

# HTA CEO REPORT

JANUARY 2025



## EXECUTIVE SUMMARY

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 the month of December 2024 in support of the organization's overall mission, its strategic plan, and the community-led Destination Management Action Plans.

Office of the President & CEO: Of the HTA's 30 approved positions there are currently nine vacant positions including the CEO and Chief Brand Officer. Seven positions were in the recruitment process. Contracts and Administrative Manager Amalia Clower started in December. She reports to the CAO and is responsible for supporting the administrative functions including monitoring program progress.

Destination Stewardship: As we transition toward a more regenerative tourism model for Hawai'i, HTA staff and Kilohana were proud to host our Hō'ike, or final cohort showcase, for our Community Tourism Collaboratives for Stewardship and Regenerative Experiences. The collaboratives are our commitment to capacity building and technical assistance for community-based nonprofits that are addressing tourism hotspots and local for-profit or nonprofits to create new world-class visitor experiences that are regenerative. Through both programs, we were able to support 24 organizations across the state. In December, the Stewardship team was able to support numerous Signature and CEP events. Highlights include the Hawai'i Bowl, Diamond Head Classic, Honolulu Marathon, and so much more through our various Signature and Community Enrichment events, all of which engaged residents and visitors. In addition to these events, HTA has advanced its work closely with Kilohana to progress key initiatives, such as the Tour Guide Certification Curriculum and the Qurator program.

Brand and Marketing: In December, the brand team and global marketing teams conducted the 4th quarter Hawai'i Industry Partner Meetings for Japan, Europe, Canada, Oceania, Korea, China, and Cruise, focusing on planning for the upcoming year. Staff also met with JTB executives and Shibuya city delegates to explore collaborative opportunities. In addition to the website updates and ongoing Expedia campaign in partnership with Brand USA, the team is working on a new co-op project to feature Hawai'i on Brand USA's travel trade training portal, with plans to launch it by June in time for IPW 2025.

Planning and Evaluation: Planning activities focused on finalization of the Annual Report to the Legislature; preparing for the Tourism Functional Plan, Tourism Strategic

Plan and Destination Management Plan updates; and submittal of reports to EDA for the noncompetitive travel, tourism and outdoor recreation grant.

## I. OFFICE OF THE PRESIDENT & CEO

**Functional Statement:** The Office of CEO is responsible for implementing the policies and instructions of HTA's Board of Directors and administering the activities of HTA by planning, organizing, directing, coordinating and reporting its work.

- Leads relationship with Governor, Legislature, Board and state agencies
- Leads relationship with national tourism policy and strategy, Congressional offices, and national and international industry organizations
- Oversees HTA's strategic direction and performance
- Oversees HTA's administration, resource allocation, vision, and culture

### *Duties of the CEO*

- Entertained a visit by the JTB Headquarters leadership
- Meet with Cathy Ritter of Better Destinations in preparation for the Governance Study PIG meeting
- Along with the Caroline, meet with Directors of DLNR, Dept of Ag, OHA, SFCA, and DOT to discuss the upcoming HTA planning activities and any legislation for 2025.
- Meeting with Legislative Auditor staff to update on progress and confirm any further requests for information.
- Meet with ED of The Nature Conservancy to discuss upcoming legislation. Offer support with visitor survey regarding willingness to pay environmental fees
- Worked in collaboration with DBEDT staff to develop WAM/FIN Budget presentations.
- Attended reception hosted by Chair Masaji Matsuyama, Japan-Hawaii Legislators Friendship and Consul General Kodama

### *Staffing and Administrative Issues*

Of the HTA's 30 approved positions there are currently nine vacant positions including the CEO and Chief Brand Officer. Seven positions were in the recruitment process (Destination Managers [3], Account Clerk III, Stewardship Brand Manager, Sports, and Planner). Of these positions, we have made conditional offers to four applicants and they are expected to start in February or March. Contracts and Administrative Manager Amalia Clower started in December. She reports to the CAO and is responsible for supporting the administrative functions including monitoring program progress. She is

also coordinating with DAGS to identify and set up workspaces for the Destination Managers on each island and responsible for managing the IT Help Desk contract.

### ***Maui Wildfires Recovery***

HTA staff continues to focus on tourism's support for Maui's overall recovery following the August 8, 2023 wildfires. Pursuant to HRS §201B-9, a gubernatorially-declared tourism emergency is in effect until February 4, 2025 by order of the 19th Proclamation Relating to Wildfires.

CEO and staff attended the kickoff meeting for EDA's support to Office of Planning and Sustainability to write the final Maui Economic Recovery Commission report. Caroline and Daniel have been reviewing and providing comments to the tourism section of the report to ensure it reflects the findings of the HTA Recovery Plan and our current activities for Maui tourism recovery.

A summary of results from Canada's Maui Recovery plan that took place from January 1st – May 31st, 2024 was provided in the Board Member Packet for the January 30<sup>th</sup> regular board meeting, a brief summary of results are the following:

- Consumer Direct - 179,799,995 Impressions; \$546,416.35 spent; 329.05 ROI
- Travel Trade - 114 Participants / 3 Sessions; \$4,895 spent; \$43 per participant avg. spend
- PR - 16,687,260 Impressions; \$10,257.71 spent; 1,626.80 ROI
- PR Earned Publicity Value/Spent - \$480,660 earned; \$10,257.71 spent; 46.86 ROI

### ***US Marketing Maui Recovery Plan 3***

HTUSA dedicated \$100,000 toward a fall Maui recovery campaign that stimulated travel to Maui while continuing to support local businesses by driving engagement and bookings to a special offers page through targeted marketing efforts. This campaign started in October with a pause for elections and resumed in mid-November, and continued through Thanksgiving. Some of the offers include accommodation, transportation and activities discounts. One hundred fifty different industry partners participated, representing 171 vetted offers. Of the 150 participants, 43 were from Maui with 49 individual Maui offers.

The targeted audience included those in San Francisco/Bay Area and Seattle/Pacific Northwest. HTUSA estimated 25,868,537 impressions based on industry average and

received 31,027,446 impressions. The breakdown was 20,389,604 for San Francisco/Bay Area and 10,637,842 for Seattle/Pacific Northwest.

HTUSA presented findings for all three US Marketing Maui Recovery plans in December's Budget, Finance, and Convention Center Standing Committee meeting and will incorporate highlights in the Full Board presentation related to LA Market Saturation Activation. The final contract deliverable has been submitted and HTA staff is working on closing this program through the necessary procurement process.

