

STAFF REPORT TO THE BOARD

October 3, 2024

REQUEST: To review and discuss efforts to be done with the remaining balance in the Tourism Emergency Special Fund as it relates to support Maui’s recovery from the wildfires.

FACTS:

1. On December 21, 2023, the board of directors approved a Maui Recovery Plan, which identified key areas to focus on for the next 6 months in the amount of \$2,150,000 from the Tourism Emergency Special Fund. Identified actions included:
 - a. Increase the visibility and call to action for travel to Hawai‘i targeting high-potential markets;
 - b. Support businesses to continue providing a consistent message that Maui is open for visitors;
 - c. Support and encourage consistent messaging and outreach to Maui residents, visitor industry stakeholders and businesses;
 - d. Support Maui small businesses that are experiencing significant reductions in sales because of lower number of visitors on island;
 - e. Expand tourism product on Maui to provide new activities for visitors and support Maui businesses.
2. On June 24, 2024, at the Hawai‘i Tourism Authority (HTA) Budget, Finance, and Convention Center Standing Committee (BFCC) meeting Caroline Anderson, Director of Planning, reported on the status of the use of the Tourism Emergency Special Fund. The balance of the Tourism Emergency Fund (TESF) is \$125,000.
3. Since then HTA’s Finance Department determined there is approximately \$130,000 remaining for Maui Recovery from the Tourism Emergency Special Fund.
4. On September 17, 2024, Governor Josh Green issued the seventeenth emergency proclamation which extended the disaster emergency relief period through November 16, 2024. It authorizes HTA in coordination with the Department of Budget and Finance “to use monies in the Tourism Emergency Special Fund to respond to the emergency and provide relief under section 201B-10, HRS.
5. Year-to-date August 2024, Maui visitor expenditures are down -20.3% and -2.3% for the state. Arrivals to Maui decreased -17.5% and -2.2% to the overall state.(Source: DBEDT)
6. The County of Maui has communicated to HTA that continued assistance is needed for Maui’s recovery as it relates to tourism.

BUDGET IMPLICATIONS: \$130,000.00 from the Tourism Emergency Special Fund for Maui recovery from the wildfires.

RECOMMENDATION: Staff recommends board approval of the proposed actions and budget to support Maui’s recovery from the wildfires.

2023 Maui Recovery Plan Strategies		Q4 2024 Proposed Actions	Proposed Amount to be funded from TESF
1a	In early 2024, increase the visibility and call to action for travel to Hawai‘i targeting high-potential markets.	Hawai‘i Tourism United States Fall Marketing Recovery Campaign (Q4 2024)	\$ 100,000
1b	Support businesses to continue providing a consistent message that Maui is open for visitors.		
3	Support Maui small businesses that are experiencing significant reductions in sales because of lower number of visitors on island.	Support Maui small businesses and Maui Made products through the marketing and promotion of a Makeke.	\$ 23,000
4	Expand tourism product on Maui to provide new activities for visitors and support Maui businesses.	Marketing and Promotions of potential Sports Events on Maui	\$ 7,000
		Amount Requested:	\$ <u>130,000</u>