



**HĀLĀWAI KŪMAU O KE KŌMIKE HOKONA KŪMAU
KE'ENA KULEANA HO'OKIPA O HAWAI'I**

**REGULAR MARKETING STANDING COMMITTEE MEETING
HAWAI'I TOURISM AUTHORITY**

Pō'ahā, lā 26 o Iulai 2018, 7:30 a.m.

Thursday, July 26th, 2018, 7:30 a.m.

*Kikowaena Hālāwai O Hawai'i
Lumi Papa Ho'okō B
1801 Alaākea Kalākaua
Honolulu, Hawai'i 96815*

Hawai'i Convention Center
Executive Board Room B
1801 Kalākaua Avenue
Honolulu, Hawai'i 96815

**Papa Kumumana'o
AMENDED AGENDA**

1. *Ho'omaka*
Call to Order
2. *'Āpono I Ka Mo'o'ōlelo Hālāwai 27 Iune 2018*
Approval of Minutes from the June 27th, 2018 HTA Marketing Standing Committee Meeting
3. *Ka Papahana Ho'omōhala Hou No Hawai'i Mokupuni Na HTUSA*
HTUSA Island of Hawai'i Recovery Plan Proposal
4. *Hō'ike No Ka 'Aha Ho'okipa Honua*
Global Tourism Summit Update
5. *Hō'ike Hokona Ha'uki ****
Sports Marketing Update ***
6. *Hō'ike Mo'ohelu ****
Budget Update***
7. *Ho'oku'u*
Adjournment



*** *Aha Ho'okō: Ua hiki i ka Papa Alaka'i ke mālama i kekahi hālāwai kūhelu i kū i ka Hawaii'i Revised Statutes (HRS) § 92-4. E mālama 'ia kēia hālāwai kūhelu nei ma lalo o ka § 92-5 (a)(4), § 92-5 (a)(8) and §201B-4(a)(2) no ka pono o ko ka Papa Alaka'i kūkā a ho'oholo 'ana i nā nīnūnē a nīnau i pili i ko ka Papa Alaka'i kuleana me ko ka Papa Alaka'i loio. He hālāwai kūhelu kēia i 'ole paulele 'ia ka 'ikepili a i mea ho'i e mālama kūpono ai ko Hawaii'i 'ano, he wahi i kipa mau 'ia e nā malihini.*

*** Executive Session: The Board may conduct an executive session closed to the public pursuant to Hawaii'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 Hawaii'i's competitive advantage as a visitor destination.

He kono kēia i ka po'e e hō'ea i ka 'aha ho'olohe no ka hāpai mana'o ma o ka waha a i 'ole ma o ke kākau. No ka po'e e makemake ana e kākau i ko lākou mau mana'o kākō'o/kāko'o 'ole, ua pono ko lākou ho'ouna 'ana aku i kā lākou 'ōlelo hō'ike ma mua o ka 'ōlelo ho'olohe. Hiki ke ho'ouna 'ia iā naomi@gohta.net; ma o ka ho'ouna 'ana aku i leka (e ho'ouna i ka helu wahi o luna); a i 'ole ma o ke kelepa'i 'ana aku. No ka 'ikepili hou aku e pili ana i nā kumuhana kūikawā, e kelepona aku iā Naomi Sjoquist ma kāna kelepona (808) 973-2279 he 'ekolu (3) lā ma mua o ka hālāwai.

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 Naomi@gohta.net; by mail at the above address; or by facsimile transmission. Any person requiring special assistance to participate in the meeting, please contact Naomi Sjoquist (973-2279) no later than 3 days prior to the meeting so arrangements can be made.

AGENDA ITEM 2

**APPROVAL OF MINUTES FROM
THE JUNE 27, 2018
MARKETING STANDING
COMMITTEE MEETING**



Hawai'i Convention Center
 1801 Kalākaua Avenue, Honolulu, Hawai'i 96815
 kelepona tel: 808 973 2255
 kelepa'i fax: 808 973 2253
 kahua pū a web: hawaii-tourism-authority.org

David Y. Ige
 Governor

George D. Szigeti
 President and Chief Executive Officer

**MARKETING STANDING COMMITTEE MEETING
 HAWAII TOURISM AUTHORITY
 Wednesday, June 27, 2018
 Hawai'i Convention Center
 1801 Kalākaua Avenue, Honolulu, Hawai'i 96815**

MINUTES OF MARKETING STANDING COMMITTEE MEETING

- COMMITTEE MEMBERS PRESENT:** Sean P. Dee, Fred Atkins, Sherry Menor-McNamara, George Kam, Kelly Sanders
- BOARD MEMBER PRESENT:** Rick Fried
- HTA STAFF PRESENT:** Jadie Goo, Laci Goshi, Chika Miyauchi, Chris Sadayasu, Minh-Chau Chun, Marc Togashi, George Szigeti, Christina Wieand, Naomi Sjoquist
- GUESTS:** Wayne Yoshioka, Jay Talwar, John Monahan, Mitsue Varley, Eric Takahata, Teri Orton, Peter Honig (by phone)
- LEGAL COUNSEL:** Gregg Kinkley

1. Call to Order

Presiding Officer Sean Dee called the meeting to order at 1:32 p.m.

2. Approval of Minutes from the May 30, 2018 HTA Marketing Standing Committee Meeting

Mr. Dee requested for a motion to approve the minutes from the May 30, 2018 Marketing Standing Committee meeting. Mr. Sanders so moved. Mr. Atkins seconded the motion, which was approved by all committee members present.

3. HTJ Island of Hawai'i Recovery Plan Proposal

Mr. Dee acknowledged Eric Takahata, who began his presentation by reporting that the Japan market's reaction to the recent volcanic activity has not been as negative as was expected. Mr. Takahata explained that HTJ has broken their recovery plan down to three phases: Phase 1, which commenced in early May and has been monitored through June, was to get the most accurate information out to the market in a timely fashion; Phase 2, which started in late June, involves HTJ approaching direct consumers via SNS, mail magazine, events, and media exposure; and Phase 3, which will commence in July 2018, consists of a coop with Japan travel agencies and airlines to promote travel to Hawai'i Island. Mr. Takahata reported that funding was approved for Phases 1 and 2 at the May 2018 Board meeting; HTJ's request to this Committee is to approve the funding request over the initial \$250,000 for Phase 3.

After briefly discussing HTJ's efforts toward Phase 1, Mr. Takahata then reported that there have been 7,109 trip cancellations due to the volcanic activity on Hawai'i Island as of June 20, 2018. Mr. Takahata noted that 30% of these cancellations were switched to O'ahu-only packages rather than total trip cancellations. Mr. Takahata also reported that the booking pace is slower compared to the same time last year: one-day tour bookings have reduced significantly and air bookings are around 70% compared to last year.

Mr. Takahata then discussed Phase 2, which is focused on emphasizing the many natural and cultural attractions on Hawai'i Island other than the Hawai'i Volcanoes National Park. Mr. Atkins asked whether HTJ has exhausted the \$250,000.00 that the Board approved at the May Board meeting. Mr. Takahata reported that there are enough remaining funds to facilitate Phase 2 through August 2018.

Mr. Takahata reported that safety continues to remain a source of major concern for Japanese visitors. Many of the comments that HTJ has received center on air quality and general safety concerns, but HTJ's efforts in Phase 1 have helped to develop a positive spin on the current events programming in Japanese media; interweaving safety messages is key to HTJ's Phase 2 consumer campaigns.

Mr. Takahata then reported that HTJ has received the survey results from the Ebisu Festival. Of the 250,000 attendees, 6,439 were surveyed regarding their plans to visit Hawai'i Island in the near future. 1,833 attendees reported that they plan to visit Hawai'i Island within six months and 3,825 attendees plan to visiting Hawai'i Island within the next year. Mr. Takahata explained that the survey responses show that a majority of the attendees plan to stay at least three days compared to responses in previous years where a majority of attendees planned one-day tours with no overnight stays; 1,400 attendees reported planning to stay on Hawai'i Island for six days or more.