## ***Public Affairs***

### **News Releases/Reports/Announcements**

- News Release: Hawai'i Tourism Authority Partnerships Focus on Natural Resources, Culture, Festivals and Signature Events (December 12)
- Report: Hawai'i Hotel Performance Report for November 2024 (December 19)
- E-Blast: Kīlauea Volcano Eruption Commences Within Halema'uma'u Crater at Hawai'i Volcanoes National Park (December 23)
- Report: Hawai'i Hotel Performance Report for November 2024 (December 26)

### **News Bureau**

- Coordinated and/or assisted with the following interviews and statements, including:
  - Crystal Tate, USA TODAY: Ilihia Gionson (IG) interview on how to travel with respect from an indigenous perspective for upcoming Go Escape West publication. Also provided head shot. (December 12)
  - Josh Vexler, The Weather Channel: IG interview on O'ahu being named "Best in State." Also provided b-roll options. (December 13)
- Coordinated and/or assisted with the following media relations, including:
  - Brenda Larin, The Yomiuri Shimbun Los Angeles Bureau: IG connected reporter with Hawai'i Tourism Japan for interview on Japan tourism in Hawai'i and the effects of the weak yen and rising costs. (December 3)
  - Kayla Squier, Content Creator (Canada): Shared partnership inquiry with Hawai'i Tourism Canada for their consideration. (December 4)

### **Community Initiatives and Public Outreach**

- Tourism Cares' Meaningful Map Partnership: Drafted Daniel Nāho'opi'i (DN) quote for news release regarding partnership, recent familiarization tour and launch of the Hawai'i map. Release is slated for distribution on January 7. (December 9)
- HTA Los Angeles Rams Potential Partnership: Drafted news release about the Board of Directors approving budget allocation to continue partnership negotiations. (December 20)
- Hawai'i Convention Center and Meet Hawai'i Efforts
- Q3 Visitor Satisfaction and Activity Survey Results: Edited news release and drafted DN and Chair Hannemann quotes. (December 24)
- HTA Workforce Development: Drafted DN quote on the Ho'oilina Scholarship for inclusion in UH Mānoa's blog article. (December 17). Drafted news release about HTA's Ho'oilina Scholarship and 2025 LEI Program for distribution in January. (December 29)

### **Crisis/Issues Management**

- Drafted internal and external communications talking points and e-blast messaging in the event of a potential federal government shutdown. Monitored situation and media coverage. (December 20)

### **Internal Communications**

- Managed 2024 Communications Calendar on an ongoing basis.
- Conducted weekly communications calls with HTA leadership.

### **Administrative**

- Finalizing updated Public Affairs planning as we prepare to rescope and procure contracted support for Communications & Public Affairs Support Services, HTA Website Services, and production support for the Hawai'i Tourism Conference and Spring Tourism Update in the coming months.

### *Government Affairs*

Leadership has been preparing WAM and FIN Budget Briefing testimony to be integrated into the Departments overall presentation. HTA drafted additional detailed narratives to address each of HTA's budget request items. Staff also gathered all budget submittal documents in preparation for the budget hearings.

CEO prepared a white paper detailing how HTA is continuing to support and implement strategies and actions recommended in HTA’s “Tourism’s Support for Maui’s Recovery” Plan. In particular, recommending which priority projects should be funded now and as part of HTA’s FY26-27 Biennium Budget request for continued support for Maui’s recovery.

## II. DESTINATION STEWARDSHIP BRANCH

**Functional Statement:** The Destination Stewardship Branch is responsible for implementing projects and programs that seek to balance and meet the economic, environmental, and social/cultural needs of Hawai‘i while working in close partnership with the visitor industry and residents.

### *Natural Resources Initiative*

**Overview:** Support programs that protect, maintain and enhance Hawai‘i’s natural resources and cultural sites to improve the quality of life for all of Hawai‘i’s residents and to enhance the visitor experience in alignment with the Authority’s mission to strategically manage Hawai‘i tourism in a sustainable manner consistent with economic goals, cultural values, preservation of natural resources, community desires, and visitor industry needs. The [HTA’s Five-Year Strategic Plan 2020-2025](#) lays out the Natural Resources Pillar objectives to “encourage and support sustainable and responsible tourism; engage and encourage active natural and cultural resource management strategies in areas frequented by visitors; and to promote visitor industry alignment with the Aloha+ Challenge, Hawai‘i’s recognized model to achieve the UN’s SDGs, especially for energy and water.”

Event Name	Organization	Island	Award Amount	Summary
Mālama Pia Valley	Protect and Preserve Hawai‘i	O‘ahu	\$20,000	Mālama Pia Valley hosted a relaxing and informative workshop blending hands-on learning with insightful discussions. The staff were incredibly welcoming and helpful throughout the event. The website was user-friendly, making it easy to find information, including a helpful video

				<p>featuring time-lapse footage of native plant growth and an easily accessible safety flyer.</p> <p>Founded in 2019 by Tyrone during the COVID-19 pandemic, Mālama Pia Valley emerged as a community space and a valuable form of group therapy. Tyrone's clear directions ensured participants easily located the venue.</p> <p>The planting session, expertly guided by either Kevin or Bishop, provided valuable insights into proper techniques and emphasized the significance of the native ilie'e plant. Afterward, we gathered in a small theater area to share our experiences. Allison facilitated a lively discussion, encouraging participants to share their favorite aspects of the workshop.</p> <p>Mālama Pia Valley is a truly special place. The friendly and knowledgeable staff, combined with thoughtful touches, created a memorable experience. Allison's dedication to engaging both the local community and tourists is truly inspiring.</p>
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### ***Hawaiian Culture Initiative***

**Overview:** Support programs that perpetuate and recognize the uniqueness and integrity of the Hawaiian culture and community and their significance in differentiating the Hawaiian Islands through unique and genuine visitor experiences

#### *Ma'ema'e Program*

- **Ma'ema'e Hawaiian Culture Database:** In the Hawaiian Culture pillar of the current Hawai'i Tourism Authority Strategic Plan, one of the Milestone Measures for Objective 4 calls for the establishment of a system for measuring and reporting the number of lodging industry entities with on-site cultural practice programs and practitioners. On June 4, 2024, HTA executed contract PON 24025, with the Native Hawaiian Hospitality Association (NaHHA) for the professional services of developing a comprehensive database to accurately identify and update contact information for Native Hawaiian Cultural Practitioners, Organizations and Visitor Industry Partners. The database is an internal tool for HTA and HTA contractors to use and is owned and managed by the Hawai'i



Tourism Authority with results to be tracked and reported annually. This project included the development of a functional database, the development of a comprehensive user guide to accompany the database, and training provided to the HTA staff to use the database. The project was completed in December.

