# HAWAII TOURISM

AUTHORITY

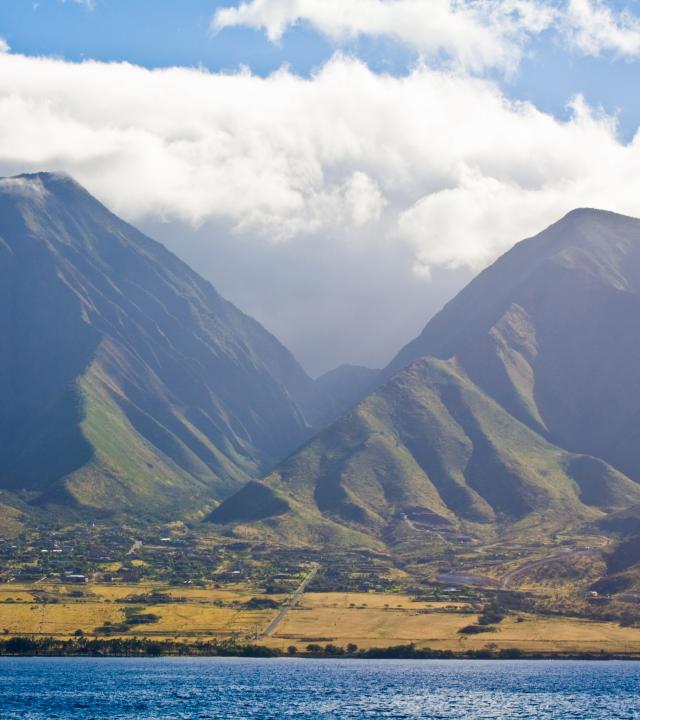
### 1/3/5 Year Goals



1-year: Use marketing to recover demand to Maui particularly from the U.S. and Canada as well as target high-spending visitors who can afford to travel despite some economic conditions.

2-year: Managing the destination through island Destination Management Action Plans (DMAPs) and Destination Managers

5-year: Hawai'i has shifted to a successful Regenerative Tourism model



## Maui Wildfire Recovery

• Market Recovery

## Maui Wildfire Recovery Actions



Recovery Plan Action	Amount	Status				
1a: In early 2024, increase the visibility and call to action for travel to Hawai'i targeting high-potential markets.						
S Maui Recovery Marketing Program #2 \$900,000		HT USA contract amended.				
Canada Maui Recovery Marketing Program #1		HT Canada Contract Amended				
1b: Support businesses to continue providing a consistent message that Maui is open for visitors.						
Enhancement of gohawaii.com \$250,		HT USA Contract Amended				
HTA-subsidized booth space or reduced participation fees at certain domestic roadshows or travel trade events.	\$200,000	HT USA Contract Amended				
2: Support and encourage consistent messaging and outreach to Maui residents, visitor industry stakeholders and businesses.						
Develop and air local messages that share that many Maui residents want to return to work full-time.	\$350,000	Mākaukau Maui Campaign				
2b: Support and encourage consistent Mālama Maui message to visitors.						
Increase post-arrival visitor communication and education: Develop messaging that is more Maui site-specific and addresses some of the changes post-disaster.	\$300,000	Kilohana Contract Amended				

