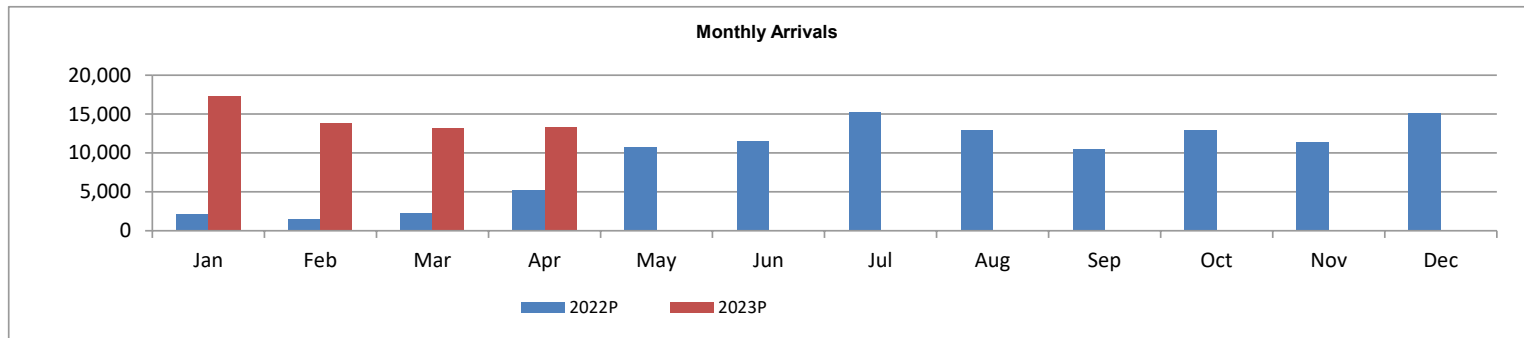
Key Performance Indicators

	YOY Rate	Apr'22 YTD	Apr'23 YTD	Annual Forecast*	Arrivals	YOY Rate	YTD
Visitor Spending (\$mil)	↑ 313.7%	37.4	154.6	345.6	O'ahu	438.1%	57,028
Daily Spend (\$PPPD)	↔ 9.3%	279.3	305.1	308.2	Maui	265.0%	5,198
Visitor Days	↑ 278.6%	133,798	506,506	1,121,316	Moloka'i	167.0%	65
Arrivals	↑ 417.9%	11,106	57,522	144,322	Lāna'i	479.3%	232
Daily Census	↑ 278.6%	1,115	4,221	3,072	Kaua'i	417.8%	1,811
Airlift (scheduled seats) [^]	↑ 155.4%	38,702	98,860	283,153	Hawai'i Island	438.9%	9,384

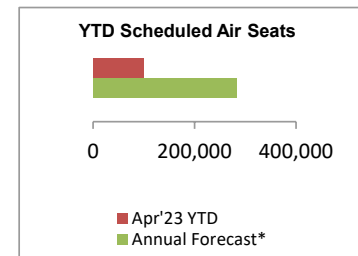
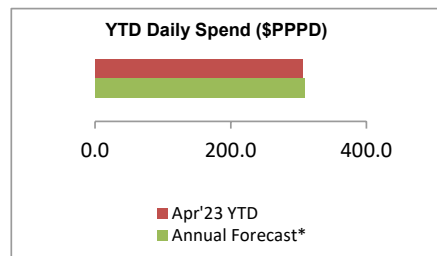
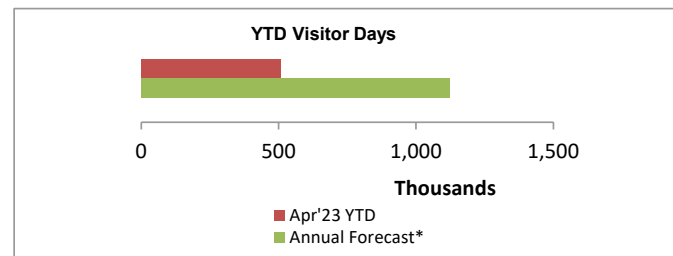
* DBEDT Annual Forecast as of Q1 2023.

[^] DBEDT READ analysis based on scheduled seats from Diio Mi flight schedules as of May 15, 2023, subject to change.

Monthly Indicators



Annual Indicators



* Excludes Supplemental Business Expenditures

HTA Key Performance Indicators Dashboard

Hawai'i Tourism Authority Report Date: **Apr-23** Preliminary

Visitor Industry Performance Measures

Market: **CHINA**

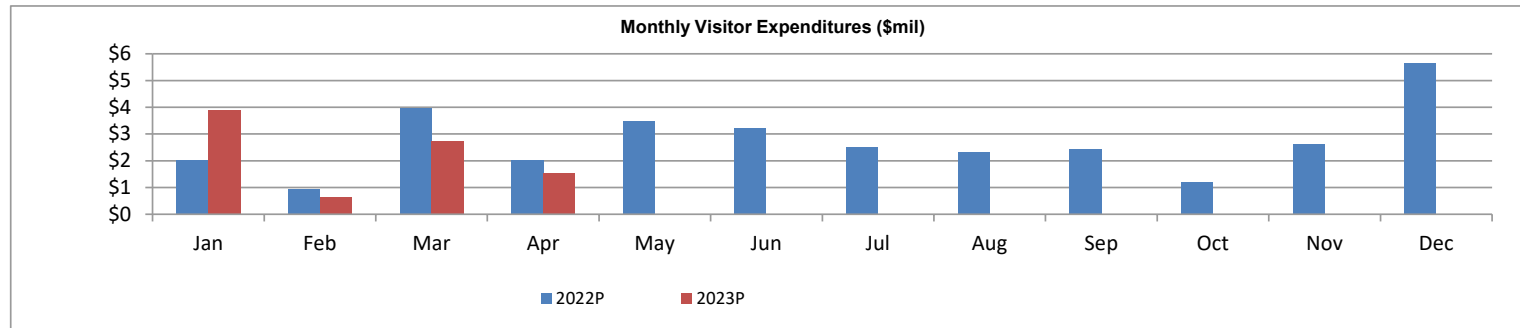
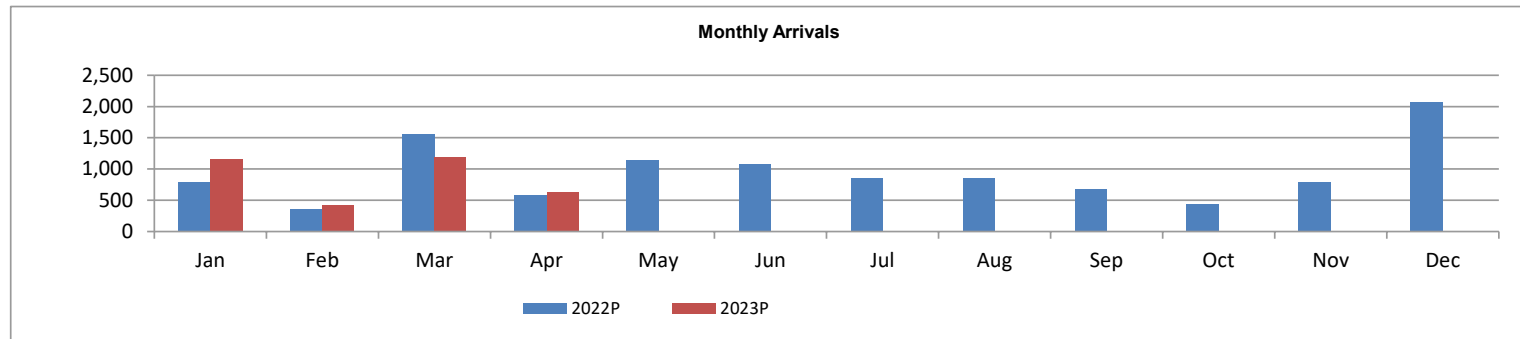
Key Performance Indicators

	YOY Rate	Apr'22 YTD	Apr'23 YTD	Annual Forecast*	Arrivals	YOY Rate	YTD
Visitor Spending (\$mil)	↘ -1.4%	8.9	8.8	N/A	O'ahu	0.2%	2,855
Daily Spend (\$PPPD)	↘ 1.1%	339.8	343.4	N/A	Maui	17.2%	572
Visitor Days	↘ -2.4%	26,236	25,612	N/A	Moloka'i	-33.9%	11
Arrivals	↘ 3.4%	3,296	3,407	N/A	Lāna'i	-12.9%	33
Daily Census	↘ -2.4%	219	213	N/A	Kaua'i	35.9%	202
Airlift (scheduled seats) [^]	N/A	N/A	N/A	N/A	Hawai'i Island	11.5%	1,019

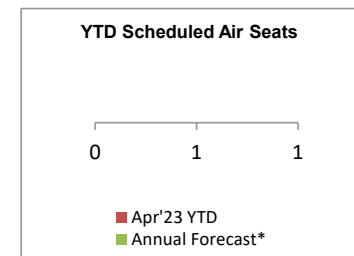
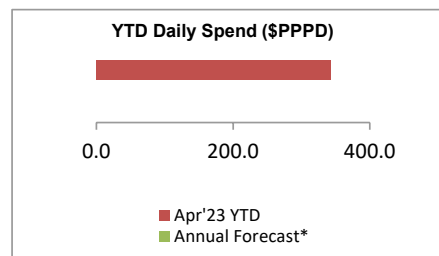
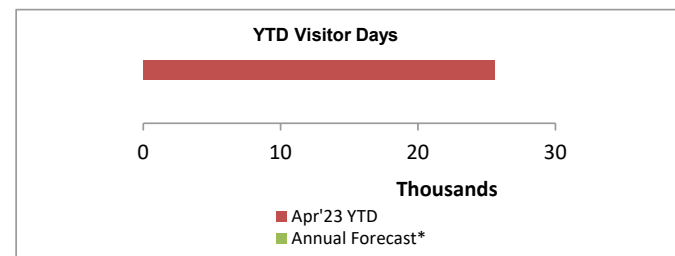
* DBEDT Annual Forecast as of Q1 2023.

[^] DBEDT READ analysis based on scheduled seats from Diio Mi flight schedules as of May 15, 2023, subject to change.

Monthly Indicators



Annual Indicators



* Excludes Supplemental Business Expenditures

HTA Key Performance Indicators Dashboard

Hawai'i Tourism Authority Report Date: **Apr-23** Preliminary

Visitor Industry Performance Measures

Market: **EUROPE**

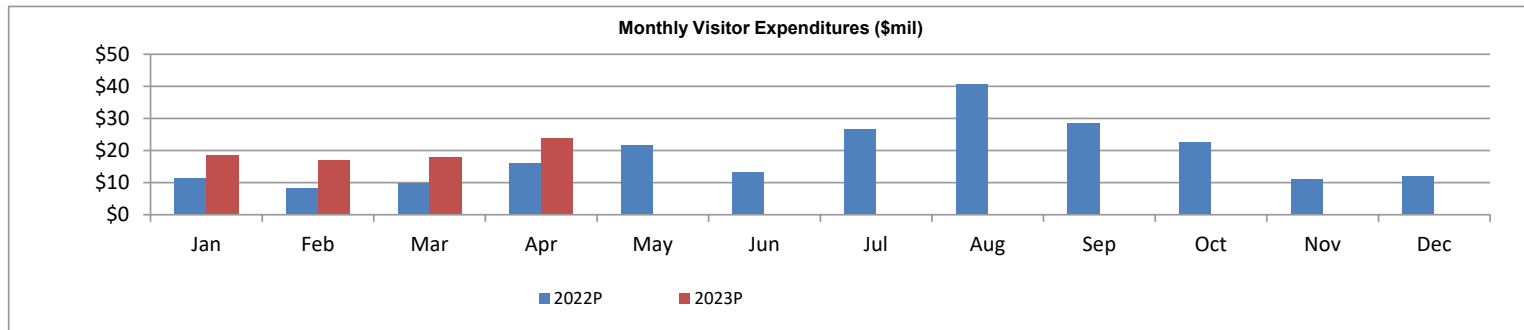
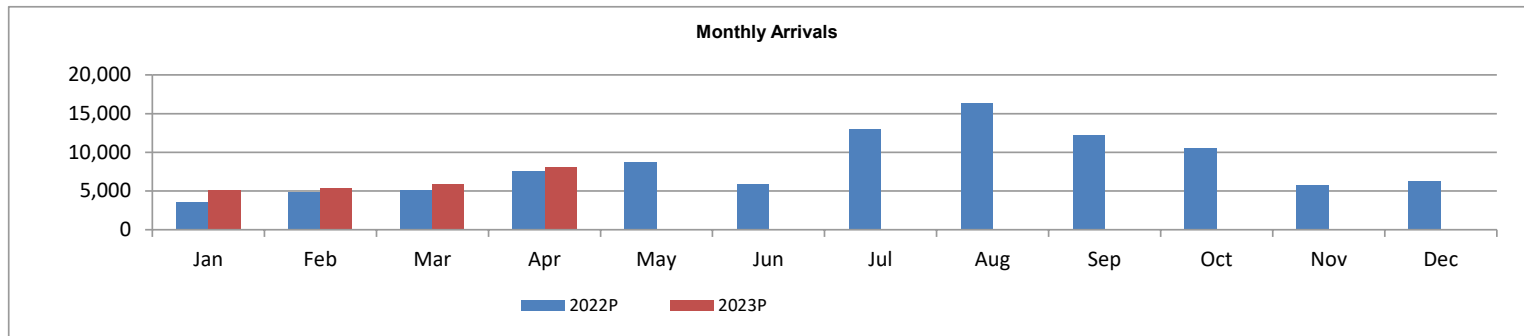
Key Performance Indicators

	YOY Rate	Apr'22 YTD	Apr'23 YTD	Annual Forecast*	Arrivals	YOY Rate	YTD
Visitor Spending (\$mil)	↑ 71.5%	45.2	77.5	254.4	O'ahu	20.3%	17,272
Daily Spend (\$PPPD)	↑ 59.8%	146.7	234.4	167.4	Mauī	21.9%	9,664
Visitor Days	↔ 7.3%	307,904	330,446	1,519,811	Moloka'i	-16.7%	309
Arrivals	↑ 15.3%	21,064	24,283	115,457	Lāna'i	-14.0%	258
Daily Census	↔ 7.3%	2,566	2,754	4,164	Kaua'i	11.0%	5,128
Airlift (scheduled seats) [^]	N/A	N/A	N/A	N/A	Hawai'i Island	-1.8%	7,212

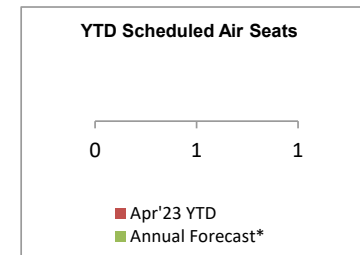
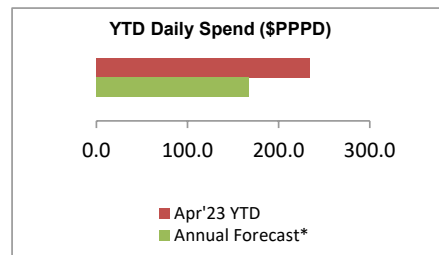
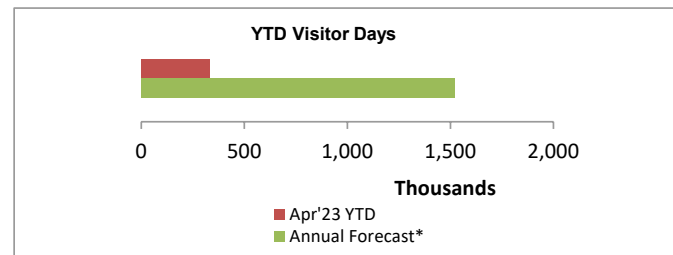
* DBEDT Annual Forecast as of Q1 2023.

[^] DBEDT READ analysis based on scheduled seats from Diio Mi flight schedules as of May 15, 2023, subject to change.

