



Hawai'i Convention Center
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David Y. Ige
Governor

Chris Tatum
President and Chief Executive Officer

April 15, 2020

Aloha HTA Board of Directors,

I hope you and your families are safe and healthy.

We appreciate you deferring the HTA Board of Directors meetings in March and April. Our focus has been on supporting the state's efforts to mitigate the virus by moving 250,000 visitors out of Hawai'i, discouraging future visitors during the crisis, redeploying our teams to make follow-up calls to quarantined visitors, and implementing the Hotels for Heroes program. We look forward to scheduling a virtual board meeting in May to provide updates and discuss the status of HTA's programs. The HTA leadership team, HVCB, and HLTA have been working together from the Hawai'i Convention Center to coordinate the execution of the effort.

Although our current activities were not exactly as we anticipated, it's important as an organization that we continue to support our strategic pillars, even during a crisis. Our priorities and allocations will need to be flexible and dynamic, however, we need to stay true to our mission.

HAWAIIAN CULTURE

- Although our support of most activities and programs have been suspended, we hope to reschedule many programs, and we continue to identify opportunities. HTA has allocated \$100,000 to the Pop-Up Mākeke marketplace, which is an online shopping site developed to promote and sell products from local artisans who normally participate in festivals such as the Merrie Monarch Festival and other informal venues.
- We are sponsoring the K5 May Day concert online to provide an opportunity for local musicians to share their incredible talent from their homes. We allocated \$50,000.

COMMUNITY SUPPORT & SAFETY & SECURITY

- From the start of the 14-day self-quarantine for all incoming passengers, HTA and HVCB have been supporting the Hawai'i Department of Transportation and state with the process. We contracted badged furloughed employees from Roberts Hawai'i to assist with quarantine education, obtaining signatures of visitors, and confirmation of identity. This information is scanned by an HTA contractor (SMS) and our HTA team then provides the data to our HVCB-managed call center that makes initial calls to hotels and three follow-up calls to quarantined visitors during their stay. Like 16+ other states, this is a "self-quarantine" order, however, Hawai'i wanted a follow-up process that reminds these visitors of their obligation and supports hotels with challenges. Our ability to contact visitors utilizing vacation rentals is limited to the information provided by the visitors. Issues at the hotels or the inability to contact after three attempts are referred to HI-EMA or county authorities. To date 2,448 visitors have arrived in Hawai'i during the quarantine period. The team has logged 13,445 minutes, made more than 7,600 phone calls, and has also sent emails. There are

30 people per shift working from 9 a.m. to 11 p.m. seven days a week. Although a “self-quarantine” relies on the honor of the person, most seem to be complying and Hawai‘i has been much more aggressive with following up than any other state.

- HTA partnered with the Visitor Aloha Society of Hawai‘i (VASH) to develop, fund and launch the COVID-19 Flight Assistance Program which began on April 6th. The \$25,000 will be utilized to support the return of individuals that arrive from the continental United States (CONUS), do not have prearranged lodging, and are may need financial assistance to return to their origin airport. Since the inception, the CFA program has returned a total of nine individuals to the following airports: Los Angeles (4), Phoenix (1), Guam (1), Denver (1), Birmingham (1), and San Diego (1). Of the nine returnees, the CFA program purchased five one-way tickets, received three donated one-way tickets, and one was returned without the program having to expend funds on a ticket. This program has played an important role in ensuring that Governor Ige’s self-quarantine order is effective and those without lodging are sent back.
- Hotels for Heroes is a program that provides complimentary rooms to the frontline health care workers and first responders for the purpose of rest and family separation. To date, the HVCB housing bureau booked 903 room nights spread across the state. To help offset the hotel costs, HTA pays a discounted rate of \$85, we initially allocated \$500K from our sports programs to fund this program. HLTA developed the process with the Health Care associations, police, fire, and emergency response organizations and the participating hotels. HVCB created and continues to operate the housing bureau with nine people from 9 a.m. to 9 p.m. daily.
- HTA is funding the additional security at the Hawai‘i Foodbank in the amount of \$15,000 from HTA’s safety and security program.
- We have been working with the State Department of Labor to create a call center at the Convention Center to support their significance volume of unemployment claims.

NATURAL RESOURCES

- We continue to implement our program of trail maintenance and signage improvements with the DLNR Na Ala Hele program. This is a \$550K budgeted program.

BRANDING

- We have suspended marketing and promotion activities in all of the markets during the crisis. The marketing contractors continue to maintain channel relationships and are communicating the status of Hawai‘i’s mitigation efforts. We are adjusting contracts to align with our current priorities and are developing a reserve to support the continued support of the state’s mitigation and recovery efforts.
- HVCB developed the Share Aloha video to express Hawai‘i’s support of all people in the world, however, now is not the time to visit: <https://www.youtube.com/watch?v=5VJIDRygPCs>

Mahalo for your support and will keep you updated.



Chris Tatum
President and CEO
Hawai‘i Tourism Authority