- Ma’ema’e In-Market Culture Support: There were no in-market culture support activities in the month of December.

*Kūkulu Ola Program*

The Hawai’i Tourism Authority’s Kūkulu Ola Program, consistent with Chapter 201B-7(a) of the Hawai’i Revised Statutes (“HRS”) which allows HTA to “enter into agreements that include product development and diversification issues focused on visitors”; and Chapter 201B-7(5), which gives the HTA responsibility for “perpetuating the uniqueness of the native Hawaiian culture and community, and their importance to the quality of the visitor experience, by ensuring that Hawaiian cultural practitioners and cultural sites that give value to Hawai’i’s heritage are supported, nurtured, and engaged in sustaining the visitor industry”; and Chapter 201B-3(a)(20) which states that HTA “may coordinate the development of products with the counties and other persons in the public and private sector, including the development of sports, culture, health and wellness, education, technology, agriculture, and nature tourism. In addition, the HTA Five-Year Strategic Plan 2020-2025 lays out HTA’s plan to support Hawaiian Culture as stated above.

Event Name	Organization	Island	Award Amount	Summary
Hula Arts at Kīlauea	Volcano Art Center	Hawai’i Island	\$20,000	The Hula Arts at Kīlauea Program guided by the Hawaiian Kumu Hula Mana’olana Keawe was a truly heartwarming experience. Witnessing the captivating hula performance, featuring dancers spanning generations from young to elderly, was a privilege. This intergenerational display showcased the perpetuation of the art of hula, including both ‘Auana (modern) and Kahiko (ancient) styles.

***Visitor Experiences Initiative***

**Overview:** The primary objective is to enhance the visitor experience while also preserving and promoting Native Hawaiian culture in addition to Hawai’i’s multi-ethnic

cultures and communities. This is achieved by fostering genuine, respectful, and accurate visitor activities and programs that connect tourists with the rich heritage of Hawai'i, all while supporting local cultural practitioners, artists, and craftsmen to ensure the preservation and perpetuation of Hawaiian culture and the local culture of Hawai'i.

*Signature Events Program (SEP)*

The HTA's Signature Events program supports major events that have broad appeal and align with Hawai'i's destination's image and brand. These world-class events help Hawai'i to remain competitive, generate media exposure for Hawai'i, increase economic benefits and ensure tourism and communities enrich each other. Signature Events aim to attract attendees and participants from outside the state of Hawai'i with extensive national and international marketing and have a significant economic impact as measured by the number of out-of-state participants. The program seeks to support and strengthen existing events and create new events for both residents and visitors.

Event Name	Organization	Island	Award Amount	Summary
Honolulu Marathon	Honolulu Marathon Organization	Oahu	\$250,000	The 52nd annual Honolulu Marathon will take place on Sunday, December 8, 2024. This iconic 26.2-mile race traverses stunning Oahu scenery, starting at Ala Moana Beach Park and passing landmarks like Iolani Palace, Downtown Honolulu, Waikīkī, Diamond Head, Kahala, and Hawai'i Kai, culminating at Kapi'olani Park. The Honolulu Marathon provides a memorable opportunity for both residents and visitors to experience the beauty of Hawai'i while achieving a personal fitness goal.

*Community Enrichment Program (CEP)*

The Community Enrichment Program fosters community-based tourism projects that improve and enrich Hawai'i's product offerings. These projects provide unique, authentic, and highly valued visitor experiences and represent activities developed by our community, for our community, and that the community wants to share with our visitors.

Event Name	Organization	Island	Award Amount	Summary
Maui Pops Orchestra 2024 Concerts	Maui Pops Orchestra	Maui	\$17,500	The Maui Pops Orchestra presents a unique opportunity to experience the magic of live symphonic music with a captivating Christmas theme. This particular performance featured the renowned Broadway actress Alli Mauzey, known for her roles as Glinda in "Wicked" and Brenda in "Hairspray." While this Christmas concert is a highlight, it's important to note that the Maui Pops Orchestra offers a diverse range of performances throughout the year. The event itself was well-organized, with a smooth and efficient ticketing process facilitated by barcode scanners at the entrance. Ushers were strategically positioned to guide attendees to their assigned seats. This Christmas concert was a resounding success.

Visitor Assistance Program (VAP)

**Overview:** HTA’s Visitor Assistance Program (VAP) provides support, resources and guidance to visitors who are victims of crime and other adversities while traveling in Hawai‘i. Services include providing phone cards, transportation, meals, hospital visits and moral support, replacing lost IDs, assisting with hotel and airline bookings, and more. Under HRS 237D-6.5(b)(2), HTA, at a minimum, is required to spend 0.5 percent of the Tourism Special Fund on safety and security initiatives.

**December Stats:**

County	No. of Cases Handled	No. of visitors served	Primary Visitor Market(s) Served	Industry \$\$ Contributions7u8
Hawai‘i	30	76	US East & West, Hawai‘i	\$0 (cash) \$ 9,732. (In-Kind)
Honolulu	30	87	US East & West Japan, Canada, Oceania, Korea, China	\$1,122.65(cash) \$19,125.66 (In-Kind)
Kaua‘i	12	35	US West & East	\$3,396.05 (cash) \$1,200.00 (In-Kind)

Maui	8	14	US West	\$4,800 (In-Kind)
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*Ho’okipa Malihini Program*

Ho’okipa malihini means to welcome guests and as its name suggests, this program will enhance the visitor experience and resident-visitor interaction. Programming includes cultural programs and entertainment in various resort and visitor areas statewide that support Hawaiian programs and cultural practitioners, craftsmen, musicians, linguists and/or other artists to help preserve and perpetuate Hawaiian culture in a way that is respectful and accurate, inviting, and educational. The program will directly support the Hawaiian community and cultural practitioners by creating opportunities to involve them in the industry with industry partners and visitors. While some resort/hotel areas have cultural directors this program helps to reinforce our collective kuleana to Mālama Hawai‘i.

**Resort Area Hawaiian Cultural Initiative (RAHCI)**

HTA’s Resort Area Hawaiian Culture Initiative provides support to cultural practitioners and musicians who present Hawaiian experiences, entertainment, and music in resort areas.

Event Name	Organization	Island	Award Amount	Summary
Nani Nō ‘O Waikīkī	Hawaiian Music Perpetuation Society Inc.	O’ahu	\$50,000	As a longtime resident of Hawai‘i, I must admit I only recently discovered these captivating performances on the Hula Mound. The setting adds a truly special touch to Waikiki’s cultural landscape. I can easily imagine Nani Nō ‘O Waikīkī creating cherished core memories for families vacationing in paradise. Tourists are sure to be captivated as well, all vying for the best spot to witness this beautiful display of Hawaiian culture. The dancers’ grace and the Hula Mound’s unique location promise an unforgettable experience. The event aims to captivate a diverse audience.