Monthly Indicators



Annual Indicators



* Excludes Supplemental Business Expenditures

HTA Key Performance Indicators Dashboard

Hawai'i Tourism Authority Report Date: **Apr-23** Preliminary

Visitor Industry Performance Measures

Market: **LATIN AMERICA**

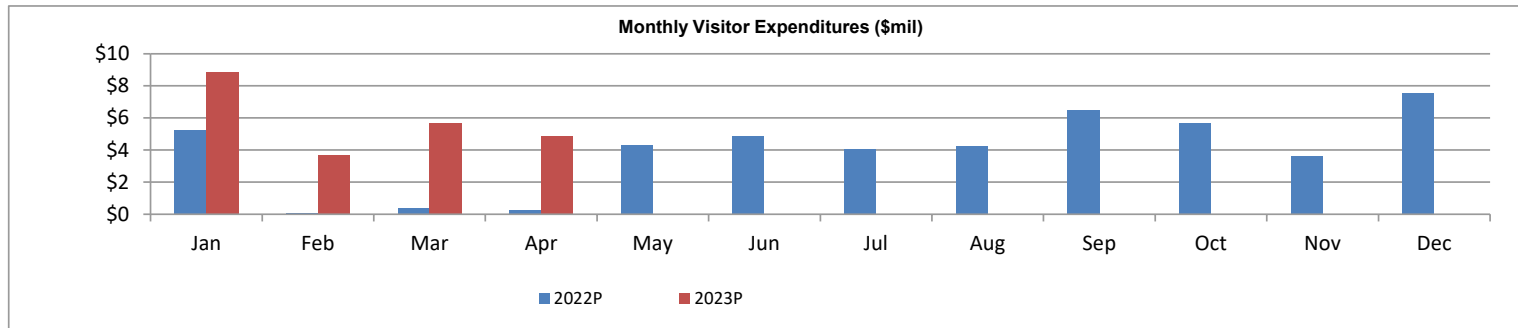
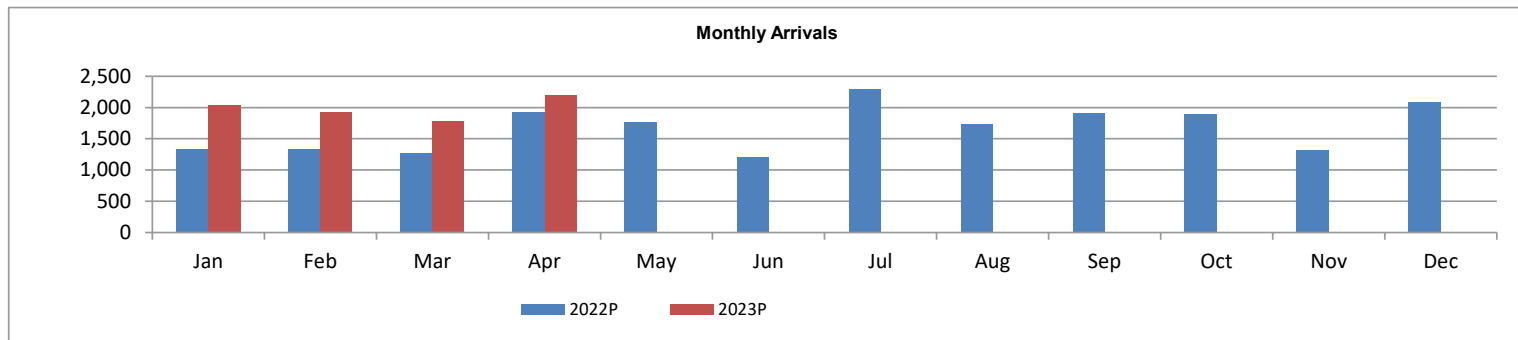
Key Performance Indicators

	YOY Rate	Apr'22 YTD	Apr'23 YTD	Annual Forecast*	Arrivals	YOY Rate	YTD
Visitor Spending (\$mil)	↑ 290.4%	5.9	23.1	N/A	O'ahu	39.9%	5,755
Daily Spend (\$PPPD)	↑ 196.3%	89.1	263.9	N/A	Mau	53.0%	2,875
Visitor Days	↑ 31.8%	66,388	87,467	N/A	Moloka'i	188.7%	72
Arrivals	↑ 35.4%	5,872	7,948	N/A	Lāna'i	42.3%	63
Daily Census	↑ 31.8%	553	729	N/A	Kaua'i	53.7%	908
Airlift (scheduled seats) [^]	N/A	N/A	N/A	N/A	Hawai'i Island	14.5%	1,442

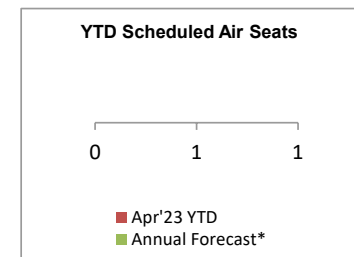
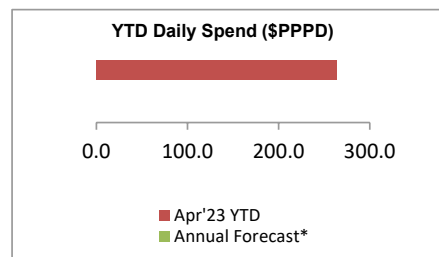
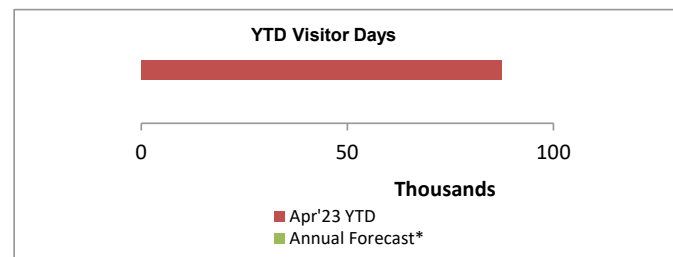
* DBEDT Annual Forecast as of Q1 2023.

[^] DBEDT READ analysis based on scheduled seats from Diio Mi flight schedules as of May 15, 2023, subject to change.

Monthly Indicators



Annual Indicators



* Excludes Supplemental Business Expenditures

11a.3

April Dashboard with 2019

HTA Key Performance Indicators Dashboard

Hawai'i Tourism Authority Report Date: **Apr-23** Preliminary

Visitor Industry Performance Measures

Market: **OVERALL**

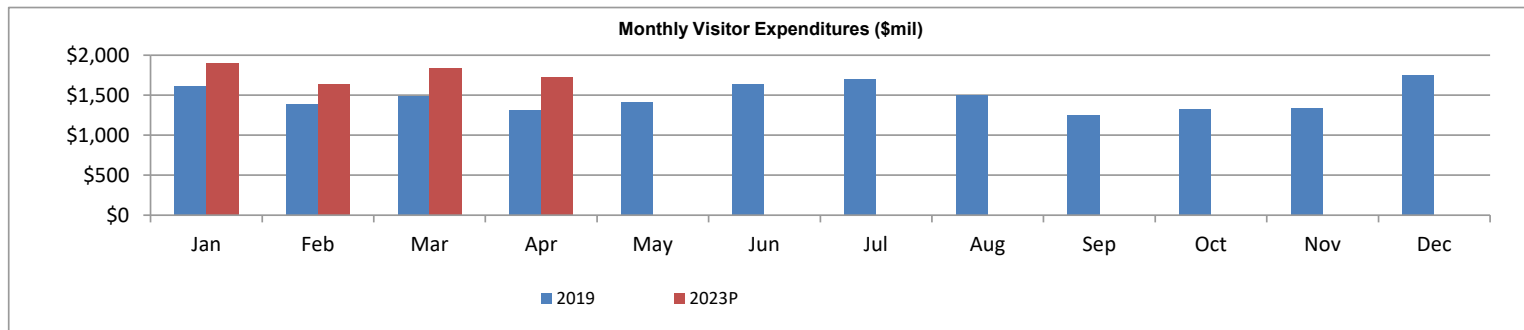
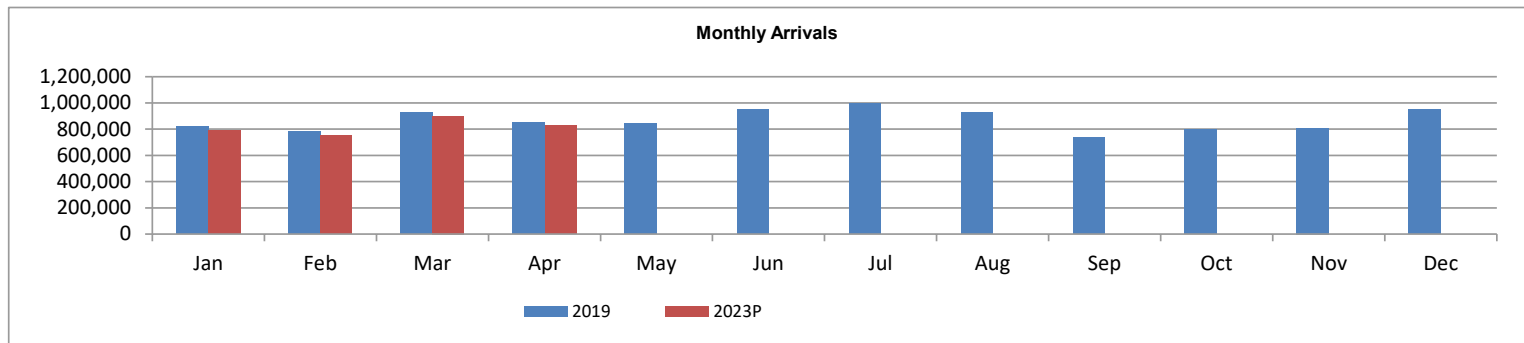
Key Performance Indicators

	YOY Rate	Apr'19 YTD	Apr'23 YTD	Annual Forecast*	Arrivals	YOY Rate	YTD
Visitor Spending (\$mil)	↑ 22.0%	5,812.1	7,092.7	20,661.0	O'ahu	-8.4%	1,789,417
Daily Spend (\$PPPD)	↑ 22.0%	195.0	237.9	235.2	Mauī	-0.6%	969,214
Visitor Days	→ 0.0%	29,812,910	29,814,756	87,853,338	Moloka'i	-22.4%	15,875
Arrivals	↓ -3.0%	3,376,675	3,273,869	9,621,436	Lāna'i	-14.8%	22,994
Daily Census	→ 0.0%	248,441	248,456	240,694	Kaua'i	2.0%	448,247
Airlift (scheduled seats) [^]	↔ 1.6%	4,417,397	4,487,775	13,366,686	Hawai'i Island	1.4%	585,441

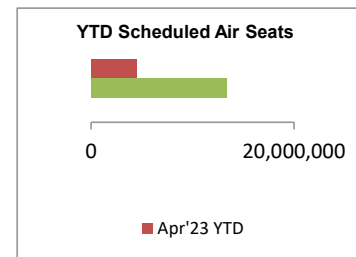
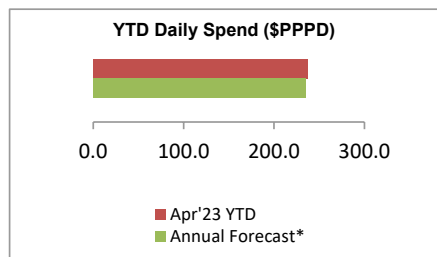
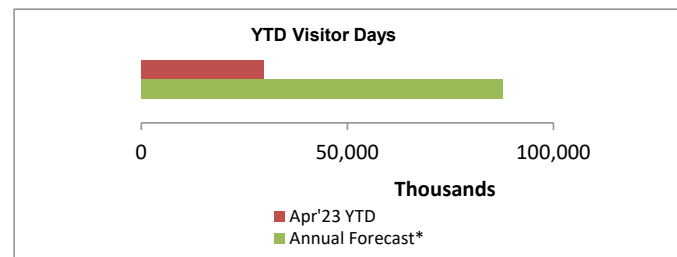
* DBEDT Annual Forecast as of Q1 2023.

[^] DBEDT READ analysis based on scheduled seats from Diio Mi flight schedules as of May 15, 2023, subject to change.

Monthly Indicators



Annual Indicators



* Excludes Supplemental Business Expenditures

HTA Key Performance Indicators Dashboard

Hawai'i Tourism Authority Report Date: **Apr-23** Preliminary

Visitor Industry Performance Measures

Market: **U.S. TOTAL**

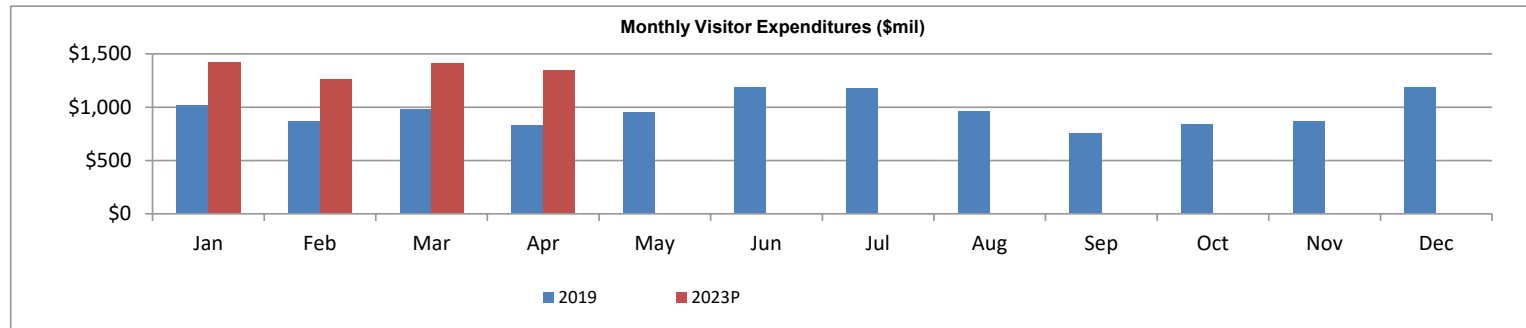
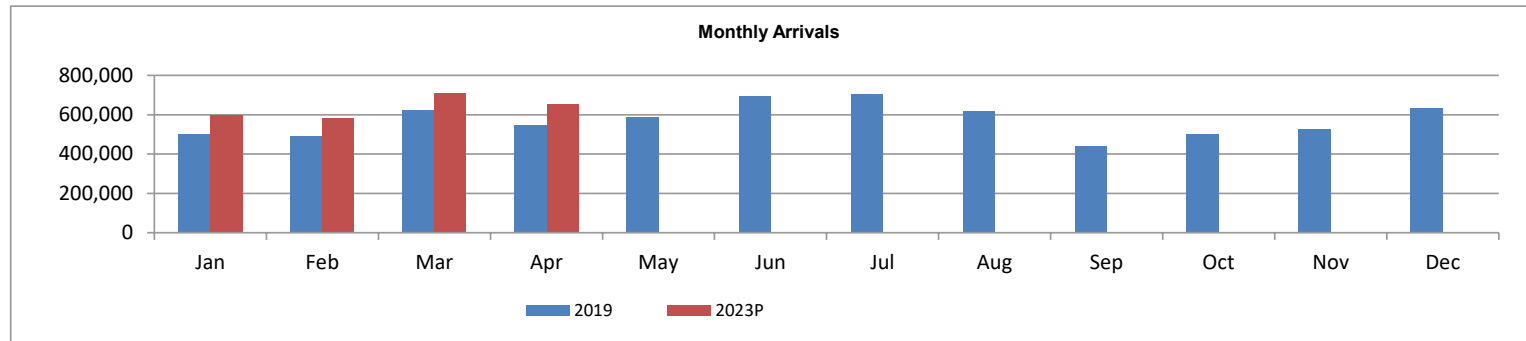
Key Performance Indicators

	YOY Rate	Apr'19 YTD	Apr'23 YTD	Annual Forecast*	Arrivals	YOY Rate	YTD
Visitor Spending (\$mil)	↑ 47.0%	3,707.2	5,450.6	15,913.9	O'ahu	23.7%	1,283,680
Daily Spend (\$PPPD)	↑ 26.6%	188.6	238.9	242.7	Maui	8.9%	807,667
Visitor Days	↑ 16.1%	19,651,460	22,815,959	65,577,785	Moloka'i	-13.5%	12,653
Arrivals	↑ 17.4%	2,164,304	2,540,273	7,235,320	Lāna'i	3.1%	18,556
Daily Census	↑ 16.1%	163,762	190,133	179,665	Kaua'i	10.8%	394,463
Airlift (scheduled seats) [^]	↑ 19.5%	3,057,138	3,654,144	10,815,264	Hawai'i Island	20.6%	488,457

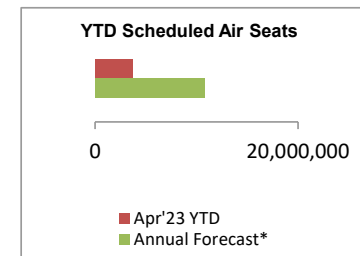
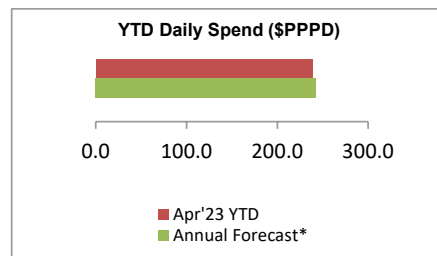
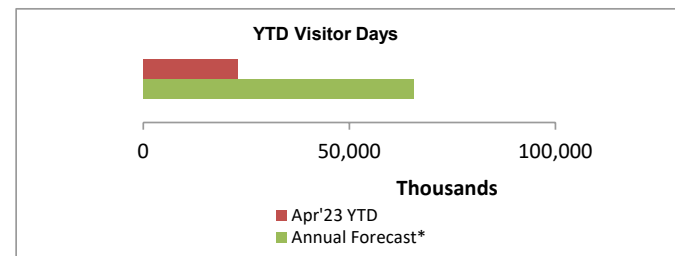
* DBEDT Annual Forecast as of Q1 2023.

