

BLI	BLI Title	Description	FY 2025 Budget	Staff
BED 113 Administrative & Governance				
004	Cruise Infrastructure Improvements and Arrival Experience	Planning - Hawai'i Cruise Industry Consultant Services	89,000	DN, CA, IG, TK
010	HTUS/HTJ Campaign Effectiveness Study	Planning - Evaluations including Campaign Effectiveness	180,000	
101	Community-Industry Outreach & Public Relations Svcs	Communication & Outreach - Public Relations, Communications, and Outreach Services	250,000	
103	hawaiiourismauthority.org (formerly HTA web/Global Social)	Communication & Outreach - HTA Web Support	25,000	
654	Program Evaluation	Planning - Program Evaluation	90,000	
901	General and Administrative	Overhead costs such as office supplies, membership dues for industry associations and databases, and registration fees for conventions and meetings, etc.	844,278	
915	Organization-Wide	Planning - Tourism Strategic Plan Update	300,000	
915	Organization-Wide	Financial audit services	125,000	
998	Travel - Admin	Travel for all HTA Programs and board members	190,000	
TBD	Administrative Salaries	Salaries for 14 positions - CEO, CAO, VPF, DOP, CCO, EA, BUFO, AS, PM, PS, CM, PS, AA, PL	1,603,382	
BED113 Administrative & Governance Subtotal			3,696,660	
BED 114 Branding & Marketing (BM)				
306	Island-Based International Marketing	Island Destination Brand Management & Marketing	3,200,000	DN
320	Island Chapters Staffing and Admin			
318	gohawaii.com	Global Support Services	1,375,000	
339	Global Digital Marketing Strategy			
350	Global Market Shared Resources			
321	US (formerly North America)	USA MMA	15,204,991	
322	Canada	Canada MMA	1,000,000	
323	Japan	Japan MMA	6,500,000	
324	Korea	Korea MMA	900,000	
325	Oceania	Oceania MMA	1,290,905	
326	Europe	Europe MMA	1,000,000	
380	Marketing Opportunity Fund	Other - FY 2024 Carryover USA, MCI, Other Markets (ie Japan Incremental)	2,696,815	
317, 319, 331	Convention Center Sales & Marketing - City Wide; MCI MFF; Meetings, Convention & Incentives	Global MCI	5,500,000	
TBD	Branding Salaries	Salaries for 5 positions - CBO, BM x3, AA	581,490	
BED114 Branding Subtotal			39,249,201	
BED 115 Sports & Signature Events (SS)				
312	PGA Tour Contracts	PGA	2,038,850	DN& KK
343	LPGA	LPGA	250,000	
346	Sport Opportunity Fund	Sports Opportunities	1,654,525	
TBD	TBD	Opportunity Fund - Sponsorships, Sports & Signature Events	1,500,000	
378	UH Athletics Branding Partnership	Big West Conference	167,000	
700	Signature Events	Signature Events	1,630,766	
TBD	Sports Salaries	Salaries for 1 position - BM	76,934	
BED115 Sports and Signature Events Subtotal			7,318,075	
BED 116 Destination Stewardship and Community (DC)				
014	Pono Travel Education Program	Visitor Education Post Arrival Marketing	964,148	KK
402	Kahu 'āina	Kahu 'āina	784,022	
601	Visitor Assistance Programs	Visitor Assistance Program O'ahu, Maui, Kaua'i, Hawai'i	650,000	
TBD	Destination Management Application	Destination Management App	1,500,000	
TBD	Destination Management Application	Recovery and Stabilization through Smart Tourism - DM App	450,000	
718	Resort Area Hawaiian Cultural Initiative	Resort Area Hawaiian Cultural Initiative	784,022	
TBD	Community-Based Tourism	Destination Management - DMAP Implementation	500,000	
		Destination Management Implementation	122,154	
TBD	Destination Management Application	Smart Tourism - Destination Management App	1,550,000	
TBD	Destination Management and Community Salaries	Salaries for 7 positions - CSO, DM x 5, AA	619,537	
BED116 Destination Stewardship and Community Subtotal			7,923,883	
BED 117 Regenerative Tourism Development (RD)				
201	Kūkulu Ola	Kūkulu Ola	784,022	KK
656	Community Tourism Collaborative	Technical Assistance and Quality Assurance	1,682,603	
701	Community Enrichment Program	Community Enrichment Program	1,066,270	
TBD	Regenerative Tourism Development Salaries	Salaries for 3 positions - BM x3	229,286	
BED117 Regenerative Tourism Development Subtotal			3,762,181	
BED 118 Workforce Development (WD)				
102	Hawai'i Tourism Summit	Tourism Fall Education Conference & Spring Update	300,000	CA
202	Hawaiian Culture Initiative	Hawaiian Culture Initiative Program - Native Hawaiian cultural education and training program for the visitor industry workforce	250,000	
803	Future Workforce Development (LEI)	Future Workforce - Highschool program	150,000	
805	Scholarship Program	Future Workforce — Ho'oilina Scholarship Program and Current Workforce Trainings	350,000	
BED118 Workforce Development Subtotal			1,050,000	
FY 2025 Tourism Budget Total			63,000,000	