Mr. Dee gave some background regarding the Ebisu Festival survey, explaining that he suggested that HTJ should attend the Ebisu Festival the day after last month's Board meeting. Mr. Dee added that HTJ acted on his suggestion immediately and did a great job with the survey.

Mr. Takahata then reported that HTJ has scheduled press tours of Hawai'i Island for Japanese media outlets. Six major media companies will be flying to Hawai'i Island for tours from June 23 to July 3, 2018. Additionally, the top three to five newspapers in Japan are visiting in mid-October to run stories on Hawai'i Island. Mr. Takahata also reported that Japanese lifestyle magazine and television shows will be visiting now through August to cover the volcanic activity. Mr. Takahata noted that HTJ, HTA, and two UH professors will be speaking at a media briefing in Tokyo to answer any questions the media may have about the volcanic activity and its impact on Hawai'i tourism.

Mr. Takahata then addressed Phase 3 of HTJ's Hawai'i Island Recovery Plan. JAL and Hawaiian Airlines, through their existing partnership, are independently investing in marketing Hawai'i Island to keep direct flights to the Ellison Onizuka Kona International Airport at Keāhole running. Mr. Takahata also reported that HTA is planning agent education events to bring wholesaler agents to Hawai'i Island to promote bookings.

Next, Mr. Takahata reported on the Total Trade Initiatives aspect of Phase 3. Over five million dollars have been collected from airlines and wholesalers to promote travel to Hawai'i Island in addition to the \$450,000.00 in special funds from HTA under this current request. Mr. Takahata explained that the industry's goal number of visitors to Hawai'i Island for 2018 was 222,825 passengers. That goal has been revised due to the volcanic activity to maintain the 2017 numbers of 180,000 passengers, which is in line with the airlines' and wholesalers' goals to keep the 2018 passenger count flat for Hawai'i Island, but to reach 2018's original goal of 228,852 visitors in 2019.

Mr. Szigeti applauded Mr. Takahata's hard work in disseminating accurate information to media outlets and correcting misinformation. Mr. Szigeti then asked whether the media and tourists are worried about the air quality on Hawai'i Island. Mr. Takahata stated that air quality is a major concern as the press keeps discussing the "toxic poisonous gasses" being released into the air. Mr. Szigeti thanked Mr. Takahata for his time and effort.

Mr. Monahan noted that, in regards to HTA's funding of HVCB's Hawai'i Island efforts, the satellite media tour went extremely well. HVCB received good data and the correspondents asked well-informed questions. Mr. Monahan also noted that the #exploreislandofhawaii campaign is going strong with over four million views and thousands of photos and videos posted.

Mr. Dee thanked Mr. Monahan for attending the June Committee meeting even though HVCB's program was not on the agenda. Mr. Dee then asked Mr. Takahata whether HTJ is requesting that the Board release the remaining \$450,000.00 of the funds approved by the Board at the May Board meeting. Mr. Takahata confirmed that request. Mr. Dee then opened discussion to the other Committee members.

Mr. Atkins asked if HTJ will be able interview the members of the media and wholesaler agents traveling to Hawai'i Island as part of this recovery plan to survey their impressions before they

return home. Mr. Takahata responded affirmatively and confirmed that HTJ will do so.

There were no further questions. Mr. Dee announced that the request to release the remaining funds will be brought up at the next Board meeting on June 28, 2018.

4. Global Tourism Summit Update

Mr. Dee acknowledged Laci Goshi, who presented an overview of HTA's preparation for the Global Tourism Summit. Ms. Goshi reported that registration opened on May 18, 2018. As of June 27, 81 attendees have registered; HTA's registration goal is 2,500. Registration income to date is \$19,195.00; HTA's goal is \$330,000.00. Ms. Goshi noted that HTA revised the starting time for the General Sessions to 9:00 a.m. in order to give attendees more time to settle in. Ms. Goshi then announced that Susie Richards Vowinkel, Google's Head of Industry for Travel will serve as a keynote speaker for the Summit. Ms. Goshi added that HTA is approximately a month ahead of where they were last year in regards to registration numbers and planning.

Ms. Goshi then provided an update on HTA's progress with obtaining sponsorships. There has been a lot of interest in high-level sponsorships with airlines leading the way to present cash and in-kind packages. JAL and Hawaiian Airlines through their partnership, Alaska Airlines, and Southwest Airlines have already expressed interest in contributing cash and in-kind sponsorships. Mr. Szigeti noted that, in the previous years, the highest level of sponsorship that HTA offered was \$50,000.00 and the highest amount secured was \$35,000.00. This year, Mr. Szigeti explained, there has been a lot of interest in the newly introduced \$75,000.00 sponsorship level.

Ms. Goshi concluded her update by reporting that HTA's marketing efforts are on track. There were no questions from the Committee members.

5. Digital Marketing Update

Mr. Dee acknowledged Jadie Goo, who introduced HTA's Fiscal Year 2019 (FY19) budget for the HTA Digital Marketing Strategy and gohawaii.com, which totals \$1.4 million.

Mr. Dee asked whether the FY19 budget will be discussed in detail at the June 28, 2018 Board meeting. Mr. Togashi responded that he planned to discuss the budget in detail at today's Marketing Committee meeting, but offered to postpone discussion until the Board meeting. Mr. Dee asked Ms. Goo to continue.

Mr. Atkins asked Ms. Goo why the fee to maintain and run the website is similar in price to the website's development cost. Ms. Goo responded that it costs \$629,000.00 annually for Miles Partnership, the vendor who constructed the redesigned gohawaii.com, to maintain and run the website. This maintenance amount is substantially lower than what other vendors charge for the same services. Mr. Togashi added that there are several groups of costs: site development costs; maintenance costs; and content development costs. Mr. Togashi explained

that while the cost of ongoing maintenance will remain flat, the cost of site development will decrease and the cost of content development may increase.

Ms. Menor-MacNamara asked whether budgeted items with a set amount of hours allocated to complete are to be paid regardless of how many hours Miles Partnership spends completing those tasks. Ms. Goo responded affirmatively, but explained that Miles Partnership has already spent significantly more time than budgeted at no extra cost to HTA.

Mr. Dee stated that the Committee is not trying to micromanage the budget, but expressed that HTA should explore ways of allocating a larger portion of this budget to traffic generation.

6. Sports Marketing Update

Mr. Dee announced that the Committee endeavors to keep discussion in the public session as much as possible, but explained that discussion regarding the Pacific Rim Cup is the only sports marketing topic to discuss in the public session; the Committee will enter executive session to discuss the remaining topics. Mr. Dee then acknowledged Peter Honig, Senior V.P. of Ascendant, speaking by phone, to discuss the Pacific Rim Cup proposal.

Mr. Honig began his presentation by noting that this year's inaugural event generated a lot of interest in from the North American Major League Soccer and Japan Soccer organizations.

Mr. Dee asked whether the event has been budgeted. Mr. Sadayasu confirmed that a budget has been created for the event; the contract expires in August 2018 and HTA has an option to renew for 2019.

Mr. Kam asked Mr. Takahata how well this event was received in Japan. Mr. Takahata explained that international soccer is always a draw from Japan, but it would draw more interest from Japanese market if HTA could attract international champions to the event. Mr. Honig added that the facilities at Aloha Stadium are a big problem for attracting the international champion teams, but expressed that HTA can continue to work on showcasing Hawai'i to draw those teams for future events.

