

HAWAII TOURISM™



AUTHORITY

# Stabilize and optimize the engine of our economy to realize tourism's potential for Hawai'i's people.

## Stabilize

### Focus On Markets

Recover demand domestically and rebuild internationally with visitors who can afford to travel in varied economic conditions.

## Optimize

### Focus On Destination

Manage tourism through island-based Destination Management Action Plans and Destination Managers.

## Realize

### Focus On Hawai'i

Hawai'i shifts to a successful Regenerative Tourism model, powered by the Hawai'i Tourism Authority.

**Economic Recovery of Tourism is only at 95%**

Japan 45%

Canda 80%

**Continued weak demand for travel to Maui in the wake of the 2023 wildfires directly impacts the day-to-day stability of businesses that serve visitors.**

It is a substantial interruption in the commerce of the State that is felt in restaurants, shops, activities, and hotels. It continues to adversely affect the welfare of its people who make their livelihood in the visitor industry – over 200,000 across the state.

# World Economic Growth is Positive for our Major Market Areas (% YOY)

<b>Economy</b>	<b>2025</b>	<b>2026</b>
USA	2.2	2.0
Canada	1.8	1.8
Japan	1.1	0.8
Korea	1.9	2.0
UK	1.3	1.4
Australia	1.9	2.3
China	4.3	4.1

**FY25 is the first time HTA has been appropriated General Funds by the Legislature in the amount of \$63 million.**

These funds are put to good use for the people of Hawai'i by returning tax dollars to state coffers: for example, every dollar we spend on destination advertising returns \$34 in tax revenues.

**The board-approved budget request** provides resources to recover visitor demand from key source markets through strategic market saturations, to invest in workforce development partnerships with the visitor industry, and to nimbly respond to changes in existing markets and opportunities in new markets.

The executive budget request only allows HTA to continue current operations and fulfill current contracted obligations. **No new major initiatives or ability to address recovery. No increased staffing appropriate to the magnitude of kuleana**, which now includes destination management by statute.

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