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Monthly Indicators



Annual Indicators



* Excludes Supplemental Business Expenditures

HTA Key Performance Indicators Dashboard

Hawai'i Tourism Authority Report Date: **Apr-23** Preliminary

Visitor Industry Performance Measures

Market: **U.S. WEST**

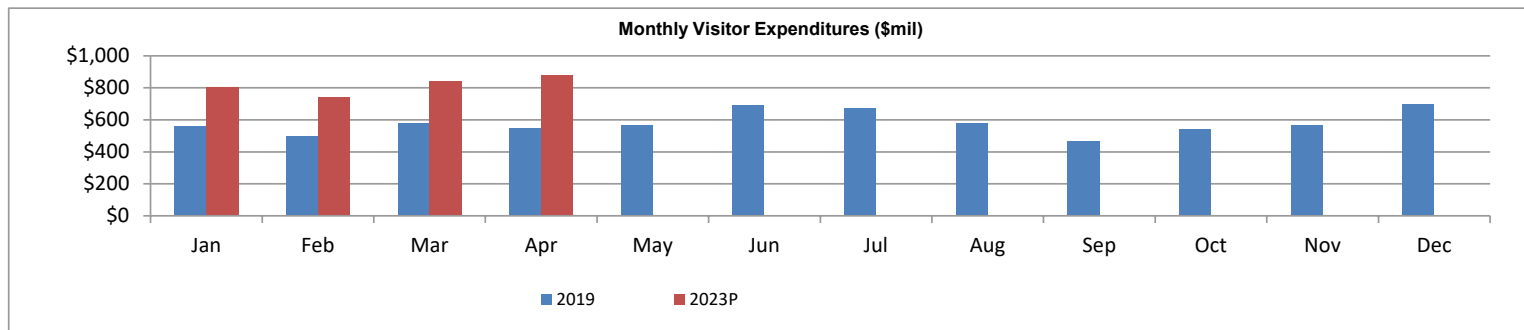
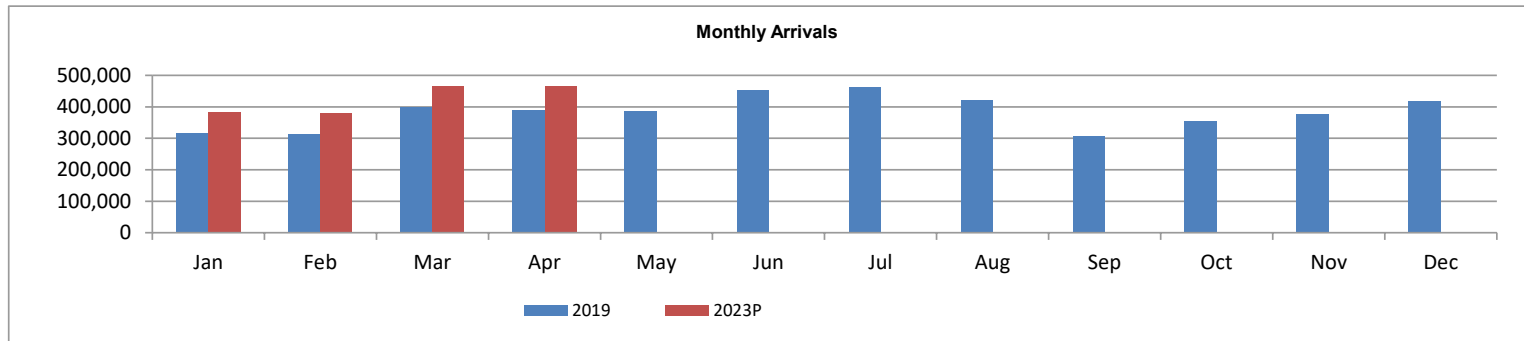
Key Performance Indicators

	YOY Rate	Apr'19 YTD	Apr'23 YTD	Annual Forecast*	Arrivals	YOY Rate	YTD
Visitor Spending (\$mil)	↑ 49.3%	2,181.5	3,257.1	9,715.3	O'ahu	29.1%	796,470
Daily Spend (\$PPPD)	↑ 27.2%	177.5	225.8	231.7	Maui	7.8%	510,897
Visitor Days	↑ 17.4%	12,290,140	14,425,855	41,931,662	Moloka'i	-18.9%	7,412
Arrivals	↑ 19.3%	1,417,512	1,691,663	4,858,825	Lāna'i	4.2%	10,032
Daily Census	↑ 17.4%	102,418	120,215	114,881	Kaua'i	13.2%	251,570
Airlift (scheduled seats) [^]	↑ 18.8%	2,666,749	3,168,228	9,521,871	Hawai'i Island	20.0%	308,298

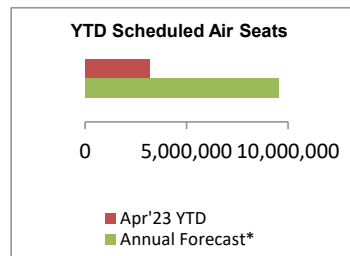
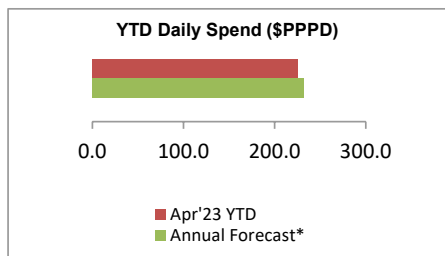
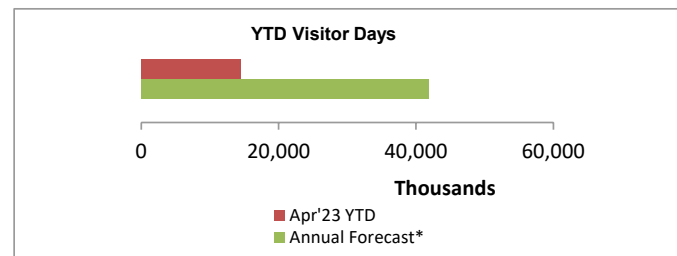
* DBEDT Annual Forecast as of Q1 2023.

[^] DBEDT READ analysis based on scheduled seats from Diio Mi flight schedules as of May 15, 2023, subject to change.

Monthly Indicators



Annual Indicators



* Excludes Supplemental Business Expenditures

HTA Key Performance Indicators Dashboard

Hawai'i Tourism Authority Report Date: **Apr-23** Preliminary

Visitor Industry Performance Measures

Market: **U.S. EAST**

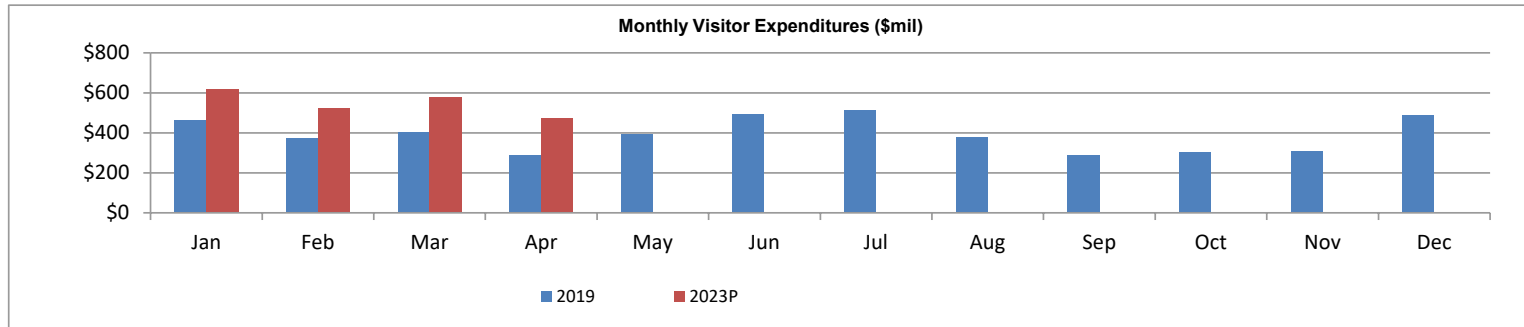
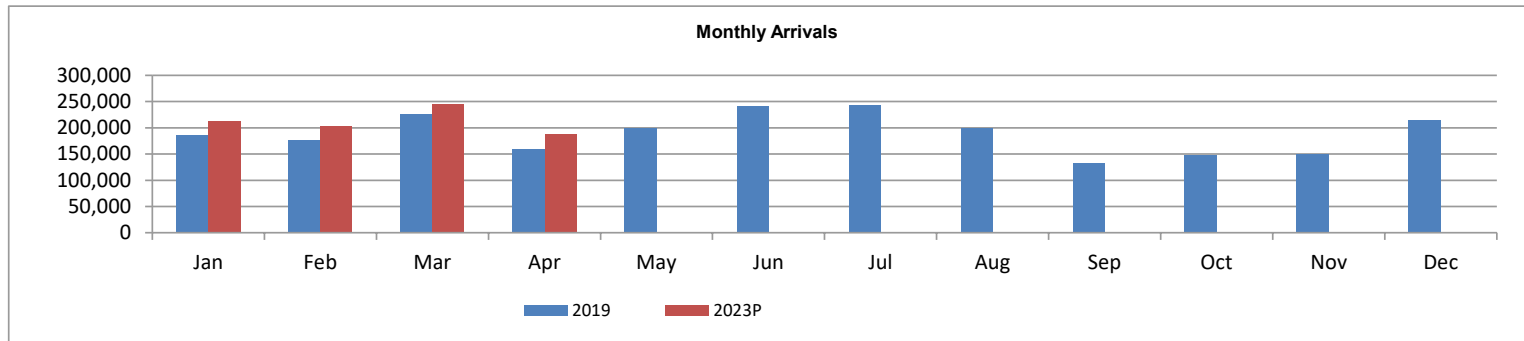
Key Performance Indicators

	YOY Rate	Apr'19 YTD	Apr'23 YTD	Annual Forecast*	Arrivals	YOY Rate	YTD
Visitor Spending (\$mil)	↑ 43.8%	1,525.7	2,193.5	6,198.6	O'ahu	15.8%	487,210
Daily Spend (\$PPPD)	↑ 26.1%	207.3	261.4	262.1	Maui	10.9%	296,770
Visitor Days	↑ 14.0%	7,361,321	8,390,103	23,646,123	Moloka'i	-4.6%	5,241
Arrivals	↑ 13.6%	746,793	848,610	2,376,495	Lāna'i	1.9%	8,524
Daily Census	↑ 14.0%	61,344	69,918	64,784	Kaua'i	6.8%	142,892
Airlift (scheduled seats) [^]	↑ 24.5%	390,389	485,916	1,293,393	Hawai'i Island	21.6%	180,159

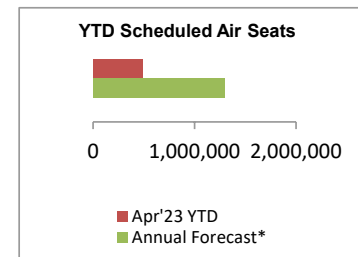
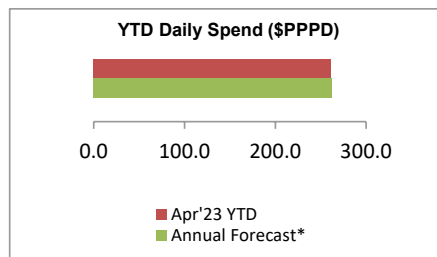
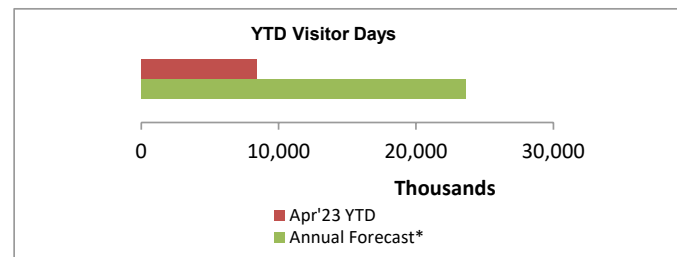
* DBEDT Annual Forecast as of Q1 2023.

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Monthly Indicators



Annual Indicators



* Excludes Supplemental Business Expenditures

HTA Key Performance Indicators Dashboard

Hawai'i Tourism Authority Report Date: **Apr-23** Preliminary

Visitor Industry Performance Measures

Market: **JAPAN**

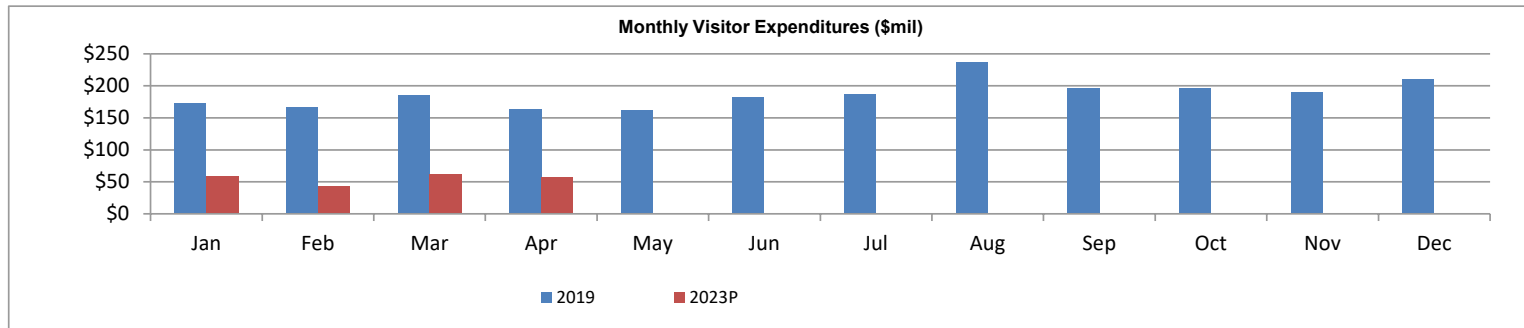
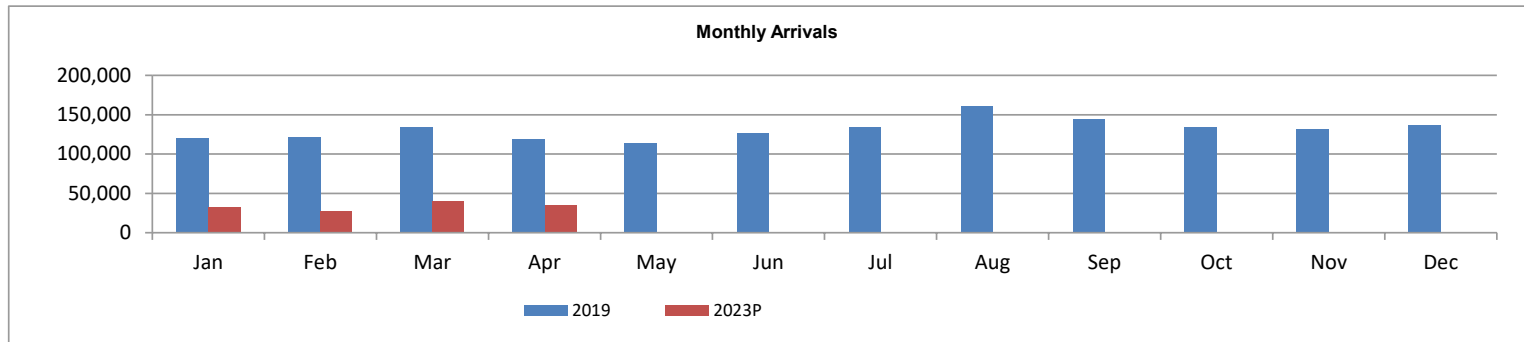
Key Performance Indicators

	YOY Rate	Apr'19 YTD	Apr'23 YTD	Annual Forecast*	Arrivals	YOY Rate	YTD
Visitor Spending (\$mil)	↓ -67.9%	688.1	220.5	1,768.9	O'ahu	-72.2%	130,482
Daily Spend (\$PPPD)	↓ -1.3%	238.3	235.1	245.1	Maui	-81.3%	3,023
Visitor Days	↓ -67.5%	2,886,779	937,906	7,216,077	Moloka'i	-41.3%	232
Arrivals	↓ -73.0%	494,416	133,352	962,144	Lāna'i	-71.5%	179
Daily Census	↓ -67.5%	24,056	7,816	19,770	Kaua'i	-79.8%	1,727
Airlift (scheduled seats) [^]	↓ -56.0%	664,654	292,646	1,134,126	Hawai'i Island	-79.7%	9,475

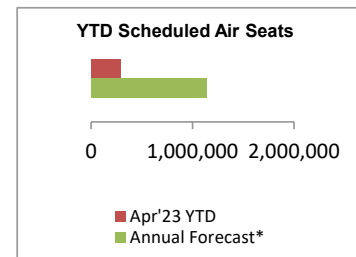
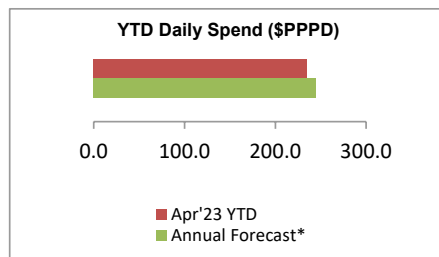
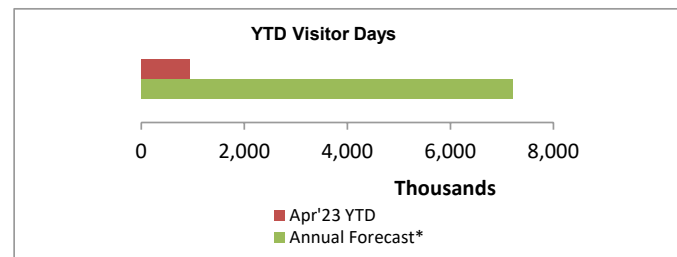
* DBEDT Annual Forecast as of Q1 2023.

[^] DBEDT READ analysis based on scheduled seats from Diio Mi flight schedules as of May 15, 2023, subject to change.