Mr. Kam then asked HVCB for their input and opinions of the Pacific Rim Cup on the North American markets. Mr. Talwar responded that it has not been a large attendance-building event, but expressed that it could grow if HTA can attract the top clubs to enter into the event. In response to Mr. Honig's concerns regarding the facilities at Aloha Stadium, Mr. Takahata added that the J League will allow its clubs to play exhibition games on turf, but requires a grass pitch for all championship and league games.

Mr. Dee stated that HTA's investment in these programs should decrease over time as the programs become more established. Mr. Togashi agreed with Mr. Dee, but noted that HTA may be seeing more money spent for this contract renewal, which reflects more lead-up time for the organizer.

Mr. Dee announced that the remainder of the Committee's discussion of sports marketing must take place in executive session because it involves specific fees that need to be discussed confidentially to ensure protection of Hawai'i's competitive advantage as a visitor destination. Mr. Dee stated that the representatives from HVCB will be invited to remain during the executive session. Mr. Dee then asked for a motion to enter executive session. Mr. Kam so moved. Mr. Atkins seconded the motion, which was approved by all Committee members present.

**The meeting was recessed for an Executive Session at 2:47 pm.
The Executive Session ended at 3:34 pm.**

7. Adjournment

Mr. Dee requested a motion to adjourn the meeting. Mr. Atkins so moved. Mr. Kam seconded the motion, which unanimously approved by all the Committee members present.

The meeting was adjourned at 3:34 p.m.

Respectfully submitted:

A handwritten signature in black ink, appearing to be 'J. Garner', written over a horizontal line.

Jacob L. Garner
Recorder

AGENDA ITEM 3

HTUSA ISLAND OF HAWAI'I RECOVERY PLAN PROPOSAL

Island of Hawai'i Recovery Plan

July 26, 2018





#ExploreIslandofHawaii
Phase I - Campaign Results To Date

#ExploreIslandofHawaii Social Media Campaign

- Timing: June – August
- Results to-date (up to July 12)
 - 7,218,904 Impressions
 - 179,607 Video Views
 - 750 Shares
 - 349 Comments
 - 11 Partner Posts Boosted
 - 36 Partners Participating

#ExploreIslandofHawaii Social Media Campaign



HTA/HTUSA/IHVB News Bureau

- Media interviews to date = 46
- In-bound media relations = 63

The New York Times

Los Angeles Times

Forbes

 **USA TODAY**

HTA/HTUSA/IHVB News Bureau

The New York Times

UPDATE

Hawaii Eruptions Have Disrupted Tourism, but Fears May Be Exaggerated

The Hawai'i Volcanoes National Park remains closed, but the eruptions of Kilauea may actually be providing new options for travelers.

Mashable

Science

Don't let lava stop you from visiting Hawaii

Los Angeles Times

NATION

Hawaii assures travelers it's open for business as erupting volcano makes tourists skittish

By HEIDI CHANG MAY 28, 2018 | 3:00 AM | HONOLULU



DAILY BEAST



LAVA TRIPS



The Surprising Tourism Bump From Hawaii's Spewing Volcano



'If people are concerned, they shouldn't be,' one tourist said. 'They should come on. Other than a little haze in the air, they wouldn't know anything was happening.'



KIM STEUTERMANN ROGERS 05.30.18 4:42 AM ET

HTA/HTUSA/IHVB News Bureau

Forbes

MAY 31, 2018 @ 01:33 PM 15,302

2 Free Issues of Forbes

Don't Cancel Your Trip To The Big Island: Hawaii Is Not Only Safe To Visit, It Needs Our Love



Kim Westerman, CONTRIBUTOR

Luxury and family travel, food destinations, wine and coffee trends. [FULL BIO](#) ▾

Opinions expressed by Forbes Contributors are their own.

 **USA TODAY**

Don't let volcanoes, other irrational travel fears, ruin your summer vacation

Christopher Elliott, Special to USA TODAY Published 6:00 p.m. ET June 3, 2018

HTA/HTUSA/IHVB News Bureau

TRAVEL WEEKLY

ADVERTISEMENT

Hawai'i is Open for Business – and Beautiful as Always

By Joanne Cooper

From my cottage at Puukae Ranch, near the northern tip of the island of Hawai'i, I can see a rainbow arching through the pale blue sky over the bright green hills, the wind gently rippling the deep blue ocean below. Native white hibiscus with jaunty pink stamens and fragrant white plumeria blossom all around me, while saffron finches flutter through swaying palm trees.

Some, including me, would call this paradise. But if I check my social media or news alerts, apparently I'm in hell.

A constant stream of videos and photos depict the island of Hawai'i (also known as the Big Island) as an inferno of fountaining lava, burning homes, billowing toxic clouds and raining ash. News reports that omit geographic and scientific context, and lead with fear-mongering headlines, imply no limit to the erupting Kilauea volcano's range, or risks, of destruction.

The problem is those images actually reflect only 1 percent of the island's 4,028 square miles, including a small portion of its southeastern corner known as Lower Puna and the summit of Kilauea, both of which are now closed to visitors. The roughly 2,000 people who sadly have had to evacuate their homes in two Lower Puna neighborhoods also number about 1 percent of Hawai'i Island's total population.

So the relentless fire-and-brimstone coverage doesn't just miss the big picture, it creates a vividly distorted one that has understandably, if unnecessarily, frightened away prospective visitors to the island. By focusing on the negative impacts of a natural disaster confined to a remote area, social and news media are actually spreading financial hardship across the island and the state as cruise lines stop calling and reservations start falling.

This needlessly prevents many people from experiencing their own slice of paradise at one of the most exciting times to do so. As a travel writer and guidebook author who has visited Hawai'i many times over the last 20 years, I feel it's my *maloa* (responsibility) to clear up as many misperceptions as I can. What follows is more of what travelers and their agents need to know:

ALL OF HAWAII'S ISLANDS ARE VOLCANOES

Guess what? If you've been to Hawai'i since 1983, you've experienced a volcanic eruption and lived to tell the tale.

All of the main islands of Hawai'i were formed by shield volcanoes, which built up from the sea floor as magma slowly oozed from the earth's oceanic crust between 700,000 and 5 million years ago. They do not explode like pyroclastic flow volcanoes such as Mount St. Helens or Vesuvius.

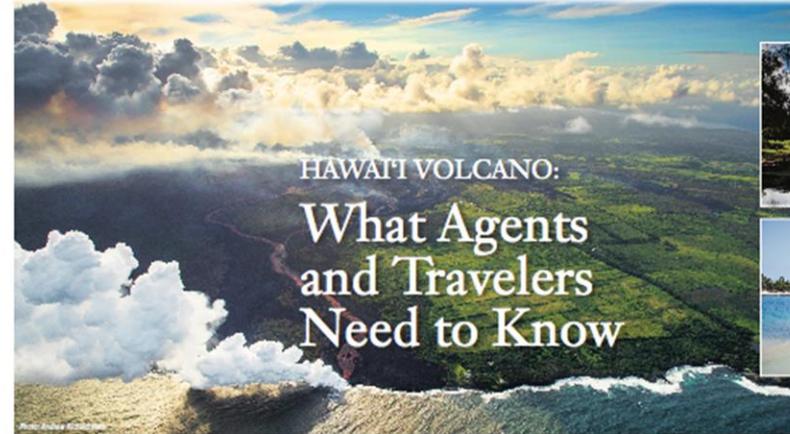
Despite what recent media reports suggest, Kilauea volcano did not suddenly spring into action in May. It has been erupting from a remote vent in its East Rift Zone – which descends into Lower Puna – since 1983. Most of Kilauea's lava flows in the 35 years since then have occurred in off-limits areas of Hawai'i Volcanoes National Park and forest reserves. But in 2014, over a period of seven months, one flow came close to cutting off road access to Lower Puna. In 2016, lava from the same vent, Pu'u'Ō'Ō, slowly spilled across a portion of the park's Chain of Craters Road and into the sea to the delight of hikers, mountain bikers, and lava boat and helicopter tour passengers who kept a safe distance from the spectacle.