## Maui Wildfire Recovery Actions

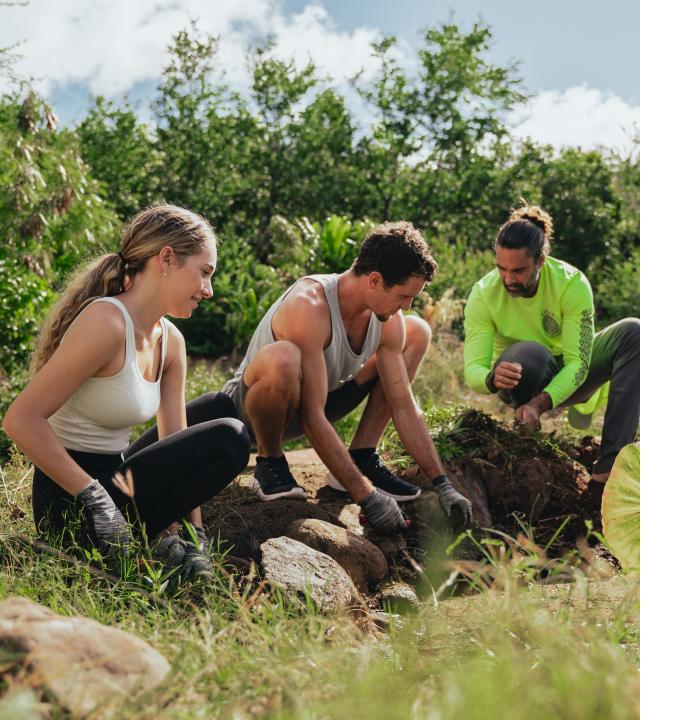


Recovery Plan Action	Amount	Status				
3: Support Maui small businesses that are experiencing significant reductions in sales because of lower number of visitors.						
Support Maui small businesses and Maui Made products. Promotion of "Maui Made" products during West Coast saturation visits.	\$100,000	Partner identified. Scope in development.				
4: Expand tourism product on Maui to provide new activities for visitors and support Maui businesses.						
Create opportunities that allow potential visitors to explore different parts of Maui to see what is available.		HT USA contract amended.				
Encourage and support capacity building for small businesses.		Kilohana technical assistance/capacity building contract.				
5: Support providing longer-term housing for wildfire-impacted households living in visitor-type accommodations by appealing to TVR owners.						
Increase communication efforts encouraging out-of-state owners to rent to displaced Lahaina residents.	\$50,000	Lele Aloha & CNHA				



## **Brand Management**

- Canada & Japan
   Incremental Funding
   Executed
- Global Support Services
   Awarded
- Meet Hawai'i Corp.
   Sales Position



## **Destination Stewardship**

- Community Programs
   Awarded (Agenda #8)
- Visitor Education & Post-Arrival Marketing
- East Maui Tourism
   Management Pilot
   Program Announced





## Planning & Evaluation

- Tourism WorkforceDevelopment Plan
- Tourism QualityAssurance Program



## Office of the President & CEO

- Staffing
- Governance Study
   Underway
- Crisis Response –
   Airlines and Airports











## Spring Tourism Week: March 4-8



Monday 3/4	Tuesday 3/5	Wednesday 3/6	Thursday 3/7	Friday 3/8
Internal Partners Meeting	Industry Partners Meetings	HTA Spring Tourism Update 8 a.m. – Noon	Oʻahu FAM	Tourism Day at the Capitol 9 a.m. – 1 p.m.
Staff and all major contractors.	By market. Organized by GMTs.	Live stream. Updates on HTA marketing, stewardship, and planning efforts.	Internal partners.	Open to the public. Partnership with HLTA, HVCB, CNHA, NaHHA.



## Legislative Update



### **2024 Session: Tracking 135 Measures of Interest**

### **Measures Advancing**

Codifying Destination Management (SB3364)

Convention Center Marketing (SB2406)

Convention Center Naming (SB3006)

Enabling Agricultural Tourism (HB2146)

Green Fee (HB2081, HB2406)

Paid State-Funded Internships (SB2286)

Planning for Regenerative Tourism (SB2659)

Smart Destination App (HB2563)

Transferring HTA Cultural Grants to SFCA

(HB2246, HB2735)

### **Measures Not Advancing**

Remove DBEDT Director from HTA Board

(SB2535)

Tour Guide Licensing (HB1816)

Tourism Liaison Officer (SB2763)

Tourism Special Fund (HB1517)

Transfer Convention Center to DAGS (SB2765)

### **Budget Request**

HTA: \$70 Million, 38 Positions

Governor: \$60 Million, 25 Current Positions



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