**Kāhea Greetings Program (Airports And Harbors)**

Programming includes regularly scheduled, free, year-round entertainment to create a Hawaiian sense of place for the millions of visitors entering Hawai‘i through our airports and harbors statewide.

Due to lack of FY25 funding, entertainment at the airports has been reduced to special events only. Below is the greeting/entertainment schedule at each airport for December:

Airport	HNL	OGG	KOA	LIH	ITO
<b>Schedule</b>	<b>12/10:</b> Fukuoka Softbank Hawks & Yomiuri Giants (Japanese Prof Baseball teams) <b>12/9:</b> Honolulu Marathon travel entertainment <b>12/26-12/31:</b> Holiday travel entertainment	12/27 & 12/28: Holiday travel entertainment	12/27 & 12/28: Holiday travel entertainment	12/27 & 12/28: Holiday travel entertainment	12/26 Holiday travel entertainment
<b>Paid Musicians &amp; Cultural Practitioners</b>	24	8	8	8	4

Greetings are provided at harbors as ships arrive. Below is the report on greetings in December:

Harbor/Pier	Hilo	Kona	Nāwiliwili
<b>Ships Greeted</b>	15	8	7
<b>Passengers &amp; Crew Greeted</b>	42,935	25,153	18,787
<b>Visitors Served</b>	21,468	9,278	18,787
<b>Paid Musicians &amp; Cultural Practitioners</b>	3	8	18

*Post-Arrival Messaging*

All four channels of Visitor Education and Post-Arrival Marketing—Native Ads, Digital Display, Search Engine, and Social Media—continue to perform well, meeting or exceeding the KPIs established under our Destination Stewardship contract. Social media, in particular, is achieving a higher-than-anticipated click-through rate, signaling strong engagement. Specific KPIs will be reported quarterly. HTA staff and Kilohana also filmed the initial episodes of Travel 808 on Maui. These episodes are now in post edit for distribution. These updates reflect HTA’s ongoing commitment to fostering responsible and engaging tourism practices while elevating the cultural and environmental awareness of visitors.

### *Smart Tourism*

HTA staff has asked Kilohana to pause this part of their work while HTA evaluates how to proceed, given the Maui wildfire and other factors. HTA Staff worked with Kilohana to reach an agreement that the contract would be reduced by \$1,200,000 since this work was paused and removed from the scope. Once everything is finalized, a change order and supplemental contract will be made.

In lieu of the RFP, HTA has directed Kilohana to undertake a project to draft a report and conduct up to 100 surveys of key stakeholders and leaders to implement the Legislatively directed statewide reservation system. The finalized report is scheduled to be completed in mid-January, with a preliminary update at the December HTA Board Meeting.

### *Destination Management*

We thank the legislature and the Board for their support in creating the Stewardship team, and we are making great progress in filling our vacancies. We have made final offers to our candidates for O'ahu and Moloka'i Destination Managers, who will start working with us on February 3, 2025. We have made a conditional offer for the vacant Destination Manager position on Hawai'i Island, and if they accept the offer, we hope to have them start before the end of March 2025.

### *Technical Assistance & Capacity Building*

The hō'ike gathering held at Entrepreneurs' Sandbox on Tuesday, December 10, 2024 served as a culmination of the Community Stewardship and Regenerative Experience Community Tourism Collaboratives (CTC). Cohort members consisting of nine (9) 'āina stewardship organizations and fifteen (15) businesses and non-profits working in the visitor industry across Hawai'i Island, Maui, Moloka'i, O'ahu, and Kaua'i gathered for an all-day celebration, reflection, and networking opportunity. In the morning, cohort members were inspired by speakers like HTA's Kalani Ka'anā'anā and Hanalei Initiative's Joel Guy, and engaged in reflective discussions with program staff about their experience in the programs, sharing their appreciation for the opportunity to participate, building pilina between one another, and offering ideas for future iterations of the program. In the afternoon, cohort members shared information about their organization or business at a fair-style hō'ike with over fifty (50) guests from a variety of sectors including governmental agencies, hotels, destination management companies, land management organizations, media, and others. Guests included DBEDT Director James Tokioka, Interim HTA President Daniel Naho'opi'i, HTA Board Vice Chair Mahina

Paishon, and various guests who flew in from both Maui and Hawai'i Island for the event. In networking with these guests, CTC cohort members continued to seed their business or organization's growth that was developed through the program's technical assistance and capacity building opportunities over the course of the program.

### **Tour Guide Certification Program**

HTA Staff, Kilohana, in collaboration with TripSchool, has finalized an eight-module Tour Guide Certification Curriculum, emphasizing Hawaiian culture, history, customer service, and safety. Additional modules include interpretation skills, geography, sensitivities, and current issues, refined through stakeholder input and the University of Hawai'i's TIM report. The program aims for a tiered certification system to support ongoing skill development and mastery.

#### Key Objectives:

1. Equip tour guides with essential skills in cultural understanding, safety, and professionalism.
2. Ensure adaptability to diverse sectors (e.g., hotels, airlines, restaurants).
3. Promote sustainable tourism and stewardship of Hawaiian resources.

#### Phased Work Plan & Milestones:

1. Curriculum Development (Oct 9–25, 2024):
  - Review TIM report and previous curricula.
  - Collaborate with local stakeholders for content refinement.
  - Choose e-learning platforms.
2. Content Creation (Oct 29–Nov 7, 2024):
  - Film course content across islands featuring diverse local experts.
3. Promotional Strategy (Nov 15–Dec 15, 2024):
  - Develop marketing and enrollment plans targeting tour companies and community colleges.
4. Review & Delivery (Dec 15–20, 2024):
  - Present draft curriculum with interactive videos, e-books, assessments, and promotional materials.
5. Stakeholder Review & Feedback (Dec 20, 2024 – Feb 15 2025)
  - Stakeholder list reviewed and approved
  - Stakeholder feedback intake
6. Final Revisions and Delivery (Feb 15 – March 31, 2025)
  - Present final curriculum on platform with interactive videos, e-books, assessments, and promotional materials.
7. Budget & Metrics:
  - Budget: \$99,600

- Metrics:
  - Engagement with 15 cultural practitioners and 4 operators per island.
  - Utilization of data dashboards for real-time progress tracking.

#### 8. Expected Impact:

- Enhanced cultural sensitivity and customer service among guides.
- Increased sustainability and professionalism in Hawai'i's tourism sector.
- Opportunities for guides to grow and diversify their careers.