IT'S EASY TO AVOID LAVA, LAZE, ASH AND VOG

To read many reports, you'd think these hazards of a volcanic eruption were everywhere, unexpected and unprecedented on Hawai'i Island. But that's simply not true, as the daily updates of the U.S. Geological Survey's Hawaiian Volcano Observatory, and state and local air quality monitoring, both show. The recent fissures that have created pools and fountains of lava first began as cracks in Kilauea's Lower East Rift Zone, appearing after a series of mostly small earthquakes that led the observatory to warn residents of possible eruptions.

For safety reasons, visitors are not allowed into the area where lava is flowing. Consequently, they are also not in danger of inhaling toxic laze, which forms when lava hits seawater. "It's really only around the ocean entry that you will get super high concentrations of gases, so laze is not something that anybody should be worrying about," said USGS volcanologist Wendy Stovall.

Similarly, the spread of ashfall from eruptions at the summit of Kilauea, which some experts predict may last only a few more weeks based on similar activity in 1924, is limited to Volcano Village and isolated areas southwest of Kilauea. For those wanting to explore southern attractions such as Ka'i Coffee Mill in Pāhala



Top: Lā'aukalani Gardens in Hilo from Ahiy Drive in Kailua-Kona
Bottom: Ahiy Drive in Kailua-Kona
Photos: Hawai'i Tourism Authority (HTA)/Jo Johnson

or Punalu'a Black Sand Beach, "having a little bit of ash fall onto the ground or vehicle is not something that's going to keep you from driving," according to Stovall.

Vog, an atmospheric haze formed by elevated levels of sulphur dioxide from volcanic emissions, has been an occasional presence on parts of Hawai'i Island since 1983 and whenever volcanoes were erupting before that. "Vog is like smog in Los Angeles," notes Gary Marrow, co-owner of KapohoKine Adventures, which offers a variety of volcano, zipline and other excursions from Hilo and Kona. "If you look right now at the air quality in Beijing or Tokyo, the cruise lines are still going there, and it's way worse than anything ever here on the Big Island."

Although vog can be irritating, particularly to those with sensitive respiratory systems, its intensity varies with wind patterns and emissions. Prevailing trade winds push vog toward Kona, but only stronger emissions creep toward Kona, and only stronger emissions creep toward the Kohala Coast, home to some of the island's most popular resorts. Visitors can always find at least one part of the island where skies are crystal clear on any given day. So, if vog is an irritant where you are, jump in a rental car and head to North Kohala, the cowboy town of Waimea or the lush Hāmākua Coast for clearer skies.

NEARLY ALL VISITOR ATTRACTIONS REMAIN OPEN AND SAFE

Although the Kilauea summit area of Hawai'i Volcanoes National Park remains closed "out of an abundance of caution," according to park



spokeswoman Jessica Ferracane, there's still plenty to do on the island of Hawai'i, from active pursuits such as ziplining, snorkeling, surfing, horseback riding and hiking to indulgent pastimes such as shopping and dining.

Hilo and the east side of Hawai'i Island also offer opportunities for great road trips, according to Rob Pacheco, co-owner of Hawai'i Forest and Trail, another of the island's premier excursion operators. "There are great museums, including the 'Imiloa Astronomy Center, Lyman Museum, Pacific Tsunami Museum, Mokuapiapa Discovery Center, plus the shopping and food scene is all really interesting in Hilo. You also have waterfalls, the Waialeale River, Onomes Scenic Drive, 'Akaka Falls and the little plantation towns along the Old Māmalaha Highway."

At Hawai'i Volcanoes National Park, rangers have expanded hours and programs at the park's Kahaiki Unit, a 114,000-acre preserve on the slopes of Maunaloa, an hour south of the Kilauea summit. Praising its "gorgeous" 'ohia forest, which is currently in bloom, Ferracane says visitors can learn a lot about the 1868 eruptions that formed the area. "In their time the flows were destructive, but you can see how they are also life in Hawai'i, and how the forest has just thrived so magnificently since. It's a testament to how quickly life springs back and requires volcanoes to live here."

HAWAIIANS CELEBRATE PELE AS CREATION

Although everyone sympathizes with those who have lost homes in the current eruption – whose location is not far from similar eruptions that claimed homes in 1990, 1960 and 1955 – Native Hawaiians also celebrate the creation aspect of the natural force or deity they call Pele.

According to *huna bala* (hula instructor) and cultural practitioner Micah Kamohai'i of Waimea, "We look at Pele, or the *pōe*, meaning the lava, as creation. It's godly forces happening in front of us. It's like watching somebody give birth – you are completely enthralled with watching a life force being born out of something that's very profound. To me, and most of our native people, that's what's happening with this eruption. To see the birth of new land, the creation of something new, is very exciting."

In his view, there may be no better time to visit the island of Hawai'i.

Says Kamohai'i, "How many can say they saw creation happen? It's not like the world is ending on Hawai'i Island. The world is beginning."

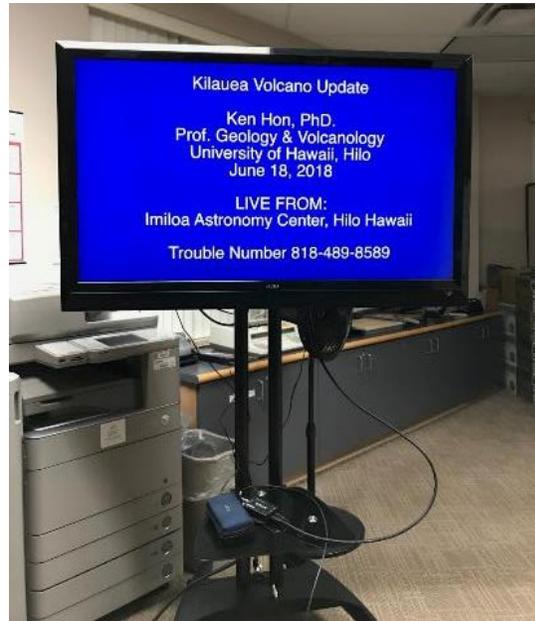


Former San Francisco Chronicle Travel Editor and Traveler's Hawaii co-author Joanne Cooper writes frequently about the Hawaiian Islands for the Chronicle, magazine and website.

Satellite Media Tour

SMT Results

- Total number of TV and radio stations = 31
- Total broadcast audience to-date = 12.3 million
- Created VNR package and shared with GMTs



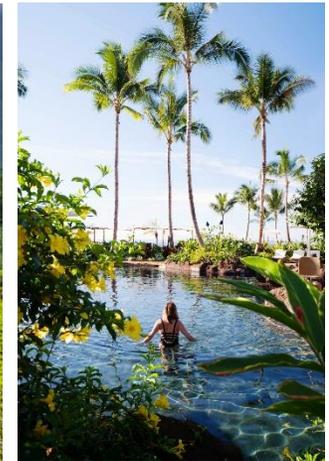
HTA/HTUSA/IHVB News Bureau

Turned accurate information into opportunities



Photo Shoot – August

- Supplement partner-provided #ExploreIslandofHawaii content
- In collaboration with partners island-wide
- Highlight multitude of activities, locations, unique culture, and cuisine that demonstrate a beautiful and safe environment



Sample Images

Island of Hawai'i Recovery Plan Phase II Strategies and Tactics



Strategies

Market Insights

- Industry partners indicate booking pace has dramatically slowed
- Utilize national consumer research to inform messaging

Messaging

- Move existing consumer perception from:
 - “It’s not the right time to visit...”
 - “Now just may be the best time ever to visit...”

