



**REGULAR MARKETING COMMITTEE
HAWAII TOURISM AUTHORITY
Thursday, June 29, 2017 at 1:00 p.m.
Hawai'i Convention Center, Executive Board Room A
1801 Kalākaua Avenue, Honolulu, Hawai'i 96815**

AGENDA

1. Call to Order
2. Approval of Minutes from the May 24, 2017 Marketing Committee Meeting
3. Global Tourism Summit Update
4. Gohawaii.com Update
5. Expedia Discussion
6. Digital Marketing Strategy ***
7. Sports Strategy (Revisited) ***
8. Proposed Sporting Events Review ***
9. Adjournment

*** Executive Session: The Board may conduct an executive session closed to the public pursuant to Hawai'i Revised Statutes (HRS) § 92-4. The executive session will be conducted pursuant to § 92-5 (a)(4), § 92-5 (a)(8) and §201B-4(a)(2) for the purpose of consulting with the board's attorney on questions and issues pertaining to the board's powers, duties, privileges, immunities, and liabilities; and to discuss information that must be kept confidential to protect Hawai'i's competitive advantage as a visitor destination.

Members of the public are invited to attend the public meeting and provide oral testimony on any agenda item. Written testimony may also be provided on any agenda item by submitting the testimony prior to the meeting to the HTA by email to Lauren@gohta.net; by mail at the above address; or by facsimile transmission. Any person requiring special assistance to participate in the meeting, please contact Lauren Fetherston (973-2255) no later than 3 days prior to the meeting so arrangements can be made.