Monthly Indicators



Annual Indicators



* Excludes Supplemental Business Expenditures

HTA Key Performance Indicators Dashboard

Hawai'i Tourism Authority Report Date: **Apr-23** Preliminary

Visitor Industry Performance Measures

Market: **CANADA**

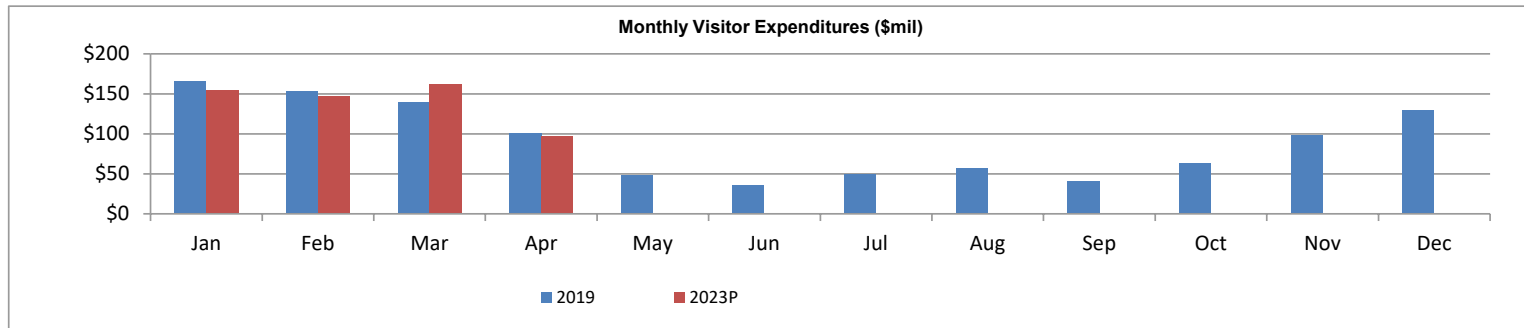
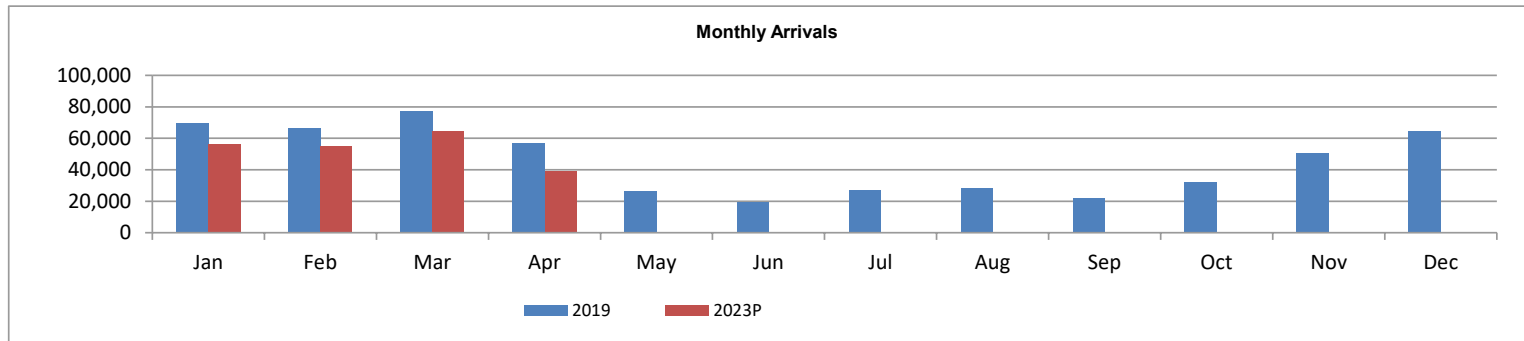
Key Performance Indicators

	YOY Rate	Apr'19 YTD	Apr'23 YTD	Annual Forecast*	Arrivals	YOY Rate	YTD
Visitor Spending (\$mil)	↔ 0.4%	558.4	560.4	1,130.5	O'ahu	-3.2%	104,247
Daily Spend (\$PPPD)	↑ 29.5%	166.1	215.2	197.8	Mauī	-27.9%	95,085
Visitor Days	↓ -22.5%	3,362,088	2,604,598	5,716,654	Moloka'i	-45.8%	1,283
Arrivals	↓ -20.3%	269,939	215,071	461,829	Lāna'i	-32.2%	1,873
Daily Census	↓ -22.5%	28,017	21,705	15,662	Kaua'i	-40.7%	23,307
Airlift (scheduled seats) [^]	↓ -11.2%	269,770	239,587	485,426	Hawai'i Island	-22.9%	38,193

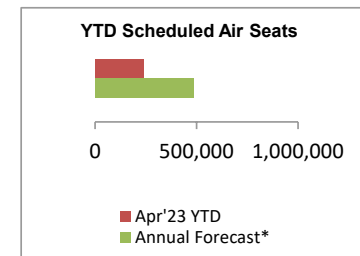
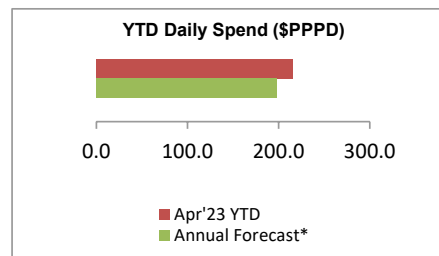
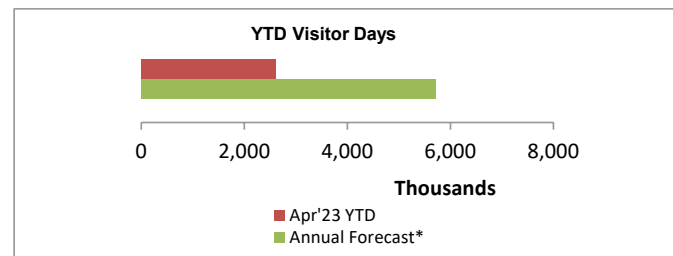
* DBEDT Annual Forecast as of Q1 2023.

[^] DBEDT READ analysis based on scheduled seats from Diio Mi flight schedules as of May 15, 2023, subject to change.

Monthly Indicators



Annual Indicators



* Excludes Supplemental Business Expenditures

HTA Key Performance Indicators Dashboard

Hawai'i Tourism Authority Report Date: **Apr-23** Preliminary

Visitor Industry Performance Measures

Market: **OCEANIA**

Key Performance Indicators

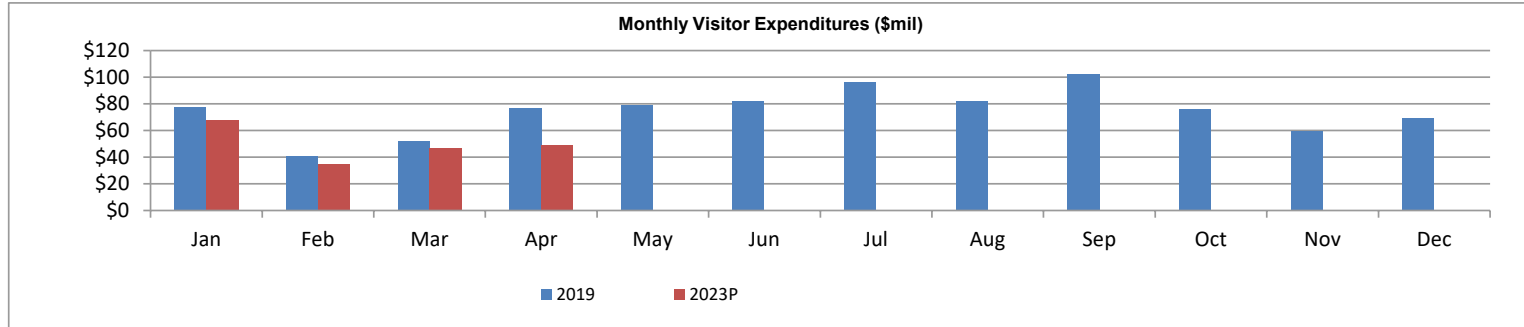
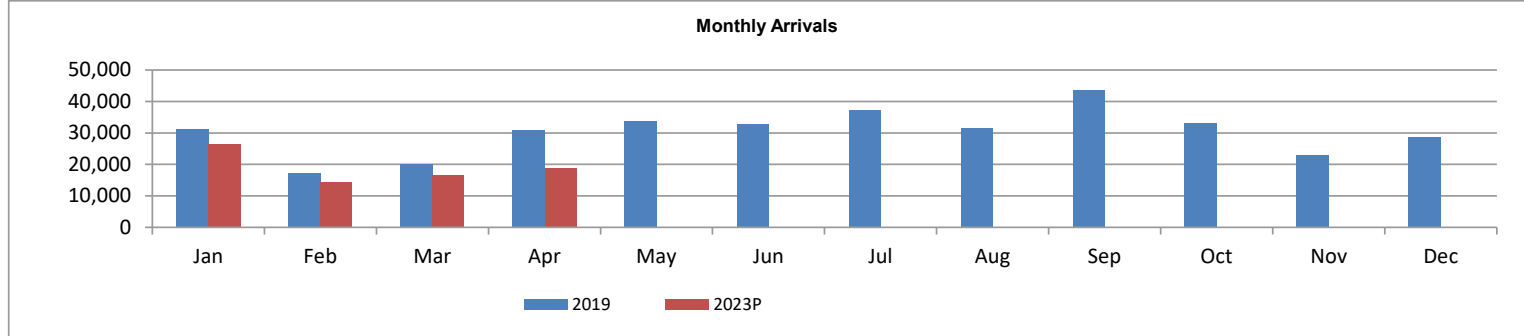
	YOY Rate	Apr'19 YTD	Apr'23 YTD	Annual Forecast*
Visitor Spending (\$mil)	↓ -19.5%	247.6	199.3	691.2
Daily Spend (\$PPPD)	↔ 8.8%	266.8	290.3	299.5
Visitor Days	↓ -26.0%	927,903	686,675	2,307,871
Arrivals	↓ -23.3%	99,399	76,275	240,536
Daily Census	↓ -26.0%	7,733	5,722	6,323
Airlift (scheduled seats) [^]	↓ -31.3%	158,779	109,151	331,997

	YOY Rate	YTD
O'ahu	-23.1%	74,778
Mauī	-47.1%	8,199
Moloka'i	-59.3%	454
Lāna'i	-61.9%	624
Kaua'i	-55.9%	3,859
Hawai'i Island	-42.9%	6,332

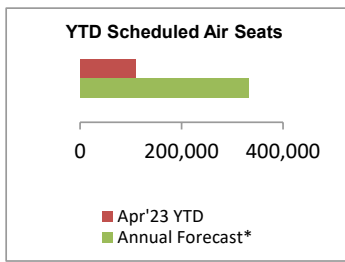
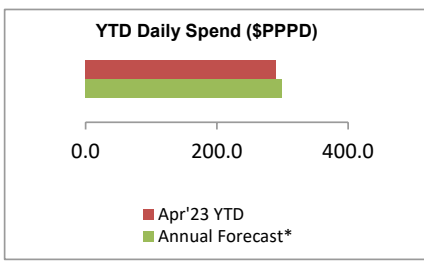
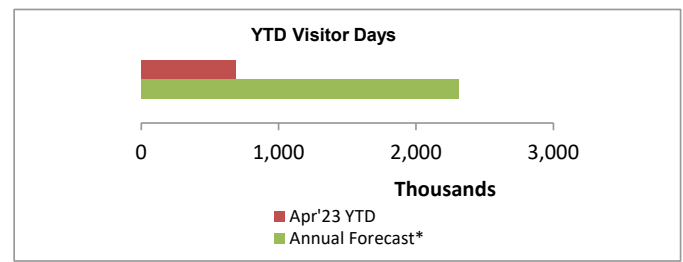
* DBEDT Annual Forecast as of Q1 2023.

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Monthly Indicators



Annual Indicators



* Excludes Supplemental Business Expenditures

HTA Key Performance Indicators Dashboard

Hawai'i Tourism Authority Report Date: **Apr-23** Preliminary

Visitor Industry Performance Measures

Market: **OTHER ASIA**

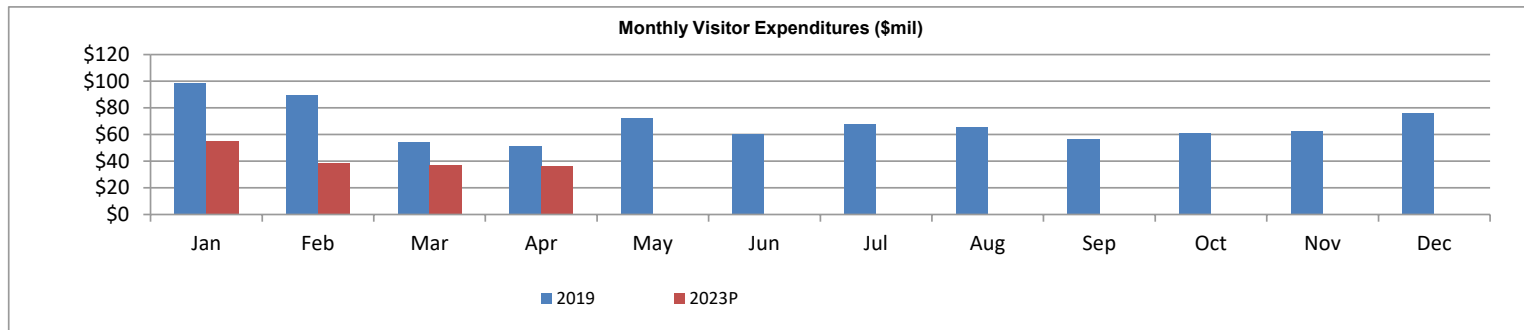
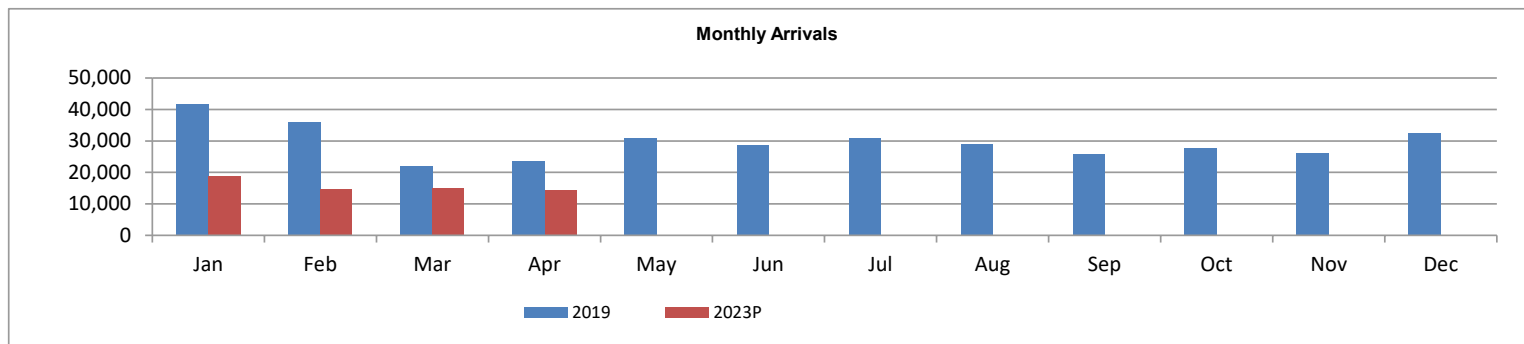
Key Performance Indicators

	YOY Rate	Apr'19 YTD	Apr'23 YTD	Annual Forecast*	Arrivals	YOY Rate	YTD
Visitor Spending (\$mil)	↓ -43.1%	294.2	167.4	N/A	O'ahu	-49.1%	61,192
Daily Spend (\$PPPD)	↔ 4.3%	293.0	305.6	N/A	Mauī	-71.3%	6,231
Visitor Days	↓ -45.4%	1,004,090	548,026	N/A	Moloka'i	-86.3%	85
Arrivals	↓ -48.9%	123,045	62,847	N/A	Lāna'i	-67.3%	276
Daily Census	↓ -45.4%	8,367	4,567	N/A	Kaua'i	-56.8%	2,238
Airlift (scheduled seats) [^]	↓ -40.2%	165,205	98,860	290,191	Hawai'i Island	-59.6%	10,734

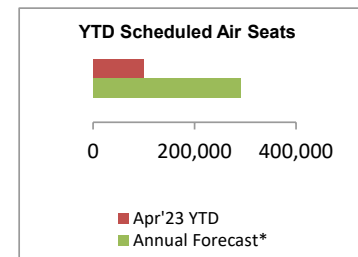
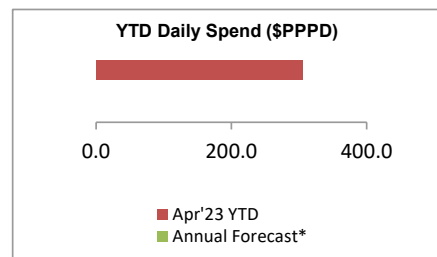
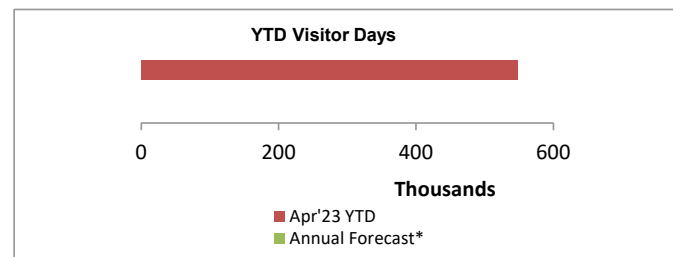
* DBEDT Annual Forecast as of Q1 2023.

[^] DBEDT READ analysis based on scheduled seats from Diio Mi flight schedules as of May 15, 2023, subject to change.