### Qurator Program

Qurator has continued to build upon the momentum since our public launch. As of the end of December, 186 businesses are in the certification process. The count of official Qurator certified businesses is now 65. Qurator continued to receive a steady stream of attention and engagement that further established its reputation as a mark of responsible tourism. HTA Staff and Kilohana continue to promote the program to get more businesses certified as we transition our tourism model in Hawai'i. This program underpins that vision.

### Sports

**Overview:** HTA supports amateur, collegiate, and professional sports programs and events, including planning for the LPGA, Big West Conference, LA Clippers, World Surf League (WSL), and PGA. These tournaments, exhibitions, and activities enhance Hawai'i's brand image while attracting visitors to our islands, who, in turn, stimulate our state and local economies. HTA also ensures that all supported sports events and programs include a robust community engagement and benefit component in their proposals. These initiatives may feature youth clinics, coaches clinics, and other programs that provide Hawai'i's youth access to unique resources and mentorship opportunities otherwise unavailable, fostering local talent and promoting community well-being.

December was especially busy as we prepared for the PGA TOUR Opening Drive on Maui and O'ahu at the Sentry and Sony Open both of which are set to tee off in January.

## III. BRAND BRANCH

**Functional Statement:** The purpose of the Brand Branch is to strengthen tourism's overall contribution to Hawai'i by taking the lead in protecting and enhancing Hawai'i's



globally competitive brand in a way that is coordinated, authentic, and market appropriate. This includes the oversight of the implementation of annual brand marketing plans in select major market areas (USA, Japan, Canada, Oceania, Korea, China, and Europe), sales & marketing for single property and city-wide global meetings, conventions and incentives or MCI, Global Support Services which includes management of a digital assets library, social media tools, and the gohawaii.com consumer website, affiliate sites, and application, Island Destination Brand Management & Marketing with representation and expertise provided in each county of Hawai'i, and sports programs.

**Expedia Campaign in Partnership with Brand USA**

The purpose of this partnership is to leverage Expedia and Brand USA’s contributions towards advertising on expedia.com in several key international markets (Australia/New Zealand, Canada and Japan) to boost short-term bookings to Hawai'i. Content includes information about each of the Hawaiian Islands and special offers by hotels, activities and car rentals throughout the islands with a minimum offer of 20%. There are over 145 participants in this program. The program dates are November 27, 2024 – March 31, 2025 (Approx. 4-month campaign); with the exception of Japan which began December 15, 2024 with a larger media buy, and the same end date.

- Placements include display inline banner ads, native mobile app, partner gallery, offsite audience extension.
- Targeted to searchers of travel to Hawai'i in the top competitive sets of each of the participating markets.
- Contributions include 40% added value by Expedia and 20% cash match by Brand USA.

Primary Results To-Date: (at only 28% program completion)

Market	Year-Over-Year (YoY) Search Growth (Searches to Hawai'i)	Return on Ad Spend (ROAS)	# of Air Tickets	# of Room Nights	# of Activity Tickets
Australia/New Zealand	13.8%	\$113.80	189	3,394	32
Canada	9.3%	\$207.70	2,809	8,540	187
Japan	21.4%	\$86.80	1,437	6,607	62

***Major Market Destination Brand Management***

**Overview:** This initiative focuses on destination brand marketing for leisure travel in seven major market areas with pre-arrival communications to educate visitors with information about safe, respectful, and mindful travel within the Hawaiian Islands. Another key emphasis of the initiative is to drive visitor spending into Hawai'i-based businesses to support a healthy economy, including supporting local businesses, purchasing Hawai'i-grown agricultural products, and promoting Hawai'i-made products in-market, in partnership with the state's Department of Business, Economic Development & Tourism (DBEDT) and the private sector.

### US Major Market Area

- HVCB announced the retirement of Chief Marketing Officer and Senior Vice President Jay Talwar on January 31, 2025. In his 21 remarkable years of service, Jay has helped shape the marketing narrative of The Hawaiian Islands and groundbreaking campaigns, including "Hawai'i Rooted," "Mālama Hawai'i," and our current "The People. The Place. The Hawaiian Islands." Mahalo e Jay for being a part of the work we do at the HTA and helping to shoulder the kuleana associated with it.
- For social media - Facebook, Instagram, and TikTok generated over 20.6 million impressions in December 2024. In January, HTUSA paused social media and paid media messaging on a national level in response to and consideration for those affected by the California fires. As of January 21, 2025, we've resumed campaigns across the state of California, except for LA County.
- The HTUSA team has been monitoring the situation and taking necessary action on the TikTok ban in the United States. Depending on how things unfold, this may include adjusting our current plans as outlined in the BMP.
- Related to Travel Trade, there were three travel trade events during the month of December that included two educational sessions reaching 592 advisors and wholesale representatives, and three partner meetings with three partner attendees. There were 399 online course graduates who completed the Hawai'i Destination Specialist (HDS) and/or Island Specialist educational courses, with 460 new registrants signed up for access to online resources. The overall agent database numbers are 141,999 profile records, which includes 107,130 active email contacts.

### Canada Major Market Area

- December was the second month of a significant consumer-direct media campaign for Hawai'i Tourism Canada. Timed as a lead-in to a key booking period, the campaign featured a new 15-second video prominently, and utilizes connected tv, online video, display advertising, as well as Facebook and Instagram. The campaign has been specifically targeted to reach a suitable and more affluent target audience of mindful travelers. Key airline partners WestJet and Air Canada have been incorporated into the video ad, to encourage a more direct link from inspiration to booking. Digital impressions for December significantly exceeded the target by generating over 13.2 million impressions, and Facebook generating over 5 million additional impressions.
- HTCAN executed two travel trade FAMs in December. Key Canadian Airline/Tour Operator partner Air Canada Vacations collaborated to select the participating Travel Agents. HTCAN worked closely and relied on the incredible support and expertise of both the Maui and O'ahu Visitors Bureaus.
- In the first-half of December, HTCAN hosted two FAM's along with representatives from Air Canada. The first included experienced Maui with Travel Agents from across English Canada. The second FAM included Quebec-based Travel Agents who explored O'ahu, enjoying unique experiences. This group also experienced the new Cirque du Soleil show, which was particularly relevant to this team based on the first Cirque show having had started in Quebec.