Target Audience

- Avid Travelers, media, and sales distribution channel
- Four month paid media flight

Tactics



Content Development

- Develop a library of spectacular lava video and stills
 - License additional stills and footage
 - Still and video photo shoot from air, land, ocean with talent



Sample Images

Earned Media (Public Relations)

Phase I (cont.)

- Continue to counter misrepresentations, misperceptions
- Create island-wide newsworthy story angles to gain earned media

Phase II

- Media tour – (tbd satellite/desk-side)
- Invite key media for press trips
 - Coordinate with on-island partners
 - Expand community engagement

Consumer Advertising

- Influencer Marketing
 - Social influencer visits to Hawai'i Island
 - Coordinate with industry partners
 - Boost influencer posts for additional reach
- Hawai'i Rooted Integration
 - Additional long-format story-based video
- Digital Native Campaign
 - Develop video campaign with Great Big Story
- Social Media
 - Develop additional social assets
- Paid Media Campaign (digital, social)



Travel Agent/Sales Channel Communications

Continue frequent cadence of sharing information with both the sales channel and lodging, airline, and activity partners

Phase I & II

- Leverage consumer communications as content to this channel

Phase II

- Develop incremental cooperative sales/marketing programs

MCI Initiatives

Phase I & II

- Continue to update consistent talking points for HTUSA team and industry partner sales teams

Phase II

- Coordinate a Market Blitz with senior industry partners (consider including government officials) to meet with target customers

Budget

Phase II & III	
Content Development	\$100,000
Earned Media	\$100,000
Consumer Advertising	\$700,000
Travel Agent / Sales Channel	\$250,000
MCI	\$50,000
Total:	\$1,200,000

A close-up photograph of lush green foliage. The leaves are vibrant green and have a prominent vein structure. The lighting is soft, creating a gentle glow on the leaves. The word "Mahalo!" is overlaid in white, bold, sans-serif font on the left side of the image.

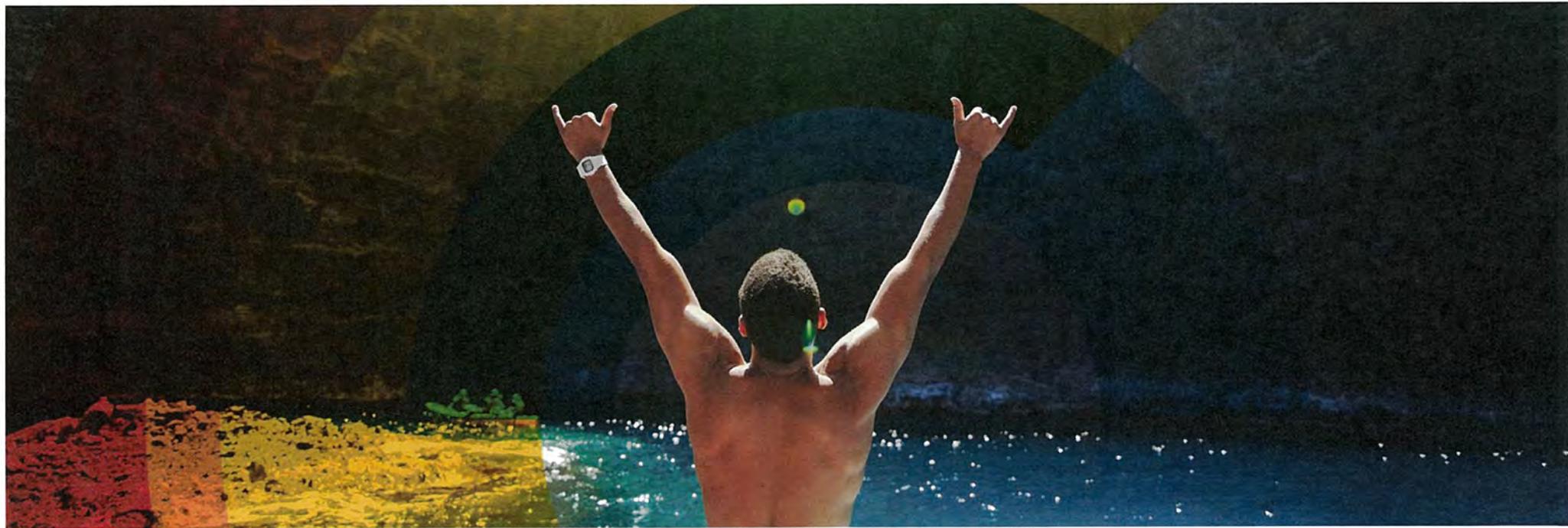
Mahalo!

AGENDA ITEM 4

GLOBAL TOURISM SUMMIT UPDATE

HTA Marketing Committee Meeting

Thursday, July 26th



Registration

2018
GLOBAL TOURISM SUMMIT
HAWAII TOURISM
AUTHORITY



2017 vs. 2018 Registration Goals

2017 - Targets

Attendance: 2,500

Registration Revenue: \$300,000

Sponsorship: \$250,000 (cash)

2017 - Actuals

Attendance: 1,846

Registration Revenue: \$268,140

Sponsorship: \$275,675 (cash)

2018 - Targets

Attendance: 2,500

Registration Revenue: \$330,000

Sponsorship: \$325,000 (cash)

2018 – Actuals as of 7/22/18

Attendance: 204

Registration Revenue: \$49,120

Sponsorship: \$66,500 (cash committed)

Registration Snapshot

- **Opened:** May 18th
- **Registration Goal:** 2,500
- **Total Registrations:** 204
- **Paid:** 182
- **Comp'd:** 22
- **Registration Income:** \$49,120
- **Registration Income Goal:** \$330,000
- **Full Summit:** 172
- **Group (minimum of 8):** 0
- **2 Day:** 17
- **Faculty:** 11
- **Student:** 4
- **Japan Summit:** 48

Programming

2018
GLOBAL TOURISM SUMMIT
HAWAII TOURISM
AUTHORITY



Programming Updates

- Opening Keynote Speaker: Pending
- Added General Session Topic: Illegal Vacation Rentals

Sponsorship Updates



Sponsorship Committed Totals

- **Total Cash Committed: \$66,500**
- **Total In-Kind Value Committed : \$12,500**
- **Total Cash and In-Kind Committed : \$79,000**
- **Total Committed Exhibit Companies: 4**

Confirmed Sponsors

- **Alaska Airlines**
 - Customized 'Io Level: \$50,000
- **Hawaii Convention Center AEG Facilities**
 - I'iwi Level Summit Tote Sponsor: \$15,000
- **Hanatour USA, INC**
 - 'Amakihi Level + Booth: \$5,750
- **Rocky Mountain Sunscreen**
 - 'Apapane Level + Booth: \$3,250
- **Levy**
 - 'Apapane Level: \$2,500
- **Honolulu Cookie Co.**
 - 'Apapane Level: \$2,500

Sponsors Pending/In Discussion

- Hawaiian Airlines & Japan Airlines - Customized 'Iwa Level
- Southwest Airlines - Customized Pu'uwai Level
- Oahu Publishing (Star Advertiser) - Customized Pueo Level
- Ala Moana Hotel – Pueo Level
- Outrigger Hotels & Resorts – Customized I'iwi Level
- Enterprise Rent-A-Car – I'iwi Level
- Kualoa Ranch - Amakihi Level

Confirmed Exhibitors

1. Hawaii Convention Center AEG Facilities
2. HanaTour USA, INC
3. Rocky Mountain Sunscreen
4. Alaska Airlines

Exhibit Booth Inquiries

- THE Orchid Lei Company
- Abbott Communications
- Univ of Hawaii-Kapiolani Community College
- HotelTonight
- 100 Digital Creativity, Inc.
- HomeAway
- Travelclick.com
- Troon
- URB-E Hawaii
- Showcase Hawaii
- NOAA Fisheries
- GS Events Hawaii
- Research Corporation of the University of Hawaii
- Xi'an Travel Agency
- HBG Wedding Style
- HART (Honolulu Rail Transit Project)
- Iruku Hawaii Experiences
- CGAPS Planner