Monthly Indicators



Annual Indicators



* Excludes Supplemental Business Expenditures

HTA Key Performance Indicators Dashboard

Hawai'i Tourism Authority Report Date: **Apr-23** Preliminary

Visitor Industry Performance Measures

Market: **KOREA**

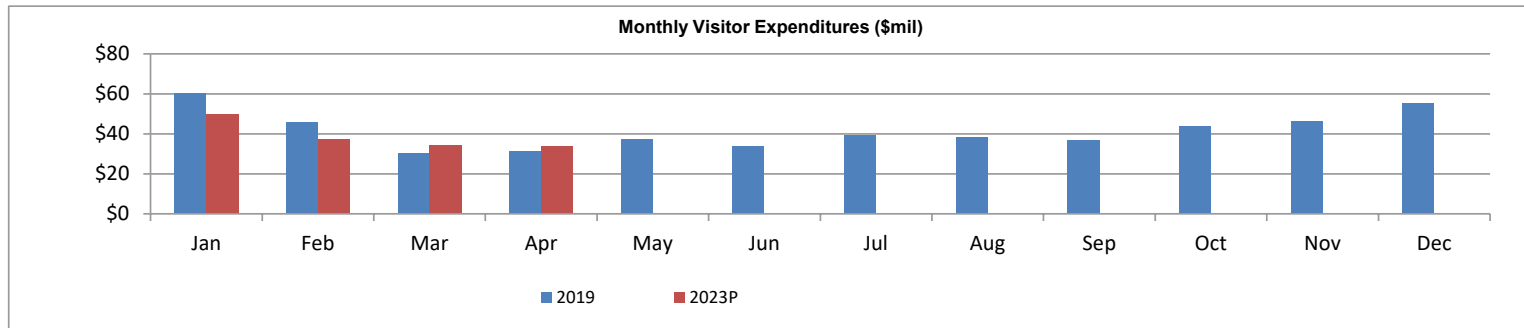
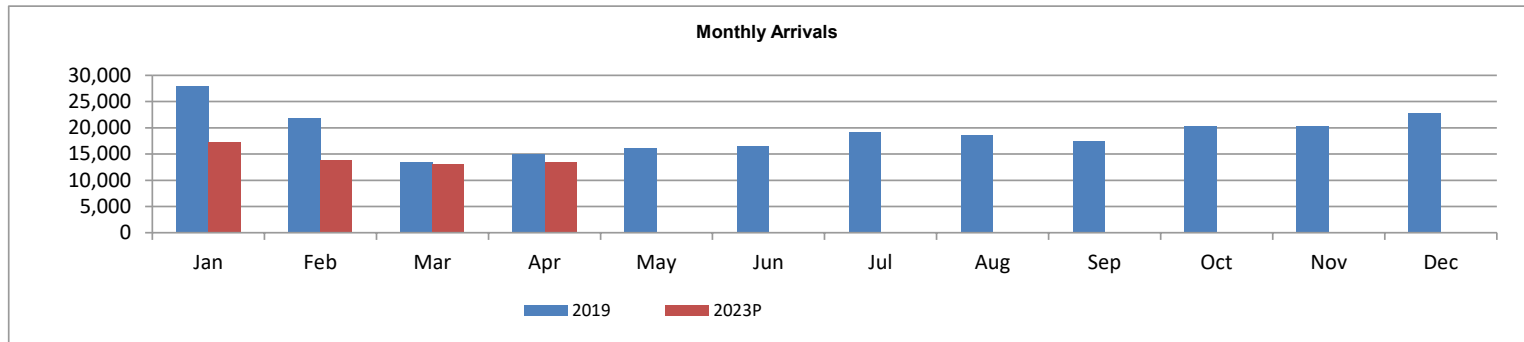
Key Performance Indicators

	YOY Rate	Apr'19 YTD	Apr'23 YTD	Annual Forecast*	Arrivals	YOY Rate	YTD
Visitor Spending (\$mil)	👉 -7.5%	167.1	154.6	345.6	O'ahu	-25.8%	57,028
Daily Spend (\$PPPD)	👈 12.7%	270.8	305.1	308.2	Mauī	-51.4%	5,198
Visitor Days	👇 -17.9%	616,960	506,506	1,121,316	Moloka'i	-80.3%	65
Arrivals	👇 -26.3%	78,027	57,522	144,322	Lāna'i	-25.3%	232
Daily Census	👇 -17.9%	5,141	4,221	3,072	Kaua'i	-39.9%	1,811
Airlift (scheduled seats) [^]	👇 -11.1%	111,168	98,860	283,153	Hawai'i Island	-9.6%	9,384

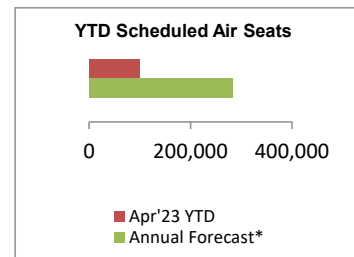
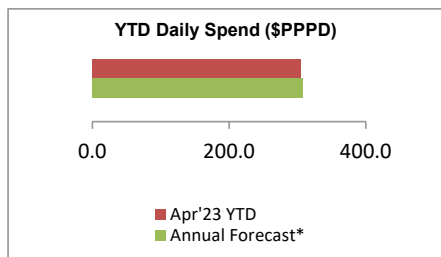
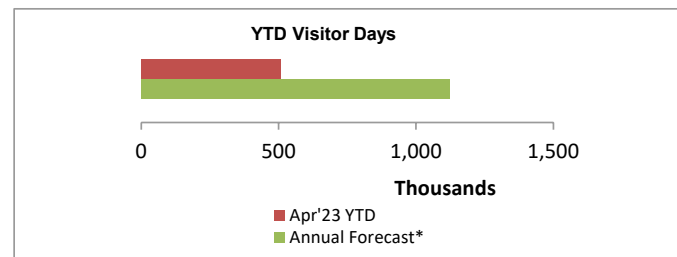
* DBEDT Annual Forecast as of Q1 2023.

[^] DBEDT READ analysis based on scheduled seats from Diio Mi flight schedules as of May 15, 2023, subject to change.

Monthly Indicators



Annual Indicators



* Excludes Supplemental Business Expenditures

HTA Key Performance Indicators Dashboard

Hawai'i Tourism Authority Report Date: **Apr-23** Preliminary

Visitor Industry Performance Measures

Market: **CHINA**

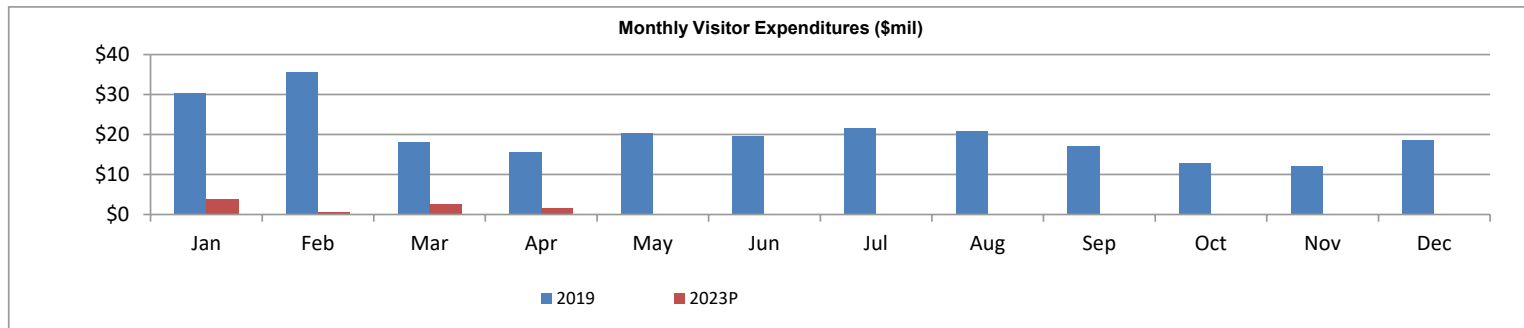
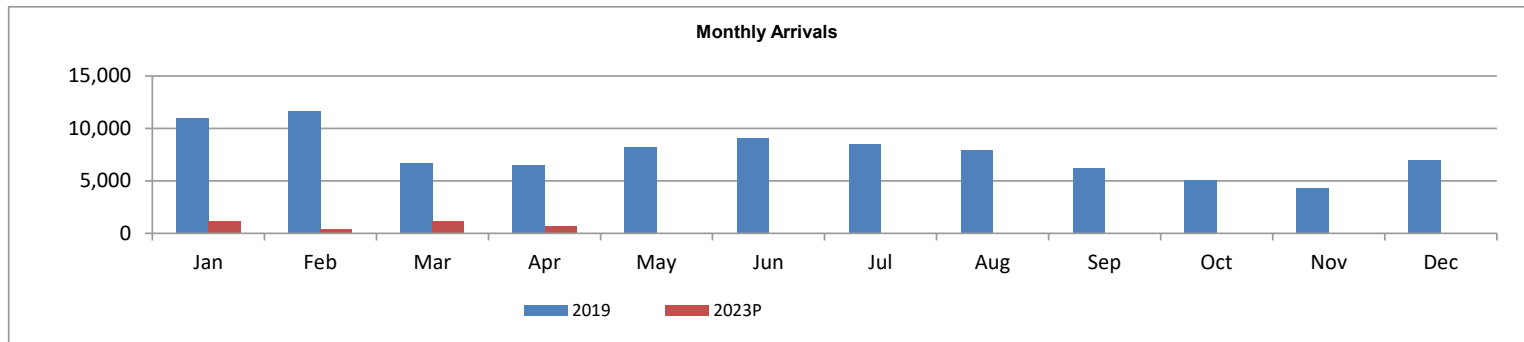
Key Performance Indicators

	YOY Rate	Apr'19 YTD	Apr'23 YTD	Annual Forecast*	Arrivals	YOY Rate	YTD
Visitor Spending (\$mil)	↓ -91.2%	99.6	8.8	N/A	O'ahu	-91.8%	2,855
Daily Spend (\$PPPD)	↔ 4.1%	329.7	343.4	N/A	Mauī	-93.4%	572
Visitor Days	↓ -91.5%	302,061	25,612	N/A	Moloka'i	-95.6%	11
Arrivals	↓ -90.5%	35,791	3,407	N/A	Lāna'i	-92.7%	33
Daily Census	↓ -91.5%	2,517	213	N/A	Kaua'i	-87.2%	202
Airlift (scheduled seats) [^]	N/A	N/A	N/A	N/A	Hawai'i Island	-92.8%	1,019

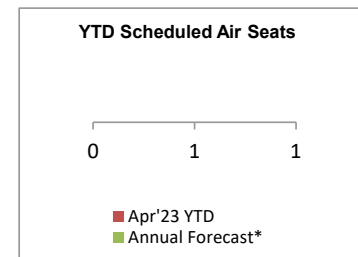
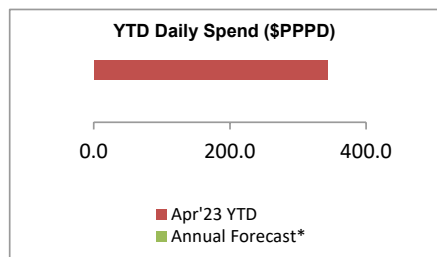
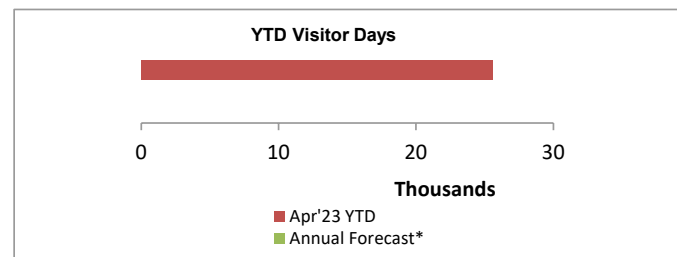
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Monthly Indicators



Annual Indicators



* Excludes Supplemental Business Expenditures

HTA Key Performance Indicators Dashboard

Hawai'i Tourism Authority Report Date: **Apr-23** Preliminary

Visitor Industry Performance Measures

Market: **EUROPE**

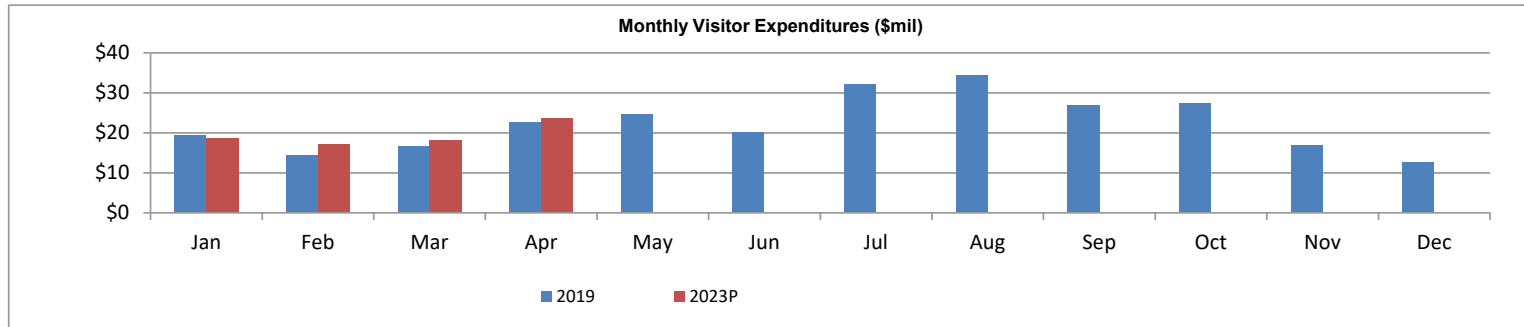
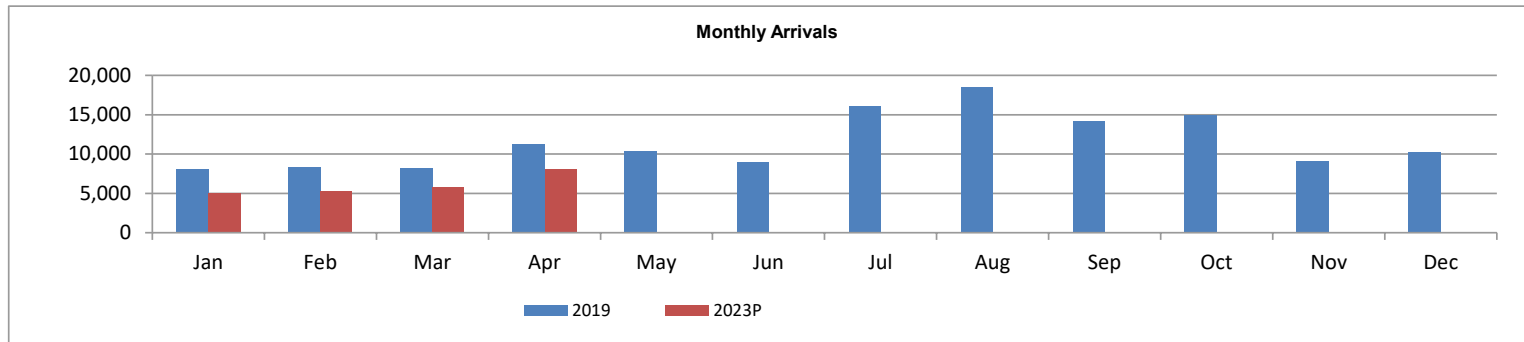
Key Performance Indicators

	YOY Rate	Apr'19 YTD	Apr'23 YTD	Annual Forecast*	Arrivals	YOY Rate	YTD
Visitor Spending (\$mil)	↔ 6.2%	73.0	77.5	254.4	O'ahu	-34.5%	17,272
Daily Spend (\$PPPD)	↑ 50.3%	156.0	234.4	167.4	Mauī	-34.5%	9,664
Visitor Days	↓ -29.3%	467,685	330,446	1,519,811	Moloka'i	-44.3%	309
Arrivals	↓ -32.0%	35,704	24,283	115,457	Lāna'i	-45.1%	258
Daily Census	↓ -29.3%	3,897	2,754	4,164	Kaua'i	-35.3%	5,128
Airlift (scheduled seats) [^]	N/A	N/A	N/A	N/A	Hawai'i Island	-28.2%	7,212

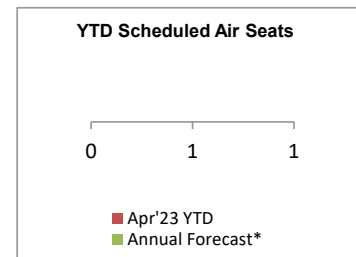
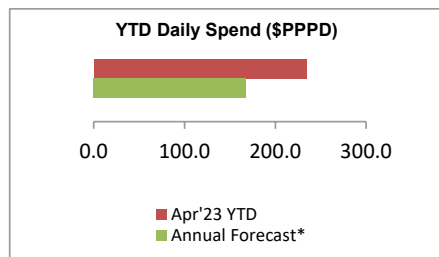
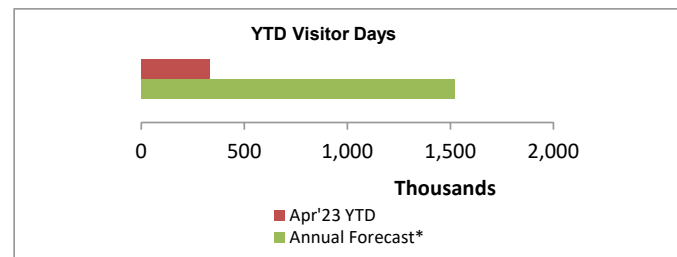
* DBEDT Annual Forecast as of Q1 2023.

[^] DBEDT READ analysis based on scheduled seats from Diio Mi flight schedules as of May 15, 2023, subject to change.