### Japan Major Market Area

- In December, HTJ continued its advertising efforts for the Yappari Hawai'i campaign across social, digital, and print, and OOH, aiming to promote Hawai'i as a premier overseas travel destination. The campaign garnered over 5.35 million impressions this month, with contributions from social media (3.89mil), YouTube (368,248), Google Web Banner (640,843), Print (381,150), and OOH/Cinema Ad (89,242). Additionally, Yappari Hawai'i video broadcast was continued on JAL's domestic flights reaching an audience of 1,965,060 individuals, while ANA's international and domestic flights reached 4,150,000 people in December.
- As part of its romance travel promotion, HTJ collaborated with Mynavi Wedding to create a dedicated Hawai'i page on the Mynavi Wedding website. This initiative highlights Hawai'i as the perfect destination for romance travel, offering key information and directing users to allhawaii.jp. In December, the campaign generated over 7.5 million impressions.

- HTJ organized a discovery learning FAM tour with MEXT (Ministry of Education, Culture, Sports, Science and Technology) from December 14 to 17, with nine teachers participating. The tour focused on Hawai'i's history and culture, including visits to the Polynesian Voyaging Society, downtown historic tours, Bishop Museum, and the University of Hawai'i. During free study periods, teachers explored locations of their choice. Despite many being first-time visitors, most participants left positive feedback, impressed by Hawai'i's diverse educational resources, which changed their perception of the destination from a resort to an educational hub. As a result, some schools are planning educational trips for 30 students in 2025, and an online seminar will be held in January 2025 to follow up.

### Oceania Major Market Area

- HTO hosted a Disney Moana 2 Movie Screening event received great coverage across Australian trade outlets, Karryon, Travel Weekly and Travel Daily.
- As part of HTO's work in media across multiple platforms, Stuff New Zealand (reach of 2 million) listed Maui as one of the destinations to visit in 2025 and Luxury Escapes (reach of 1.3 million) published a piece on the best things to do across the Hawaiian Islands.
- Met with Qantas about the launch of their Melbourne to Honolulu schedule in May of 2025 and potential activations to further build excitement and awareness for the new route to ensure maximum visibility within the trade and among customers.

### Korea Major Market Area

- HTK hosted a YouTube filming event from December 12 to 18, centered around a "Girls' Getaway" theme, featuring two popular female TV comedians. SM C&C, an entertainment company with 1.42 million YouTube followers, produced a 30-minute video showcasing Hawai'i. Additionally, one of the featured celebrities, Eun I Song, shared her Hawai'i experience in a 17-minute video on her YouTube channel, which has 780K subscribers. Eun I will also share her Hawai'i journey on her VIVO TV Instagram, which has 183K followers.
- The "My True Aloha" promotion with Tidesquare ran from November 18 to December 16, aiming to boost visitation to Hawai'i. Korean visitors were introduced to various Hawaiian cultural experiences such as lei making, hula, and 'ukulele. As a

result, air ticket sales and hotel room nights increased by 22% compared to the same period last year. Promotional efforts included website and app banners, app push notifications, Naver blog posts, Instagram posts and ads, and press releases. The campaign generated a total of 1,324,421 impressions, with 8 press coverage mentions.

- HTK partnered with Mode Tour to host an educational seminar for travel agents at CGV Dongdaemun in Seoul on December 10. The seminar, focused on the Mālama Hawai'i initiatives, highlighted responsible travel practices and Maui's recovery efforts, while promoting Hawai'i as a prime travel destination. Due to high demand, the event, initially intended for 70 agents, was expanded to accommodate 100 participants.

### *China Major Market Area*

- In December 2024, HTC shared content on its social media platforms, including Weibo, WeChat, Douyin, and Xiaohongshu, showcasing the Honolulu Marathon and key attractions along the route, such as Ala Moana Park, Ala Moana Shopping Center, 'Iolani Palace, Diamond Head National Park, and Waikīkī Aquarium. The posts also highlighted the Imu Mea 'Ai Farm and its activities, while positioning Hawai'i as a top destination for the New Year holiday.
- On December 18th, HTC was honored with the 2024 Trip.com Global Partner Award for Excellent Partner of the Year at the Trip.com Global Partner Summit in Abu Dhabi. This annual event, hosted by the world's largest OTA, brings together global partners from the travel industry, including tourism boards, airlines, hotels, and media outlets. With approximately 2,500 attendees, the summit serves as a major gathering for the global travel community.
- HTC is finalizing plans for the 2025 China Travel Mission in partnership with the Macao International Tourism Expo (MITE), set to take place in Macao, China from April 25-27. The event will attract over 800 international buyers from Mainland China, Hong Kong, Macao, Taiwan, and Southeast Asia. HTC will host a dedicated booth at the expo, offering Hawai'i stakeholders the chance to connect with regional buyers, media, and strengthen partnerships while showcasing the Hawaiian Islands brand alongside global exhibitors.

### *Europe Major Market Area*

- Targeting affluent, responsible travelers in the UK, Germany, and Switzerland, the Discover Hawai'i digital campaign focuses on building brand awareness and driving engagement and conversions. The second phase of the campaign was launched in September. In December, the campaign generated over 5.8 million impressions and reached 1,932,615 individuals. Additionally, it drove 71,121 clicks/website visits to GoHawai'i and partner tour operator sites.
- HTE launched the Mālama Hawai'i campaign in Germany with Hawaii.de in mid-October, followed by a UK launch on November 1 with Audley Travel. This campaign targets affluent, eco-conscious travelers, promoting Mālama experiences that celebrate Hawaiian culture and promote environmental protection. Featuring impactful video content, including "The People. The Place. The Hawaiian Islands." series, the campaign emphasizes meaningful travel to Hawai'i. In December, the campaign achieved over 5.4 million impressions and reached 1,676,791 individuals. To date, the video content has garnered more than 2.84 million views, with a 60% completion rate.
- In early December, HTE hosted a travel agent FAM trip to Hawai'i, welcoming four agents from the UK and four from Germany/Switzerland. The trip, which included 3 nights in O'ahu and 4 nights on Hawai'i Island, offered cultural experiences such as ukulele and hula lessons, lauhala weaving, and insights into local farming and produce. These hands-on activities provided the agents with a deep, authentic connection to the islands. HTE is now gathering feedback and coordinating follow-ups with participants in collaboration with the IVBs.

### ***Cruise Market***

- A Cruise Industry Partners meeting was held on Monday, December 9 that included HTA's contractor Access Cruise, Inc. Some of the topics that were discussed included state of the cruise industry updates, trends, Hawai'i forecast, as well as updates on CLIA, DOT and DLNR, and an HTA stewardship update. The report is being added to the Hawai'i Tourism Authority website on the Cruise Industry webpage within the resources section at the bottom of the page.