Other Sponsorship Updates

- Prospectus updated and approved by HTA
- Lanyard/Badge created for Enterprise (Alamo and National)



October 1-3, 2018
Globaltourismsummithawaii.com

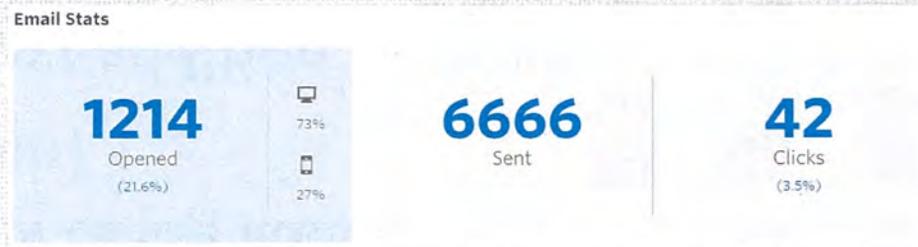
Marketing Updates

2018
GLOBAL TOURISM SUMMIT
HAWAII TOURISM
AUTHORITY



Email Blasts

- Top Reasons to Attend the Global Tourism Summit Hawaii
 - Sent 7/13/18

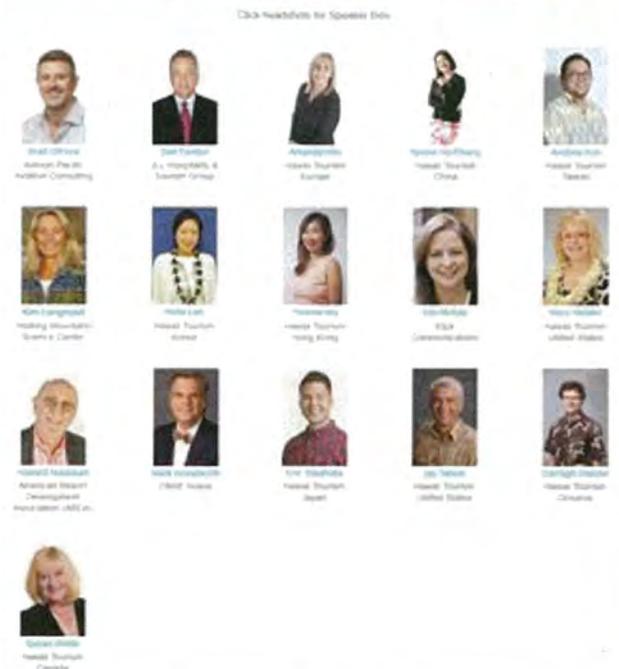


- Next two proposed blasts:
 - Exclusive Offer to Attend the Global Tourism Summit (7/17)
 - Innovation Days Highlight (7/19)

Website Updates

- Speakers continue to be updated
- Hotel information is being added (under the Travel tab)
- Sponsors are the next addition
- Social media icons are in the process of being added

SESSION SPEAKERS & PANELISTS



Advertising & Media

- Print ad is updated and ready for review
- Hawaii News Now
 - Production of TV Commercial
- Star Advertiser
 - Sponsorship in process
 - Print ad prior to Early Bird deadline



October 1-3, 2018
Globaltourismsummithawaii.com

A registration poster for the 2018 Global Tourism Summit. The poster features a large rainbow logo at the top right, with the text "2018 GLOBAL TOURISM SUMMIT" and "HAWAII TOURISM AUTHORITY" below it. The main text reads "REGISTER TODAY" followed by "HAWAII CONVENTION CENTER HONOLULU" and "OCTOBER 1-3, 2018". Below this, it states "THREE DAYS OF COLLABORATION & SHARING ON INDUSTRY-LEADING VISION, SUSTAINABLE TOURISM, BEST PRACTICES & SOLUTIONS, PLUS:". The poster lists several benefits: "Networking with 2,500 global innovators and tourism industry stakeholders", "Over 30 sessions with topics including Hawaiian culture, global trends and sustainability", "Keynote Speakers including Tourism New Zealand's Stephen Engelbrecht, The HERMAN Brand's Chris Malone, MGM Resorts International's Mike Dominguez, and Google's Sudee Viovorol", "Opportunities to showcase products and services in the Networking Lounge", "Innovation Days where companies and college students connect to foster innovation and entrepreneurship", and "B2B Sessions where local operators and wholesalers connect with Hawaii's suppliers". The website "globaltourismsummithawaii.com" is listed at the bottom, along with the hashtag "#GTSHAWAII".

2018
GLOBAL TOURISM
SUMMIT
HAWAII TOURISM
AUTHORITY

REGISTER TODAY
HAWAII CONVENTION CENTER
HONOLULU
OCTOBER
1-3, 2018

THREE DAYS OF
COLLABORATION & SHARING ON
INDUSTRY-LEADING VISION, SUSTAINABLE
TOURISM, BEST PRACTICES & SOLUTIONS, PLUS:

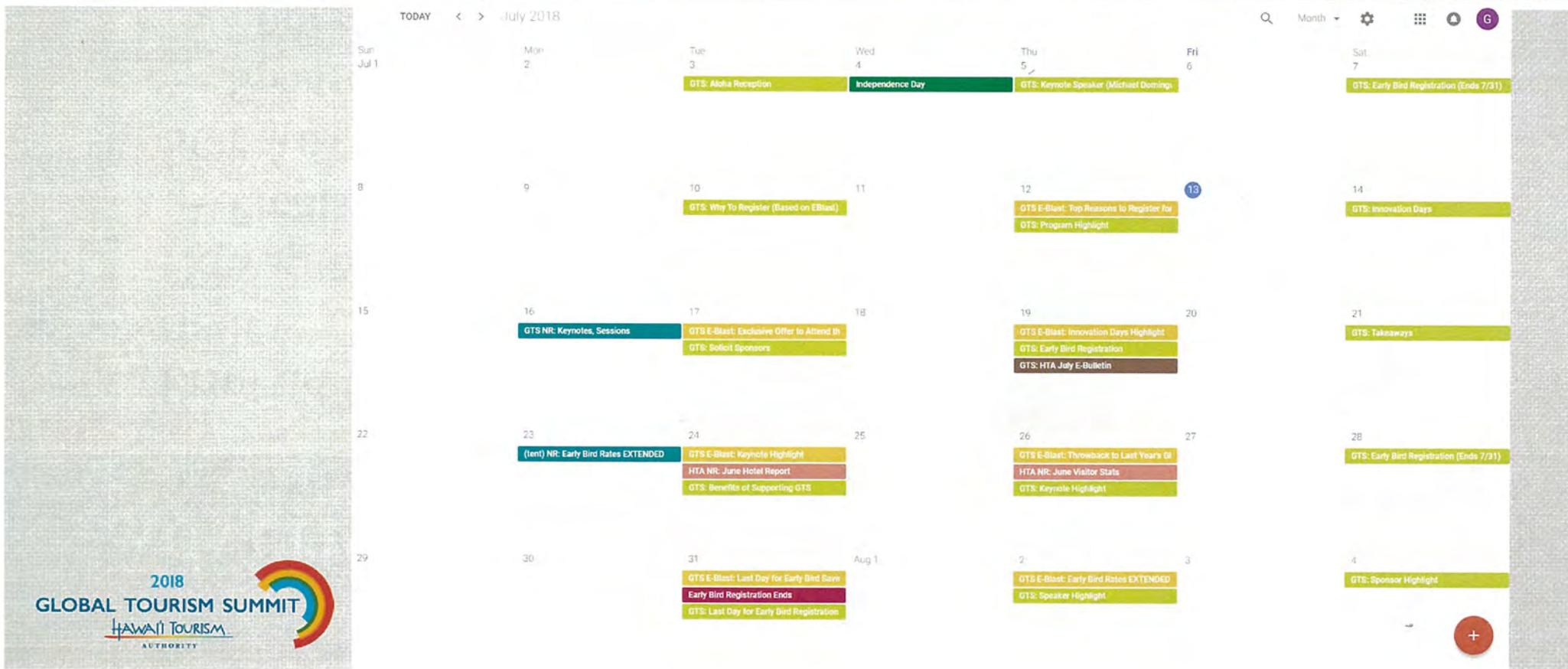
- Networking with 2,500 global innovators and tourism industry stakeholders
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- Keynote Speakers including Tourism New Zealand's Stephen Engelbrecht, The HERMAN Brand's Chris Malone, MGM Resorts International's Mike Dominguez, and Google's Sudee Viovorol
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- Innovation Days where companies and college students connect to foster innovation and entrepreneurship
- B2B Sessions where local operators and wholesalers connect with Hawaii's suppliers