Monthly Indicators



Annual Indicators



* Excludes Supplemental Business Expenditures

HTA Key Performance Indicators Dashboard

Hawai'i Tourism Authority Report Date: **Apr-23** Preliminary

Visitor Industry Performance Measures

Market: **LATIN AMERICA**

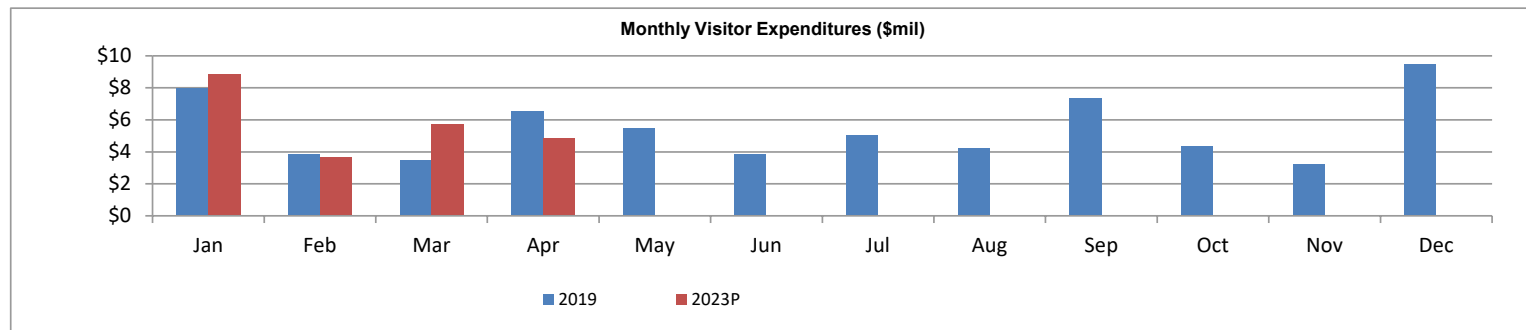
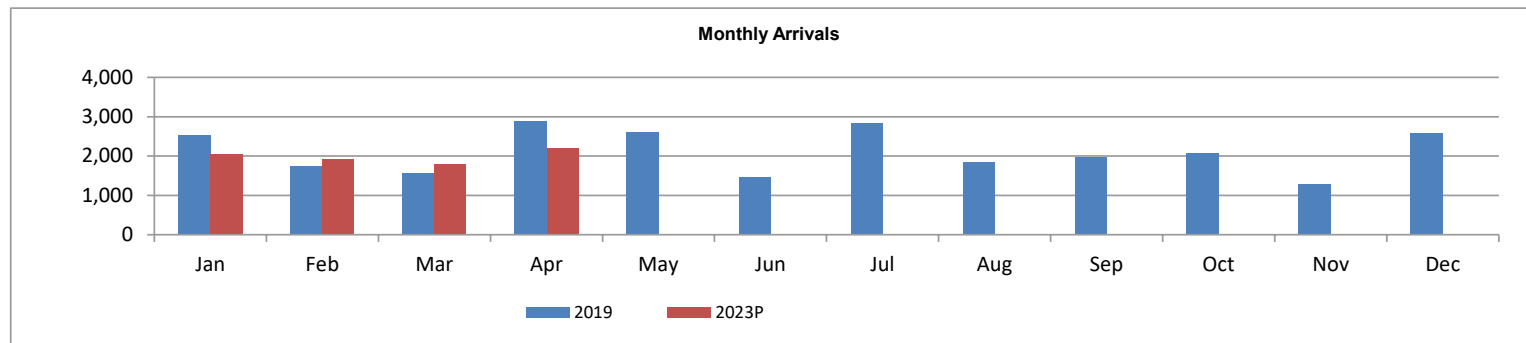
Key Performance Indicators

	YOY Rate	Apr'19 YTD	Apr'23 YTD	Annual Forecast*	Arrivals	YOY Rate	YTD	
Visitor Spending (\$mil)	↘	5.9%	21.8	23.1	N/A	O'ahu	-14.9%	5,755
Daily Spend (\$PPPD)	↗	12.6%	234.3	263.9	N/A	Maui	-2.8%	2,875
Visitor Days	↘	-5.9%	92,999	87,467	N/A	Moloka'i	44.8%	72
Arrivals	↘	-8.7%	8,707	7,948	N/A	Lāna'i	-66.3%	63
Daily Census	↘	-5.9%	775	729	N/A	Kaua'i	-14.0%	908
Airlift (scheduled seats) [^]		N/A	N/A	N/A	N/A	Hawai'i Island	-6.4%	1,442

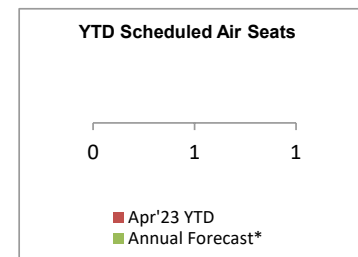
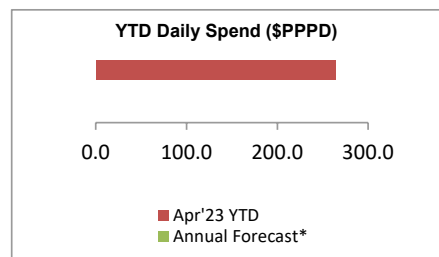
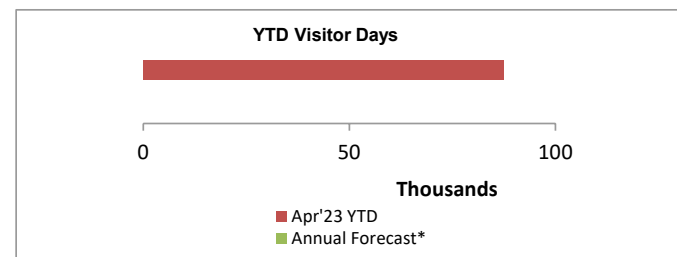
* DBEDT Annual Forecast as of Q1 2023.

[^] DBEDT READ analysis based on scheduled seats from Diio Mi flight schedules as of May 15, 2023, subject to change.

Monthly Indicators



Annual Indicators



* Excludes Supplemental Business Expenditures

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**Discussion and Action on
HTA's Financial Report for May 2023**

**Hawaii Tourism Authority
Financial Statements
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May 31, 2023**

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Hawaii Tourism Authority
Balance Sheet - Governmental Funds
As of May 31, 2023

	FY 2023 ARPA Tourism Fund	FY 2022 ARPA Tourism Fund	FY 2022 ARPA Convention Center Fund	EDA Tourism Grant	Tourism Special Fund	Convention Center Enterprise Special Fund	Tourism Emergency Special Fund	Total Governmental Funds
					-----	Restricted Funds	-----	
Assets								
Cash and cash equivalents and investments in State Treasury	28,530,173	21,618,657	3,118,448	14,024,372	16,223,156	34,234,080	1,069,236	118,818,122
Investments	-	-	-	-	-	-	4,036,634	4,036,634
Total assets	<u>28,530,173</u>	<u>21,618,657</u>	<u>3,118,448</u>	<u>14,024,372</u>	<u>16,223,156</u>	<u>34,234,080</u>	<u>5,105,870</u>	<u>122,854,756</u>
Liabilities and Fund Balances								
Fund balances								
Encumbered	21,819,972	17,529,390	2,939,843	7,200,000	9,949,941	3,769,695	-	63,208,840
Unencumbered	6,710,201	4,089,267	178,606	6,824,372	6,273,215	30,464,385	5,105,870	59,645,916
Total fund balances	<u>28,530,173</u>	<u>21,618,657</u>	<u>3,118,448</u>	<u>14,024,372</u>	<u>16,223,156</u>	<u>34,234,080</u>	<u>5,105,870</u>	<u>122,854,756</u>
Total liabilities and fund balances	<u>28,530,173</u>	<u>21,618,657</u>	<u>3,118,448</u>	<u>14,024,372</u>	<u>16,223,156</u>	<u>34,234,080</u>	<u>5,105,870</u>	<u>122,854,756</u>

These financial statements have been prepared by management for informational purposes only. See notes to the financial statements.

Hawaii Tourism Authority
Statement of Revenues, Expenditures, and Changes in Fund Balances - Governmental Funds
For the Month Ended May 31, 2023
Ending Fund Balance as of May 31, 2023

	FY 2023 ARPA Tourism Fund	FY 2022 ARPA Tourism Fund	FY 2022 ARPA Convention Center Fund	EDA Tourism Grant	Tourism Special Fund	Convention Center Enterprise Special Fund	Tourism Emergency Special Fund	Total Governmental Funds
Revenues								
Interest and investment income*	-	-	-	-	663,181	578,130	12,175	1,253,486
HCC revenues**	-	-	-	-	-	416,177	-	416,177
Other**	-	-	-	-	-	43,246	-	43,246
Change in FV	-	-	-	-	-	-	(9,696)	(9,696)
Total revenues	-	-	-	-	663,181	1,037,553	2,479	1,703,213
Expenditures								
Perpetuating Hawaiian culture	133,221	1,251,953	-	-	5,600	-	-	1,390,774
Natural resources	-	1,050,000	-	-	125,000	-	-	1,175,000
Community	-	1,400,000	-	-	-	-	-	1,400,000
Branding	4,400,522	1,336,954	-	-	341,021	-	-	6,078,497
Sports	-	-	-	-	-	-	-	-
Safety and security	-	250,000	-	-	-	-	-	250,000
Tourism research	-	-	-	-	14,480	-	-	14,480
Planning	-	66,447	-	-	-	-	-	66,447
Administrative	29,363	243,643	-	-	7,130	-	-	280,136
Governance and org-wide*	-	144,282	464,345	-	-	-	-	608,627
HCC operations**	-	-	3,645,643	-	-	-	-	3,645,643
Total expenditures	4,563,106	5,743,279	4,109,988	-	493,231	-	-	14,909,604
Change in fund balances	(4,563,106)	(5,743,279)	(4,109,988)	-	169,950	1,037,553	2,479	(13,206,391)
Fund balances								
Beginning of month	33,093,279	27,361,936	7,228,436	14,024,372	16,053,206	33,196,527	5,103,391	136,061,147
Ending fund balance	28,530,173	21,618,657	3,118,448	14,024,372	16,223,156	34,234,080	5,105,870	122,854,756

* Refer to notes of the financial statements for an explanation on interest and investment income and governance and org-wide expenditures.

** Refer to Other Matters section of the notes of the financial statements for explanations on interest and investment income, HCC revenues, other income, and HCC operations expenditures.

Hawaii Tourism Authority
Selected Management Disclosures
May 31, 2023

Summary of Significant Accounting Policies

The Financial Reporting Entity

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

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

Governmental Funds

Governmental funds are those through which the governmental functions of the Authority are financed. The Authority's major funds are as follows:

- **Tourism Special Fund (TSF)** –The Tourism Special Fund accounts for functions related to developing and promoting the tourism industry. Effective January 1, 2022, pursuant to Act 1 Special Legislative Session 2021, the TSF was sunset and discontinued the ability to expend any new funds. Funds encumbered as of June 30, 2021, can be spent.
- **Convention Center Enterprise Special Fund (CCESF)** – Under Section 201B-8, the Convention Center Enterprise Special Fund accounts for functions related to the operation and management of the Hawaii Convention Center (HCC). Unencumbered funds are unavailable to spend because the 2023 Hawaii State Legislature did not provide the CCESF an expenditure ceiling to fund the operations of the HCC.
- **Tourism Emergency Special Fund** – The Tourism Emergency Special Fund accounts for functions related to maintaining a tourism emergency fund. Per Section 201B-10, revenues prescribed by Section 237D-6.5(b) and all investment earnings are credited to the fund's assets. Funds are currently held at the Bank of Hawaii. Funds must be exclusively used to respond to a tourism emergency under Section 201B-9.
- **FY 2023 American Rescue Plan Act (ARPA) Tourism Fund** – Official Name: HTA Coronavirus State Fiscal Recovery Fund (CSFRF) \$35M Subaward. The Governor authorized \$35,000,000 on November 10, 2022. All unspent funds are projected to be returned to the Department of Budget and Finance (B&F) as of June 30, 2023.
- **FY 2022 ARPA Tourism Fund** — Official Name: HTA CSFRF \$60M Subaward. The Governor authorized \$3,210,000 and \$56,790,000 on July 14, 2021, and September 21, 2021, respectively. All unspent funds are projected to be returned to B&F as of June 30, 2023.

Hawaii Tourism Authority
Selected Management Disclosures
May 31, 2023

- **FY 2022 ARPA Convention Center Fund** – Official Name: Convention Center CSFRF \$11M Subaward. The Governor authorized \$490,000 and \$10,510,000 on July 14, 2021, and November 26, 2021, respectively. All unspent funds are projected to be returned to B&F as of June 30, 2023.
- **Economic Development Administration (EDA) Tourism Grant** – Official Name: ARPA-EDA Tourism Grant (Non-Competitive ARPA State Tourism Grant for the State of Hawaii) – The Authority was awarded \$14,024,372 on December 8, 2021. Grant rules required the approval of the Grant Administration Plan (GAP) before the commencement of work. EDA approved the Authority’s GAP on March 21, 2023. The Authority will share approximately \$7,200,000 of the grant with the Department of Land and Natural Resources (DLNR) to enhance and develop Hawaii’s outdoor recreational assets. All work must be completed by May 31, 2027, and money spent by September 30, 2027.

Basis of Accounting

The Governmental Funds’ financial statements are reported using the modified-cash basis of accounting.

Governance & Org-Wide Expenditures

Governance and organization-wide expenditures primarily consist of board meeting costs - including board member inter-island travel - audit expenses for the Authority and the HCC, HCC facility insurance, and employee fringe benefits.

Encumbrances

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

Transient Accommodations Tax (TAT)

Under Section 237D-6.5, \$11,000,000 shall be allocated to the Convention Center Enterprise Special Fund.

Investments

The Authority’s investments are reported at fair value.

The TSF and CCESF participate in the State’s investment pool program directed by B&F. Interest and investment income for the TSF and CCESF of \$663,181 and \$578,130 includes income earned from July 2022 to March 2023.

Hawaii Convention Center Contract

The Authority contracts with ASM Global (“ASM”), a private contractor, to manage and operate the HCC. ASM is on a cost-reimbursement contract whereby the Authority reimburses it for costs incurred in operating the Center. Net income earned on HCC operations will be paid to the Authority.

Hawaii Convention Center Sales and Marketing Contract

Effective January 1, 2020, the Authority contracted with the Hawaii Visitors and Convention Bureau to be responsible for the Center’s sales and marketing efforts as part of a global meetings and conventions program.

Hawaii Tourism Authority
Selected Management Disclosures
May 31, 2023

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

On June 30, 2022, management estimated the net pension liability of approximately \$5,733,000 for its proportionate share of the State's net pension liability. An actuarial valuation determined the net pension liability as of June 30, 2021.

For the year ended June 30, 2022, the Authority recognized pension expenses of approximately \$488,000. On June 30, 2022, management estimated the deferred outflows and deferred inflows of resources related to pensions of approximately \$590,000 and \$972,000, respectively. Based on last year's pension expense, management estimates the June 30, 2023, pension expense to be approximately \$500,000.

Hawaii Employer-Union Health Benefits Trust Fund (EUTF)

On June 30, 2022, management estimated the net other post-employment benefits (OPEB) liability of approximately \$4,989,000. An actuarial valuation measured the net OPEB liability as of June 30, 2021.

For the year ended June 30, 2022, the Authority recognized OPEB expenses of approximately \$115,000. On June 30, 2022, management estimated the deferred outflows and deferred inflows or resources related to OPEB of approximately \$212,000 and \$503,000, respectively. Based on last year's OPEB expense, management estimates the OPEB expense for June 30, 2023, to be approximately \$120,000.

Accrued Vacation

On June 30, 2022, management estimated the accrued vacation liability was approximately \$413,000, with a current liability of approximately \$129,000. Based on last year's accrued vacation liability, management estimates accrued vacation as of June 30, 2023, to be approximately \$420,000, with a current liability of approximately \$130,000.

Use of Estimates

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

Other Matters

The 2023 Hawaii State Legislature did not provide funding for the Authority for the period July 1, 2023, to June 30, 2024. The board of directors will provide new budget information as funding becomes available.

The 2022 Hawaii State Legislature provided \$15,000,000 in general obligation bonds, and the 2023 Legislature provided \$64,000,000 in general funds to repair the rooftop terrace deck of the HCC. Both funds will lapse on June 30, 2024.

CCESF HCC revenues of \$416,177 consist of two payments – a \$186,205 true-up payment for May and June 2022 and a \$229,972 payment for October 2022 net income earned from HCC operations.

CCESF's other income of \$43,246 includes a \$25,246 insurance claim and \$18,000 for distributed antennae system services at the HCC.

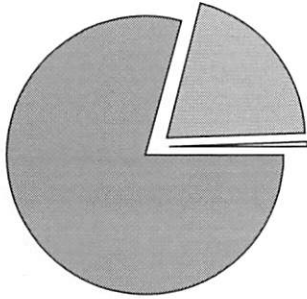
HCC operation expenditures of \$3,645,643 include \$2,677,343 for HCC operations from July 2022 to March 2023 and \$968,300 to fund HCC local sales and marketing efforts for the fiscal year 2023.