### ***Global Meetings, Conventions & Incentives***

**Overview:** The MCI market can become a critical source of profitable "base" business booked years in advance. This base of business enables a higher yield of shorter-term leisure business. It can also help fill hotel occupancy gaps in future years by capitalizing

on off-peak opportunities. To be competitive and thrive in the changing world of business tourism (MCI market), Hawai'i must capitalize on its strategic mid-Pacific location, which conveniently connects East and West, helping organizations create business events that are international, engaging and memorable experiences. Our location also contributes to a unique experience and the group setting of these meetings, conventions and incentives allows us to further educate our markets about Hawaiian culture and our precious resources by immersing attendees and stakeholders in these activities. Primary focus is on MCI sales and marketing in the United States, Japan, Canada, Oceania, Korea, and other Asia markets as appropriate.

### *Sales & Marketing Efforts:*

- Meet Hawai'i finished the 2024 calendar year strong. In a year of transition, the team stayed focused on maintaining momentum and took advantage of the year end push.
  - December typically is focused on closing business, but both teams outpaced production from last year in creating new opportunities for future years, a key to having strong production in 2025. Meet Hawai'i finished the year at 103% of goal for tentative room nights.
  - While both teams fell short of definite room night goals for the year, December production was felt in a highly positive way. Combined efforts produced 95 Definite Bookings, 98K Definite Room Nights, and 240M in economic impact.
  
- Meet Hawai'i participated in the ConferenceDirect CEO Summit held at the Wailea Beach Resort Marriott, December 4-6, 2024. The event brought together 150 National and Regional Association CEOs, CD top producers, and hospitality leaders. Highlights included a cultural welcome, a leader chat between ConferenceDirect CEO Jerry Horan and HVCB President and CEO Dr. Aaron J. Salā, and professional roundtable discussions on industry topics. The program featured a "Seeding the Future" CSR initiative and concluded with panels on economic trends and meeting industry challenges. The summit successfully showcased Maui's readiness for group business while emphasizing Hawai'i's position as a premier destination for transformative meetings.
  
- Meet Hawai'i also participated in SITE Southern California Chapter's Holiday Event & Charity at the Omni La Costa in Carlsbad on December 12, 2024. The team hosted a table at the Gala Dinner alongside Hawai'i hotel partners from



Grand Hyatt Kaua'i, Ritz Carlton Turtle Bay Resort, and Hilton Hawai'i. The event drew more than 800 attendees and included fundraising activities for local charities through auctions, as well as community service projects creating care packages for children with metabolic challenges and pets of individuals experiencing homelessness. The following morning, Meet Hawai'i hosted an Aloha Friday Brunch attended by 20 clients, providing an opportunity to share updates about the Hawaiian Islands.

- Meet Hawai'i conducted a strategic East Coast sales mission with Hiltons of Hawai'i from December 3-6, 2025, targeting Maryland, Virginia, and Washington, D.C. The team completed eight client appointments and hosted evening dinners to promote year-end and future Hawai'i bookings. The mission culminated with Meet Hawai'i's participation at the CVB Reps Winter Party at the JW Marriott Washington, D.C., which drew more than 250 meeting planners. Following the event, the team co-hosted a client dinner at the historic Old Ebbitt Grill with Baltimore, New Orleans, and Fort Worth CVBs.
- **Citywide:**
  - The citywide team closed 8 conventions totaling 47,109 TRN's and 153.3M in economic impact.
  - They were also able to bring our future pace for 2028 to a target benchmark of 102% by closing 2 citywide groups representing 66.3M in economic impact and 17,394 TRN's. As a reminder, our future pace is determined by creating a target benchmark by averaging production from 2017, 2018, 2019, 2022, and 2023.
- **Single Property:**
  - The single property team closed 87 meetings across all islands representing 50,401 TRN's and 86.7M in economic impact for the state. Future pace for both 2025 (103%) and 2026 (104%) are on target as a result of a strong fourth quarter.
- **List of December Sales Activities:**
  - **Client promotional events**
    - December 3, 2024: NECVB Holiday Event – NYC
    - December 4-6, 2024: Conference Direct CEO Summit – Maui
    - December 6, 2024: PATA Holiday Breakfast - Washington, D.C.
    - December 11-14, 2024: CVB Reps Holiday Party - Washington, D.C.



- December 14, 2024: Destination Reps Event – Chicago
- December 16-19, 2024: IAEE Expo – Washington
- **Sales Blitzes**
  - December 4-6, 2024: Hilton Sales Calls – Washington, D.C.
  - December 3-6, 2024: Sales Calls with HHV DC – Washington, D.C.
  - December 9-12, 2024: Sales Calls CVB Reps Holiday Event – Washington, D.C.
- **December site visits and familiarization (FAM)**
  - December 11-14, 2024: SITE So Cal Holiday Event – Carlsbad
  - December 18, 2024: SITE Nor Cal Holiday Event - San Francisco

### ***Island Destination Brand Management and Marketing Services***

**Overview:** The Island Destination Brand Management and Marketing Services (IDBMMS) include the support from on-island representatives on behalf of HTA for visitor education, visitor industry engagement, and public relations activities; serving as advisors to HTA on the respective islands and The Hawaiian Islands statewide brand; collaborating with HTA's Global Marketing Team to develop and implement familiarization trips and press trips to areas that are welcoming visitors; providing island-based visitor education support during promotions, trade shows, and missions in major market areas, and coordinating with city and county government officials and designated organizations during crisis management situations.

- The HTA and Noelani Schilling Wheeler of OVB have been working together on coordinating for IPW 2025, which will be held in Chicago in June. So far, the HTA has committed to registration for staff, booth spaces, delegates, extra appointments, business networking tables, and a hanging banner in December. The team will continue to confirm participation with partners and plan with vendors accordingly.
- In collaboration with Maui County, MVCB created the Canoe Crop Corner event at Wailuku First Friday. The event celebrates Maui's rich agricultural heritage at Wailuku First Friday. A cultural advisor and chef showcase the flavors of Hawaii's ancient canoe crops, the plants brought to the islands by early Polynesian voyagers. This interactive event features tastings, a cultural demonstration, and engaging storytelling that connects Maui's food culture to its historical roots. MVB is collaborating with local businesses, chefs, and farmers to

build six total events through July 2025. A total of two Canoe Crop Corner events have been completed in October and November, both featuring kalo.

- Across the board, the IVBs helped to support 14 FAM trips, press trips, and activities coordinated and hosted by IVBs, support 60 FAM trips, press trips, and activities coordinated by HTA and its contractors, support/manage 77 promotions, trade shows, and missions with GMT, support/manage 182 destination trainings and educational sessions with GMT, provide 266 destination consultation services, and support/manage 67 creative development.