globaltourismsummithawaii.com

Interested in being part of the action and showcasing your brand?
Email info@GlobalTourismSummitHawaii.com for our sponsorship and exhibitor packages.

#GTSHAWAII

Timeline Review – July 2018



AGENDA ITEM 6

BUDGET UPDATE

Brand Management Plan 2019 Addendum I

Please find attached more detailed implementation plans for the following programs:

- Environmental Sustainability Program
- Hookaulike
- Responsible Tourism
- Waikīkī Security Program

These pages will replace pages 22, 23, and 41 in the Draft Brand Management Plan 2019 (dated 6/26/2018).

3.2.3 Environmental Sustainability Program

Project Description: To support island specific issues that have a significant visitor impact on the environment. Examples of past programs under this include Hawaii Green Growth; Aloha+ Challenge; the Ala Wai Watershed Collaboration; Programs and partnerships to address Rapid Ōhi'a Death; support for the Department of Land and Natural Resources with the Mālama Hawai'i campaign. In FY19 we are working with the DLNR to launch a pilot program that would organize ambassadors for the most utilized state parks and trails across Hawai'i's. Next, the program will support a comprehensive park survey of all state parks to give conservation managers the data needed to protect Hawai'i's natural and cultural resources. Next, the program will continue to partner with Hawai'i Green Growth (Aloha + Challenge) in their work on the Sustainable Business Forum which brings Hawai'i's business leaders together to address sustainability and identify meaningful measures by which we can manage waste and water and energy consumption. Finally, the program will provide support for the Green Business Program (DBEDT) who certify hotels and events as being sustainable. Note they work in tandem but separately with Hawai'i Ecotourism Association.

Implementation:

- Allocate funds to projects that mitigate visitor impacts in accordance with the state objectives
- Continue to partner with other state agencies and organizations to implement programs and projects that mitigate visitor impacts.
 - DLNR: Ambassador program will support tentatively 6 ambassadors. This is roughly \$60,000 per ambassador, per year. The benefits of having ambassadors on premise is that they are a tangible presence to deter illegal activity, aid visitors with information or seeking additional resources in the event of a medical or security event. Also help to interpret and educate visitors on the uniqueness of the park. This is a pilot program.
 - Comprehensive State Park Survey: Last completed 11 years ago and used by park/conservation managers at DLNR to strategically assess and manage state parks. This is a onetime cost and not done annually. This survey will be a yearlong survey and help us to understand the number of visitors accessing state parks, the seasonality and time of day of those visits as well as an overall assessment of park conditions. The benefit of the park survey is that DLNR will have the quality information by which to make conservation and management decisions for a growing usage of state park facilities.
 - DBEDT: The Hawai'i Green Business Program assists businesses that operate in an environmentally, culturally, and socially responsible manner and recognizes and promotes their achievements. This program will allow HGBP to continue to implement the rigorous checks and eventual certifications of sustainable partners. Mainly focused on the lodging, Restaurant, office and event spaces this does not overlap with the Hawai'i Ecotourism Association's work.
 - Hawai'i Green Growth: This is a continuation of our engagement with the Sustainable Business Forum and their work in convening statewide stakeholder meetings, implementation of the Aloha+ Challenge Dashboard and identify robust tourism metrics by which to measure and manage tourism's impacts to the islands.
- Amplify community outreach and stakeholder engagement through our active participation in the collaborative and work with community organizations and industry to develop solutions.

Staff Lead: Director of Hawaiian Cultural Affairs – Kalani Ka'anā'anā

Contractors:

- Department of Land & Natural Resources
- Department of Business Economic Development & Tourism, Green Business Program
- Hawai'i Green Growth (OEDB as Fiscal Sponsor)
- Park Survey Contractor – TBD (Pending RFP)

Timeline:

Start date	End Date	Activity
8/1/18	8/31/18	Prepare the RFP for the parks survey in consultation with DLNR
8/1/18	8/31/18	Concurrently negotiate final details of the MOA/Contracts with DLNR, DBEDT and Hawai'i Green Growth.
9/1/18	6/30/19	Implementation of various program elements.

Budget:

- DLNR Mālama Hawai'i & Park/Trail Ambassador Pilot Program: \$550,000
- Comprehensive State Park Survey: \$400,000
- Hawai'i Green Growth (Aloha +): \$25,000
- DBEDT Green Business Program: \$25,000

Measurements

Appreciation of Hawai'i's Natural Resources	High awareness and satisfaction with Hawai'i's natural resources	% of visitors who used State Parks
# of participating community organizations and stakeholder groups		

3.3.1 Hookaulike

Project Description: Statewide initiative that addresses managing the destination with programs that strengthen a community's resources, capacity and understanding of the benefits of tourism. Projects and programs under this fund should be public and/or private in nature and seek to find a balance between community needs and visitor desires in an effort to improve the quality of life for all the people of Hawai'i. The program must address at least one of these goals: 1. Sustainable management of the destination 2. Socioeconomic impacts 3. Cultural impacts 4. Environmental impacts

Implementation

- The HTA will reach out to the community, government officials and the industry to compile feedback on issues pertaining managing the destination.
- Feedback will include data from the resident sentiment report and will consider issues that impact both residents and visitors.
- Projects will include:
 - The Island Tourism Strategic Plan for Kauai and Hawai'i counties that align with the HTA five-year strategic plan.
 - Kaua'i TSP ends in 2018
 - Hawai'i TSP will start on a plan
 - Maui TSP ends in 2026
 - O'ahu TSP-TBD
 - Designer for the signage for the FY18 Hookaulike program on interpretive and educational signs in county parks, beaches or trails. Supports programs on Kaua'i and Hawai'i. O'ahu and Maui did not proceed with the program.
 - Interpretive signage for Maui county to replace existing signs located at facilities that are deteriorating.
 - Working with the Maui Nui Resource Marine Resource Council to develop sign verbiage that address concerns with the environment
 - Matching funds from the County
 - Security Cameras in City and County of Honolulu Parks
 - Approximately 42 parks out of 299 County parks identified based on high visitor visitation and use. **266 security cameras**
 - City and County of Honolulu FY19 budget will cover comfort station gates and security to close park gates
 - Pilot program at five parks with cameras situated around bathrooms showed that the cameras are a deterrent
 - Park staff will monitor the video tapes
 - Costs include the cameras and installation
 - Security Cameras in Kaua'i County Parks and Beaches
 - Identified approximately eight parks where cameras will help deter vandalism. Lihi Park, Po'ipū Beach park, Kapa'a Beach Park, Salt Pond Beach Park, Spouting Horn Beach Park, Kealia Kai, Kealia Beach Park, Hanamaulu Park). Approximately **19 security cameras and warning signs needed (estimated)**
 - Security cameras are used at Bryan J. Baptiste Sports Complex and were successful in helping in apprehending the vandals
 - No County budget to purchase and install security cameras
 - Parks Permit and Security coordinator will monitor the videos if the videos can connect to the County system