Supplementary Information

**Bank of Hawaii Emergency Trust Fund Statement
(Tourism Emergency Special Fund)
May 31, 2023**

Summary Of Investments

Investment Allocation



0.5%	CASH	26,310.68
20.4%	CASH EQUIVALENTS	1,042,925.47
79.1%	FIXED INCOME	4,036,633.55
100.0%	TOTAL	5,105,869.70

Investment Summary

	Market Value	%	Estimated Income	Current Yield
CASH	26,310.68	0.52	0	0.00
CASH EQUIVALENTS	1,042,925.47	20.43	51,625	4.95
FIXED INCOME	4,036,633.55	79.06	104,000	2.58
Total Fund	5,105,869.70	100.00	155,625	3.05

Schedule Of Investments

UNITS	DESCRIPTION	BOOK VALUE	MARKET VALUE	% OF CATEGORY
	CASH	4,507.23	4,507.23	17.13
	ACCRUED INCOME	21,803.45	21,803.45	82.87
	TOTAL CASH	26,310.68*	26,310.68*	100.00*
	CASH EQUIVALENTS			
	CASH MANAGEMENT			
1,042,925.47	DREYFUS TREASURY OBLIGATIONS CASH MANAGEMENT FUND	1,042,925.47	1,042,925.47	100.00
	FIXED INCOME			
	U S TREASURY OBLIGATIONS			
500,000	US TREASURY NOTES 2.75% 07/31/2023	499,434.65	497,885.00	12.33



Statement Period
Account Number

05/01/2023 through 05/31/2023
BANK OF HAWAII
AGENT U/A DATED 10/31/2018 FOR
HAWAII TOURISM AUTHORITY -
TOURISM EMERGENCY TRUST
FUND

Schedule Of Investments

UNITS	DESCRIPTION	BOOK VALUE	MARKET VALUE	% OF CATEGORY
500,000	US TREASURY NOTES 2.875% 10/31/2023	499,441.73	495,115.00	12.27
585,000	US TREASURY NOTES 2.5% 01/31/2024	580,119.36	574,487.55	14.23
500,000	US TREASURY NOTES 2.25% 04/30/2024	495,520.45	486,580.00	12.05
500,000	US TREASURY NOTES NOTE 2.125% 07/31/2024	494,457.09	483,515.00	11.98
500,000	US TREASURY NOTES 2.25% 10/31/2024	483,947.75	482,520.00	11.95
550,000	US TREASURY NOTES 2.5% 01/31/2025	533,306.64	531,201.00	13.16
500,000	US TREASURY NOTES 2.875% 04/30/2025	488,984.38	485,330.00	12.02
	TOTAL U S TREASURY OBLIGATIONS	4,075,212.05*	4,036,633.55*	100.00*
	Total Fund	5,144,448.20*	5,105,869.70*	100.00*

Hawaii Convention Center Income Statement

May 31 ,2023

(Prepared By AEG Management HCC)

Hawaii Convention Center
Facility
Income Statement
From 5/01/2023 Through 05/31/2023
(In Whole Numbers)

	Current Month Actual	Current Month Budget	Variance	Current Month Prior Year	YTD Actual	YTD Budget	Variance	YTD Prior Year
Direct Event Income								
Rental Income (Net)	299,870	210,635	89,235	144,770	2,778,010	2,959,897	(181,887)	2,126,334
Service Revenue	201,965	43,041	158,924	81,373	1,302,604	694,888	607,716	1,143,330
Total Direct Event Income	501,835	253,676	248,159	226,143	4,080,614	3,654,785	425,830	3,269,664
Direct Service Expenses	249,484	169,640	(79,844)	200,925	2,078,381	2,108,782	30,400	1,540,237
Net Direct Event Income	252,352	84,036	168,315	25,218	2,002,233	1,546,003	456,230	1,729,427
Ancillary Income								
Food and Beverage (Net)	166,478	321,573	(155,095)	285,433	3,899,346	4,375,005	(475,659)	975,695
Event Parking (Net)	128,713	36,760	91,953	68,327	1,006,850	821,400	185,450	645,182
Electrical Services	5,360	0	5,360	5,113	56,021	87,800	(31,779)	33,245
Audio Visual	68,390	5,450	62,940	32,757	519,905	148,450	371,455	129,175
Internet Services	0	0	0	0	1,831	0	1,831	0
Rigging Services	4,122	5,560	(1,438)	0	75,928	76,600	(672)	116,920
First Aid Commissions	0	0	0	0	0	0	0	0
Total Ancillary Income	373,063	369,343	3,720	391,629	5,559,882	5,509,255	50,627	1,900,218
Total Event Income	625,415	453,379	172,035	416,847	7,562,114	7,055,258	506,857	3,629,645
Other Operating Income								
Non-Event Parking	225	583	(358)	120	4,098	6,413	(2,315)	6,228
Other Income	12,102	4,875	7,227	4,723	122,425	53,625	68,800	66,899
Total Other Operating Income	12,327	5,458	6,869	4,843	126,523	60,038	66,485	73,127
Total Gross Income	637,741	458,837	178,904	421,690	7,688,638	7,115,296	573,342	3,702,772
Net Salaries & Benefits								
Salaries & Wages	415,904	442,749	26,845	332,771	3,987,117	4,894,231	907,114	3,481,532
Payroll Taxes & Benefits	124,489	139,866	15,377	97,979	1,253,273	1,538,526	285,253	960,190
Labor Allocations to Events	(58,225)	(63,150)	(4,925)	(59,195)	(581,548)	(707,686)	(126,138)	(692,476)
Total Net Salaries & Benefits	482,168	519,465	37,297	371,554	4,658,842	5,725,071	1,066,229	3,749,245
Other Indirect Expenses								
Net Contracted Services	40,861	29,345	(11,516)	55,414	636,201	339,671	(296,530)	285,868
Operations	32,798	11,533	(21,265)	9,589	147,456	126,863	(20,593)	94,754
Repair & Maintenance	138,573	89,300	(49,273)	69,079	1,015,892	1,036,300	20,408	790,621
Operational Supplies	65,700	52,216	(13,484)	35,791	584,883	610,358	25,475	267,213
Insurance	17,381	18,559	1,178	15,426	222,157	215,091	(7,066)	142,959
Utilities	216,279	207,827	(8,452)	258,573	2,610,313	2,320,375	(289,938)	1,992,103
Meetings & Conventions	3,068	1,242	(1,826)	1,307	28,710	19,012	(9,698)	10,613
Promotions & Communications	5,059	4,550	(509)	2,260	40,401	50,050	9,649	7,573
General & Administrative	50,663	21,253	(29,410)	17,251	426,532	249,505	(177,028)	151,140
Management Fees	19,036	19,033	(3)	18,633	209,367	209,363	(4)	204,967
Other	(10,672)	10,983	21,655	793	80,141	120,813	40,672	37,141
Total Other Indirect	578,746	465,840	(112,906)	484,117	6,002,052	5,297,400	(704,652)	3,984,951
Net Income (Loss) before CIP Funded Expenses	(423,173)	(526,468)	103,296	(433,981)	(2,972,256)	(3,907,176)	934,919	(4,031,423)
CIP Funded Expenses	101	0	101	152	1,188	0	1,188	11,367
Net Income (Loss) from Operations	(423,072)	(526,468)	103,396	(433,829)	(2,971,069)	(3,907,176)	936,107	(4,020,056)
Fixed Asset Purchases	10,422	25,000	14,578	2,566	189,281	275,000	85,719	66,728
Net Income (Loss) After Fixed Asset Purchases	(433,494)	(551,468)	117,974	(436,395)	(3,160,350)	(4,182,176)	1,021,826	(4,086,784)

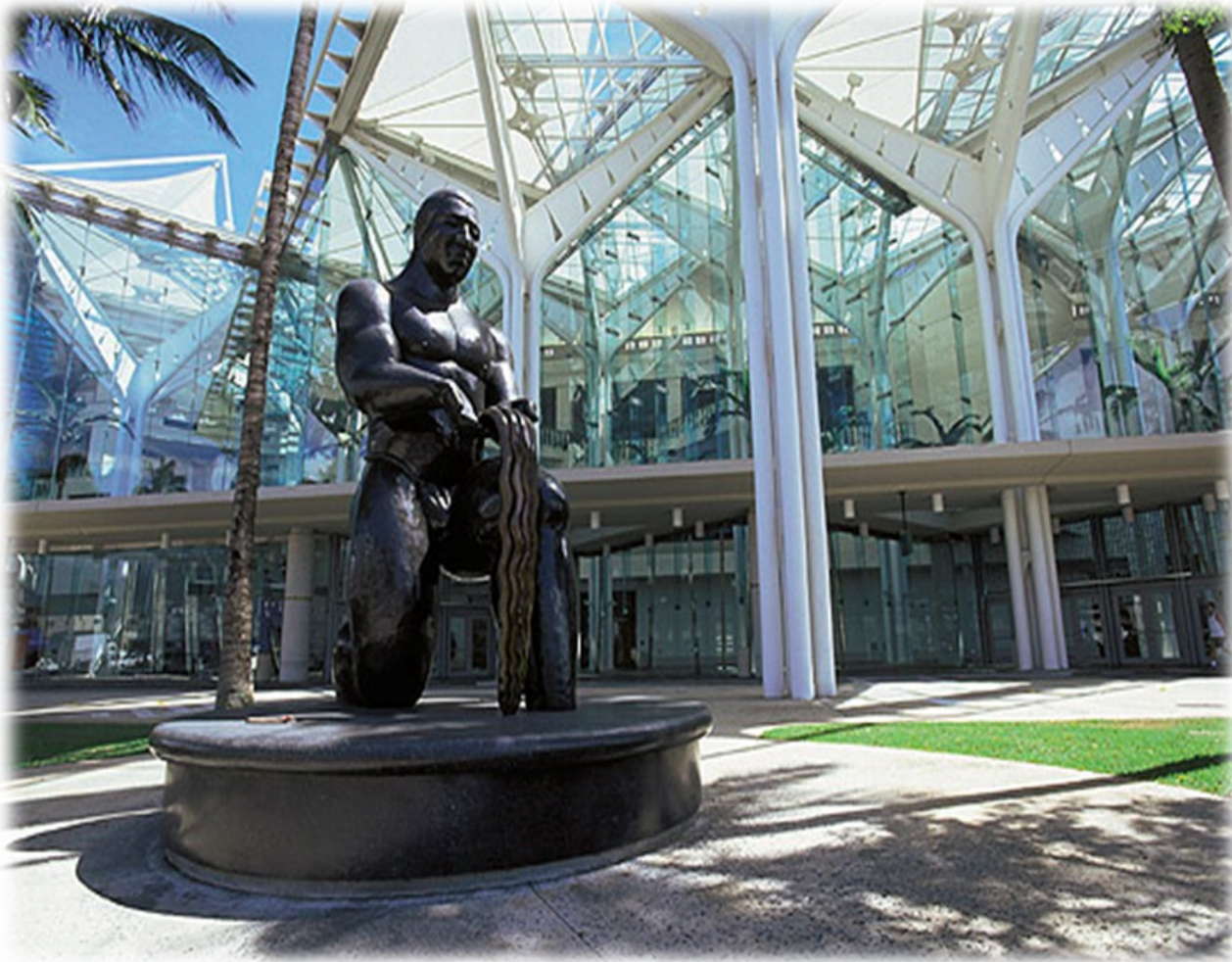
Hawaii Convention Center
Facility
Income Statement
From 05/01/2023 Through 05/31/2023
(In Whole Numbers)

	Current Month Actual	Current Month Budget	Variance	Current Month Prior Year	YTD Actual	YTD Budget	Variance	YTD Prior Year
Revenues								
Food & Beverage	547,608	556,165	(8,557)	456,884	7,229,866	7,596,239	(366,373)	1,924,291
Facility	738,407	318,784	419,623	349,132	6,028,663	4,984,773	1,043,891	4,365,472
Total Revenues	1,286,015	874,949	411,066	806,016	13,258,529	12,581,012	677,518	6,289,763
Expenses								
Food & Beverage	557,457	370,068	(187,388)	282,509	5,053,540	4,770,051	(283,489)	1,951,282
Facility	1,151,731	1,031,349	(120,382)	957,489	11,177,246	11,718,136	540,890	8,369,904
Total Expenses	1,709,187	1,401,417	(307,770)	1,239,998	16,230,786	16,488,187	257,401	10,321,187
Net Income (Loss) before CIP Funded Expenses	(423,173)	(526,468)	103,295	(433,981)	(2,972,256)	(3,907,176)	934,919	(4,031,423)
CIP Funded Expenses	101	0	101	152	1,188	0	1,188	11,367
Net Income (Loss) from Operations	(423,072)	(526,468)	103,396	(433,829)	(2,971,068)	(3,907,176)	936,107	(4,020,056)
Fixed Asset Purchases	10,422	25,000	14,578	2,566	189,281	275,000	85,719	66,728
Net Income (Loss) after Fixed Asset Purchases	(433,494)	(551,468)	117,974	(436,395)	(3,160,349)	(4,182,176)	1,021,826	(4,086,784)

13

**Presentation, Discussion, and Action on the
Hawai'i Convention Center's May 2023
Financial Reports and Update on the
Hawai'i Convention Center's 6-Year
Repair and Maintenance**

Hawai'i Convention Center



Update for
May 2023
For
(June 2023 meeting)

Financial Update

	May-23 FYTD Actual	FY 2023 Reforecast	FY 2023 Budget	Variance	FY 2022 Actual	CY 2019 Actual
Facility Occupancy	25%	26%	30%	-4%	29%	32%
Facility Number of Events	252	273	200	73	213	238
Facility Gross Revenue	\$13,258,500	\$14,309,200	\$13,041,400	\$1,267,800	\$7,256,700	\$16,866,900
Facility Gross Expenses	-\$16,418,900	-\$18,548,700	-\$18,448,300	-\$100,400	-\$11,842,500	-\$17,649,200
Facility Operating Subsidy	-\$3,160,400	-\$4,239,500	-\$5,406,900	\$1,167,400	-\$4,585,800	-\$782,300
Local S&M Gross Expenses	-\$858,400	-\$968,300	-\$968,300	\$0	-\$522,600	-\$5,315,000
HCC Operating Subsidy	-\$4,018,800	-\$5,207,800	-\$6,375,200	\$1,167,400	-\$5,108,400	-\$6,097,300

ROI May 2023 FYTD

HCC Revenue + State Revenue + Tax Revenue
= \$102.3M

HCC Expense + HVCB MCI Expense = \$22.2M

***ROI = For every dollar spent,
\$4.61 returned to the State***

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

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

Definite Local Bookings for next 3 months

	June 2023			
	Start Date	End Date	Description	Forecast Attendance
1	06/01/23	06/03/23	Rediscovering Hawaii's Soul	250
2	06/03/23	06/03/23	Hawaii Baptist Academy Commencement	2,000
3	06/03/23	06/04/23	Punahou School Project Grad	400
4	06/05/23	06/09/23	Pacific Vector Network and DOS Conference 2023	50
5	06/08/23	06/10/23	Student Leadership Conference	500
6	06/09/23	06/10/23	Hawaii's Active Seniors Expo 2023	8,150
7	06/09/23	06/09/23	Flying High Concert	1,500
8	06/10/23	06/10/23	HMSA Kaimana Awards & Scholarships Luncheon	150
9	06/12/23	06/12/23	HPMG Professional Development Day	500
10	06/12/23	06/16/23	WestEd Summer Institute	300
11	06/14/23	06/16/23	PIHOA Civil Registration and Vital Statistics [CRVS] Meeting	50
12	06/17/23	06/17/23	World Wide Dream Builders Regional Rally	1,100
13	06/17/23	06/18/23	Super Saturday Endless Summer	2,500
14	06/23/23	06/23/23	Honolulu Board of REALTORS General Membership Meeting	600
15	06/23/23	06/25/23	Feather Artwork Workshop #4	20
16	06/24/23	06/25/23	Best of Na 'Aina Tournament	500
17	06/24/23	06/24/23	Kinder Kids International Preschool Graduation	200
18	06/26/23	06/28/23	2023 20th International Conference on Ubiquitous Robots (UR)	400
19	06/27/23	06/29/23	30th Annual Hawaii Conservation Conference	600
20	06/27/23	06/27/23	Pacific Birds Habitat Joint Venture	50
21	06/29/23	06/29/23	JACL Honolulu Chapter Viewing Event	300

Cont...

Definite Local Bookings for next 3 months

July 2023				
	Start Date	End Date	Description	Forecast Attendance
1	07/01/23	07/02/23	Ho'omau Hawai'i Market	3,500
2	07/07/23	07/09/23	5-0 Volleyball Tournament	3,000
3	07/07/23	07/09/23	Christ New Creation International Church Conference Revival	350
4	07/08/23	07/08/23	PFA Hawaii	500
5	07/11/23	07/11/23	2023 Education Leadership Institute Conference	1,200
6	07/13/23	07/13/23	Tsuruda Organizational Open	225
7	07/18/23	07/18/23	Yadao Organizational Open	250
8	07/21/23	07/21/23	Honolulu Board of REALTORS Agent Forum	400
9	07/30/23	07/30/23	Iglesia ni Cristo District of Hawaii-Pacific 55th Annual Celebration	3,000

Cont...

Definite Local Bookings for next 3 months

August 2023				
	Start Date	End Date	Description	Forecast Attendance
1	08/01/23	08/01/23	Hawaii Innovation Cloud Summit	200
2	08/01/23	08/04/23	HNOA 2023 Training Conference	130
3	08/02/23	08/02/23	Second Look Meeting	1,200
4	08/04/23	08/06/23	Comic Con Honolulu 2023	8,000
5	08/05/23	08/06/23	Feather Artwork Workshop #5	20
6	08/10/23	08/11/23	Storm Water Quality Workshops	400
7	08/12/23	08/12/23	Hawaii Home Buyers & Remodeling Expo	1,000
8	08/12/23	08/12/23	NALC Branch 860 Retirement Party	250
9	08/12/23	08/12/23	Oahu Danzventure Hustle	850
10	08/15/23	08/16/23	2023 RNDC USA Holiday Tradeshow	900
11	08/18/23	08/20/23	Made In Hawaii Festival	50,000
12	08/29/23	08/29/23	UH TIM School Alumni Association Dinner	300

Recent Events @ Hawai'i Convention Center

- International Symposium on Radiopharmaceutical Sciences (ISRS) 2023, May 22-26, 450 attendees (CW)
- Hawaii Baptist Academy Commencement, June 3, 2,000 attendees
- Hawaii's Active Seniors Expo 2023, June 9-10, 8,150 attendees



Upcoming Local/Citywide Events







- 2023 20th International Conference on Ubiquitous Robots (UR), June 26 – 28, 400 attendees
- Pacific Rim Championships 2023, June 30-July 2, 1,000 attendees (CW)
- 2023 Cryogenic Engineering Conference & International Cryogenic Materials Conference, July 9-13, 700 attendees (CW, FY24)




HCC Media Coverage

Smartmeetings
The Intelligent Way to Plan

Magazine ▾ News ▾ Strategy ▾ Destinations Events Webinars Video/Podcast ▾ Market

Brooke Tadena



Tadena is **Hawaii Convention Center's** executive chef. His more than a decade of culinary experience most recently saw him working as executive sous chef at Hilton Hawaiian Village in Waikiki, a position he held since 2014. He also previously worked as executive sous chef at Moana Surfrider, A Westin Resort & Spa in Honolulu.

