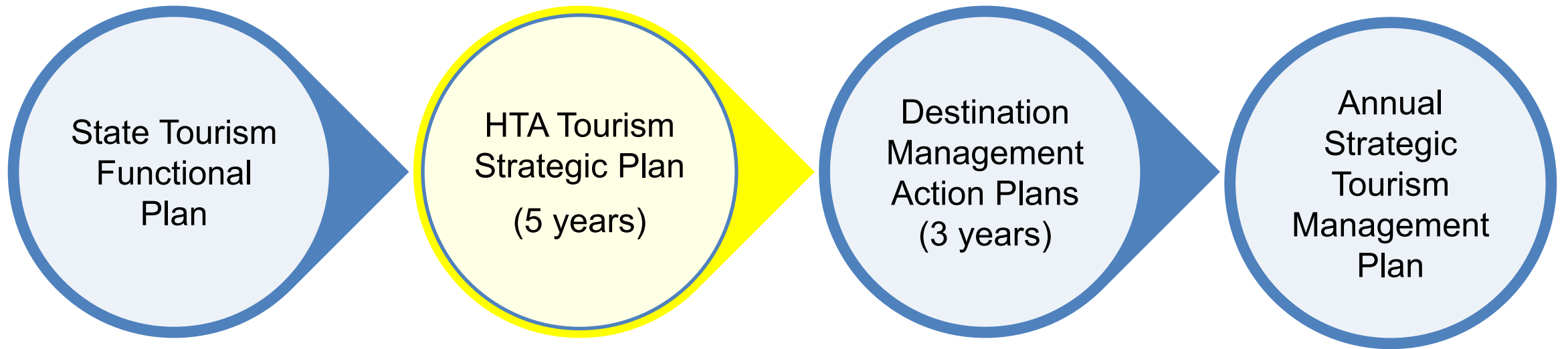


DISCUSSION AND/OR ACTION ON THE TIMELINE AND OBJECTIVES FOR THE HAWAII TOURISM AUTHORITY'S STRATEGIC TOURISM PLAN

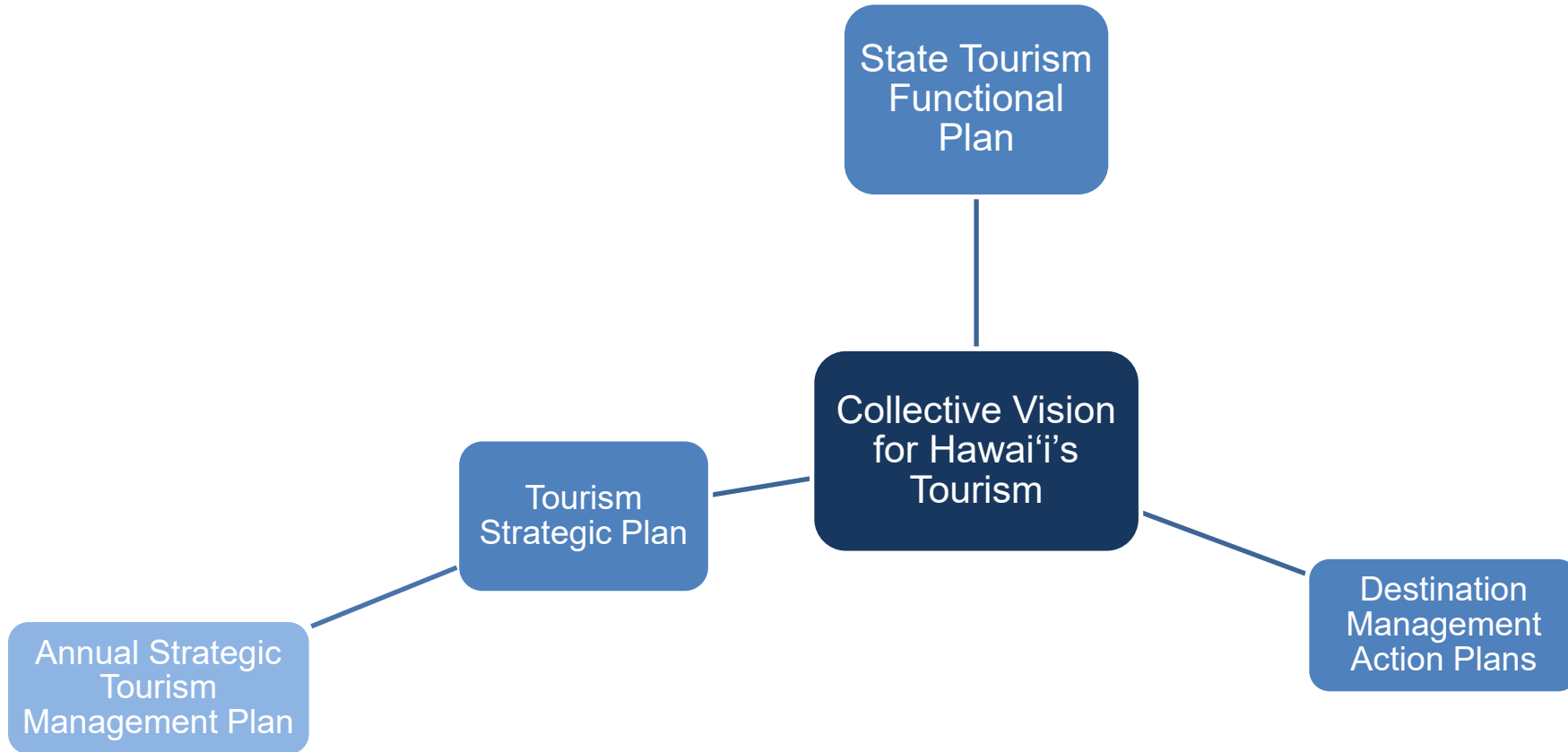
Presented by
Caroline Anderson
Director of Planning
March 20, 2025

**§201B-7 (B)(1) HTA SHALL BE RESPONSIBLE FOR
“ CREATING A VISION AND DEVELOPING A LONG-RANGE
STRATEGIC PLAN FOR TOURISM IN HAWAI‘I.”**

Our Plans



Need For a Collective Vision for Tourism



HTA Strategic Plan Components:

- A situation analysis to put our mission and values in context with current tourism trends and statistics
- Identification of goals, objectives, and strategic choices
- Data-driven guidance to invest in assets and programs benefiting both residents and visitors
- Collection Ambition
- Identification of Key Performance Indicators
- Targets and Milestones



We Will Examine:

- Our mission
- Vision for Hawai‘i’s tourism
- Progress on objectives that further our vision for destination branding, regenerative tourism and destination management
- Programmatic actions aligned to our mission and their progress
- Partnership and coordination needs in service of the objectives and actions
- Consider HTA Governance Study Recommendations
- Positioning of The Hawaiian Islands in the Globally Competitive Market
 - Leisure vs Meetings Conventions, & Incentives
- Alignment with destination management and regenerative tourism best practices