### ***Global Support Services for Brand Management & Marketing***

**Overview:** The Hawai'i Tourism Global Support Services for Brand Management and Marketing support HTA's comprehensive pre- and post-arrival visitor education and destination management efforts, as well as HTA's Global Marketing Team throughout the U.S., Canada, Japan, Oceania, Korea, China, and Europe. The support services include providing market insights to boost strategy, management and development of creative and digital assets, social media, website management, including GoHawaii.com, application development and maintenance, and maximizing emerging technology to support the updating of our Ma'ema'e Toolkit and Brand Guidelines. The resources are also shared broadly with the public for the community, visitor industry, businesses, media, travel trade, and meetings, conventions and incentives industry representatives to utilize in their respective areas.

- **Airline Route Development**

During this reporting period, ongoing engagement with airlines has been prioritized through regular virtual calls and targeted in-person meetings, including a dedicated session with Hawaiian Airlines' and Southwest network planning teams. The Hawai'i tourism industry continues to navigate challenges related to airlift capacity and stable North American traffic. However, opportunities remain within the premium travel segment and through strategic adjustments to booking window management.

- **Gohawaii.com**

In Q4, ongoing responsibilities for the gohawaii.com website provided by our subcontractor included assisting with review of the German, Spanish, Korean, and English development sites for updated platform launch at the end of December 2024. True Omni continued work to transition from native iOS and Android applications to an integrated PWA, with launch expected during Q1 of 2025.

- **BrandUSA Website Hawai'i section**

The GSS team is actively engaged in updating Hawai'i content on Brand USA's

website, [visittheusa.com](http://visittheusa.com). This initiative aims to ensure that each island is accurately and vibrantly represented, highlighting their unique offerings and aligning with current marketing priorities.

## IV. PLANNING & EVALUATION BRANCH

**Functional Statement:** The purpose of the Planning & Evaluation Branch is to strategically plan for the near, mid, and long-term health and vitality of our visitor industry and manage destination issues that affect communities and the visitor experience. This includes the development, monitoring, and oversight of various plans for the HTA including but not limited to the Tourism Functional Plan, Strategic Plan, Annual Strategic Tourism Management Plan, the Destination Management Action Plans (DMAPs), and the Tourism Management and Marketing Plan. Other activities include development of policy as it relates to tourism.

### *Planning*

Staff finalized and distributed the annual report to the legislature. The 2024 annual report can be found on HTA and DBEDT's website.

Staff held meetings with the directors of the counties' economic development offices, as well as the directors/chairs of the Department of Business, Economic Development & Tourism, Department of Transportation, Office of Hawaiian Affairs, State Foundation of Culture and the Arts, Department of Land and Natural Resources, and Department of Agriculture to inform them of the timelines and processes for updating the State Tourism Functional Plan and developing the Tourism Strategic Plan and DMAPs.

HTA submitted a housekeeping bill through the administrative package to extend the due date and provide funding for the update of the state Tourism Functional Plan (TFP). Unfortunately, Governor Green did not include this housekeeping measure in the administrative package. Therefore, since this is an unfunded mandate, HTA will proceed by continuing to gather information to inform the update of the TFP since HTA will soon be developing the Destination Management Action Plans for each island as well as the agency's strategic plan. Once funding becomes available, we will engage in a full planning process.

### *Workforce Development Program*

Pursuant to HRS 201B-3(a)(22) HTA will address the industry's evolving needs in workforce training by working with educational institutions to make training available for

the industry workforce to help enhance overall skills and quality of service. Sustaining tourism’s success also depends on Hawai’i’s youth helping to carry the industry forward and becoming the next generation of leaders. Encouraging Hawai’i’s high school and college-age students to choose tourism as their career is another important part of HTA’s workforce development initiative in ensuring that there are career opportunities in the tourism industry for Hawai’i’s own.

Scholarship Programs

University of Hawai’i at Mānoa has been promoting the Ho’oilina Hawai’i Scholarship program and application for the 2025 Fall cohort. HTA will fund five four-year scholarships to public high school students graduates who enroll at the University of Hawai’i at Mānoa and declare a major in Travel Industry Management (TIM). For more information visit: <https://shidler.hawaii.edu/tim/hooilina-scholarship>

**Product Development**

**Overview:** Develop, lead, assess, and optimize the development of new products and experiences. Leverage data and research to identify opportunities and areas for program development.

EDA’s Noncompetitive Travel, Tourism & Outdoor Recreation Grant

Staff continues to work with DLNR in managing and monitoring their contract for their 7 projects.

**V. FINANCE BRANCH**

Contracts List: Pursuant to Hawai’i Revised Statutes §201B-7 (9), please note the below contracts executed during the month of December 2024.

Contract No.	Contractor	Description	Contract Amount	Total Contract Value	Start Date	End Date
23007 S3	Aloha Data Services, Inc.	HTA Board Meeting Minutes	\$60,000.00	\$169,790.40	12/02/2024	12/31/2025
21040 S5	Visitor Aloha Society of Hawai’i	Visitor Assistance Program (VAP) 2025 O’ahu	\$263,500.00	\$1,203,500.00	12/17/2024	12/31/2025
21041 S5	VASH Hawai’i Island	Visitor Assistance Program (VAP) 2025 Hawai’i Island	\$121,000.00	\$551,000.00	12/17/2024	12/31/2025

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21042 S5	Visitor Aloha Society of Kaua'i, Inc.	Visitor Assistance Program (VAP) 2025 Kaua'i	\$38,000.00	\$178,000.00	12/17/2024	12/31/2025
21043 S5	Maui County Visitor Association	Visitor Assistance Program (VAP) 2025 Maui	\$22,500.00	\$162,500.00	12/23/2024	6/30/2025
14002 S18	AEG Management HCC, LLC dba Hawai'i Convention Center	Hawai'i Convention Center	\$0.00	\$234,810,179.07	12/23/2024	12/31/2024
25009	AEG Management HCC, LLC dba Hawai'i Convention Center	Management of the Hawai'i Convention Center	\$18,601,145.00	\$18,601,145.00	12/30/2024	12/31/2034
Contract Type: • Sole Source † Procurement Exemption Θ Emergency			\$19,106,145.00			

Other activities related to procurement, contracts, Hawai'i Convention Center, and Legislative Audit will be reported in the Budget, Finance, and Convention Center Standing Committee report at the HTA board meeting.

The Finance Branch has chosen the 2025 HLTA Hotel Charity Walk, during the first Saturday in May, as its community outreach project. Last year, HTA and HCC staff had a lot of fun doing this very worthwhile event and planned to do it again. We invite all board members to participate in or at least do the Charity Walk.