Smart Meetings coverage –
Executive Chef Brooke Tadena

Repair, Maintenance and Replacement Projects Update

ASM Global

Construction / Project Management Team



MATT MUSCELLA
VP Operations

EDUCATION:

B.S. Business Information, Central Michigan University
M.S. Public Administration, Bellevue University

EXPERIENCE:

Matt is a highly accomplished professional with 28-years of progressive experience. He has demonstrated success in of corporate real estate including facilities design, construction, industrial and economic development, data center operations management, and environmental health and safety. Matt is responsible for corporate oversight of operations for all 325+ venues that ASM Global operates worldwide. Matt has extensive experience in:

- Venue operations management
- Corporate real estate development
- Sustainability and energy conservation
- Facilities and plant management
- Budgeting and strategic capital planning
- Policy and procedure development

ASM Construction Project Lead

Thunder Ridge Nature's Arena Development (MO) Spreckels Theatre Renovations (CA) Asbury Venue Development & Master Planning (NJ)
Desert Diamond Arena Renovations (AZ) Motown Arena Master Planning (MI) Game of Thrones Attraction Development (NV)

ASM Global

Construction / Project Management Team



MOHNIIE MANGAT
Director Operations

EDUCATION:

B.S. Manufacturing Management Systems, Manchester Polytechnic, United Kingdom

EXPERIENCE:

Mohnie has 30 years of international event experience in a variety of roles with increasing responsibility and complexity. At ASM Global he is responsible for the providing day-to-day event operations support for 30 venues in North America. Mohnie has a proven track record in:

- Improving operational policies and procedures via the development of event operations best practices
- Supporting health and safety compliance programs and is an instructor for the OSHA 30- and 10-hour certifications
- Managing FF&E procurement for new and existing buildings with budgets ranging up to \$100 million
- Represents ownership for new construction, performing design review duties

ASM Construction Project Lead

Capital One Hall (VA)
Fisher's Arena (IN)

Kai Tac Sports Park (Hong Kong)
Ithaca Convetion Center (NY)

King Center of Performing Arts Center (FL)
Hawai'i Convention Center Roof Renovations (HI)

Repair, Maintenance and Replacement Projects

6-Year Plan (page 1)

Project Number	Project Title	Estimated Project Cost	Priority	Prior Expenses to May 23	FY23	FY24	FY25	FY26	FY27	FY28	Total
001	Rooftop Terrace Deck Full Repair	\$ 64,000,000	1	\$ -	\$ 32,000,000	\$ 32,000,000					\$ 64,000,000
069	Roof Leak Repairs	\$ 15,000,000	1	\$ 69,451	\$ 3,000	\$ 9,505,433					\$ 9,577,884
011	--Ballroom Gutter, Foyer Transom Glass Roof Repair and Soffit Repair, \$7,706,791		1								
013	--Ballroom Roof Repairs, \$2,271,093		1								
003	Building Envelope Repairs (Kalākaua Kitchen, exterior paint)	\$ 15,978,683	2	\$ 299,237		\$ 499,224	\$ 15,180,223				\$ 15,978,684
007	Kitchen Hood Control Panel Replacement	\$ 156,872	1	\$ 36,453	\$ 1,000	\$ 119,419					\$ 156,872
008	F&B Refrigerator, 3rd floor (#348) Replacement	\$ 319,004	1	\$ 31,374	\$ 9,317	\$ 278,312					\$ 319,003
009	Slate Tile Repair	\$ 2,142,108	1	\$ 93,929	\$ 186	\$ 2,047,993					\$ 2,142,108
010	Chiller Replacement	\$ 6,884,147	1	\$ 142,895	\$ 3,427,252	\$ 3,313,999					\$ 6,884,146
012	Parapet Roof Repairs	\$ 3,066,470	2	\$ 10,966				\$ 3,055,504			\$ 3,066,470
014	Lobby Water Feature	\$ 1,086,810	2	\$ 1,985				\$ 1,084,825			\$ 1,086,810
015	House Sound Audio System Upgrade	\$ 1,414,975	1	\$ 16,481	\$ 1,000	\$ 1,397,494					\$ 1,414,975
022	Chill Water Pipe Reinsulation	\$ 250,000	1	\$ 101		\$ 249,899					\$ 250,000
023	Air Wall Repairs	\$ 400,000	1	\$ -		\$ 400,000					\$ 400,000
024	Roll-up Door Replacement	\$ 225,000	2	\$ 23,656		\$ 201,344					\$ 225,000
025	Ballroom and Meeting Room Wallpaper Replacement	\$ 210,000	1	\$ 105,821		\$ 104,179					\$ 210,000
026	IT Network Upgrades	\$ 125,000	3	\$ -			\$ 55,000	\$ 70,000			\$ 125,000
027	Ice Machines Replacement	\$ 500,000	2	\$ -		\$ 500,000					\$ 500,000
028	Theatre 310 and 320 Furnishings Upgrade	\$ 750,000	3	\$ -				\$ 375,000	\$ 375,000		\$ 750,000
029	Theatre 310 and 320 Seating Upgrade	\$ 500,000	3	\$ 155				\$ 249,845	\$ 250,000		\$ 500,000
030	FB China and Equipment Upgrade	\$ 3,500,000	3	\$ -				\$ 3,500,000			\$ 3,500,000
031	Ala Wai Waterfall Repair	\$ 1,071,501	3	\$ 1,985				\$ 1,069,516			\$ 1,071,501
036	Water Intrusion Remediation	\$ 400,000	1	\$ 100		\$ 399,900					\$ 400,000
037	Exterior Security Camera Upgrade	\$ 231,348	1	\$ 155,504		\$ 75,844					\$ 231,348

Current Project
Project on hold
Cumming Managed Project
CM/PM tba
HCC Managed Project



Repair, Maintenance and Replacement Projects

6-Year Plan (page 2)

041	Children's Courtyard Repair	\$ 329,162	1	\$ -		\$ 329,162					\$ 329,162
042	Kahakai/Atkinson Drywell Rehabilitation	\$ 351,113	3	\$ -			\$ 351,113				\$ 351,113
043	Air Handler Unit 9 and 10 Replacement	\$ 401,382	3	\$ -			\$ 401,382				\$ 401,382
044	Fire Sprinkler Line Refurbishment	\$ 343,394	3	\$ -				\$ 100,000	\$ 125,000	\$ 118,394	\$ 343,394
045	Escalator and Elevator Refurbishment	\$ 10,112,869	1	\$ -		\$ 2,112,869	\$ 2,000,000	\$ 2,000,000	\$ 2,000,000	\$ 2,000,000	\$ 10,112,869
046	LED Light Upgrade	\$ 1,786,398	1	\$ 8,050	\$ 1,000	\$ 1,777,348					\$ 1,786,398
047	Lighting Control System Replacement	\$ 200,000	1	\$ -		\$ 200,000					\$ 200,000
048	Electrical Harmonics Testing	\$ 100,000	4	\$ -				\$ 100,000			\$ 100,000
049	Main Kitchen Dishwasher Replacement	\$ 495,969	1	\$ 11,236	\$ 1,000	\$ 483,732					\$ 495,968
050	Main Kitchen Flooring Replacement	\$ 2,046,380	4	\$ -	\$ 50,000			\$ 1,996,380			\$ 2,046,380
051	PBX System Replacement	\$ 200,000	1	\$ -		\$ 200,000					\$ 200,000
052	Ride-on Sweeper Replacement	\$ 55,000	1	\$ 100	\$ -	\$ 54,900					\$ 55,000
053	Forklift	\$ 175,000	1	\$ 82,445	\$ -	\$ 92,555					\$ 175,000
054	Boardroom Upgrade	\$ 1,099,549	3	\$ -				\$ 1,099,549			\$ 1,099,549
055	Elevator #2 Upgrade	\$ 250,000	4	\$ -			\$ 250,000				\$ 250,000
058	Kitchen Hood Fire Suppression System Replacement	\$ 310,879	1	\$ 18,770	\$ 1,000	\$ 291,108					\$ 310,878
060	Lobby Sail Repair and Maintenance	\$ 179,000	1	\$ 41,196		\$ 65,000	\$ 72,804				\$ 179,000
061	ADA Lift (#320) Replacement	\$ 165,000	1	\$ 387	\$ 164,613						\$ 165,000
064	F&B Equipment	\$ 1,000,000	1	\$ -		\$ 1,000,000					\$ 1,000,000
065	Transformer Replacement	\$ 100,000	1	\$ 101	\$ 99,899						\$ 100,000
066	Kitchen Boiler Replacement	\$ 130,000	1	\$ -		\$ 130,000					\$ 130,000
067	Exterior Sign Refurbishment	\$ 50,000	1	\$ 19,005		\$ 30,995					\$ 50,000
068/040	3rd Floor Planter Repair and Exterior Planter Repair	\$ 9,265,921	1	\$ 5,462	\$ 2,000	\$ 9,258,459					\$ 9,265,921
	Legal Retainer	\$ 101,094		\$ 86,381	\$ 14,713						\$ 101,094
	GRAND TOTAL	\$147,460,028		\$ 1,263,226	\$35,775,980	\$ 67,119,168	\$17,959,409	\$ 12,955,352	\$ 4,846,380	\$2,118,394	

Current Project
Project on hold
Cumming Managed Project
CM/PM tba
HCC Managed Project



Repair, Maintenance and Replacement Projects Construction and Project Management Services

Cumming Group

- ***For management of priority projects:***
 - *Kitchen Hood Control Panel and Fire Suppression Upgrade*
 - *Slate Tile Repair*
 - *Chiller Replacement*
 - *Main Kitchen Dishwasher Replacement*
 - *Ballroom Roof Repairs*
 - *House Sound Audio Upgrade*
 - *Ballroom Gutter, Foyer Transom Glass and Soffit Repair*
 - *3rd floor and Exterior Planters Repair*
 - *LED Lighting Upgrade*
 - *Walk-in Refrigerator Replacement*
- ***For management of Rooftop Terrace Deck Repair – to be procured by HTA***

Repair, Maintenance and Replacement Projects Completed (since 2020)

- *Gutter Trough, Roof Membrane and Other Roof Repairs; \$8.3M, completed 2020*
- *Boiler Replacement; \$585k, completed 2020*
- *Ala Wai Waterfall Repairs; \$185k, completed 2020*
- *Chiller 4 Repairs; \$55k, completed 2020*
- *#320 Roof Repairs; \$1.4M, completed 2020*
- *Banquet Chairs and Facility Equipment Upgrade; \$2.25M, completed 2020*
- *Cooling Tower Replacement; \$3.2M, completed 2021*
- *Theatre LED Lighting Upgrade; \$77k, completed 2021*
- *Roof Overflow Drain Repairs; \$16k, completed 2021*
- *Jockey Chiller Repairs; \$28k, completed 2021*
- *ADA Lift Replacement, \$71.5k, completed 2021*
- *Emergency Generator Repairs, \$32k, completed 2021*
- *Window Repairs – Vandalism, \$177k, completed 2021*
- *Leak Repairs – December 2021 / January 2022, \$396k, completed 2022*
- *Chiller Repairs – \$69.3k, completed 2022*
- *Trellis Renovation - \$4.7M, completed 2022*
- *Lobby Glass Replacement - \$25k, completed 2022*
- *Security Camera, NVR, Access Control System - \$1.56M, completed 2022*
- *Kitchen AC Compressor Replacement - \$16.5k, completed 2022*
- *Event Stage ADA Ramp - \$41k, completed 2023*
- *Escalator #1 Handrail Replacement - \$64k, completed 2023*

Mahalo Nui Loa

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

14

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

HTA Board Update

GLOBAL MCI SALES

June 29, 2023

John Reyes,
Senior Vice President, Chief MCI Sales Officer



DEFINITIONS

Sales Production

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

Consumption

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



SALES PRODUCTION UPDATE



CITYWIDE SALES PRODUCTION

May 2023 v. 2022

May 2023 Sales Production	May 2023	May 2022	Variance	2023 YTD	2022 YTD	Variance
Citywide Definite RN	0	16,310	-100%	22,413	34,426	-35%
Citywide Tentative RN	15,615	10,620	+47%	164,610	37,321	+342%

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



JUNE/JULY 2023 MCI SALES ACTIVITIES

- Meeting Professional International World Education Conference - June
- Professional Convention Management Association Educon - June
- Luxury Meeting Sales Calls - June
- Utah Sales Blitz – June
- CESSE – July
- CVB Representatives Client Event - July



JUNE 2023 GLOBAL SALES ACTIVITIES

- Direct Selling Annual Conference Sydney - June
- Working on Oceania 2025 Citywide RFP
- HIS Education Workshop
- Meet Hawai'i Japan Fam
- Japan Sales Blitz



FUTURE PACE (Consumption)

Citywide Events Booked at HCC



HCC BOOKING TREND (CONSUMPTION)

Calendar Year	05/17/23	06/17/23
2020	3	3
2021	0	0
2022	8	8
2023	14	14
2024	10	10
2025	9	9
2026	2	2
2027	2	2
2028	0	0
2029	0	0
2030	1	1
Total	49	49

Updated 06/18/23
 ***21 Events added since March 2022

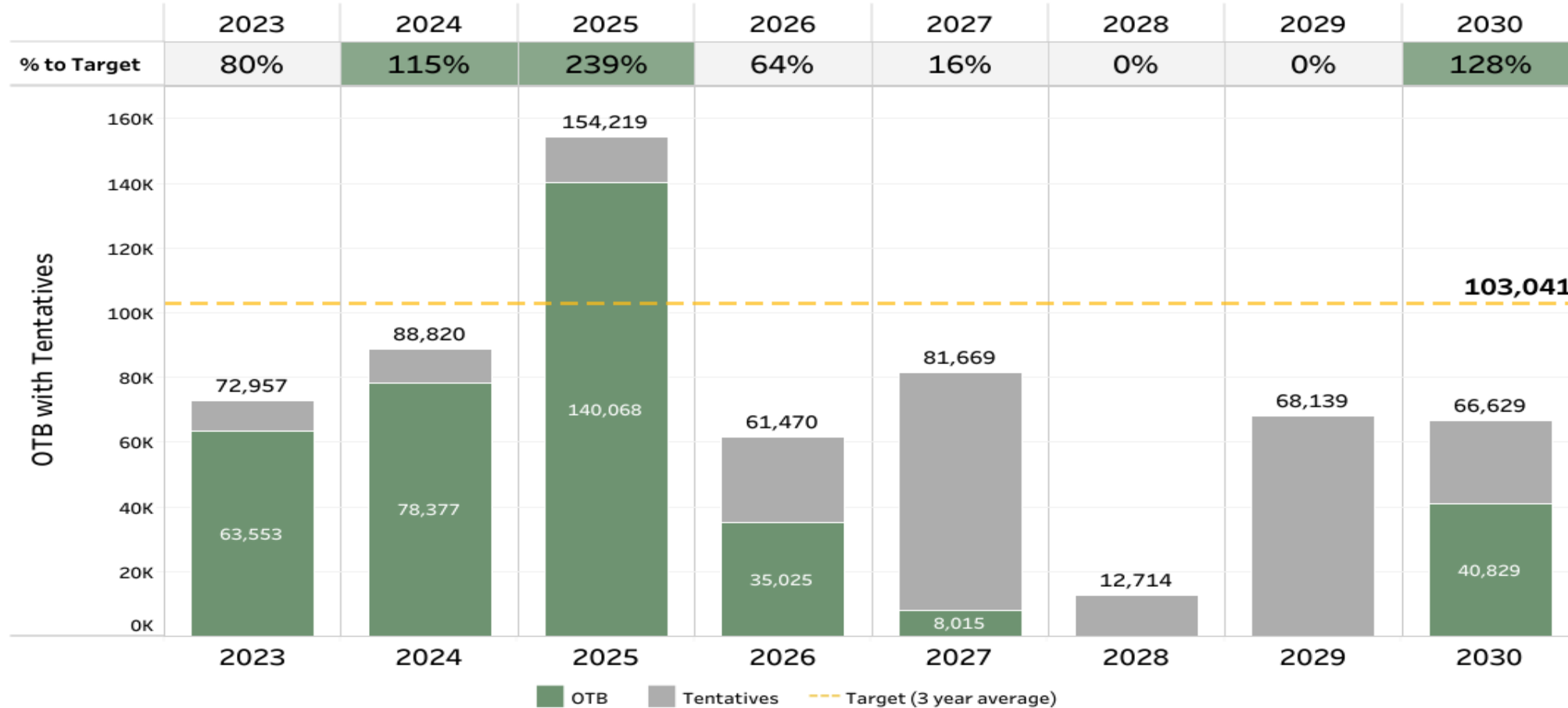


FUTURE PACE REPORT

Hawai'i 8 Year Future Pace for Citywide

Number of events and room nights on the books against a 3-year average target. Data last refreshed on 6/18/2023 11:07 PM

● Citywide
○ Single Property



MAHALO!