- Security Cameras in Hawai'i County Park Facilities
 - Approximately 47 facilities out of 327 county facilities that are high use for residents and visitors where security cameras would help apprehend and aide in the prosecution of vandals. Facilities include beaches, parks large aquatic areas and camp sites
 - Approximately **94 security cameras** (two at each facility) with **warning signage**
 - Biggest issue is homelessness and vandalism
 - Currently no funding allocated for security cameras and due to the constraints of the lava flow expense, cameras are not on the budget
 - No police staffing increase since 1975
 - Discussion about installing a webcam at Isaac Hale right before the lava flow, but that did not materialize
 - Videos will be managed by the Parks. No server needed
 - At Mo'ohau Park in downtown Hilo, across from the Hilo Farmers Market, visitors hop on and hop off trolleys. There is a County visitor center and a covered gazebo and a police substation that is not consistently staffed. Security cameras would help in reducing crime
- Security Cameras in Maui County- To be confirmed

Staff Lead: Director of Communications – Charlene Chan

Contractors: Hawai'i, Maui, O'ahu and Kaua'i Counties

Timeline:

Start date	End Date	Activity
August 2018		Continued discussions on the plan to roll out the program and timing, with each county
August 2018		Discussions with Hawai'i and Kaua'i county on the TSP. Timeline based on the County
September 2018		Confirm if signage support needed for the continuation of the FY18 interpretive sign program
October 2018		Based on the County's timeline, start rolling out the security camera program based on the County's timeline

Budget:

- \$100,000 (\$50,000 each for Kaua'i and Hawai'i) Tourism Strategic Plan aligned with HTA five-year strategic plan
- O'ahu- TBD
- \$50,000 Designer for signage template
- \$50,000 Maui County interpretive signs
- Security Cameras
 - City and County of Honolulu: \$550,000

- Kaua'i County: \$40,000
- County of Hawai'i: \$200,000
- Maui County: \$266,000

Measurements

# of issues addressed in the year	# of residents who can see the positive changes to their communities	Residents who can see the positive changes in their communities
# of meetings with the community and partners to garner feedback		Residents who feel they have a voice in communicating their concerns
# of programs funded		Understanding by residents of the complexity of finding the balance of tourism and community impact

3.3.2 Responsible Tourism Program

Project Description: Responsible Tourism is “an active awareness about the effects travel can have on places, both positive and negative.” This project is a pre and post-arrival informational campaign to educate visitors about how to travel throughout the Hawaiian islands in a sensitive manner. HTA seeks to develop responsible travelers – considering who and how they interact with the residents, the impact their movement throughout the destination has on the environment, and selecting accommodations, transportation, and activities in a manner that helps preserve the destination and benefits the people who live there.

Implementation:

- Work with Hawai'i Tourism USA and Hawai'i Tourism Japan on directing the content and messaging to build out this project
 - End result is consistent content and messaging
- Each MMA will decide how the message will be spread throughout their respective markets
- Consider promoting community-based tourism initiatives, such as but not limited to:
 - Community-oriented projects and events, such as those funded by HTA's Community Enrichment Program, Aloha 'Āina Program and Kūkulu Ola program, and other identified projects to promote and market.
 - Hawai'i Ecotourism Association and their certified ecotourism operators
- Create and develop the assets for the project.
 - Create videos highlighting each of the six Hawaiian islands and messaging themes. The digital assets will be used pre-arrival via on-line, social media channels, and in-flight.
- Develop a digital media plan to promote the project via GMTs social media channels.
- Develop a media plan to air video at car rental companies, shuttles, and possibly in-room hotel channels.
- Work with internal HTA Communications Team and share assets to inform residents and visitors post-arrival.

Staff Lead: Tourism Brand Manager – Caroline Anderson

Contractors: Hawai'i Tourism U.S., Hawai'i Tourism Japan, global marketing team

Timeline:

Start date	End Date	Activity
8/6/18	8/17/18	HTA convenes meetings with HTUS, HTJ on info campaign, content development
8/20/18	9/14/18	Solidify messaging and content development and social media plan
9/17/18	1/31/19	Coordination and development of the messaging/assets/content/videos/
10/1/18	11/9/18	Identify projects/programs to highlight as well as include
11/1/18	1/31/18	Finalize media plans with airlines and in-state
2/1/19	2/28/19	Finalize assets/materials; develop media kit; give to GMTs and other identified partners
3/1/19		Roll out the campaign

Budget:

- \$750,000 for content, messaging, and video development for the global markets
- \$150,000 for content and messaging development for inflight/post arrival
- \$200,000 for airline distribution

Measurements:

Output Measures	Performance Measures	Productivity Measure
# of videos produced	# of residents who can see the positive changes to their communities	Residents believe that tourism has brought more benefits than problems to my island
# of ads produced		
# of posts		
# of airlines showing the video		
Audience reach		

3.11.3 Waikīkī Security Program

Project Description: Hawai'i's attractiveness as a leisure destination is highly dependent on the perception that it provides a safe and secure environment for visitors and residents. An increase in crime against visitors to Hawai'i or even the perception of such an increase, and the resultant negative publicity about the destination can adversely impact future visitation and visitor expenditures. This in turn impacts both the tax revenues that support public facilities and services, as well as the visitor industry jobs that support Hawai'i's residents' livelihood and quality of life.

In 2017, visitor plant inventory in Hawai'i increased to 80,336 units. Nearly half (47.9 percent; 38,508 units) of the state's visitor units were located on O'ahu, with the majority of units located in Waikīkī. Recent crimes in Waikīkī against visitors and members of the military caught the headlines of national and international press. Despite the best efforts of our law enforcement, the fight against crime is hampered by limited resources in communities heavily impacted by tourism with high visitor counts. It's important for HTA to partner with safety & security lead agencies to increase safety measures and help strengthen criminal deterrence and law enforcement efforts to bolster community safety for both residents and visitors.

Implementation:

- **Waikīkī Security Camera Program:** Currently there are ten security cameras in Waikīkī, six on Kalākaua and four on Kūhiō. City is the process of adding six more with estimated cost of \$100,000. There is a need of additional cameras for increased vigilance and security in the district. HTA will partner with Mayor's Office, Honolulu Police Department, and Waikīkī Business Improvement District Association and allocate funds to add **20 more cameras** for Waikīkī.
- **Waikīkī Ambassador Program:** HTA will provide funds to support Waikīkī Business Improvement District Association to enhance and expand the existing ambassador program by adding **four to five ambassadors**. Currently, the number of ambassadors in the district ranges on average between 10-14 individuals at one time. They also staff two stationary kiosks on Lewers Street and in front of HPD Substation. These ambassadors work from 10a.m. to 11p.m., every day of the year, providing information, hospitality, and safety patrol services on foot and bike. Additional ambassadors will help strengthen criminal deterrence.

Staff Lead: Director of Marketing – Jadie Goo

Timeline:

Start date	End Date	Activity
8/1/18	11/30/18	Further discussions and planning with C&C of Honolulu, HPD, WBID to finalize plans/proposals
12/1/18	12/31/18	Agreements fully executed
1/1/19	2/28/19	Ambassadors hired
1/1/19	12/31/19	Camera installation completed

Contractors:

- City & County of Honolulu
- Waikīkī Business Improvement District Association

Budget:

- Waikīkī Security Camera Program: \$500,000
- Waikīkī Ambassador Program: \$300,000

Measurements:

Output Measures	Performance Measures
# of cameras purchased/installed	Visitors rate Hawai'i as safe and secure
# of additional ambassadors hired	
# of visitors served	