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David Y. Ige
Governor

Chris Tatum
President and Chief Executive Officer

April 27, 2020

Aloha Tourism Industry Leaders,

I hope your families are safe and healthy.

Thank you for your incredible support of the efforts to mitigate the spread of COVID-19. The actions of the government, industry, and residents have protected the health of our families. Our continued focus as a community will be the key to our successful fight against this virus.

The economic impact of this pandemic has also been devastating with more than 250,000 residents out of work and worrying about how they will care for their families. The tourism industry impacts almost every business in Hawai'i directly or indirectly. Tourism also generates \$2 billion in tax revenue used to support our schools, state parks, and other government services. We have a tremendous responsibility to support a recovery process that prioritizes the safety of our residents and visitors, while restoring the state's economy.

As we begin to develop recovery plans, the industry will need to create "world-class" safety protocols that are supported by research and endorsed by the health experts. From the time travelers board their plane to the islands, to when they board their returning flight, both the residents and visitors will need to have confidence the airlines, airports, hotels, transportation, restaurants, activities, and attractions are consistently providing protection from COVID-19. These protocols need to be part of our brand promise.

We also want to take this opportunity to align our destination branding with values that respect the culture, environment, and our community. When the time is appropriate, we need to collaborate with the community to develop memorable visitor experiences while respecting the lives of our residents on each island. A safe destination that preserves our natural resources, and is supported by the community, will result in a sustainable environment, industry, and economy for future generations.

Mahalo and stay safe,

Chris Tatum
President and CEO
Hawai'i Tourism Authority