



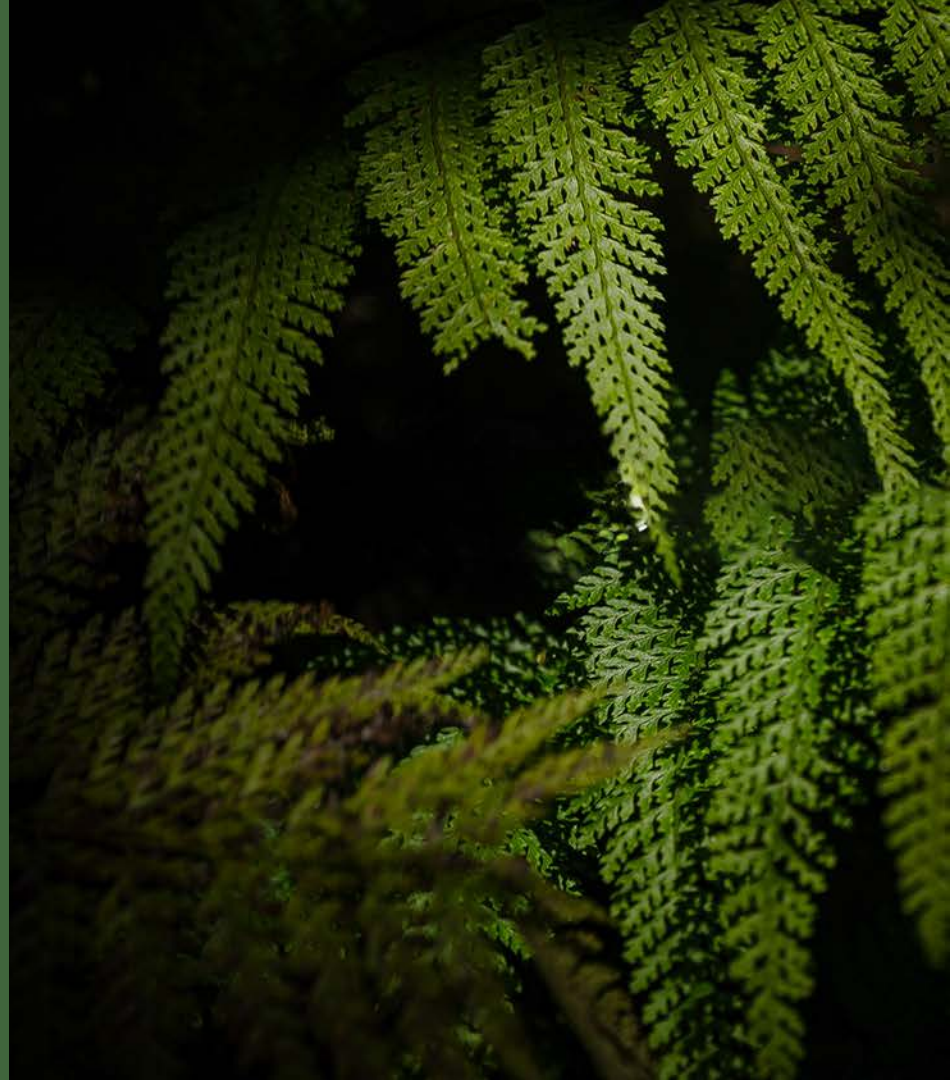
DESTINATION STEWARDSHIP PROGRAMS UPDATE

KILOHANA
COLLECTIVE

HAWAII TOURISM
AUTHORITY

Table of Contents

- ‘Umeke
- Foundational Technical Assistance (FTA)
- Community Tourism Collaboratives (CTC)
- Qurator
- Visitor Education Post Arrival Marketing (VEPAM)



A close-up photograph of green fern fronds against a dark background. The fronds are illuminated from above, creating a strong contrast between the bright green leaves and the deep black shadows. The text 'UMEKE' is overlaid in the center in a white, serif font.

‘UMEKE

'UMEKE PROGRAM UPDATES

- Application portal launched August 1.
- So far, there are 85 applications in total
- Four of the 85 are submitted
 - Community Enrichment (44)
 - Kahu 'Āina (18)
 - Kukulu Ola (14)
 - Signature Events (9)
 - Ho'okipa Malihini Initiative (0)

'Umeke



POWERED BY

HAWAII TOURISM
AUTHORITY

'UMEKE PROGRAM UPDATES (CONTINUED)

- Seven in-person info sessions scheduled.
- Six in-person sessions held: one on each island and two on Hawai'i Island.
- Total of 48 people attended in-person sessions.
- Lāna'i's in-person session transitioned to virtual due to no registration.
 - Nine people registered after switching to virtual.
 - Two registrants were from Lāna'i and seven were from off-island.



POWERED BY




‘UMEKE PROGRAM UPDATES (CONTINUED)

- Two virtual sessions were held with 188 registrants.
 - Ranked partnership opportunity interest:
 1. Community Enrichment Program
 2. Signature Events
 3. Kukulu Ola
 4. Kahu ‘Āina
 5. Ho‘okipa Malihini Initiative

'UMEKE PROGRAM UPDATES

- Info booth set up during Native Hawaiian Convention (Sept. 17-19)
- Portal closes on Sept. 20 at 4:30pm HST
- Go to www.kilohana.com for more information



A close-up photograph of a fern frond, illuminated from the side, creating a strong contrast between the bright green leaves and the deep black background. The frond is positioned diagonally across the frame, with its intricate, feathery structure clearly visible.

FTA + CTC

COMMUNITY TOURISM COLLABORATIVES: COMMUNITY STEWARDSHIP

- Nine organizations selected.
- Receiving technical assistance and funding to grow their stewardship work ranging from \$18,500 to \$50,000
- Approximately 90% of contracts executed.



COMMUNITY TOURISM COLLABORATIVES: REGENERATIVE EXPERIENCES

- 15 organizations selected.
- Receiving technical assistance and funding to grow their regenerative experiences work ranging from \$20,000 to \$35,000.



A close-up photograph of a green fern frond against a dark background. The frond is illuminated from above, highlighting its intricate, feathery structure. The word "QURATOR" is overlaid in the center in a white, serif font.

QURATOR



-
- 110 organizations registered.
 - 21 organizations certified.
 - With the exception of Moloka‘i, all islands are on track to reach their year one goals well ahead of the deadline.
 - Auditing process has created a slight lag between businesses who have applied, and those certified.
(This should be resolved by end of August)
- Qurator was present at Destinations International in Tampa.
 - The program was well known among sustainability and DEI professionals onsite.



VEPAM

‘Umeke Partnership Events VEPAM



- As requested by the HTA board, VEPAM is promoting ‘Umeke Partnership Events and curating multicultural experiences.



Mahalo Nui Loa